

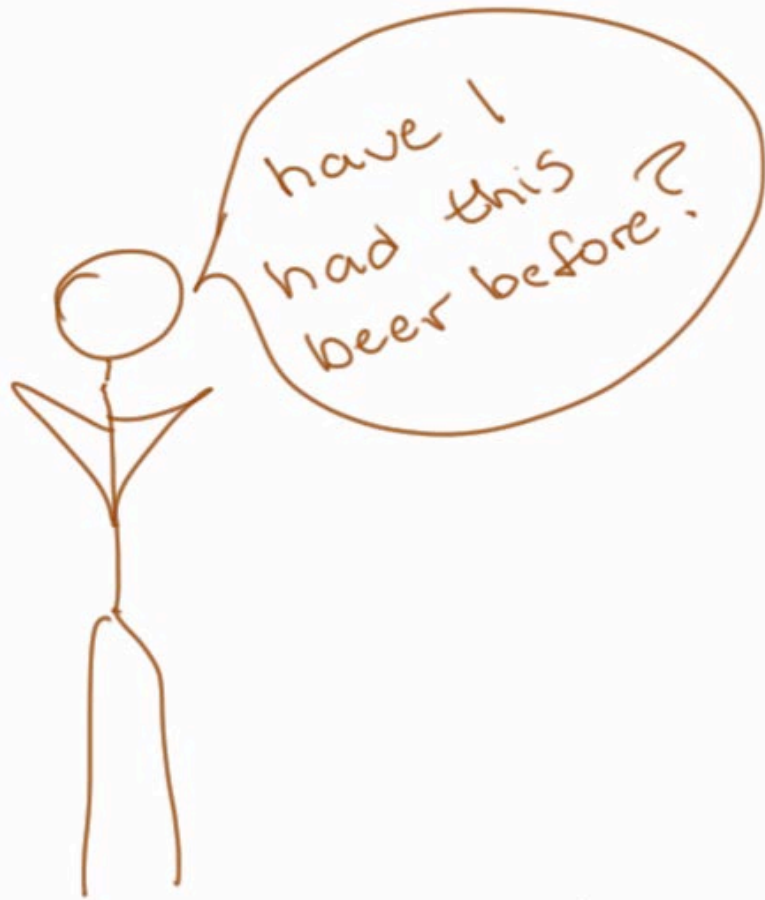
Cross temporal analytics of beverage choice.
(a.k.a. beer loggin')



Beer allocation, Sumaria, 3100-3000 BC

L. Clair Samuel
director of operations and finance at Vital Labs

Why?



How?

Red Hook	Black Hook	Smooth, mellow coffee/chocolate w/o bitterness
Mac & Jack's Brewery	Alaskan Amber	Creamy, mellow, good
Bridgeport Brewing	Beertown Brown	Malty w/ a hop to it. Good
Four Peaks	Hefewiezen	very American, thick wheat, citrus
Great Divide	Hot Shot ESB	Crisp, strong citrus, hoppy good

How? 21st Century style





BrewGene

BrewGene

Imagine walking into a bar and having your phone tell you which beer to order.

★★★★☆



Beer Counter

J.R.

Beer counter is an application that can keep track of your beer

★★★★☆



Untappd - Discover

Untappd

Get ready to drink socially with Untappd! Untappd is a social

★★★★☆



Librewery Beer

monkeys&typewriters

Enjoy your beer more with Librewery, the Beer Library! Configure and

★★★★☆



Brewster

TheX Interactive

Brewster is the beer lovers complete beer management and beer

★★★★☆



BeerCloud

INsReady Inc.

Manage your favorite beers and brewers. Access custom beer lists.

★★★★☆



BeerDiary

Jimbot

BeerDiary is a beer tasting diary. Use it to encourage thoughtful tasting while

★★★★☆



Beer - List, Rating

Metosphere

Do you love beer and trying out new brews? Keep a journal of your

★★★★☆



My Beers (Free)

CamelDroid

You like beers and you want to keep a trace of all beers that you had drunk

★★★★☆



BeerKeep Beta

truello

Drop the paper and pencil and take notes at a beer festival one-handed,

★★★★☆



Pintley Beer Rec

Pintley

Pintley is the best way to discover beer you'll love. Pintley learns from your

★★★★☆



Wine - List, Rating

Metosphere

Do you love wine? Do you wish you had a journal of all your wine notes and

★★★★☆



How?

Remember



How?

Limitations of Remember.



How?

June 2014 switched to
Google forms.

Beer Log

How much I liked it.

1 2 3 4 5 6 7 8 9 10

Date Consumed

Time Consumed

Example: 11:00 AM

Beer Name

Brewery

Brewery Location

Where consumed

- Home
- Friend or Family's
- Bar or Restaurant
- Event

How?

The Questions

- **How much I liked it:** 1-10 (3)
- **Date Consumed:** day of month (1)
- **Time Consumed:** time of day (2)
- **Beer Name** (5)
- **Brewery** (6)
- **Brewery Location** (7)
- **Where consumed:** home, friend or family, restaurant, event... (12)
- **Style:** option to select one of frequently consumed styles, or enter Other. (8)
- **Style Adjectives:** e.g. Oatmeal (17)
- **Format:** can, bottle, large format, tasting/fest (4)
- **Brewery Region:** part of country or int'l (14)
- **Cost** (13)
- **Volume** (16)
- **Description - from bar or brewery** (10)
- **Notes:** my personal notes (11)
- **Other:** occasion, e.g. With Meal (15)
- **abv** (9)

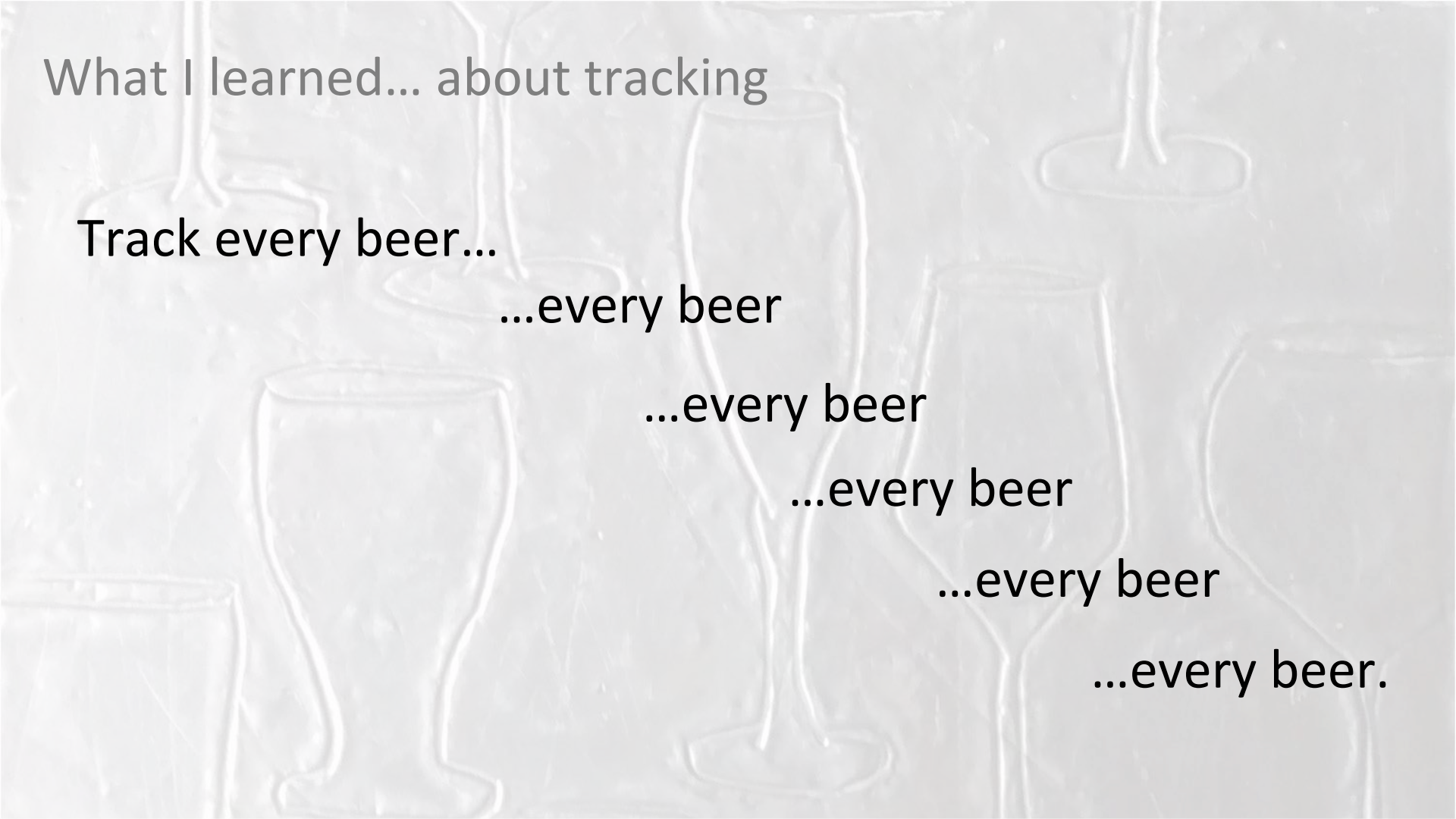
number in parenthesis is the original order of question being added to the data collected

What I learned...

new questions to ponder...

**Categorization and
materiality.**





What I learned... about tracking

Track every beer...

...every beer

...every beer

...every beer

...every beer

...every beer.

What I learned... about tracking



What I learned... about tracking

Dig into the data earlier, to learn what I want to learn.

- **How much I liked it:** 1-10 (3)
- **Date Consumed** (1)
- **Time Consumed** (2)
- **Beer Name** (5)
- **Brewery** (6)
- **Brewery Location** (7)
- **Where consumed** home, restaurant... (12)
- **Style** (8)
- **Style Adjectives:** e.g. Oatmeal (17)
- **Format:** bottle, sip (4)
- **Brewery Region** (14)
- **Cost** (13)
- **Volume** (16)
- **Description - from bar or brewery** (10)
- **Notes:** (11)
- **Other:** occasion, e.g. With Meal (15)
- **abv** (9)

Number in parenthesis represents original order question was added to survey.

What I learned...

14 categories represent 90% of beers styles.

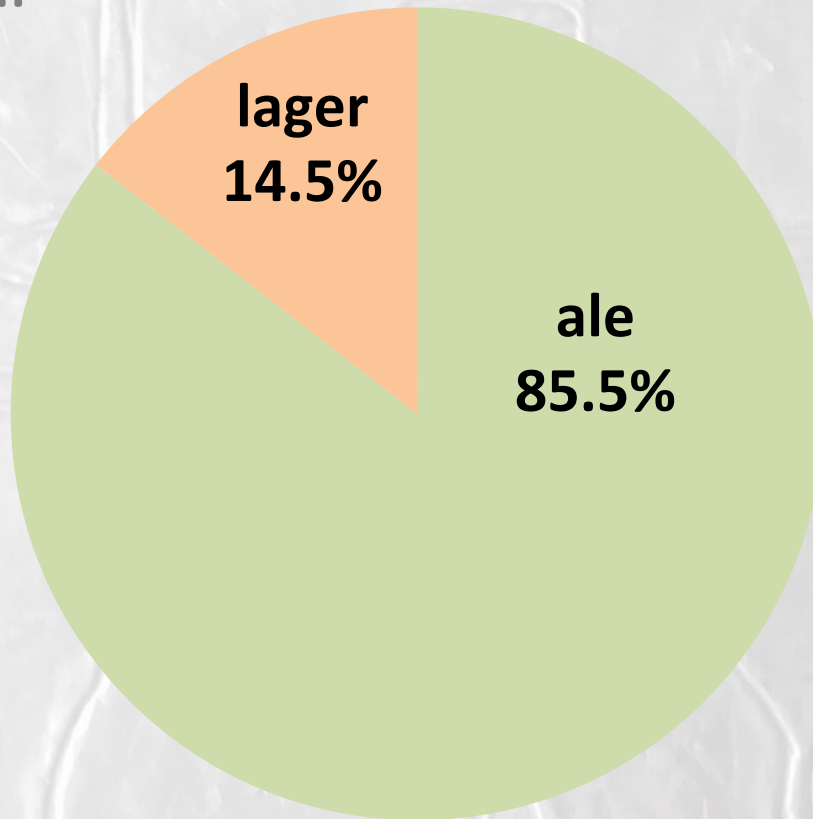
American-Style Wheat Beer
American-Style Wheat Beer With Yeast
Fruit Beer
Fruit Wheat Beer
Field Beer or Pumpkin Beer
Herb and Spice Beer
Chocolate Beer
Coffee Beer
Specialty Beer
Rye Beer
Specialty Honey Beer
Session Beer
Other Strong Beer
Experimental Beer
Indigenous Beer
Gluten-Free Beer
American-Belgo-Style Ale
American-Style Sour Ale
American-Style Brett Beer
Wood- and Barrel-Aged Beer
Wood- and Barrel-Aged Strong Beer
Wood- and Barrel-Aged Strong Stout
Wood- and Barrel-Aged Sour Beer
Aged Beer
Kellerbier or Zwickelbier
Smoke Beer

Australasian, Latin American or Tropical-
Style Light Lager
International-Style Lager
Baltic-Style Porter
European-Style Low-Alcohol Lager/
German-Style Leicht(bier)
German-Style Pilsener
Bohemian-Style Pilsener
Münchener-Style Helles
Dortmunder/Export or German-Style
Oktoberfest
Vienna-Style Lager
German-Style Märzen
European-Style Dark/Münchener Dunkel
German-Style Schwarzbier
Traditional German-Style Bock
German-Style Heller Bock/Maibock
German-Style Doppelbock or Eisbock
American-Style Lager or Light Lager or
Pilsener
American-Style Cream Ale
American-Style Amber Lager
American-Style Dark Lager
Australasian-Style Pale Ale or International-
Style Pale Ale
German-Style Kölsch/Köln-Style Kölsch

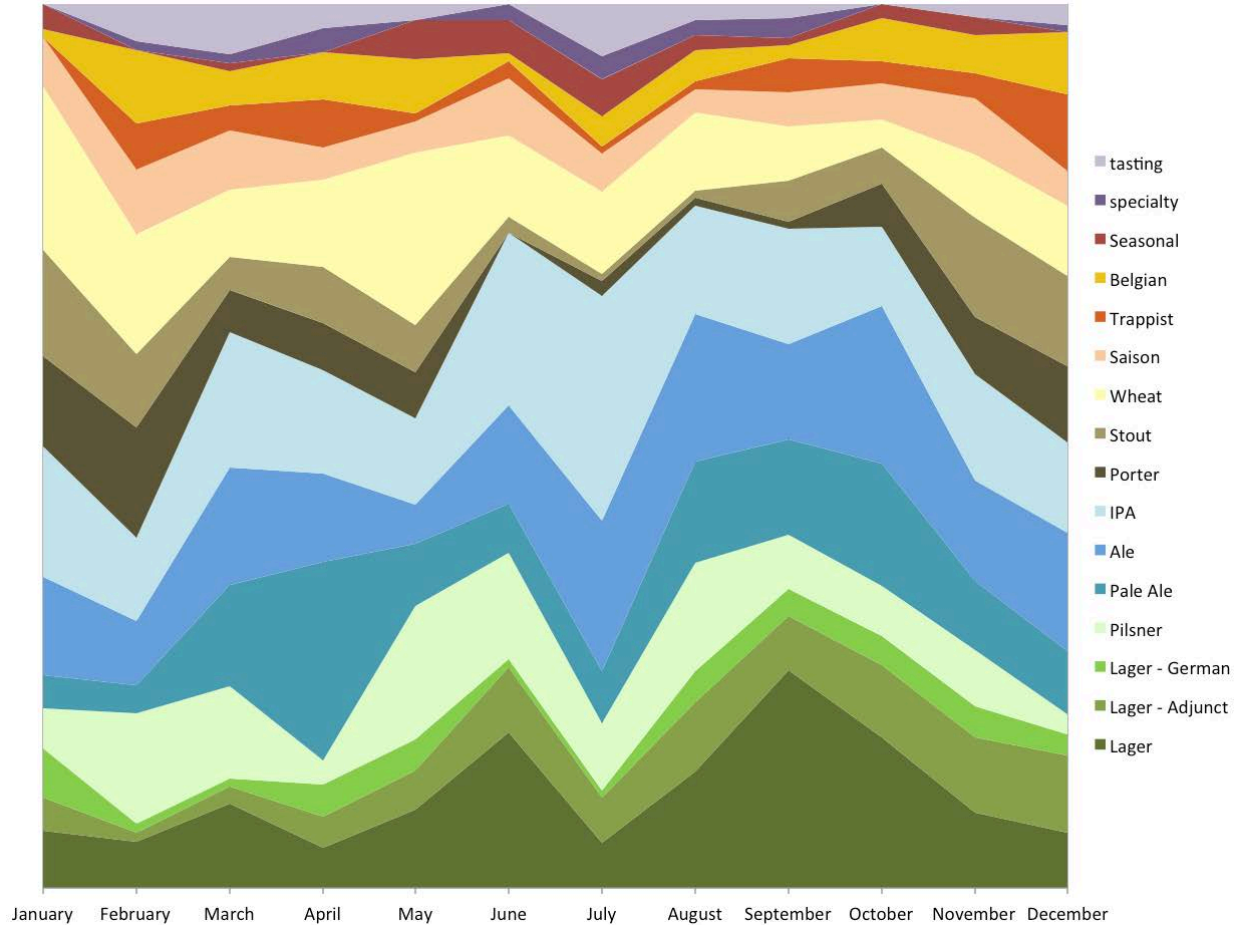
German-Style Brown Ale/Düsseldorf-Style
Altbier
German-Style Sour Ale
South German-Style Hefeweizen/
Hefeweissbier
German-Style Pale Wheat Ale
German-Style Dark Wheat Ale
South German-Style Weizenbock/
Weissbock
Belgian-Style Witbier
French- & Belgian-Style Saison
Belgian- and French-Style Ale
Belgian-Style Blonde Ale or Pale Ale
Belgian-Style Sour Ale
Belgian-Style Flanders Oud Bruin or Oud
Red Ale
Belgian-Style Dubbel
Belgian-Style Tripel
Belgian-Style Pale Strong Ale
Belgian-Style Dark Strong Ale
Other Belgian-Style Ale
English-Style Mild Ale
English-Style Summer Ale
Ordinary or Special Bitter
Classic English-Style Pale Ale
Extra Special Bitter

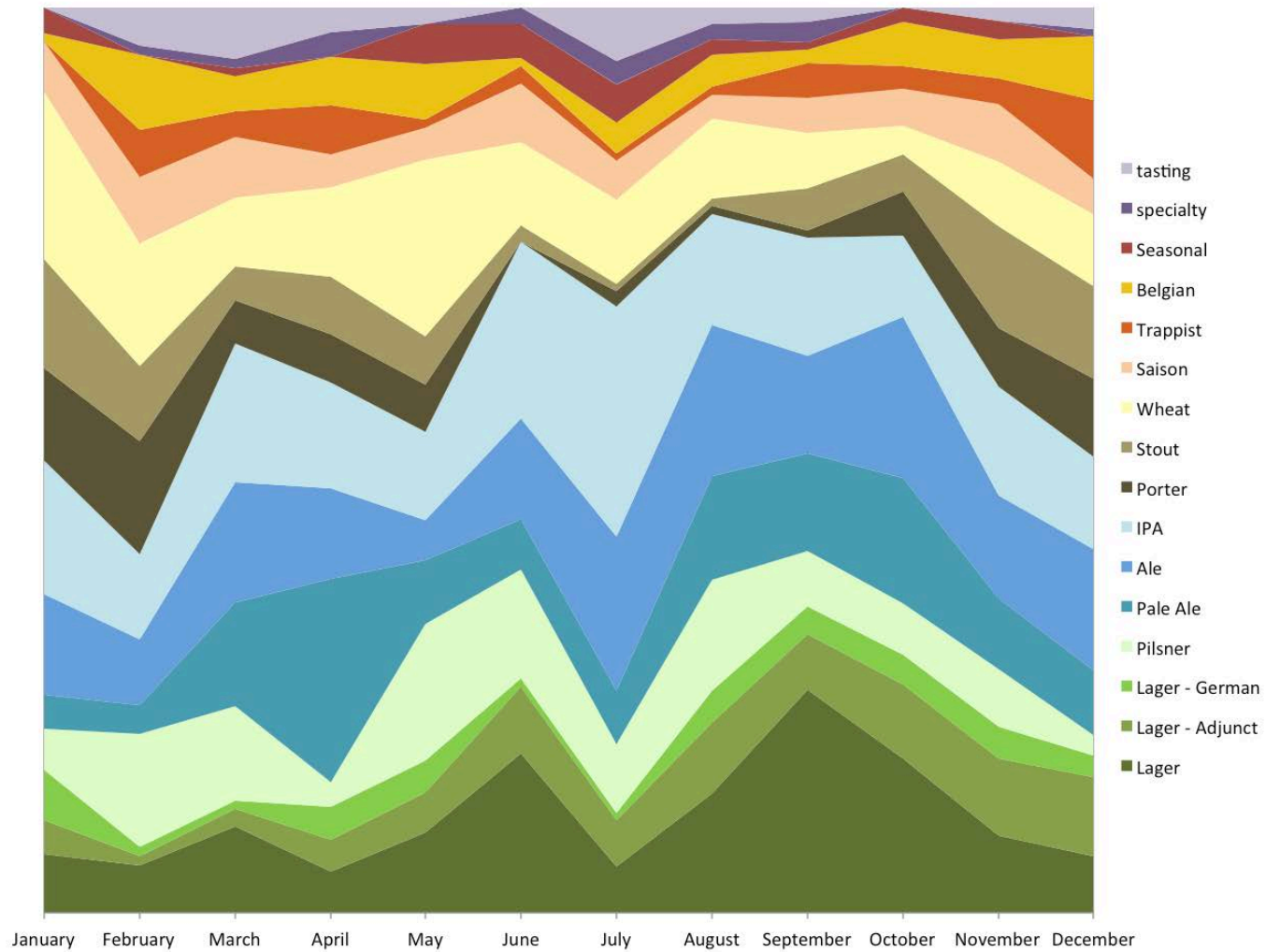
English-Style India Pale Ale
Scottish-Style Ale
English-Style Brown Ale
Brown Porter
Robust Porter
Sweet Stout or Cream Stout
Oatmeal Stout
Scotch Ale
British-Style Imperial Stout
Old Ale or Strong Ale
Barley Wine-Style Ale
Irish-Style Red Ale
Classic Irish-Style Dry Stout
Foreign-Style Stout
Golden or Blonde Ale
American-Style Pale Ale
American-Style Strong Pale Ale
American-Style India Pale Ale
Imperial India Pale Ale
American-Style Amber/Red Ale
Imperial Red Ale
American-Style Brown Ale
American-Style Black Ale
American-Style Stout
American-Style Imperial Stout

What I learned...

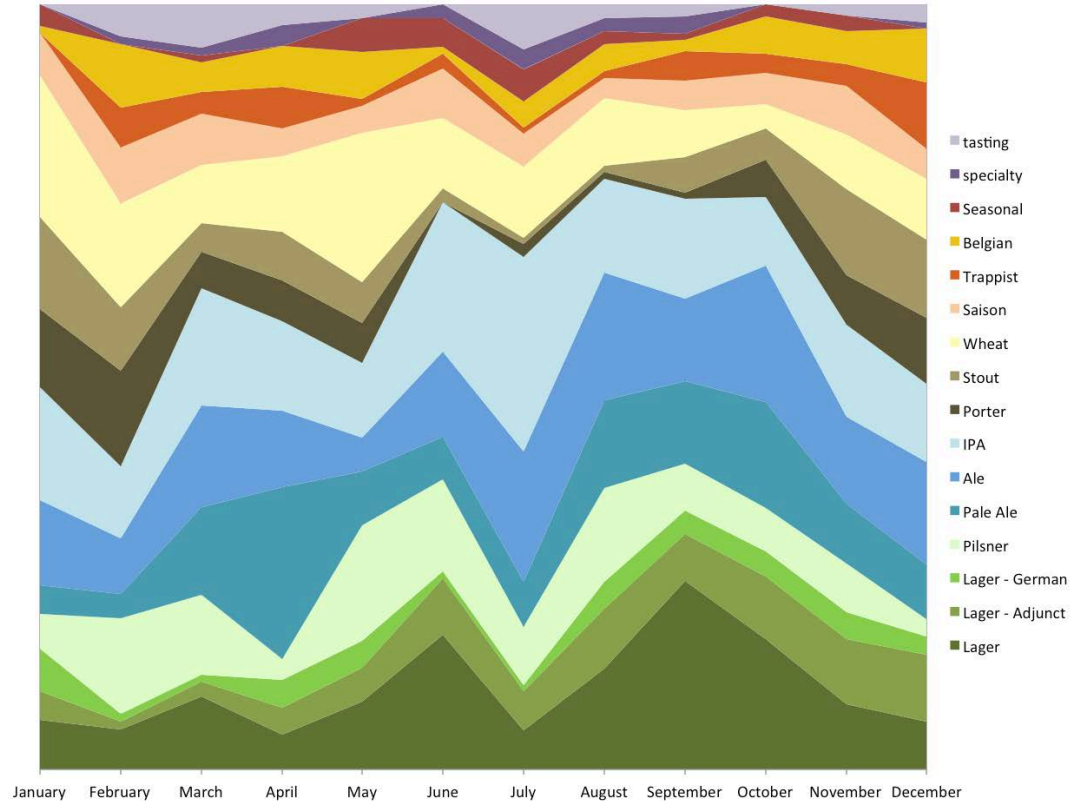


What I learned...





What else can I discover with the data?
Breweries, region, how served, style preference, who I'm with...



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lotussutol.com