

GUINNESS

FOOD MEET BEER

GUINNESS



PURPOSE OF THIS TOOLKIT

HELP TO GROW BARS &
RESTAURANTS' TURNOVER
by providing:

1. Why beer & food pairing can help grow their business
2. Innovative and distinctive Food + Beer strategy
3. Expert-informed pairing recommendations
4. Creative assets
5. Sales driving mechanics



GUINNESS

GUINNESS



FOOD CULTURE is off the charts:
it's the new rock 'n' roll

There's never been a more exciting time for food. Food used to be just something you ate – but now it's a driving force of popular culture. Chefs are treated like rock stars, diners queue around the block for no-booking restaurants and people get famous for Instagramming their breakfasts.

Food plays a bigger role in all of our lives now. What and where we eat, who we eat with – it is the focal point for social connections.

BEER IS INCREASINGLY RELEVANT FOR FOOD

*Chefs & consumers are on a quest
for more adventurous tastes and
bolder flavours all better suited to
beer than wine*

Social media and foodie culture means consumers looking for novel, conversation-worthy, and delicious, food experiences

The variety and accessibility of beer suits modern eclectic and fusion ingredient and cooking methodologies



GUINNESS HAS HISTORIC AND CONTEMPORARY RELEVANCE TO FOOD-LED OCCASIONS GLOBALLY

Guinness is one of very few brewers to have such a credible role with food, globally

Historic association due to our product quality and flavour focus

Guinness beers are drunk in 150 countries, and have been exported for over a hundred years

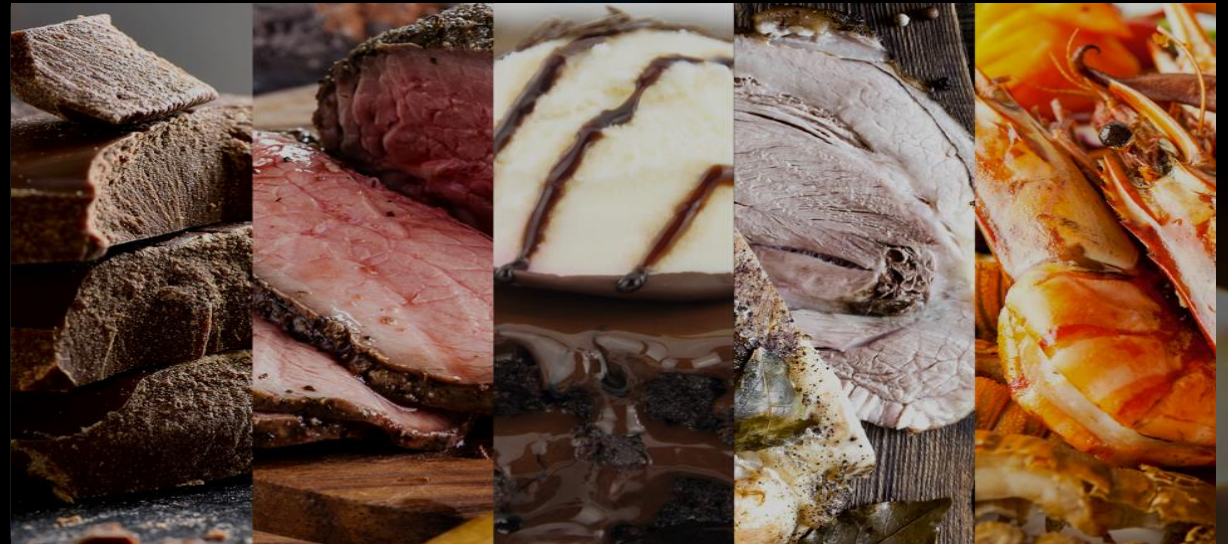
Which means they're already enjoyed alongside most global cuisines

GUINNESS IS CHEF'S CHOICE

CHEFS AROUND THE WORLD APPRECIATE THE QUALITY AND DEPTH OF FLAVOUR OF OUR BEERS

Guinness features in thousands of recipes by name on menus, in cookbooks and on social media

Our portfolio of beers – and our innovation pipeline – consists of beers of taste, and span the spectrum of flavour



GUINNESS

HOW TO PAIR FOOD WITH BEER

GUINNESS



GUINNESS



*We have developed a Food + Beer pairing process
designed
to enable to deliver*

**EVEN MORE MEMORABLE,
DISTINCTIVE
MEAL EXPERIENCES**

Key benefits:

Pairs our range of beers with
the food already on their
menu to deliver a more
distinctive taste experience

Inspires twists on classics and
attracts diners to new menu
ideas

Supported by fully worked up
strategic and creative solution,
& sales driving activations

As well as improving
sales,
the strategy will drive
positive
Word Of Mouth and
repeat footfall

Without demanding that
Food-led customers add
even more options to
their menus, or rework
their recipes

GUINNESS

HOW TO PAIR FOOD WITH BEER

[Click to access more details & poster](#)

When we 'taste', our palate picks up three different sensations:

FLAVOUR AROMA MOUTH-FEEL

This combination allows our brain to decide what the food tastes like, and categorises it into these 7 taste sensations...

SWEET SOUR SALTY BITTER PUNGENT FATTY UMAMI

We use these taste sensations as our starting point to identify which Guinness beers should be paired with which dishes on your menu.

When a beer is paired with a particular taste sensation, it gives you an enhanced experience. This enhanced experience is described by experts such as beer sommeliers, as Complementing, Cutting or Contrasting, or the "3Cs"



Taste Sensation of key dishes served	Bitter	Salty	Sour	Fatty	Sweet	Pungent	Umami
Classic examples of this taste sensation	Coffee Chicory Spinach Sprouts Olives	Oysters Shellfish Parmesan Feta Salt Fish	Lemon Yoghurt Pickles	Cheese Cream Butter	Chocolate Caramel Milk	Chilli Garlic Jerk spice Horseradish	Roast meat/game Burgers Soy sauce Tomato Mushroom
Emergent examples of this taste sensation	Kale Aubergine Raw fruit & veg Beans & peas	Samphire Seaweed	Kimchi Ferments	Tempura Lardo	Almond milk Coconut	Buckwheat Spelt	Vegan burger
Beers that COMPLEMENT this taste sensation	Guinness Draught Guinness IPA	Guinness IPA Pilsener	Hop House 13 Guinness IPA	Guinness Draught Guinness IPA West Indies Porter	Guinness Draught	Hop House 13 Guinness IPA	Guinness Draught West Indies
Beers that CUT this taste sensation	Pilsener	Hop House 13	Pilseners / Lagers	Pilseners / Lagers	Guinness Extra Stout	West Indies Porter	Hop House 13
Beers that CONTRAST with this taste sensation	Hop House 13	West Indies Guinness Draught	Guinness Draught West Indies Porter	Hop House 13	Hop House 13 Guinness IPA Pilsener / Lager	Guinness Draught Pilsener / lager	Pilsener / Lager

GUINNESS

GUINNESS

GUINNESS

SOMETHING TO START &
SOMETHING TO FINISH

GUINNESS



SOMETHING TO START & SOMETHING TO FINISH MENU INSERTS

when eating out, fewer than half customers are likely to order a starter (39%), dessert (49%)

THE IDEA

Encouraging consumers to order more items from the menu, and enabling customers to create interesting and appetising beer flights easily, based on existing menu

TO INCREASE THE AVERAGE SPEND PER HEAD & ENHANCE THE GUEST EXPERIENCE

APERITIF and **AFTER DINNER** drinks are **INCREMENTAL** to wine.



GUINNESS

GUINNESS

SOMETHING TO START & SOMETHING TO FINISH - MENU INSERTS WITH PICTURES

Click to access high res open format file

GUINNESS

GUINNESS

SOMETHING TO START

PAIR YOUR GUINNESS



Guinness will enhance the subtlest flavors of tapas. The flavor of Guinness and tapas will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING TO START

PAIR YOUR GUINNESS



Guinness will enhance the subtlest flavors of oysters. The flavor of Guinness and oysters will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING TO START

PAIR YOUR GUINNESS



Guinness will enhance the subtlest flavors of crostini. The flavor of Guinness and crostini will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING TO FINISH

PAIR YOUR GUINNESS



Guinness will enhance the subtlest flavors of blue cheese. The flavor of Guinness and cheese will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING TO FINISH

PAIR YOUR GUINNESS



Guinness will enhance the subtlest flavors of chocolate desserts. The flavor of Guinness and chocolate will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING "SPECIAL" WITH MAIN COURSE IDEAS

[Click to access high res open format file](#)

GUINNESS

GUINNESS

SOMETHING SPECIAL

PAIR YOUR GUINNESS



Guinness will enhance the subtlest flavors of meat. The flavor of Guinness and meat will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING SPECIAL

PAIR YOUR GUINNESS



Guinness will enhance the subtlest flavors of squid rings. The flavor of Guinness and squid will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING SPECIAL

PAIR YOUR GUINNESS



Guinness will enhance the subtlest flavors of bocadillo. The flavor of Guinness and bocadillo will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING SPECIAL

PAIR YOUR GUINNESS



Guinness will enhance the subtlest flavors of burgers. The flavor of Guinness and beef will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

DRIVING TRAFFIC INVITING CONSUMER LEVERAGING YOUR SOCIAL MEDIA

Click to access high
res open format file

GUINNESS

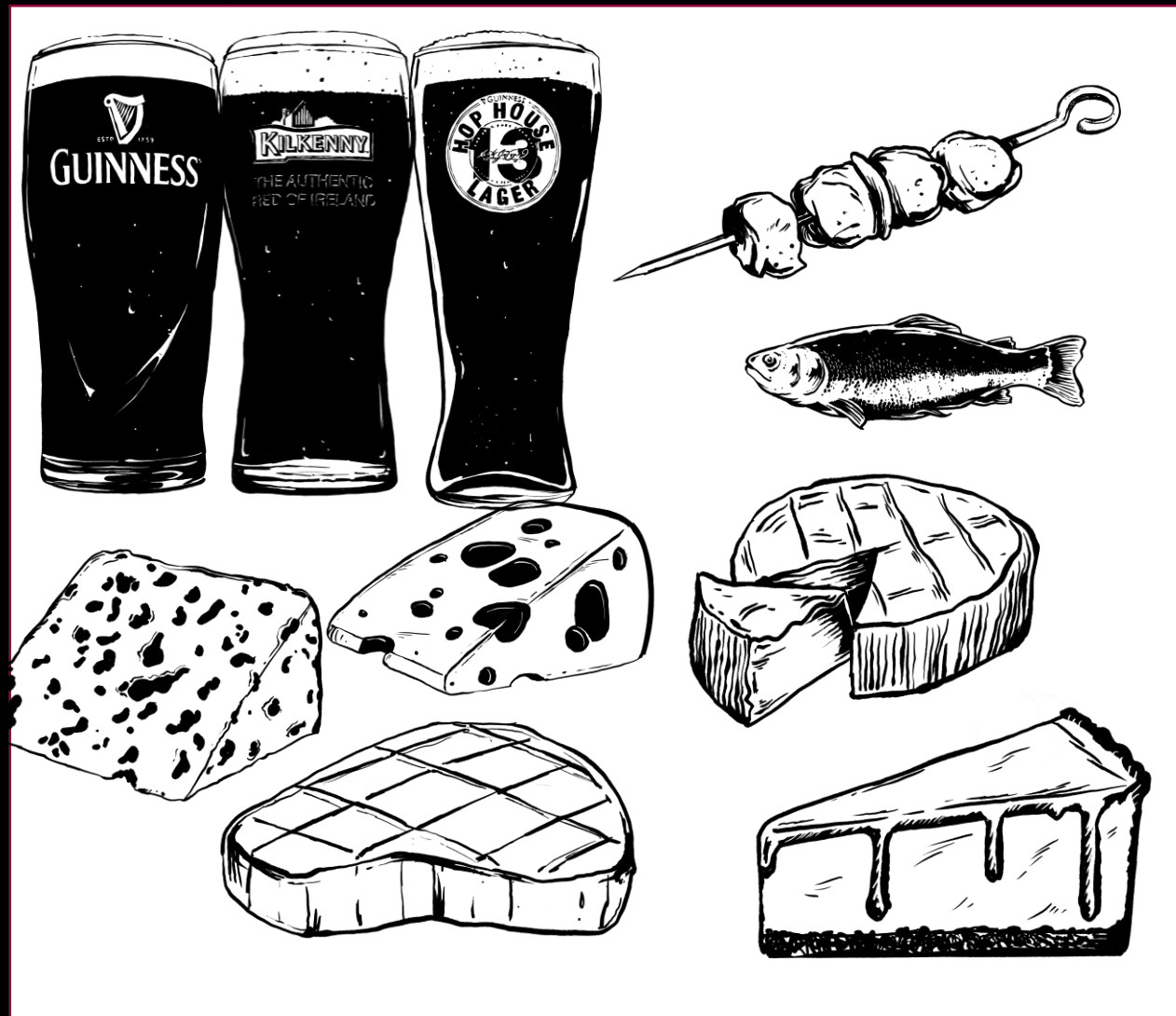
GUINNESS



MENU INSERT WITH EASY TO INSERT ILLUSTRATIONS WITH EXISTING MENUS

Click to access high res files

GUINNESS




SOMETHING TO START & SOMETHING TO FINISH - MENU INSERTS WITH ILLUSTRATIONS


Click to access high res open format file

GUINNESS

GUINNESS

SOMETHING
TO START


PAIR YOUR

GUINNESS




Guinness will enhance the subtlest flavors of oysters. The flavor of Guinness and oysters will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING
TO START


PAIR YOUR

GUINNESS




Guinness will enhance the subtlest flavors of roasted vegetables. The flavor of Guinness and vegetables will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING
TO FINISH


PAIR YOUR

GUINNESS



Guinness will enhance the subtlest flavors of blue cheese. The flavor of Guinness and cheese will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

SOMETHING
TO FINISH

PAIR YOUR

GUINNESS



Guinness will enhance the subtlest flavors of chocolate desserts. The flavor of Guinness and chocolate will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY GUINNESS RESPONSIBLY
DRINKIQ.com

PORTFOLIO APPROACH IS AN OPTION BRINGING OTHER FLAVORS / PAIRINGS

Click to access high res open format file

GUINNESS

GUINNESS



PAIR YOUR
HOP HOUSE 13
LAGER

Hop House 13 will enhance the subtlest flavors of chicken skewers. The flavor of Hop House 13 and chicken will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY HOP HOUSE 13 RESPONSIBLY
DRINKIQ.com



PAIR YOUR
KILKENNY

Kilkenney will enhance the subtlest flavors of crispy pork. The flavor of Kilkenney and pork will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY KILKENNY RESPONSIBLY
DRINKIQ.com



PAIR YOUR
HOP HOUSE 13
LAGER

Hop House 13 will enhance the subtlest flavors of cheese. The flavor of Hop House 13 and cheese will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY HOP HOUSE 13 RESPONSIBLY
DRINKIQ.com



PAIR YOUR
KILKENNY

Kilkenney will enhance the subtlest flavors of apple pie. The flavor of Kilkenney and apple will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY KILKENNY RESPONSIBLY
DRINKIQ.com



PAIR YOUR
HOP HOUSE 13
LAGER

Hop House 13 will enhance the subtlest flavors of lemon posset. The flavor of Hop House 13 and lemon will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY HOP HOUSE 13 RESPONSIBLY
DRINKIQ.com



SOMETHING
TO FINISH

PAIR YOUR
KILKENNY

Kilkenney will enhance the subtlest flavors of apple pie. The flavor of Kilkenney and apple will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY KILKENNY RESPONSIBLY
DRINKIQ.com



SOMETHING
SPECIAL

PAIR YOUR
HOP HOUSE 13
LAGER

Hop House 13 will enhance the subtlest flavors of chicken skewers. The flavor of Hop House 13 and chicken will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY HOP HOUSE 13 RESPONSIBLY
DRINKIQ.com



SOMETHING
TO FINISH

PAIR YOUR
KILKENNY

Kilkenney will enhance the subtlest flavors of cheese. The flavor of Kilkenney and cheese will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY KILKENNY RESPONSIBLY
DRINKIQ.com

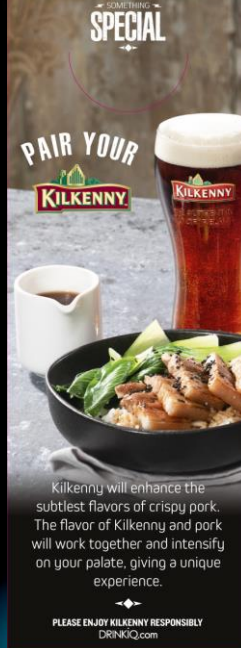


SOMETHING
TO FINISH

PAIR YOUR
HOP HOUSE 13
LAGER

Hop House 13 will enhance the subtlest flavors of lemon posset. The flavor of Hop House 13 and lemon will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY HOP HOUSE 13 RESPONSIBLY
DRINKIQ.com



SOMETHING
SPECIAL

PAIR YOUR
KILKENNY

Kilkenney will enhance the subtlest flavors of crispy pork. The flavor of Kilkenney and pork will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY KILKENNY RESPONSIBLY
DRINKIQ.com

SOMETHING TO START & SOMETHING TO FINISH - MENU INSERTS WITH ILLUSTRATIONS


Click to access high res open format file

GUINNESS

GUINNESS

SOMETHING
SPECIAL

PAIR YOUR
GUINNESS
HOP HOUSE 13
LAGER



Hop House 13 will enhance the subtlest flavors of chicken skewers. The flavor of Hop House 13 and chicken will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY HOP HOUSE 13 RESPONSIBLY
DRINKIQ.com

SOMETHING
TO FINISH

PAIR YOUR
GUINNESS
HOP HOUSE 13
LAGER



Hop House 13 will enhance the subtlest flavors of cheese. The flavor of Hop House 13 and cheese will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY HOP HOUSE 13 RESPONSIBLY
DRINKIQ.com

SOMETHING
TO FINISH

PAIR YOUR
GUINNESS
HOP HOUSE 13
LAGER




Hop House 13 will enhance the subtlest flavors of lemon posset. The flavor of Hop House 13 and lemon will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY HOP HOUSE 13 RESPONSIBLY
DRINKIQ.com

SOMETHING
TO FINISH

PAIR YOUR
KILKENNY
LAGER



Kilkenney will enhance the subtlest flavors of cheese. The flavor of Kilkenney and cheese will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY KILKENNY RESPONSIBLY
DRINKIQ.com

SOMETHING
TO FINISH

PAIR YOUR
KILKENNY
LAGER



Kilkenney will enhance the subtlest flavors of apple pie. The flavor of Kilkenney and apple will work together and intensify on your palate, giving a unique experience.

PLEASE ENJOY KILKENNY RESPONSIBLY
DRINKIQ.com

GUINNESS

PAIR YOUR



GUINNESS™

APPENDIX

GUINNESS



Guinness will enhance the subtlest flavors of oysters. The flavor of Guinness and oysters will work together and intensify on your palate, giving a unique experience.

DRINKIQ.com
PLEASE ENJOY GUINNESS RESPONSIBLY

ALTERNATIVE FOOD + BEER PAIRING MECHANICS

GUINNESS

	MECHANIC 1: SET MENU	MECHANIC 2: BEER FLIGHT	MECHANIC 3: SHARING PLATTER
BEER SERVES	1 bottle or pint (draught)	Tasting menu with a different beer for each dish ½ a 330ml bottle per dish	2 beers
DISHES	Starter, Main & Dessert	3x smaller size dishes served consecutively	Sharing platter of 4 smaller dishes
PRICE MECHANIC	3x courses with a beer for XX€	3x dish tasting menu for XX€	Sharing platter + 2 beers for XX€
NOTES FOR MECHANIC CREATION	All 3Cs should be covered; one for each course Set price	Minimum two people – to share each bottle All 3Cs should be covered; one for each course Set price	Four glasses provided so each bottle is shared between two Set price
BENEFIT TO CUSTOMER	Increases purchases of starters and desserts	Distinctive footfall driving experience, trade up from standard main course	Distinctive footfall driving experience, trade up from standard main course
BENEFIT TO CONSUMER	Experience how one beer can pair differently with 3x courses	Discovery, enhanced “foodie” experience	Casual shared experience, makes choice simpler

GUINNESS