



Cheers Beverage Conference 2006 
Wednesday, Feb. 15 – Thursday, Feb. 16, 2006

Deliciously Profitable Beer and Food Pairing



Chef Robert Danhi

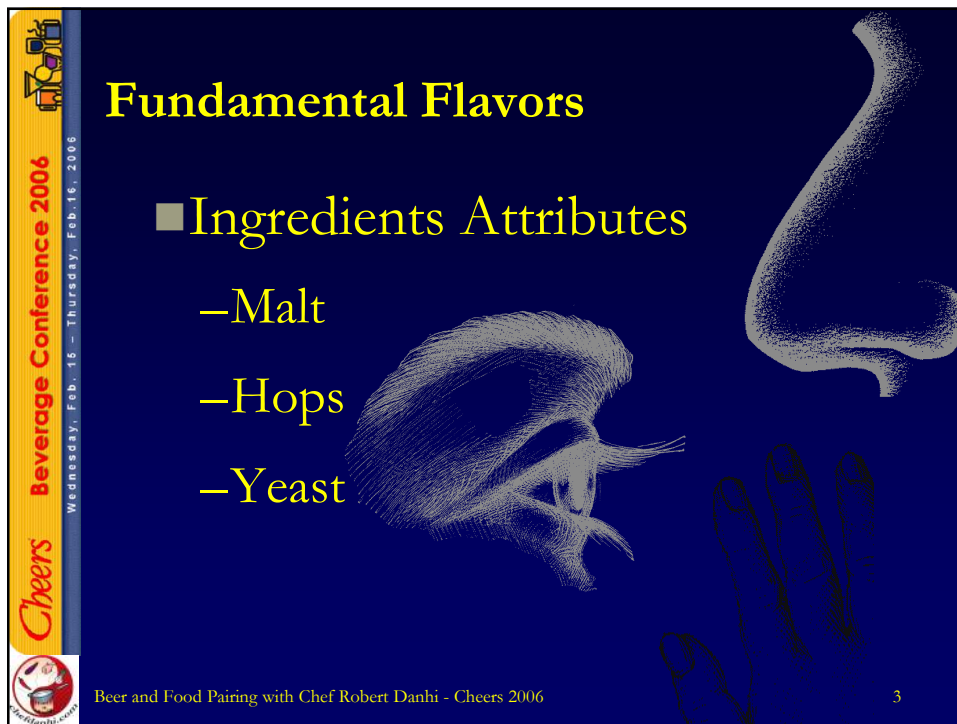

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Overview

- Fundamental Flavors
- The Beer and Food R&D Process
- Marketing Beer with Food as One
- Next week you can...

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Fundamental Flavors

- Ingredients Attributes
 - Malt
 - Hops
 - Yeast

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Visuals: A stylized illustration of a human nose and hand on a dark blue background.



Fundamental Flavors

- A Culmination of All Your Senses
 - Sight
 - Sound
 - Touch
 - Smell
 - Taste

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Visuals: A stylized illustration of a human nose and hand on a dark blue background.





Fundamental Flavors

- **Pairing Guidelines**
 - **Elements of Taste**
 - Acidity
 - Sweetness
 - Bitterness
 - **Elements of Touch**
 - Density
 - Temperature
 - Effervescence



Food and Beer Tasting

- **Beers**
 - Tsingtao
 - Budweiser Select
 - Blue Moon
 - Bass Pale Ale
 - Bohemia
 - Pete's Wicked Ale
 - Newcastle Brown Ale
 - Sam Adams Black Lager
 - Budweiser Amber Bock
 - Guinness Draught Stout





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Food and Beer Tasting

- **Food**
 - Roasted Chicken with Brown Ale Sauce
 - Grilled Black Lager Marinated Sausages
 - Shrimp Salad with Avocado and Chipotle Salsa
 - Stout & Chocolate Bread Pudding



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Roasted Chicken with Brown Ale Sauce

- **Beer Possibilities**
 - Newcastle Brown Ale
 - Tsingtao
 - Budweiser Select
 - Blue Moon
 - Bass Pale Ale
 - Pete's Wicked Ale
- **Real Menu Concepts**
 - Sautéed Chicken Breast, Honey-Mustard Ale Sauce, Green Beans with Crispy Bacon and Caramelized Onions
 - Grilled Turkey Sandwich on Rye Bread, Honey-Mustard-Ale Spread, 3 year Cheddar Cheese and Oven-dried Tomatoes
 - Oven Roasted Pork Chop, Honey-Mustard Ale Glaze, Warm Cabbage Slaw and Crispy Fried Onions





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Grilled Black Lager Marinated Sausages

- **Beer Possibilities**
 - Sam Adams Black Lager
 - Newcastle Brown Ale
 - Tsingtao
 - Budweiser Select
 - Blue Moon
 - Bass Pale Ale
 - Pete's Wicked Ale
- **Real Menu Concepts**
 - Grilled Mini Chicken and Apple Sausages with Trio of Dipping Sauces
 - Toasted Caraway Roll Lager Marinated Chicken Sausage Sandwich with Spicy Mustard and Apple Slaw
 - Oven Roasted Chicken and Apple Sausages, Horseradish Mashed Potatoes, and Bacon Braised Cabbage

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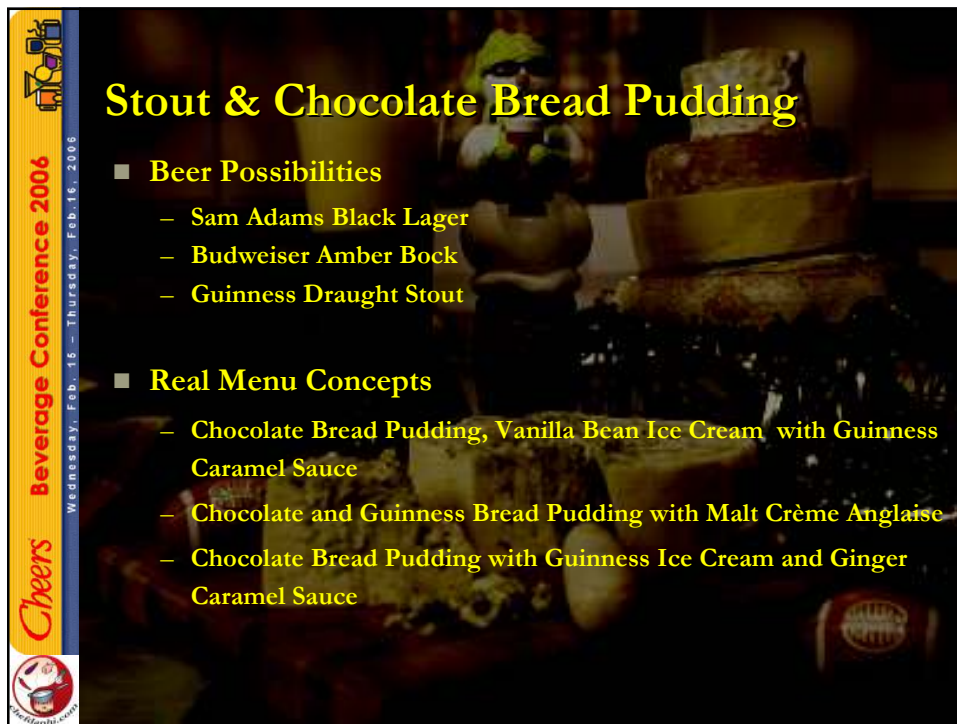
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Shrimp Salad, Avocado and Chipotle Salsa

- **Beer Possibilities**
 - Sam Adams Black Lager
 - Newcastle Brown Ale
 - Tsingtao
 - Budweiser Select
 - Blue Moon
 - Bass Pale Ale
 - Pete's Wicked Ale
- **Real Menu Concepts**
 - Shrimp Salad Lettuce Cups with Avocado and Chipotle Salsa
 - Chicken and Avocado Sandwich with Grilled Vegetables and Orange-Cilantro Slaw
 - Grilled Beef Flank Steak, Cilantro Rice, Chipotle Potato Salad

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Stout & Chocolate Bread Pudding

- **Beer Possibilities**
 - Sam Adams Black Lager
 - Budweiser Amber Bock
 - Guinness Draught Stout
- **Real Menu Concepts**
 - Chocolate Bread Pudding, Vanilla Bean Ice Cream with Guinness Caramel Sauce
 - Chocolate and Guinness Bread Pudding with Malt Crème Anglaise
 - Chocolate Bread Pudding with Guinness Ice Cream and Ginger Caramel Sauce

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The Beer and Food R&D Process

- Making the Commitment
- **Research** and Development
- Training the Entire Team
- Communicating to the Customer

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Marketing Beer and Food as One

- Menu Descriptions
- Cross-functional Menus
- Tasting Program

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Next Week You Can...

- Make your commitment known
- Begin with current menus
- Develop your tasting program
- Incorporate into R&D process

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Supporters of the Session


- Anheuser Busch
- Diageo
- Heineken
- Boston Beer Company
- Scottish & Newcastle Importers
- Gambrinus Co.
- InBev USA
- Constellation Brands
- Coors Brewing Co

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Roasted Chicken with Newcastle Brown Ale Sauce

Yield: 100 tasting portions

Canola oil	¼	cup
Diced onions, ¼ inch	1	cups
Dijon mustard, Maille	1	cups
Honey, Clover	1 ½	cup
Newcastle Brown Ale	6	cups
Kosher Salt	2	Tbsp.
Boneless Chicken Thighs , skin-off	10	lb.
Butter, unsalted	3	oz.
Flour, all purpose	3	oz
Salt, cracked black pepper and sugar		as needed
Chopped Italian parsley	2	Tbsp.


1. Sweat onions in oil until translucent. Add mustard, honey and beer and bring to a simmer. Remove from heat **and cool well.**
2. Puree in blender until smooth.
3. Marinate chicken in puree for 24 hours.
4. Remove chicken from marinade, and remove excess marinade.
5. Bring marinade up to a boil.
6. Meanwhile, make a pale roux with butter and flour, incorporate marinade and bring up to a boil to thicken. Adjust seasoning of sauce with salt, cracked black pepper and sugar as needed. Whisk in parsley at the last moment.
7. Season chicken with salt and cracked black pepper.
8. Brown in sauté pans or griddle – chicken will still be raw.
9. Arrange chicken, spaced out on a baking sheet and roast at 400°F until an internal temperature of 160°F.
10. Rest chicken, covered in a warm area for at least 15 minutes.

For service:
• Cut thighs into pieces that weigh about 1 ½ oz each on a ½ oz serving of sauce.



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Shrimp Salad with Avocado and Chipotle Salsa

Yield: 100 tasting portions

Red bliss potatoes	1 ½	lbs.
Carrots, ½ inch dice	1 ½	lbs.
Pure olive oil	½	cup
Frontera Chipotle Salsa	48	oz.
Cider vinegar	2	oz.
Kosher salt	2	tsp.
Ground black pepper	1	tsp.
Shrimp, 26-30 ct., peeled and deveined	4	lb.
Vine ripe tomatoes, 1 inch dice	2	lb
Cilantro, rough chop	½	cup
Avocados, ripe yet firm	6	ea.
Bibb lettuce	100	leaves

1. Cover potatoes with water and bring up to boil, lower to simmer until cooked through – drain well and cool on sheet pan.
2. Cover carrots with water and bring up to boil, lower to simmer until just cooked through – drain well and cool on sheet pan.
3. In non-reactive saucepan combine olive oil, salsa, vinegar, salt and pepper and bring to a boil. Cook until reduce by about 25 % - about 5 minutes.
4. Add shrimp to simmering liquid and cook while stirring constantly until shrimp are just barely cooked. Transfer mixture to large bowl.
5. Add potatoes, carrots and tomatoes and mix well.
6. Add cilantro now that mixture has cooled down.
7. Taste and adjust seasoning as needed.


For service:

- Place lettuce leave on plate, fill with Salpicon Salad (making sure each portion gets one shrimp), top with diced avocado.


Notes:

- Recipe adapted from Scottish and Newcastle Importers

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Grilled Lager Marinated Chicken and Apple Sausages

Yield: 100 tasting portions

Samuel Adams Black Lager	48	oz
Chicken and Apple Sausages	100	minis (about a ½ oz each)
If possible get the minis- http://www.aidells.com/sausages/descriptions/details.cfm		
Or get 4-5 lb of regular size		
Chinese Chili-garlic Sauce – Lee Kum Kee	25	oz.

1. Place sausage in a plastic container.
2. Cover with beer and toss to coat well.
3. Marinate for at least 8 hours – ideally 24.
4. Drain well.
5. Toss sausages with light coating of oil.
6. Grill sausages to achieve a smoky flavor.


For Service

- If minis serve just as they are. If large slice on bias – each sausage into 6 pieces.
- On plate – place small dab of chili sauce next to the sausage (not on top)

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Chocolate Bread Pudding with Guinness Stout

Yield: 4 each - ½ hotel pans – 25 portions each (100 portions total)


Eggs	32	lg.
Sugar	3	cups
Malted milk powder	2	cups
Guinness Stout	1	qt.
Milk	1	qt.
Heavy Cream	2	qt.
Vanilla extract	2	tsp.
Currents or raisins	2	cups
Minced crystallized ginger	1	cup
Semi-sweet chocolate, Chopped	2	lb.
Unsalted butter	as needed	
Cubed bread – rustic white	12	qt. (about 4 lb)
Condensed Milk	32	oz.

1. Whisk together eggs, sugar and malted milk powder until smooth.
2. Whisk in the stout, milk, cream, and vanilla extract.
3. Mix in the currents and ginger.
4. Melt chopped chocolate, whisk in some of the custard until smooth then add back to custard to create chocolate custard.
5. Liberally butter hotel pans.
6. Fill each pan with bread.
7. Whisk custard and pour over bread – press down where needed to ensure all bread is soaking.
8. Rest at room temperature for 1 hour or in refrigerator for 4 hours.
9. Bake in pre-heated 350° F oven for about 1 ½ hour or until light brown and cooked through.

- Center should be soft but not wet, edges will be slightly puffed up!
- Cool slightly and cut into portions – about 24-30 per pan.

For Service

- Serve with a drizzle of condensed milk, about ¼ oz. (or Crème Anglaise)




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