



INNOVATION

BY LISA MORRISON

On the Nose

Even the most novice beer advocate understands the significant role aroma plays in the flavor of beer. Indeed, one of the first things a fledgling beer lover learns is how to appreciate the aroma of a beer before even tasting it.

With its distinctive—and stunningly beautiful—shape, the Offero line of glassware makes it easy to capture the aromas of beer (or wine, spirits, even coffee) while also making a statement at any table or place setting.



One side of the glass is cupped with a lip that's higher than the other side, much like a cupped hand would be placed over a glass to allow the aromas to collect near the nose. Raise the lower end of the glass to your lips, and the higher end prevents the aromas from escaping out the top, encouraging them to collect right around your olfactory glands.

"The glass really cradles your face, giving you the optimum position and coverage to receive your drinks' aromas," says Offero founder Mitch Bangert, who was inspired during a tasting at a Golden, Colo., coffee shop.

"The nose, or aroma, is what brings the most pleasure while drinking, especially with craft beers, coffee, spirits, etc. So I asked why I couldn't build the 'cupped hand' function right into cups and glasses," Bangert says.

He did, and the Offero line, which includes coffee cups and bowls, as well as the stemmed and stemless glassware, is already winning awards for its innovation. Get more details on the entire line at theofferor.com.

KINDRED SPIRITS

BY SUZI RAY

Bartender, The Alembic // San Francisco, Calif.

The Bitter End

I really love British-style beers. Fortunately for me, Magnolia Pub & Brewery, right up the street from Alembic, has a constant stream of these available. Pearly Baker's Best Bitter is a sessionable, biting ale. Blade gin adds complimentary herbs to the mix, while sweet peach liqueur rounds out the bitter and herbal flavors. The addition of celery bitters finishes off this number. The End.

- 1 oz Blade Gin
- 1 bar spoon Massenez Crème De Peche
- 1 dash Bitter Truth Celery Bitters
- 1 1/2 oz Magnolia Pearly Baker's Best Bitter, or other Bitter-style beer
- 1 thin slice Granny Smith apple for garnish

In large shot glass, add gin, crème de peche and bitters; fill with Bitter beer. Add apple garnish.

Got innovations?
Let Lisa Morrison
know all about
them at
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