



•beerology•<sup>TM</sup>

— BEEROLOGY.CA —

**DISCOVER A UNIQUE  
BEER TASTING  
EXPERIENCE**



# BEEROLOGY

Beerology provides a range of interactive opportunities that appeal to everyone from the beer novice to the seasoned enthusiast.

With a blend of history, culture, trivia and tasting, Beerology shares the tools and terminology to help navigate the ever-increasing selection of specialty beers on the market. Identify and describe favourite beer flavours and discover how to pair beer with food.



## *Beerology Offers:*

- guided beer tasting sessions
- workshops and classes
- lectures and seminars

Specializing in local beers and imports, Beerology enlightens and entertains.

## LEARN THE BASICS OF BEER IN A FUN, APPROACHABLE WAY



### **BEEROLOGY** *pairing tip*

Oysters and Stout have been a classic pairing since the early 1800s. The smooth feel and coffee-like roasted notes of the beer complement the texture and saltiness of oysters in an unforgettable way.



# MIRELLA AMATO

Founder, Beerology

Since 2008, Mirella Amato has dedicated herself to teaching and sharing her passion and knowledge of beer. As Canada's first female Certified Cicerone™ (beer sommelier) and one of a few National Level BJCP Beer Judges in the country, Mirella promotes local beer and the art of beer appreciation.

Mirella has carved out her place as an industry leader, educator and entertainer in the world of beer. She is an occasional beer columnist on CBC Radio and a regular writes for various beer magazines and newspapers. Mirella also contributed a number of entries to the Oxford Companion to Beer.

## TESTIMONIALS

"Mirella shares her deep knowledge of beer and brewing culture effortlessly with both the beer newbie and the expert alike."

**Alexa Clark, Editor & Publisher - CheapEats Restaurant Guides**

"Mirella is a tireless advocate and promoter of local breweries. Her passion and enthusiasm is contagious and she is driven to make a difference."

**Brian Morin, Chef & Partner - Beerbistro**

"Mirella Amato's commitment to the craft beer industry is unparalleled. She is an engaging speaker with a superlative palate."

**Arelene Stein, Program Director - Evergreen Brick Works**

# Tasting Menu

## **BEEROLOGY CLIENT OR STAFF APPRECIATION PARTY**

**2 hrs, 40+ people**

This informal and interactive format allows guests to discover a range of beer styles in a relaxed, social atmosphere. Mirella will answer questions on how to taste beer and provide tips on food pairing.

## **BEEROLOGY GUIDED BEER TASTING**

**1 hr, 10-100 people**

This is the ideal start to a planned dinner event or social hour. Mirella will work with you to choose a series of seven beers, which will be explored during the tasting.

## **BEEROLOGY BEER AND CHEESE**

**1 hr, 10-100 people**

This is a fun and intriguing alternative to the guided beer tasting. Sample five beers paired with a selection of complementary cheeses.

## **BEEROLOGY TEAM BUILDING WORKSHOP**

**2-5 hrs, 10-30 people**

Beer brings people together! Mirella will facilitate a series of group activities and games in which participants will work together to explore various aspects of beer flavour and styles.

## **BEEROLOGY BEER DINNER**

**2 hrs, 10-100 people**

Explore the growing trend of pairing beer and food with this fresh twist on a traditional dinner. Mirella will help coordinate the perfect beer and food menu at your favourite restaurant or at a specialty beer bar or local brewpub.

## **CUSTOM**

Mirella will work with you to design a program that best suits your event size and scope.

*Plus*

## **BEEROLGY 101**

Mirella also specializes in staff training for the hospitality industry. This five-hour workshop provides the information required to confidently navigate a beer selection and suggest beer pairings for menu items.



To book an event or to learn  
more about what Beerology  
can offer, contact:

**MIRELLA AMATO**

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