

BRIGHT PALE



5.0% 33 IBU

CLASSIC PALE SEASONAL
DRAFT & 16oz CANS

PFRIEM BRIGHT PALE ALE IS BURSTING WITH FRUITY AND TROPICAL HOP NOTES SUCH AS WHITE GRAPES, PINEAPPLE, AND PINE WITH TROPICAL AROMAS OF HONEYDEW MELON AND PASSION FRUIT. WHEN YOU EXPERIENCE ITS CRISP, FRUITY, AND CLEAN FINISH, YOU'LL UNDERSTAND WHY WE CALL IT BRIGHT.

INGREDIENTS

MALT

Rahr Pale Malt, Gambrinus Pilsner, Carapils

HOPS

Chinook, Simcoe, Calista

YEAST

American Ale

FOOD PAIRINGS

Ahi tuna fish tacos, Elote, Al pastor tacos, ceviche. Grilled Mahi-Mahi, chicken breast and other white fish and meat. Sweet and spicy dishes like Vietnamese chicken wings, Korean ribs, and green curry.



PINEAPPLE, WHITE GRAPE, CLEAN

HISTORY

In the nineteenth century, English Pale Ale was born out of a smaller version of the Burton-on-Trent IPA's. English Pales showcase caramel flavors derived from rich malt such as Marris Otter and are balanced by English hops that are known for their herbal notes. In 1979 when Ken Grossman opened Sierra Nevada Brewing Company, he was inspired by the English Pales and made a version with American ingredients. The Cascade hops they brewed with gave way to new flavors such as citrus and pine. This beer helped the craft beer industry emerge and gave birth to the American Pale Ale. This beer, along with many other great examples, has been the cornerstone of what an American Pale is throughout the last couple of decades. In recent years the American Pale has seen another evolution. With the enormous demand and innovation of American IPA, these brewing techniques and dry hopping procedures have found themselves being shared in other beer styles. The new American Pale Ale is dry-hopped at a similar rate as IPA and is bursting with fruity and tropical hop flavors, but drinks easy compared to an IPA.

pFriem Bright Pale is built on a light and clean malt bill of Pale and Pilsner malt. It showcases a blend of new American and new German hops. This beer illuminates bright flavors of melon, pineapple, and white grape.

TASTING NOTES

Bright straw color with vibrant white foam. Tropical aromas of honeydew melons, apricots, and passion fruit. Radiant flavors of white grapes, raspberries, pineapple, and pine. Finishes crisp, fruity, and clean.