The Style Trends™ Beer Complexity System:

- Our colored code shelf talkers are designed to help you see the kind of “beer experience” each beer brand has to offer.
- Unlike ratings, which can be difficult to use across beer styles, this system can help you find the right “beer experience” for you.
- The Beer brand complexity is derived by considering the color, bitterness, ABV, fullness and style of each beer brand.
- Think about the complexity that individual beer brands offer and the beer complexity of the brands you enjoy.

Our color coded shelf talkers represent **Basic, Transitional, Full, or Peak** beer complexities:

**Basic Complexity (GREEN):** These brands generally consist of Lagers and Light Lagers, or other beer styles which offer a balanced, mild, flavor profile. These brands are not overly malty, are slightly hoppy, and are often described as smooth, clean and crisp.

**Transitional Complexity (BLUE):** These brands consist of both Ales and Lagers and offer a step up in flavor from those of Basic Complexity. These beers are less balanced and are perfect for allowing consumers to experience an expanded taste profile as they tend not to overload the palette and generally offer one or two unique flavor components. For example, these brands might have an increased hop bitterness, a bigger malt profile, or a predominate wheat, fruit, or spice flavor. These beers are often described as session beers.

**Full Complexity (BROWN):** These brands offer an increased taste profile with a balanced complexity. Beers with Full Complexity consist of both Ales and Lagers and offer a wonderful flavor experience for consumers. Greater amounts of hops, malt and other additional ingredients provide a more defined bitterness, sweetness and overall fuller taste profile.

**Peak Complexity (RED):** These brands are strong, big and unbalanced by design, with flavors that tip the scale toward hops, malt, yeast, or adjuncts depending on the style and brewer. These beers can consist of both Ales and Lagers and are often marketed as being Strong, Imperial, Limited Releases, collaboration beers, and seasonal brews.