



KALEA.COM

THE GUIDE FOR YOUR BEERTASTING



COLORS & SHAPES

IDENTIFY YOUR BEER

BEERTASTING.APP

SHARE YOUR THOUGHTS & GET INFORMED

ABOUT KALEA

10-2025

Kalea (Hawaiian “give joy”) is a small beer-enthusiastic company that was founded in Salzburg in 2010 and works with many independent private breweries. The Beer Advent Calendar was the company’s first innovation and has become somewhat of a cult product. It surprises with an assortment of beers that is completely different each and every year.

In 2016, Kalea developed the first German-language beer rating platform BeerTasting, which is now also available in English. Well over 350,000 beers from over 23,000 breweries have been added to the app’s database.

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Kalea Team



EDITORIAL



Peter and Alexandra Reimann

DEAR KALEA FANS,

about 16 years ago we founded Kalea and it has come quite a long way since. Even though our beer tasting packages and calendars were met with great skepticism at first, we kept going and would not be deterred from our vision: We wanted to be a mouthpiece for small, independent breweries and spread their wonderful beer variety. Initially, our calendars were only available in Germany and Austria. But soon the inquiries from all kinds of other countries began to accumulate and we realized that we had to expand our offer to the international market. Today, our calendars are available not only in Europe, but also in the USA, Canada, Taiwan, Viet-

nam and Hong Kong. Take that, haters! In 2016, we developed the BeerTasting app for iOS and android, which was originally meant as an informative addendum to our Beer Advent Calendar. It has long since become a reference book for many more beers than those in our packages. A nice side-effect for us: the feedback you give us about the beers is an incentive for us to continuously check and improve the packages.

A handwritten signature in black ink that reads "Peter Reimann".

Alexandra and Peter Reimann
and the team of Kalea

BEER ADVENT CALENDARS



BEER ADVENT CALENDAR ORIGINAL DESIGN

Since 2010 this calendar surprises with an exclusive beer selection of small and family-run breweries. With the included tasting glass, the Advent becomes the best time of the year.



SANTA LOVES BEER

This Advent calendar contains 24 selected beer specialties. In Germany, it is filled with 24 bottles of 0.33 l each, while for export it comes with 24 cans of 0.5 l each.



INTERNATIONAL BEER TASTING CALENDAR

„Around the world in 24 beers“ - The International Beer Tasting Calendar surprises with 24 international beers. The beers for this Advent calendar are mostly exclusively imported.



BEER JOURNEY GERMANY

A road trip across Germany! Get to know the art of brewing of this beautiful country and embark on a beery journey that touches all the senses.

Bavarian Brewer's

ORIGINAL
KALEA

Advent Calendar

24 Exclusive Imported German Beer Specialities



24 exclusively imported
German beer specialities



Beers from privately
owned breweries



Detailed informations about each
beer on the BeerTasting.App



Read reviews, rate each beer and
create your own ranking



Different beer styles like Pale Bock, Weizen,
Smoked Beer, German Pilsner, Pale Ale, Dark
Bock, Weizen Bock and more

Kalea®, Brewer's Advent® and BeerTasting® are registered trademarks of the Kalea GmbH.
The Calendar, the beerbox and many other products of Kalea are patented.



12 × BEERY GREETINGS FROM GERMANY

This gift box presents twelve authentic German beer specialties, carefully selected to showcase a variety of styles. The box comes in an elegant leather-look design, underlining that these beers are exclusively imported and have already traveled a long way to reach you. With its practical handle, it is easy to carry and makes a fitting gift for many occasions.



GERMAN OKTOBERFEST / BAYERN-TRAGERL

This classic **Oktoberfest Box** contains twelve 16.9 fl.oz beer cans (0.50 L) and lets you enjoy the famous Oktoberfest at home or as a gift with friends and family. Classic Bavarian Dirndl and Lederhosen give it a real authentic look!

10 hearty festival beers in 0.50 L bottles from Bavaria in the **Bayern-Tragerl** conjure up the Oktoberfest in your own living room! This piece of Bavarian beer culture is packaged in a beautiful gift box, making it the perfect present for many occasions. O'zapft is'!



24 × GERMAN BEER CANS

This box contains 24 beer cans of 0.5 l each. It opens from the top, allowing you to choose freely which beer to enjoy first. The leather-look design emphasizes the journey these beers have made. Authentic beers from Germany with excellent taste.

5.0 L PARTY KEG



GERMAN TOOLBOX XL



12 × BEER SPECIALITIES



12 × VINTAGE METAL BOX





Ettl Hopfenkoffer

Taste the five types of beer from the Privatbrauerei Ettl in the "Ettl Hopfenkoffer". Two 0.50 liter bottles of each variety invite you on a beer adventure in the Bavarian Forest!



Helles in a 0.50 liter can

Ideal for on the go: the Ettl Helles in the beer can.

The team of the Privatbrauerei Ettl



Privatbrauerei Ettl – where Tradition meets Innovation

The traditional private brewery Ettl has been part of the Kalea family since 1 May 2024, bringing over 480 years of brewing expertise to our portfolio. Founded in 1543, the brewery is located in the heart of the Bavarian Forest, a region known not only for its high density of breweries but also for its excellent water quality. The perfect basis for beers full of character.

With great passion and craftsmanship, the Ettl brewery has been brewing beers that reflect their homeland for centuries. The main types, Hell, Kellerbier and Weißbier, represent classic, down-to-earth beer styles that are rooted in the region. Particularly charming: the labels are featuring animal motifs from the local fauna and symbolise the close connection between nature, people and the art of brewing in the Bavarian Forest.

For Kalea, the Ettl brewery is not only a place with an impressive history, but also a new source of exclusive beer specialities that are brewed especially for the Kalea packages. The result is an exciting mix of tradition and innovation that further strengthens the unique character of the BeerTasting packages - and delights beer fans time and time again.



Animal motifs from the fauna of the Bavarian Forest adorn the labels of the Ettl brewery

From the history of Privatbrauerei Ettl

1543 First documentary mention of the transfer of the hereditary right to run a 'tavern with brewing rights'.

1747 The brewery remains in the possession of the Müller family for over 120 years.

1867 At an auction Xaver Ettl buys the property, which he hands over to his daughter in 1896. The brewery is now owned by the Ettl family.

1963 Marianne Ettl marries the brewer's son Kuno Bruckmayer, who carries out extensive modernisation of the brewery.

2017 A team of three takes over the brewery and invests in a modern bottling plant.

2024 Kalea acquires the brewery and overhauls the brand image and product range. A new can filling line is also installed.

Styles and Colors

KNOW THE CHARACTER OF YOUR BEER

GERMAN PILS

Serving Temperature: 7° - 12° C

Alcohol: 4,5 - 6 %; Popular in: N. Germany

HELLES/MÄRZEN

Serving Temperature: 7° - 9° C

Alcohol: 4,8 - 5,7 %; Popular in: Austria, Bavaria

HEFEWEIZEN

Serving Temperature: 5° - 8° C

Alcohol: 5 - 6 %; Popular in: Bavaria

KELLER/ZWICKEL

Serving Temperature: 7° - 8° C; Alcohol: 4,5 - 5,4 %

Popular in: Lower Bavaria, Eastern Austria

PALE BOCK

Serving Temperature: 8° - 10° C

Alcohol: 6,3 - 7,4 %; Popular in: Bavaria

INDIA PALE ALE

Serving Temperature: 8° - 10° C

Alcohol: 5,0 - 7,5 %; Popular in: USA

DUNKEL

Serving Temperature: 9° C

Alcohol: 4,5 - 5,0 %; Popular in: Eastern Germany

PORTER/STOUT

Serving Temperature: 7° - 12° C

Alcohol: 4,5 - 6 %; Popular in: Ireland, UK



GERMAN PILS

Color: straw yellow, bright golden
Head: stable, creamy, white
Smell: floral-herbaceous hops
Taste: hop-forward, elegant
Beer Tip: Hallertauer Hopfen Cuvée

Cooling, fine carbonation, straight forward and bitter with a dry finish. Low malt sweetness, the hoppy bitterness dominates until the finish. Drier and a more longer lasting bitterness than bohemian Pilsners. Medium to full body with a medium to light carbonation.



HELLES/MÄRZEN

Color: dark golden to deep orange-reddish
Head: very stable and frothy head
Smell: roasted and malty
Taste: malty, toasted bread
Beer Tip: Flötzingler, Ettl

At the beginning a malty sweetness, the finish is dry. A moderate hop bitterness. Medium body of creamy consistency. Medium carbonation. This is one of the classic beer styles, with a maltiness that is described as soft, complex and elegant. It is very appetizing.



HEFEWEIZEN

Color: cloudy, bright straw yellow to golden
Head: long lasting stable and creamy
Smell: Banana, Cloves, bread
Taste: Banana, Cloves
Beer Tip: Wieninger, Herrnbräu

Distinct Banana and Cloves in taste and smell, accompanied by bread notes of wheat combined with a creamy mouth feel. Low bitterness. The carbonation combines all these notes in the background. The finish is light and sparkling.



KELLER/ZWICKEL

Color: light cloudy, yellowish
Head: little, instable, creamy
Smell: sweet, somewhat hoppy
Taste: full-bodied, sweet
Beer Tip: Kurfalzbräu, Raschhofer

This beer is unfiltered and will be bottled right after fermentation. No maturation takes place. It has a light hoppy bitterness and a medium malt character. Because of the yeast and protein still in the beer, it has a somewhat sweetish, yet fullbodied taste.



PALE (WHEAT) BOCK

Color: deep golden to dark brown
Head: creamy, white or cream colored
Smell: malty, caramel
Taste: malty, toasty
Beer Tip: Schneider, Ladenburger

This bottom fermenting speciality is a seasonal product. A relatively bright, strong and malty beer. The hop character is more present than in other Bock beers. Strong malt character. In comparison to a Pilsner, here the brewery uses more malt.



INDIA PALE ALE

Color: amber to bright copper
Head: bright and long lasting
Smell: hoppy - grassy, piney, citrus
Taste: hoppy, toasty
Beer Tip: : Maisel, Rieder

The IPA was "invented" in the 18th century in England and was a beer that was shipped to India. Intense hop aroma with fruity character, sometimes "dry-hopped", with a grassy or piney nose. A dense malt profile is needed to balance the hops. The bitterness should be lasting. Medium-dry to dry finish.



DUNKEL

Color: copper to dark brown
Head: bright creamy to brown
Smell: malty with roasted notes
Taste: roast & bread aroma
Beer Tip: : Schönramer, Alpriansbacher

Until the end of the 19th century, dark beers have dominated the beer world. In aroma and taste dominantly malty flavours with distinct chocolate, roast- or bread impressions. A high mouth feel and little carbonation make this beer very quaffable.



PORTER/STOUT

Color: deep red to black
Head: fine, creamy to beige
Smell: malty sweet, caramel
Taste: dominant malt sweetness
Beer Tip: Kraftbierwerkstatt, Dietrichinger

The name comes from the porters that were working in British ports and train stations. A Strong Porter is called Stout. European porters (bottom fermenting) have a malt-sweetness, with caramel and licorice notes. The british, top-fermenting version is less strong and sweet but with more chocolate and roast aromas.



TASTE BEER UNDERSTAND BEER

The enjoyment of a good beer starts with the satisfying sip from the glass. Right in this moment, only a few people will have deeper thoughts about this particular beer. Another way of enjoying beer is the variety of beer styles. A proper beer tasting helps to appreciate these beers.

The Preparation

If possible, taste the beers at the same temperature, somewhere between +8° and +10°C (+45° and +50° F) from unified glassware. The room should be well vented and free of disturbing odors. As a snack, prepare some white bread. It satisfies hunger and also helps to neutralize the taste buds between beers.

Optic impression – The Label

At the beginning of the tasting, take a look at the bottle. Which impression leaves the color of the bottle, the shape and the label. Not to underestimate is the noise you hear while opening the bottle: Does it have the usual “Pfft-plopp-tsh” (acoustic effect)?

Appearance of the Beer

Color, Clarity and Head

Fill the beer in the glass, take care to achieve a good froth and hold it against a white wall. That way you can perfectly see the color. The colors of the beer can reach from pale yellow, over golden, straw, sometimes even amber or copper color shades to brownish dark or sometimes even black colors. Once the color is defined, check the clarity of the beer. The clarity and color are mostly defined by the beer style. If the beer has some turbidity, it could be a Zwickl or a Hefeweizen, very bright clear beers are Pilsners or Kristallweizen. Compared to some English ales, beers in continental Europe (Germany,

Austria) mostly have a nice froth (also known as “head” or “foam”). Only beer has something as visually attractive as the head. While tasting, one judges the size of the pores, its color and stability but also the way it is leaving residue on the side of the glass (the lacing). As a note, if after every sip the foam leaves lacing behind, everything is alright (the more the better). But note that not properly cleaned glasses can have influence on the lacing (too much detergent).

Aroma and Taste

First you check the smell (the nose) of the beer. Put your nose on (or in) the glass and with short smells absorb it. It is important not to exhale into the glass. Basically our taste buds can distinguish between four different types of taste: sweet, sour, bitter and salty. Just for that reason it pays off to taste more often, because an untrained person fails not only at differentiating between these four basic tastes, but also at naming them. We can absorb way more smells than we can name. And that is why tasting beer is much more fun with a few friends as usually, at least one person finds the right term for the sensed smell. Then comes the first sip: take a small one and whirl it around in your mouth.

The process of tasting can be split up into four stages: the beginning, which is the first taste impression, the freshness of the beer (this is called “Rezenz” in German), the mouthfeel (of the bitterness) and carbonation and finally the aftertaste. The

first sip of a beer is more than just bare fluid intake. We recommend to enjoy this moment in particular. While you have the first sip, due to in- and exhaling, the various aromas are spread amongst your mouth and nose. This enables you to perceive the whole taste of the beer.

The Rezenz

The “Rezenz” (there is no real English term for it) is the impression of the freshness or sparkling sensation in your mouth. It is based on the carbonation of the beer and the other ingredients that mostly derive from the hops, sometimes from the malts.

Mouthfeel and Bitterness

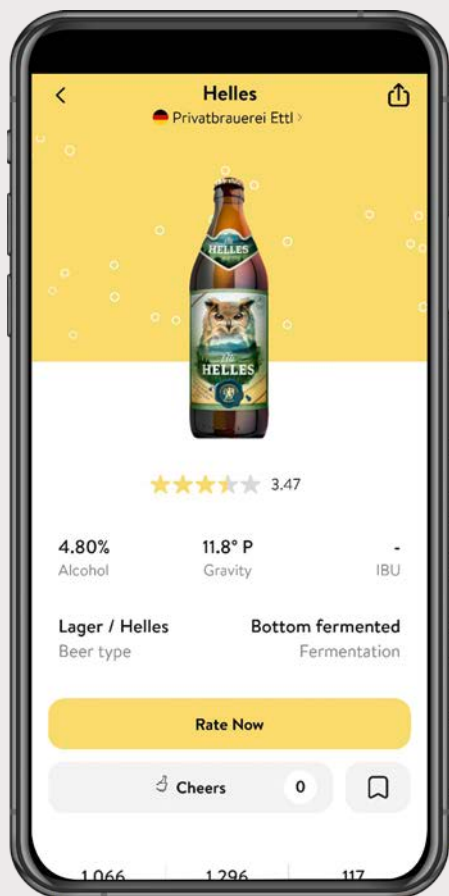
A beer is either “watery” or “masty” (broad). In between these two, there are two more consistencies: “slim” or “full-bodied”. Crucial for the quality of the beer is the harmony between hops and malts. The pleasant bitter taste develops through the addition of hops to the beer. Every beer style has its own defined bitterness. As a general rule: Wheat beers are less hoppy, a classic Pilsner should be moderately hopped and an India Pale Ale has the most amount of hops added. Bitterness can be measured and will be stated in „International Bitterness Units“ (IBU).

The Aftertaste

The Aftertaste is one of the most important quality features of a beer. It should be the grand finale of the beer, but should also have its own characteristic. The longer the aftertaste lasts in your mouth, the better it is.



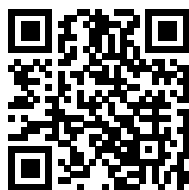
THE GREAT BEERTASTING.APP-GUIDE



The BeerTasting app is THE platform for rating beer and a must-have for all beer lovers, beer fetishists, beer friends and beer connoisseurs. Even beer beginners are very welcome here – we are happy about every member in our community!

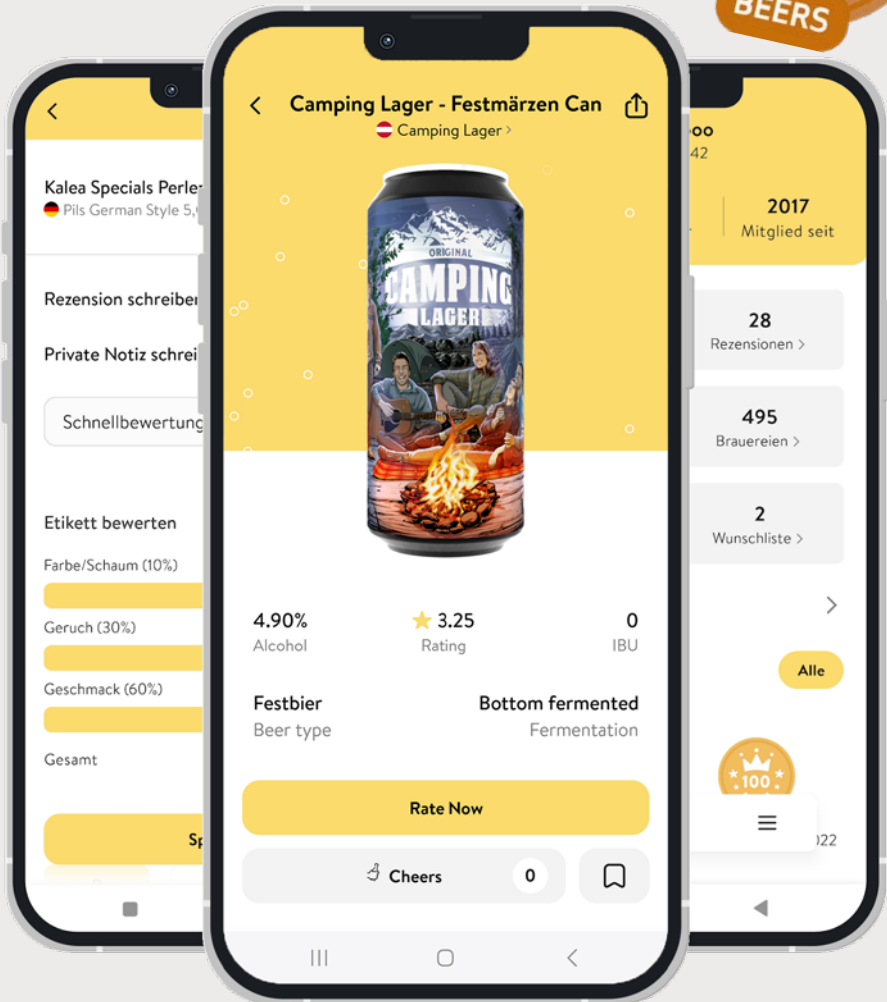
With the comprehensive BeerTasting app, you can immerse yourself in the world of beer and learn everything you've ever wanted to know about the liquid gold we all love so much.

- » Manage your beers in your „digital beer cellar“
- » Check out the facts about your favorite beers
- » Find your beer in our comprehensive database
- » Rate your beer via our Quick Rating or Detailed Rating
- » Stay informed and check the news section



**Scan the QR code and
download the app!**

GET A SPECIAL BEERTASTING-BADGE!



Rate at least 100 beers and get your badge! There are many more badges to come, so be sure to check the BeerTasting app regularly!

THE GUIDE FOR YOUR BEERTASTING

Beer Name



Rate your beers with 0 to 5 points.
The beers with the highest number of
points won the tasting. Have fun!

1. Label

2. Color, Clarity, Head

3. Aroma

4. Taste

Total Points

Rank

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Download the BeerTasting APP and
start rating beers on your smartphone!
For more information visit www.BeerTasting.App

