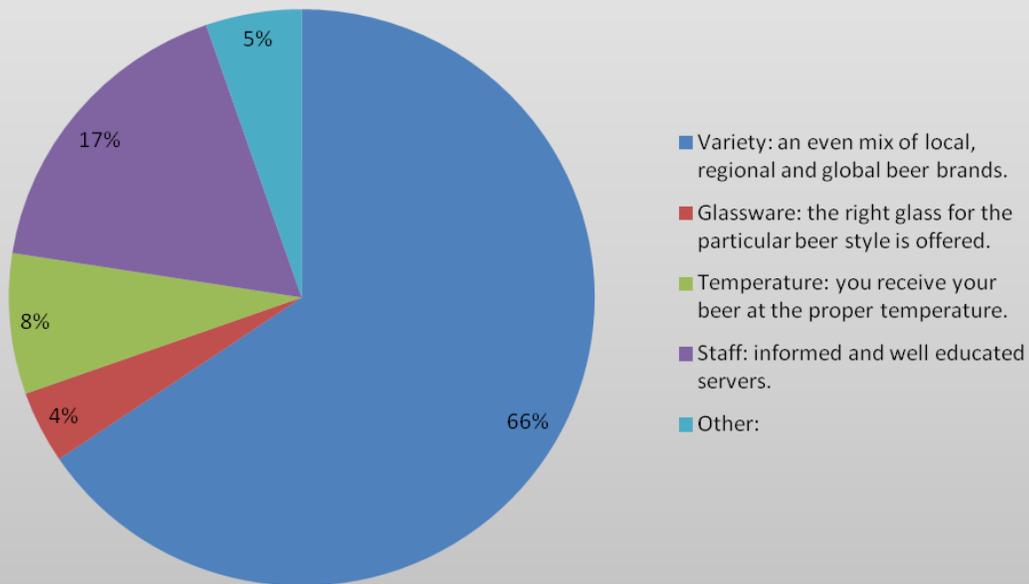


When ordering a craft beer what matters to you most? (2/12 - 4/12)



Other:

- Brews of character, well cared for and served at correct temperature, in that or
- new or unusual
- all of the above
- A proper pour, at the proper temperature in a clean glass
- Clean tap lines

- all above
- clean lines, clean glasses, fresh beer served right
- My favorite styles are available
- style
- Hops
- Local brews or good imports if that is the bars focus
- The Beer
- all of the above, and TASTE
- craft only
- How well it pairs with the food I'm eating
- taste. and having it on tap improves that!
- Well maintained tap lines.
- Happy Hour
- Freshness
- All of the above
- Beer quality
- American brewed
- Well balanced beer with ABV not higher than 6.5-7%
- price & quality
- trying new beer under its proper conditions
- Consistency, cleanliness
- Dispensed from clean beer lines.
- clean tap lines
- Description of the beer flavor
- All of the above
- clean glass, good head retention, fresh taste
- Temp, glass, and educated staff
- Taste. A well crafted beer.
- All of the above.
- Taste
- mood
- taste and how scarce the craft beer is. like to try new things
- local, regional, and cask availability
- Quality
- i usually only like ambers
- All of the above
- CLEAN glassware!!!!
- All of the above
- All of the above!
- Quality: clean lines, appropriately aged or fresh beer, proper pours
- All the above!

- Trying something new...
- Aroma and mouth feel
- Price/Variety: Styles
- good fresh local beer on tap
- I think a mix as well as proper temperature is key.
- all of the above
- Thoughtful variety- don't care about region, etc. as long as the list makes sense
- All of the above
- Something I haven't tried before
- Fresh/local, temp, glassware... all critical.
- Unconventional: I tend towards unique beers that bend conventional styles.
- Quality, good recipe, well brewed.
- All of the above
- Having a variety of quality craft beer styles available
- Reputation of the brand
- all of the above
- All of the above
- All of the above
- proper cleaning of glassware, beer lines, etc. NO BLEACH SMELL
- Clean glassware
- availability of rare beers and preferably from craft brewers outside the region
- does the server even know what good is ??
- the mood I'm in and what everyone else is drinking
- quality
- appearance, foam, carbonation
- Taste!
- The style of the beer itself. I also like appropriate glassware.
- sorry, but it's all of the above
- food pairings. after i've had the beer on it's own merits once or twice, i pair.
- ABV/IBU
- Quality of the beer.
- All of the above.
- What matters most is "All of the above".
- all of the above are important
- Quality: The best stuff not just what the distributor is pushing.
- Everything being right
- Level of hopiness
- All of the above!
- Everything.
- Everything
- All the Above
- fresh local brands
- The quality of the brew, meaning the right look, taste and smell
- all of the above
- all of the above
- All the above
- clean glass which is not hot from dishwasher
- All of the above