



MATERIALS GUIDE: AIPA vs NEIPAs

A Hops & Brains Workshop

This guide provides details and links to the materials needed to run the online and in-person portions of the Hops & Brains workshop, AIPAs vs NEIPAs.

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Design Plan & Course Site

Contents

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Design plan

The [Design Plan](#) introduces the workshop, situates it within a performance, learning and cultural context, as well as outlines the instructional treatment, implementation and evaluation plans. The **Lesson Plan** is in the appendix of this document.

Course site

Facilitator Access

- Link to [instructor's editable version](#) of the course site (Argos account needed)

Registration

Once learners create an account they should have access to the course site, which was created in the free platform Argos.

- [Course site link](#) that should be shared with learners. They should sign in as students, not as guests.
 - When you are ready to share your course with learners, share the invitation link with them.



- They will be asked to create an account, confirm their email, then sign in.
- Once students have created an account and signed in, they will be able to Enroll.

Course Site Content

The course site is available to learners before the in-person workshop as they might wish to review what will happen during the workshop, or to read or watch optional resources before the in-person workshop. Some learners will attend the workshop without opening the course site, and others may want to build their skills and their confidence before the workshop even begins.

Additional Resources for a deeper dive on beer styles:

- [Vocabulary list](#) This list introduces the beer appreciator to the vocabulary and acronyms that they'll find on the BJCP style sheets.
- [Video on how to pour a beer](#)

Beer Geek! Section with additional challenges/activities:

- Book recommendation, [Tasting Beer](#) by Randy Mosher
- [Video on tasting basics](#)
- Follow @hops_and_brains on social media for new tips and challenges, as well as upcoming workshop dates!

The course site includes downloadable versions of Beer Tasting Kit worksheets that will be used in the workshop.

- [BJCP style guide worksheets](#)
- [2 full page tasting sheets for the first AIPA and NEIPA for each beer appreciator \(first group tastings\)](#)
- [Comparison Tasting sheets with personas on back \(blind tasting + recommendation activities\)](#)

Post-workshop materials

Materials that will be shared with beer appreciators in their course site for completion after the in-person workshop.

Beer recommendations (based on personas)

Activity directions: One of the best parts of differentiating between beer styles is the ability to make recommendations to friends (ones they'll actually enjoy!). During our workshop you received a Comparison Tasting Sheet with a persona on the back. To be eligible for the digital badge, read your persona and determine which beer that we tasted best fits the persona's beer preferences.

What you'll need:

- Your Comparison Tasting Sheet with a persona on the back. Lost it? Not to worry, choose one of the personas below.
- Your tasting notes from the in-person workshop



Personas:

- Persona A: Beer drinker A is all about bitterness, they love anything highly hopped and really like when their beer smells like it tastes. They love dank beers that smell and taste like resin and do not like when beers are very fruity. They really dislike orange notes in beer. Based on this drinker's preferences, which beer that we tried would you recommend? Is it an AIPA or a NEIPA?
- Persona B: Beer drinker B loves bitterness and drinking beers that remind them of tropical vacations. They prefer their highly hopped beers to go down soft and smooth. Based on this drinker's preferences, which beer that we tried would you recommend? Is it an AIPA or a NEIPA?

Share your recommendation on social media @hops_and_brains, or send it via email to enz.c@northeastern.edu to be eligible for a digital badge. Feel free to be creative! Written, video, audio submissions are all accepted.

Have Questions? You can reach me at enz.c@northeastern.edu

In Person Materials

Materials that will be used during the in-person workshop.

Contents:

- Beer Tasting Kit
 - [Lead Beer Appreciator guide](#)
 - [Name tents](#)
 - [Hops & Brains sign](#)
 - [BJCP style guide worksheets](#)
 - [2 full page tasting sheets for the first AIPA and NEIPA for each beer appreciator \(first group tastings\)](#)
 - [Comparison Tasting sheets with personas on back \(blind tasting + recommendation activities\)](#)
 - Half of the class should have persona A, the other half persona B
- [Writing utensils](#)
- [Edible + drinkable materials](#)

Lead Beer Appreciator guide

The [Lead Beer Appreciator guide](#) outlines the steps needed to prepare for the workshop.

Name tents

The name tents should be created the evening before the in-person workshop. They will act as seat markers for beer appreciators and will make it easier for everyone to interact with each other during the workshop. [A name tent template can be found here.](#)



Hops & Brains sign

This sign should be printed and ideally laminated so that it can be used multiple times. If possible, put it on a metal stick and put it in a plant to act as a table decoration and gathering point for beer appreciators. You can find a [printable version of the table sign here](#).

Writing utensils

You will need to bring writing utensils, and a few extras just in case, for each of the learners. They will need these to fill out their style and tasting sheets.

BJCP style guide worksheets

The style guide worksheets act as an introduction to style attributes. You can print so that the worksheets are double sided and every beer appreciator gets one piece of paper with both style worksheets on it. You can find a [printable version of the style guide worksheets here](#).

2 full page tasting sheets for the first AIPA and NEIPA for each beer appreciator

Beer appreciators fill out these tasting sheets while tasting their first AIPA and first NEIPA. Each tasting sheet is a full page and these can be printed double sided, so that each beer appreciator gets one piece of paper with a tasting sheet on each side. You can find a printable version of the tasting sheets [here](#).

Comparison tasting sheets with personas on back (blind tasting + post-workshop recommendation activities)

Beer appreciators fill out the [comparison tasting sheet](#) during the blind tasting portion of the workshop. The comparison side is where they compare two beers and determine which is the AIPA and which is the NEIPA. The persona side is the post-workshop activity that must be completed for the badge. In this activity they read about a beer drinker and then recommend a beer based on the drinker's preferences. Half of the class should have persona A and the other half should have persona B.

Edible + drinkable materials

- 4 tasters, two AIPAs and two NEIPAs for beer appreciator
- Pitchers of water and glasses for everyone
- Pretzels/crackers/other palate cleansers placed into small bowls for pairs to share