

Products being appraised:

Date:

Taster's Name:

The product pours like a beer; has a notiecaable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derivied from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J

A
B
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Benchmark Beers:

Blind Taste Panel Procedures

Contents

Overview	2
Beer vs Refreshment Beverage.....	2
Blind Taste Panel.....	2
Product Determination	3

Overview

Vendors register products through the Vendor Website and the Vendor Relations Analyst (VRA) team reviews each registration for approval. Vendors select a product category (wine, spirit, beer, or refreshment beverage) from a drop down list as part of the registration.

Beer vs Refreshment Beverage

Registrations are reviewed for products where the product name and/or other attributes (such as ingredients or method of production) suggest that the product may be a malt-based refreshment, and not a beer. VRA team will research the product to see how it is categorized in other Canadian Liquor Jurisdictions. The VRA team may request a sample from the vendor to determine the appropriate LDB product category through a blind taste panel.

Blind Taste Panel

The blind taste panel is comprised of no less than 5 VRAs and/or Supply Chain team members. The sample is tasted alongside no less than 2 benchmark products. Benchmark products are well known beers that meet all the LDB criteria for beer. Benchmark beers have included Budweiser, Heineken, and Parallel 49's Jerkface.

One member of the panel will pour one product at a time for the panel. The panel does not know which product being tasted until the tasting is concluded. The panel members will complete the form below based on how the product pours, smells, and tastes. (red box below)

After each product has been tasted and the portion in red box completed, the products are shown to the panel to complete the rest of the form. The registration for the product in question is also provided for the panel for additional information.

Date:	
Name:	
<div style="border: 2px solid red; padding: 5px;">The product pours like a beer; has a noticeable head</div>	
The product smells like a beer	
<div style="border: 2px solid red; padding: 5px;">The product tastes like a beer; hops or hop flavour must be specifically included</div>	
The alcohol is wholly derived from a malt base and there is a limited amount of sugar	
The product is marketed as a beer and/or named a beer	

A	B	C	D	E	F	G

Product Determination

For a product to be classified as beer, there must be a majority that have indicated that the product meets all 5 of the criteria on the form. If a majority is not reached, the product is then deemed to not fit the LDB beer profile and is classified as a malt-based refreshment beverage.

The registration and all panel sheets are scanned and saved onto the Wholesale Supply Chain drive.

Products being appraised:

gt registration

Date: Nov. 22/16.

Taster's Name: COASAVANT

The product pours like a beer; has a noticeable head

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A	B	C	D	E	F	G	H	I	J
s.13									

A	St Ambroise =	s.13
B	Molson Canadian =	s.13
C	Russel Root Beer Stout =	s.13
D		
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Benchmark Beers:

Products being appraised:

ROOT BEER STOUT

Date: NOV 22 . 2016 .

Taster's Name:

JORJINE 41

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	ST. AMBROISE OATMEAL STOUT
B	MOLSON'S CANADIAN
C	RUSSELL'S ROOT BEER STOUT -
D	
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J	

Benchmark Beers:

ST. AMBROISE

MOLSON'S CANADIAN

Products being appraised:

Russel Rootbeer Stout

Date: 11/22/2016

Taster's Name: ALIA HASHAM

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

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A	B	C	D	E	F	G	H	I	J
s.13									

A	<u>St. Ambrose McAuslan Oatmeal Stout</u>
B	<u>Molson Canadian</u>
C	<u>Russel Rootbeer Stout</u>
D	
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s.13

s.13

Benchmark Beers:

St. Ambrose - Oatmeal Stout

Molson Canadian

Products being appraised:

Russell Root beer Stout

Date:

Nov. 22, 2016.

Taster's Name:

Edward Custodio.

The product pours like a beer; has a noticeable head

The product smells like a beer

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The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	St. Ambroise / McAuslin oatmeal stout.
B	Molson's Canadian
C	Russell Root beer Stout.
D	
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J	

s.13

Benchmark Beers:

St. Ambroise / McAuslin oatmeal stout.

Molson Canadian.

Products being appraised:

Date: **s.22**

Taster's Name:

Nov 22, 2016

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	St. Ambrose Oatmeal Stout
B	Molson Canadian
C	Russell Root Beer Stout
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Benchmark Beers:

St Ambrose Oatmeal
Molson Canadian

Products being appraised:
POSTMARK - BLONDE BUCHA.

Date: DEC. 05, 2016.

Taster's Name:

JOANNE P.

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	<u>HOEGAARDEN</u>
B	<u>MOLSON CANADIAN</u>
C	<u>POSTMARK - BLONDE BUCHA.</u>
D	
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Benchmark Beers:

<u>HOEGAARDEN</u>
<u>MOLSON CANADIAN.</u>

Products being appraised: Post Mark - Blonde Beer.

Date: 12/05/16.

Taster's Name: Edward Custodio

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	<u>Hoegaarden.</u>
B	<u>Molson Canadian.</u>
C	<u>Post Mark- Blonde Beer</u>
D	
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s.13

Benchmark Beers:

<u>Hoegaarden</u>
<u>Molson Canadian</u>

Products being appraised:

Date: Dec 5/16
Taster's Name: CASAKNT

- The product pours like a beer; has a noticeable head
- The product smells like a beer
- The product tastes like a beer; hops or hop flavour must be specifically included
- The alcohol is wholly derived from a malt base and there is a limited amount of sugar
- The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	HOSKARD -	s.13
B	MASON -	
C	POSTMARK BLOND BUEHA -	s.13
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Benchmark Beers:

Products being appraised:
Postmark - Blondebock

Date: December 5th /2016.

Taster's Name:
ALIA HABIB

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	Hoegaarden
B	Molson Canadian
C	Postmark - Blondebock
D	
E	
F	
G	
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I	
J	

s.13

Benchmark Beers:

Hoegaarden
Molson Canadian

Products being appraised: Blondebrucha

Date: Dec 5/ 2016
Taster's Name:

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

1	Hoegaarden
2	Molson Canada
3	Blondebrucha
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Benchmark Beers:

Products being appraised:

SHAKE YOUR FRUITY.

Date:

DEC 1/16

Taster's Name:

CCASAVANT

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	PAPAY. COLLECTIVE ARTS	s.13
B	RNB. SHAKE YOUR FRUITY.	
C	MOLSON CANADIAN	
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J		

Benchmark Beers:

Products being appraised:

R & B brewing - Shake your booty IPA

Date: ~~10/10~~ December 1/2016

Taster's Name:

Edward Custodio

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A Collective Arts Papaya Saison

s.13

B R & B - Shake your booty

C Molson Canadian

s.13

D

E

F

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Benchmark Beers:

Collective Arts Papaya Saison

Molson Canadian

Products being appraised:

R3B - Shake Your Fruity IPA.

Date: December 1/2016.

Taster's Name:

ALIA Hasham

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A Collective Arts - Papaya Saison

B R3B - Shake Your Fruity IPA.

C Molson - Canadian

D

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s.13

Benchmark Beers:

Collective Arts - Papaya Saison

Molson Canadian

Products being appraised:

Shake Ya Fruity

Date:

December 1, 2016

Taster's Name:

s.22

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	Papaya Saison
B	R & B shake yer fruity
C	Molson Canadian
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Benchmark Beers:

Papaya

Products being appraised:

SHAKE YOUR FRUITY - R&B

Date: DEC. 01. 2016.

Taster's Name:

JOANNE Y.

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	<u>COLLECTIVE ARTS - PAPAYA SAISON</u>
B	<u>R&B - SHAKE YOUR FRUITY</u>
C	<u>MOLSON CANADIAN.</u>
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Benchmark Beers:

COLLECTIVE ARTS - PAPAYA SAISON

MOLSON CANADIAN

Products being appraised:
Russel root beer milk stout

Russel Coconuts Porter.

Date: 11/18/2016

Taster's Name:
ALIA WASHAM.

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

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s.13									

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Benchmark Beers:

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- 1

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s.13

B)

Products being appraised:

Nov 18/2018

Date:

Taster's Name: s.22

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

B) s.13

A	Heegaarden
B	Russell foot bear milk stout
C	Molson Canadian
D	Russell Coco nuts
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Benchmark Beers:

Products being appraised: RUSSELL ROOTBEER MILK STOUT
RUSSELL COCONUT PORTER

Date: NOV 18/16

Taster's Name: SUSAN ANDERSON

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

- 1. HOEGAARDEN
- 2. RUSSELL ROOTBEER MILK STOUT
- 3. CANADIAN
- 4. RUSSELL COCONUT PORTER
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Benchmark Beers:

B) s.13

Products being appraised:
Russell Root beer milk stout

Russell Coco nuts Porter.

Date: 11/18/16
Taster's Name:

Edward Custodio

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

?									
A	B	C	D	E	F	G	H	I	J
s.13									

B) s.13

A	<u>Hoegaarden.</u>
B	Hoegaarden <u>Russell root beer milk stout</u>
C	<u>Molson Canadian</u>
D	<u>Russell Coco nuts</u>
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s.13

Benchmark Beers:

→ (A) - Hoegaarden

→ (C) - Molson Canadian.

Products being appraised: ROOT BEER MILK STOUT


RUSSEL'S COCO NUTS PORTER.

Date: NOV. 18. 2016

s.13

Taster's Name:
JOANNE YI

- The product pours like a beer; has a noticeable head
- The product smells like a beer
- The product tastes like a beer; hops or hop flavour must be specifically included
- The alcohol is wholly derived from a malt base and there is a limited amount of sugar
- The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

- 1 HOEGAARDEN
- 2 ROOT BEER MILK STOUT
- 3 MOLSON CANADIAN
- 4 RUSSEL'S COCO NUTS PORTER.
- 5
- 6
- 7
- 8
- 9
- 10

Benchmark Beers:

- HOEGAARDEN
- MOLSON CANADIAN.
-
-

Products being appraised:

Date:

Taster's Name:
s.22

The product pours like a beer; has a notiecaable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

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A	✓	B	✓	C	✓	D	✓	E	F	G	H	I	J
s.13													

A	Evil Twin
B	Twin Sails Cream + Sugar
C	Molson Canadian
D	Moe garden
E	
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Benchmark Beers:

Products being appraised:

Date:

Nov 4/16

Taster's Name:

CCASHANT

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A	THE PERFECT MATCH. - s.13
B	TWIN SAILS - Cream Sugar = s.13
C	MORSON'S - s.13
D	HOEG AARDEN -
E	
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Benchmark Beers:

MORSON

HOEG

Products being appraised:

Ent Twin - Perfect matcha.

~~Twin Sails - Cream & Sugar~~

Date: 11/4/2016.

Taster's Name: ALN LASHAM

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A Ent Twin - Perfect matcha

B Twin Sails - Cream & Sugar Coffee

C Molson Canadian

D Hoegaarden

E

F

G

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J

s.13

Benchmark Beers:

Molson Canadian

Hoegaarden

Products being appraised:

EVIL TWIN

TWIN SAILS

Date:

NOV 4, 2011

Taster's Name:

JEANNE

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A EVIL TWIN - THE PERFECT MATCHA

B TWIN SAILS - CREAM + SUGAR

C MOLSON - CANADIAN

D HOBGAARDEN

E

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Benchmark Beers:

MOLSON

HOBGAARDEN

Products being appraised: EVIL TWW

TWW SAILS

Date: NOV 4/16

Taster's Name: SUSAN ANDERSON

The product pours like a beer; has a noticeable head

The product smells like a beer

The product tastes like a beer; hops or hop flavour must be specifically included

The alcohol is wholly derived from a malt base and there is a limited amount of sugar

The product is marketed as a beer and/or named a beer

A	B	C	D	E	F	G	H	I	J
s.13									

A EVIL TWW MATCH

B TWW SAILS CREAM - SUGAR

C MOLSON CANADIAN

D HOBGARDEN

E

F

G

H

I

J

Benchmark Beers:

MOLSON

HOBGARDEN