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Unfortunately what most people don't realize is that generating **beer foam** during the pouring process is important to getting the best of the brewer's art. You see beer foam is essential to delivering the true flavor and boutique of the brew as each type and style of beer has its own set of taste and aroma characteristics. Yes, in this regard it is really no different than wine!

Generating foam also makes beer more drinkable as CO<sub>2</sub> gas is released when foam is generated. And as you know drinkability is one attribute that contributes to why we like one beer more than others.

It is interesting to note when talking to bartenders or home draft beer users that most believe that filling draft beer to the brim with no foam is the best way to drink draft beer. The reason; "I want to get my monies worth"! Yet, many "no foam" advocates generally accept a half filled glass of wine! Why? Because the wine industry has done a good job at educating consumers on the proper way to pour and drink wine.

Common sense should tell you that if you truly believe you are trying to get the most for your money you would also fill wine glasses to the brim, but we don't! Thing about it, the wine drinker accepts that wine should not be filled to the brim, but the draft beer drinker expects it to be filled to the top. The logic behind pouring wine halfway in a glass is no different than the logic applied to ensuring "beer foam" on every pour; you get best quality experience with a glass of draft beer that has foam!

So the next time your out or you have friends over conduct a little taste test and pour one pour without foam and one draft beer with about one-inch of foam, the ideal height and then have your friends rate each beer; on image, eye appeal and taste! There is no doubt the glass of draft beer with foam will win out, and remember you're getting the best of the brewer's art and experiencing the best quality.

So, if you are a "non-beer foam advocate" and are willing to try a glass a draft beer with all of the image, eye appeal and taste described in this article you will find that in the end you are getting the most for your money! After all, you are paying for quality and taste and why pay full price and not get what you paid for!

Become a **F-O-B-A** "foam on beer advocate" and experience the difference. Cheers!