Strange Brew: European Lagers Not So Distinct?
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Abstract:
We use a triangle test to examine whether tasters can distinguish between three European lagers that are readily available in the US. In two of three tastings, participants are no better than random at telling the lagers apart, and in the third tasting they are only slightly better than random. We conclude that when tasting blind, beer drinkers are unable to distinguish between different European lagers. Consumer loyalty to specific European lager brands is unlikely to be determined by the physical characteristics of the liquid inside the bottle.

Keywords: beer, blind tasting, brands, European lagers

JEL Classification: C90, D01, M30