

FS Investments and Your Beer Friend Present

Hops, Malts & Liquid Alts

Sep 25, 2023



**YOUR
BEER
FRIEND**



INVESTMENTS®

Hal's Big Idea

You can get better at your job...
by drinking beer.

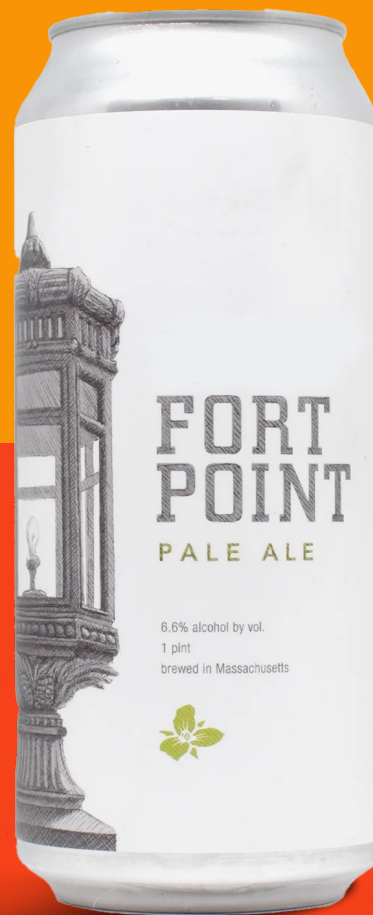
Cicerone®

Cicerone®





**YOUR
BEER
FRIEND**



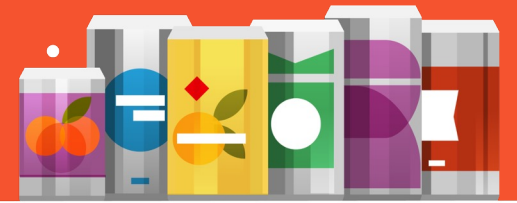
Beer No. 1

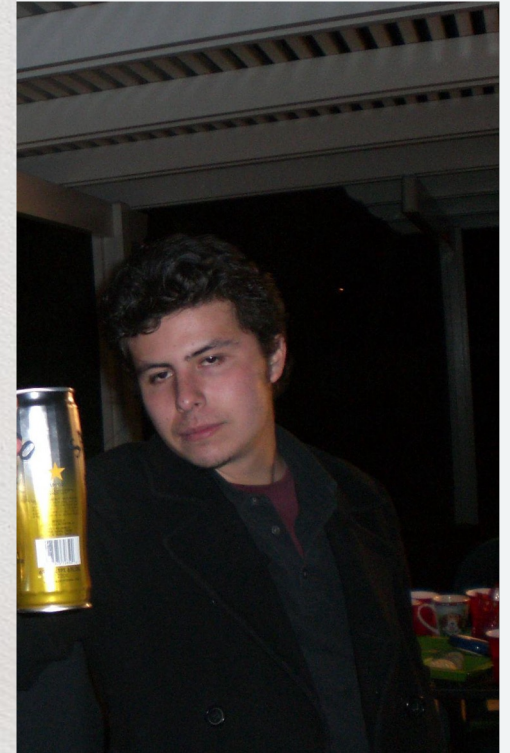
Rauchbier



Drink More

Immerse
yourself





10,000 Beers



Beer No. 1

Rauchbier



Beer No. 2

Gose



Drink Carefully

See with
soft eyes





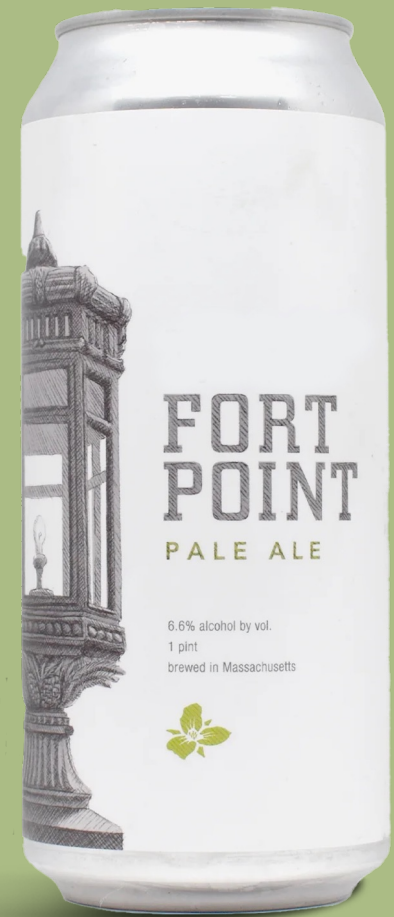
Beer No. 2

Gose



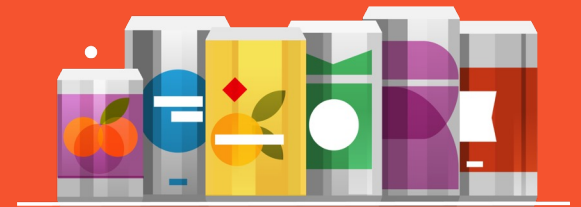
Beer No. 3

Pale Ale



Drink Everything

Challenge
preconceptions



Food Pairing Rules

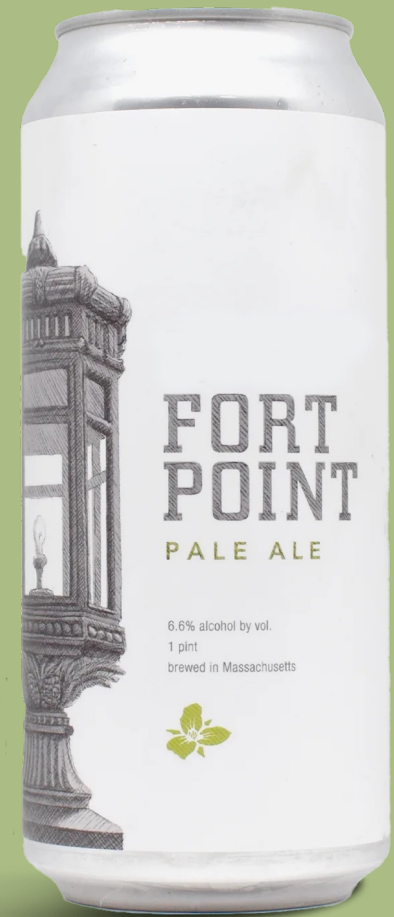
Sweetness
dulls bitterness

Maltiness
dulls heat

Bitterness
accentuates heat

Beer No. 3

Pale Ale



Beer No. 4

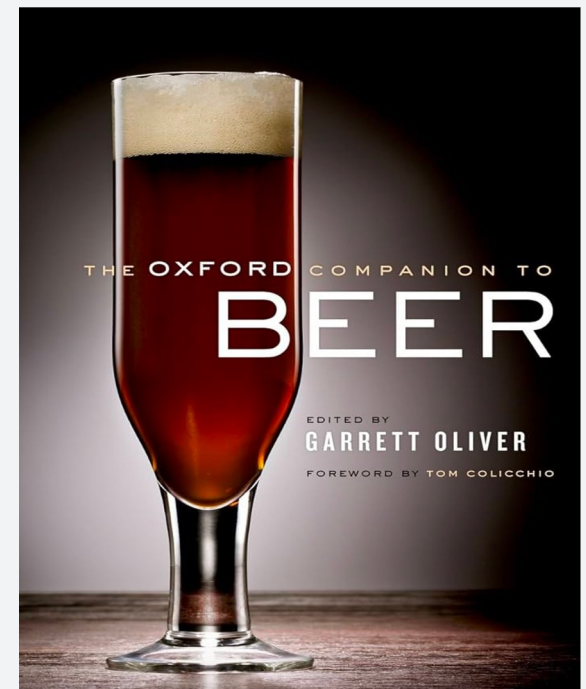
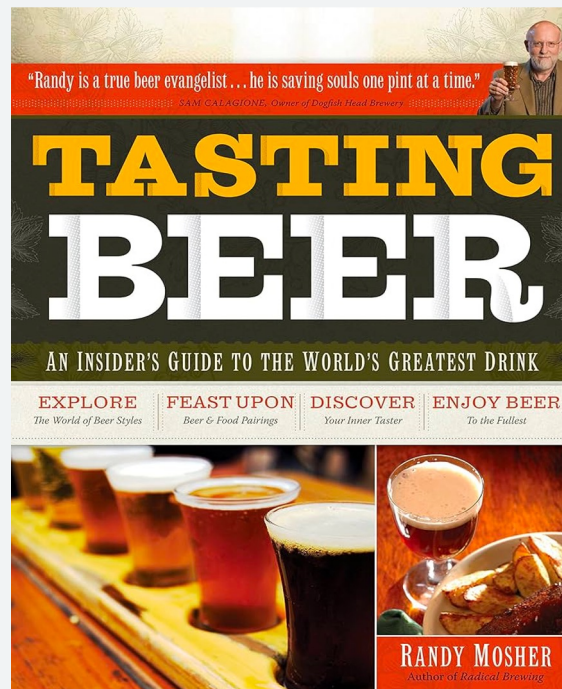
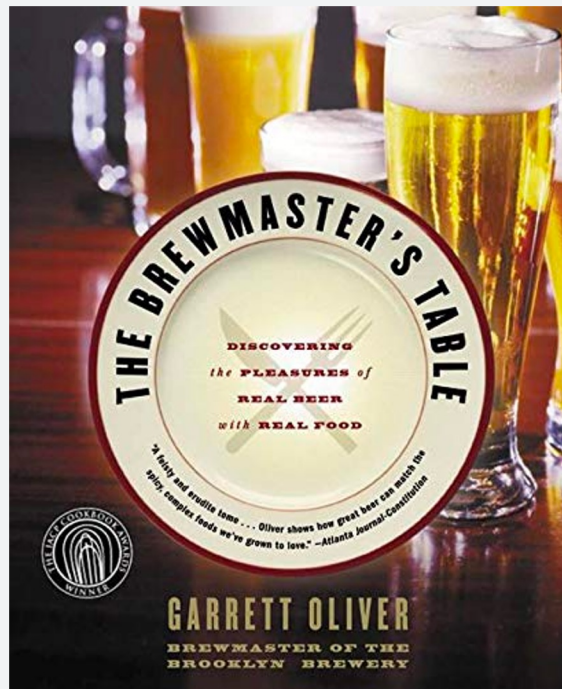
Märzen



Drink Well

Get really
really good





Beer No. 4

Märzen



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Questions?