

# The Zenan Zip

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**zenan**<sup>®</sup>  
GLASS

Bringing The *Best* In  
The World Of *Glassware*

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Welcome back to the Zenan Zip! This month we're highlighting the booming IPAs, serving temperatures for wine, and the origins of the word whisky. We're also discussing Zenan's WWF contribution and our experience at the SGDpro.

## A Day in the Office



We're happy to announce that our website (including our mobile site) now has the live chat feature! When browsing the sites, if you need assistance a live representative is only a click away!

### Inside this issue:

- 1) Flavour Discovery: The World of IPAs
- 2) From Barrel to Bacchus: Serving Temperature
- 3) Whisky 101
- 4) Zenan Glass WWF donation
- 5) Zenan Glass at the SGDpro



- The French herbalist Louis Hebert and his wife are Canada's first documented brewers

## Flavour Discovery: The World of IPAs



With IPAs booming all around, we thought we would break down the subcategories of the IPA family.

### 1) British IPA

- British sailors added hops to their barrels of beer (as a preservative) while travelling to India
- Hops lost their fruity flavor, became bitter
- Malty, bitter, one note

### 2) West Coast IPA

- Start of the fruity hop explosion
- Bitterness is balanced by the crisp body, higher carbonation, and tropical notes

### 3) New England Style IPA

- Unfiltered (hazy look)
- Low bitterness
- Visual aesthetic similar to orange juice

### 4) East Coast IPA

- Not an official beer style
- Intermediate between a

West Coast and British IPA  
-Piney hop flavor, malt backbone

### 5) Oat IPA

- When described as soft, this is due to oats
- Lazy, lethargic, cozy mouthfeel

### 6) Brett IPA

- Brett: *Brettanomyces* (yeast strain)
- A funky melon-esk quality to the beer
- This strain also seen in wine making

### 7) Fruited IPA

- Intensify fruit flavours by adding fruit purée (when brewing)
- Fruit purée is better than a fruit juice; creates a better flavour

### 8) Belgian IPA

- Driving force from Belgian yeast
- Sweet, bread-like, warm notes to the beer



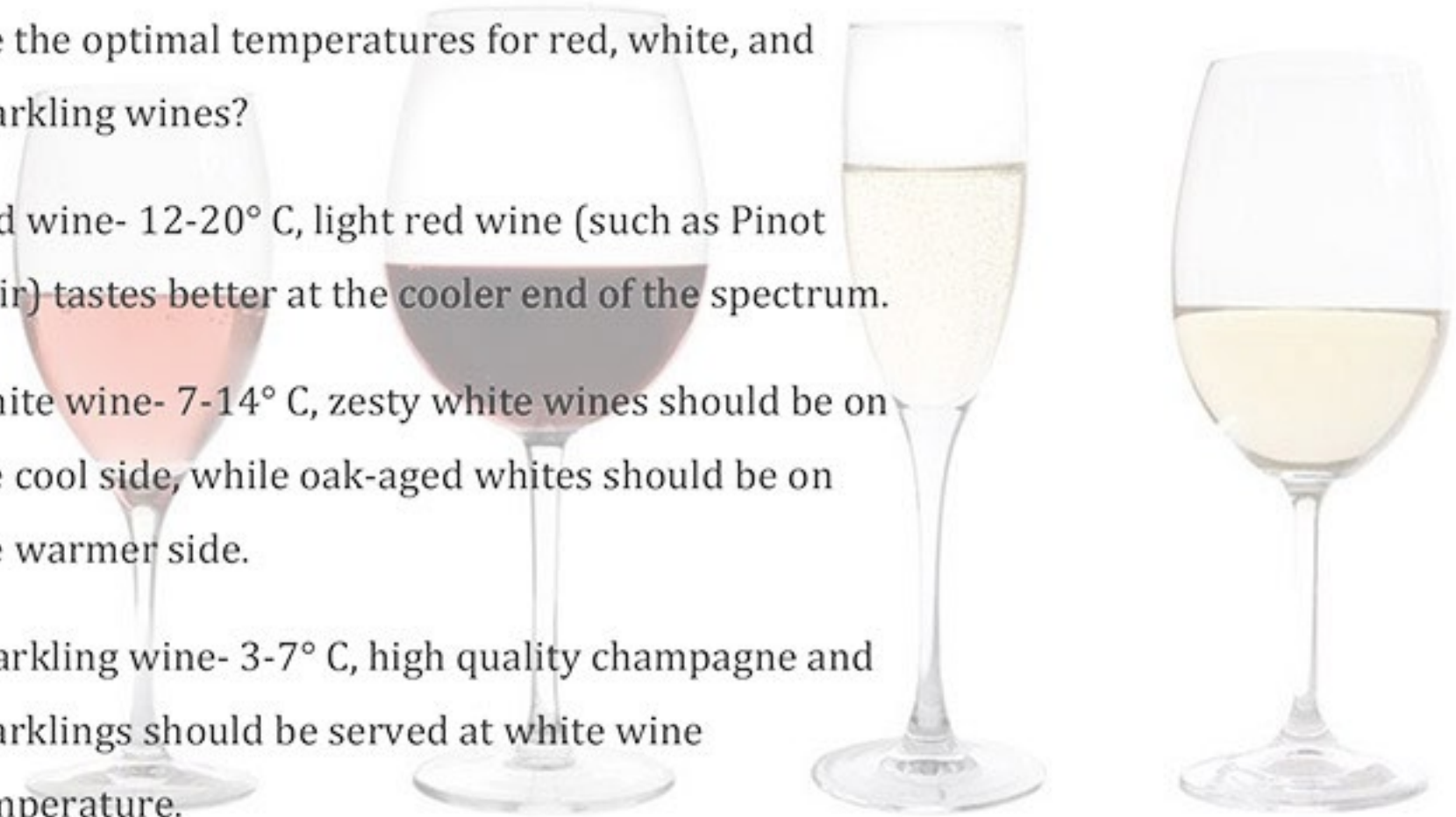
## From Barrel to Bacchus: Serving Temperatures

It's known that wines do taste better cool, but what are the optimal temperatures for red, white, and sparkling wines?

Red wine- 12-20° C, light red wine (such as Pinot Noir) tastes better at the cooler end of the spectrum.

White wine- 7-14° C, zesty white wines should be on the cool side, while oak-aged whites should be on the warmer side.

Sparkling wine- 3-7° C, high quality champagne and sparklings should be served at white wine temperature.



\*courtesy of wine folly

## Whisky 101

Did you know...

The origin of the word whisky comes from the Gaelic term "uisge beatha" or "usquebaugh", which means "water of life". Gaelic is the branch of Celtic that's spoken in the Highlands of Scotland.



\*courtesy of scotch whisky experience

## Zenan Glass WWF Donation



Zenan is proud to have donated another \$6000 to the World Wildlife Fund this year. The WWF's work has evolved from saving species and landscapes to addressing larger global threats and forces that are impacting them. They are working hard to protect the future of healthy, thriving ecosystems with a goal of protecting all life forms, including our own.

"The choices we make will decide the future- for us and for all species" -WWF



## Zenan Glass at the SGCDpro



Over the weekend of the 7<sup>th</sup>-8<sup>th</sup> of April, the Zenan team was at the SGCDpro (the society of glass and ceramic decorated products) taking place in Columbus, Ohio. This is a great chance to learn the latest in technical applications, regulatory compliance, and to participate in their conference and tradeshow.

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