



**SIEBEL**  
INSTITUTE OF TECHNOLOGY

WORLD



BREWING ACADEMY

## Product Catalog

### NEW! Siebel Institute Sensory Training Kit

The Siebel Institute Sensory Training Kit contains 24 pre-measured “standards” representing some of the most important flavors and aromatics found in beer. The standards are shipped in ready-to-use liquid form, making them as easy to use as possible. Just open the small vial of the sensory standard into a pitcher or measuring cup, add 1 liter of beer selected for light, neutral characteristics, and you are ready to sample! Each kit is designed to serve up to 20 tasters, allowing them to build their skills towards understanding beer flavor at a truly professional level. While breweries with established tasting panel structures will find this kit valuable, it can also be used for “taster calibration” by others with an interest in beer including:

- Breweries training new & existing staff to spot beer defects more effectively
- Brewers guilds looking to add value to their regularly-scheduled meetings
- Homebrew groups and beer judges looking to sharpen their judging and flavor recognition skills
- Distributors, wholesalers and agents who need to be able to “talk the talk” about beer attributes with beer specialty retailers



**SIEBEL**  
INSTITUTE OF TECHNOLOGY

**Sensory  
Training Kit**



**Kit price: \$180.00**  
New pricing 09/01/2009

**Standards include:**

Acetaldehyde  
Acetic  
Almond  
Butyric  
Diacetyl  
D.M.S.  
Earthy  
Mercaptan  
Ethyl acetate  
Ethyl hexanoate  
Spicy  
Metallic  
Geraniol  
Indole  
Isoamyl acetate  
Grainy  
Isovaleric  
Lactic  
Caprylic  
Papery  
Vanilla  
Bitter  
Infection  
Hefeweizen

### NEW! Siebel Institute BASIC Sensory Training Kit

The new Siebel Institute Basic Sensory Training Kit offers 4 pre-measured vial each of six of the most common & important beer-related flavor compounds: Acetaldehyde, Isoamyl acetate, Diacetyl, DMS, Trans-2nonenal, Infected. This kit is perfect for companies that do frequent sensory training panels using these core standards and it's also great for those looking for a lesser range of the more common flavors & aromas found in beer.

**ITEM PRICE**

**Siebel Institute BASIC Sensory Training Kit \$180.00**

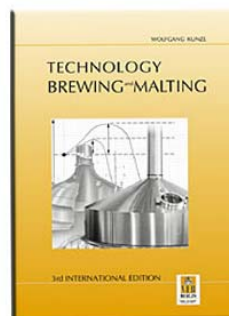
*(Prices subject to change without notice)*

# Books & Gear

## Brewing Books

### **3rd edition Technology Brewing and Malting By Wolfgang Kunze**

Our most popular book, this is an English translation of the leading German textbook for training brewers and maltsters. Together with earlier versions it has been used for more than 30 years with more than 30,000 copies in print. Richly illustrated and easy to understand, this is our recommended textbook for those in the WBA Concise Course and WBA Diploma Course. "Technology Brewing & Malting" is an indispensable part of any brewing library regardless of the size of your brewery.

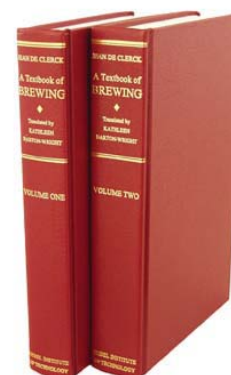


#### **ITEM PRICE**

**Technology Brewing and Malting \$200.00**

### **A Textbook of Brewing By Jean De Clerck**

The classic work of Jean De Clerck that was first published in English in 1957, and though this work is now almost 50 years old, the solid foundations of the arts and sciences of brewing have changed little over the intervening years. This classic two-volume set provides an amazing overview of every phase of commercial brewing technology.

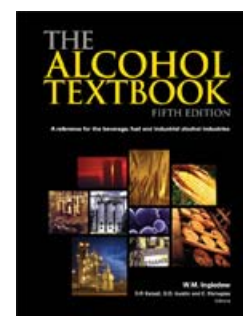


#### **ITEM PRICE**

**A Textbook of Brewing \$95.00**

### **NEW! The Alcohol Textbook**

There is no better tool for understanding the ethanol industry as The Alcohol Textbook. The Alcohol Textbook, now in its 5th edition, remains the definitive reference book on the subject. A reference in beverage, fuel and industrial alcohol industries. Edited by W.M. Ingledew, G.D. Austin, C. Kluhspies, D.R. Kelsall.

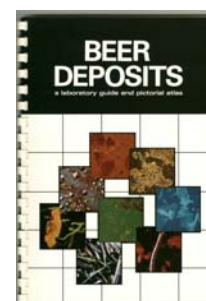


#### **ITEM PRICE**

**The Alcohol Textbook \$240.00**

### **Beer Deposits, A Lab Guide and Pictorial Atlas**

A 114 page monograph containing 125 full color photomicrographs that can be used as an aid in identifying the various particles that may be found in beer deposits and to give examples of the more important staining reactions, methods of illumination, and other important identification techniques.



*(Prices subject to change without notice)*

**ITEM PRICE**

**Beer Deposits, A Lab Guide and Pictorial Atlas \$30.00**  
**Essential Quality Control for Brewers Lab Manual**

Essential Quality Control for Brewers Laboratory Manual is a 66-page collection of laboratory methods for brewing analyses, especially useful for craft brewers, with a brief explanatory introduction, list of equipment required, and step-by-step instruction.

**ITEM PRICE**

**Essential Quality Control for Brewers Lab Manual \$75.00**

**Microbiological Methods**

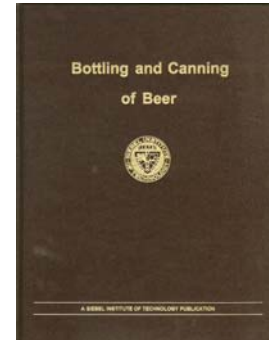
Microbiological Methods is the 271-page manual that was used in conjunction with the Course in Brewing Microbiology and Microscopy that details the preparation, sampling, inoculation, staining and other microbiology techniques of importance to brewers.

**ITEM PRICE**

**Microbiological Methods \$125.00**

**Bottling and Canning of Beer**

Bottling and Canning of Beer is a 209-page text first published by the Siebel Institute in the 1950's. At the time of its original publication it was perhaps the most comprehensive book in the world on the bottling and canning of beer, and it remains a valuable reference book for those involved in beer packaging.



**ITEM PRICE**

**Bottling and Canning of Beer \$35.00**

**Siebel Institute Brew Computer**

A slide rule chart that will help with many brewing computations: Wort, Extract Converter, CO2 Chart for Beer and Ale, Temperature Converter, plus Alcohol and Extract Scales. One of the most useful tools you can have in the brewery!



**ITEM PRICE**

**Siebel Institute Brew Computer \$15.00**

**Siebel Institute & World Brewing Academy Gear**

**Siebel Institute T-Shirt**

White, 100% Pre-shrunk cotton Hanes Beefy-T, screened with the Siebel crest on front, two color "We Teach the World to Brew" on back.

**ITEM PRICE**

**Siebel Institute T-Shirt**  
**S, L, XXL - \$20.00**



T-Shirt Front  
Siebel Institute Crest

T-Shirt Back  
"Siebel Institute -  
We Teach the World To Brew"

*(Prices subject to change without notice)*

### Siebel Institute T-Shirt

Grey, 90% Pre-shrunk cotton Hanes Beefy-T, screened with the Siebel crest on front, two color "We Teach the World to Brew" on back.

#### ITEM PRICE

**Siebel Institute T-Shirt**  
**S, M, L, XL - \$20.00**

### Siebel Baseball Caps

Siebel Institute symbol on front of cap

#### ITEM PRICE

**\$15.00**  
Black & White, Beige

### World Brewing Academy T-Shirt

Grey, 90% Pre-shrunk cotton with the World Brewing Academy symbol on the front pocket and the full "World Brewing Academy" logo across the back of the shirt.

#### ITEM PRICE

**World Brewing Academy T-Shirt**  
**S, M, L, XL - \$20.00**

### WBA Baseball Cap

Grey with WBA symbol on front and "World Brewing Academy" on back

#### ITEM PRICE

**\$15.00**

### Siebel Institute Sweatshirt

Fruit-of-the-Loom heavyweight crewneck, 88% Pre-shrunk cotton, ash grey with a navy Siebel logo screened on front.

#### ITEM PRICE

**Siebel Institute Sweatshirt L, XL, XXL \$35.00**

### Siebel Institute or World Brewing Academy Alumni Pin

#### ITEM PRICE

**Siebel Institute or World Brewing Academy Alumni Pin \$20.00**



*(Prices subject to change without notice)*

**Siebel Institute logo Goblet-style  
glassware by Rastal**

**ITEM PRICE**

**Individual glass            \$5.00**

**Set of two                    \$9.50**



**World Brewing Academy logo Weizen-style  
glassware by Rastal**

**ITEM PRICE**

**Individual glass            \$6.00**

**Set of two                    \$11.50**



*(Prices subject to change without notice)*



# SIEBEL

INSTITUTE OF TECHNOLOGY

FOR OFFICE USE ONLY  
**SAGE #** \_\_\_\_\_  
**REF #** \_\_\_\_\_

## Product Order Form

FOR OFFICE USE ONLY  
 \_\_\_\_\_ LBS.  
 \_\_\_\_\_ L \_\_\_\_\_ W \_\_\_\_\_ H  
 \_\_\_\_\_ S & H

Date: \_\_\_\_\_

There are three ways to place your order:

- 1). Mail your order form with payment to:  
**Siebel Institute of Technology**  
**1777 N. Clybourn Avenue**  
**Chicago, IL 60614**
- 2). Fax in your order to: 312-255-1312
- 3). E-mail your order to: [izepeda@siebelinstitute.com](mailto:izepeda@siebelinstitute.com)

**PLEASE PRINT CLEARLY**

<u>Product Description, Color &amp; Size (if applicable)</u>	<u>Price</u>	<u>Quantity</u>	<u>Total</u>
_____	_____	X _____	_____
_____	_____	X _____	_____
_____	_____	X _____	_____
_____	_____	X _____	_____
_____	_____	X _____	_____
_____	_____	X _____	_____

**Sub-total** \_\_\_\_\_

**Shipping** \_\_\_\_\_  
 (to be added at time of order processing)

**Total incl. shipping** \_\_\_\_\_  
 (to be added at time of order processing)

*(Prices subject to change without notice)*

# PLEASE PRINT CLEARLY

Shipping Information. Please note: We cannot ship to a P.O. Box number.

Name \_\_\_\_\_

Address \_\_\_\_\_

Residential \_\_\_\_\_ Business \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_ Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

E-mail Address \_\_\_\_\_ (PLEASE PRINT CLEARLY)

## Payment Details

### *Payment by credit card*

Visa / MasterCard # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 Digit Security Code From Card Back: \_\_\_\_\_

Cardholder Name (**PLEASE PRINT**): \_\_\_\_\_

### **If card is not in your name, please fill in this section:**

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

### *Payment by check:*

*(Please contact the office via. email providing complete address and phone number prior to sending order so we can inform you of the S&H charges.)*

Check #: \_\_\_\_\_

Total Amount Enclosed \$ \_\_\_\_\_



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INSTITUTE OF TECHNOLOGY

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Cady Sanchez : [cadysanchez@siebelinstitute.com](mailto:cadysanchez@siebelinstitute.com)

*(Prices subject to change without notice)*