



# Water: It's What's on Tap



## BEER GEOGRAPHY

A region's source water will help determine the kind of beer you brew.



*Dortmund, Germany*

The carbonates and chlorides in Dortmund's water help make full-flavored lagers and pale ales.



*Dublin, Ireland*

Dublin's hard water makes the perfect stout.



*Pilsen, Czech Republic*

Pilsen's soft water is well-suited to brewing pale lager.



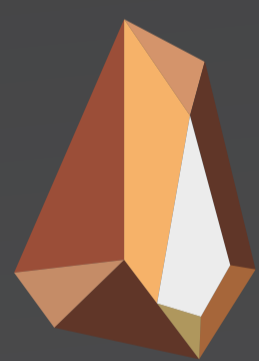
*Burton, England*

Burton's water contains gypsum, which benefits pale ale.



*Munich, Germany*

The water in Munich is high in carbonates, making it ideal for dark lagers.



THE QUANTITY AND VARIETY OF **SALTS AND MINERALS IN WATER** AFFECT THE CHARACTERISTICS OF BEER, SUCH AS FLAVOR AND HEAD FORMATION.



TREATMENT OF BREWING WATER SOURCES **USING REVERSE OSMOSIS\*** MAKES BREWING ANY KIND OF BEER IN ANY REGION POSSIBLE.

\* Treating source water with reverse osmosis elements from Dow Water & Process Solutions removes the minerals to create a blank slate, allowing brewers to have control over taste, quality and composition of the beer.