



FOR IMMEDIATE RELEASE
October 3, 2022

New Show *Sense of Beer Style* Features Beer Judge Certification Program 2021 Style Guidelines

Herz and Storton Team Up To Educate The World About Beer

LYONS, COLORADO / BOISE, IDAHO— Two of today’s top educators in beer announce the launch of an innovative new show, [*Sense of Beer Style*](#), devoted to essential beer-style training for those who want to lead in beer. With beer being the world’s top-selling fermented beverage, the show fills a void by covering foundational concepts and touring the audience through the new 2021 Beer Judge Certification Program (BJCP) style guidelines. Each episode will be published as a podcast and video show.

Show hosts Jeremy Storton of Good Beer Matters and Julia Herz of HerzMuses Enterprises and the American Homebrewers Association joined forces while studying for the Advanced Cicerone® test (they passed) in the Fall of 2021. As beer educators and BJCP judges, the duo are the perfect pair to help food and beverage professionals, homebrewers, professional brewers, and beer lovers demystify, explore and celebrate the beverage.

“We invite everyone wanting to lead in beer to put *Sense of Beer Style* on your must-listen-to list,” said Julia Herz, co-host of the show. “A closer study of styles reveals not only ingredients and beer statistics, but also history, culture, regional attributes, and factors that drive our preferences, experiences, and our modern economy,” shared Jeremy Storton, co-host. “Now there is an authoritative resource that educates on the latest in style education and lexicon,” added Herz.

Sense of Beer Style has two versions of episodes. The *Prepisodes* overview foundational concepts mentioned in the beer style guidelines. *Stylecasts* cover each style from the 2021 BJCP guidelines, including relevance and history, typical ingredients, brewing process, overall sensory, appearance, aroma, flavor, mouthfeel, style comparison, commercial examples, and vital beer statistics. Herz and Storton also cover ideal glassware, serving temperature, and pairing suggestions for each style.

Listen at SenseOfBeerStyle.com via audio published on [Apple Podcasts](#), [Spotify](#), [Stitcher](#), [Amazon](#), and more. Video published via [Spotify](#).

Hashtag: #SenseOfBeerStyle

Website: SenseOfBeerStyle.com

Media Gallery: Images [here](#)

###



About Show Hosts

Julia Herz is an Advanced Cicerone®, Certified BJCP Beer Judge, a trained sensory professional, award-winning homebrewer, author of *Beer Pairing - The Pairing Guide From the Pairing Pros* (Voyager 2016), and Executive Director of the [American Homebrewers Association](#).

Jeremy Storton is an Advanced Cicerone®, Certified BJCP Judge, IBD Certified Brewer, homebrewer, beer educator, photographer, video producer, and an award-winning beer writer & podcaster with his company, [Mountain Sea Media](#), LLC. He also hosts the [Good Beer Matters](#) Podcast launched in February 2018.

About the BJCP Style Guidelines

The BJCP is a worldwide certifying organization for judges of beer and related fermented products founded in 1985. Gordon Strong authored the 2021 guidelines with Kristen England. The complete list of contributors and the most current guidelines version can be found [here](#). Copyright 2021, Beer Judge Certification Program, Inc.

Contact Jeremy Storton, jeremy@goodbeermatters.com, and Julia Herz, julia@herzmuses.com for interview requests.