



Facts

Design by Norm Architects

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MENU
Beer Foamer
Design by **Norm**



Beer Foamer

Design by Norm Architects



MENU Beer Foamer helps you serve bottled and canned beer in the most beautiful and tasty way. A simple design that sparks just the right bubbles and brings out the best in your beer!

But why?

Normally beer enthusiasts recommend pouring your bottled or canned beer with a bit of splash into the glass to create bubbles. This will create some foam, but with large bubbles and low density. Sadly this will also destroy the precious bubbles in the beer and leave you with somewhat boring beer and big-bubbled foam. So not what you need.

To solve this, NORM Architects (Denmark) have invented a tool that separates the foam-making process from the pouring process. And they've achieved just what they hoped for: Crisp bubbly beer and soft, dense foam.

World's first Beer Foamer

MENU Beer Foamer is the first of its kind and we're releasing it worldwide with great expectations. It's our hope that the Beer Foamer will not only make your beer taste and feel better, but also enhance the whole drinking experience. Being Danes, we ourselves, are known to be huge fans of beer and we're hoping that the Beer Foamer will make the world's love of beer even more ... shall we say ... exquisite? Everyone knows that wine gets better if you decant and "prepare" it in the right way, and now we'd like to show the world that beer also deserves some special treatment, and that it (contrary to most believe) actually can get even better.

Increases taste, aroma and mouth feeling

According to beer brewer professionals a foamy beer head is crucial for a complete beer experience and a good, dense beer foam is known to increase the taste, aroma and mouth feeling. Brewers worldwide put great efforts into creating the important aromas in the beer and the foam on the top ensures that these aromas are released as you drink the beer. When drinking a proper foamy beer, the bubbles will burst and release the different aromas that rise to the nose and enhance the whole experience. Foam also affects the way the beer feels in the mouth and especially the high-density foam is important to achieve that amazingly soft and creamy fullness.

MENU Beer Foamer by NORM will be released in May 2014 and just now, a team of beer enthusiast are travelling the world to get some of those first-try-reactions on tape...



MENU Beer Foamer. Design by Norm Architects



Open your favourite beer and gently pour most of it into a glass



Pour a $\frac{1}{4}$ - $\frac{1}{2}$ inch (0,6-1,3 cm) of beer into the bottom of the Beer Foamer



Put the copper top in place and press the button
Stir for 20 sec



Gently pour the foam on top of your beer
Have a sip, Ahhhh...

