

20

BUBBLING
YEARS



BEER TO CELEBRATE!

Great Beers – Small Breweries (Suuret Oluet – Pienet Panimot / SOPP) has now been touring Finland for 20 years.

SOPP, which was first held in Lahti in 2003, has grown into Finland's premier event for micro-breweries. In 2022, it will be held in six different locations: Tampere, Vantaa, Lahti, Helsinki, Turku and Oulu.

Over the years, we have come a long way from the early days of the event, when visitors longed for plastic glasses rather than the washable ones used at the time. More recently, SOPP was selected as Finnish Travel Event of the Year, awarded EcoCompass certification and most recently joined the Safe Events campaign launched by the events industry association.

Since its inception, SOPP has focused on showcasing and tasting Finnish microbrewery products and has been a strong advocate for small Finnish producers. Showcasing beer and other drinks by allowing people to taste them is an increasingly important part of what the event offers. Tastings have been supported by offering customers the opportunity to taste the products in small portions. Special glasses printed with logos are used for portions of 0.1, 0.2 and 0.4 litres.

Combining food and beer is an important part of the beer experience. Someone starting the hobby of beer at SOPP can continue either at home or in bars and restaurants. Beer is a wonderful companion to almost all kinds of food, and trying out different combinations offers the taste buds new experiences.

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Finally, thanks are due to all those who have attended SOPP events over the last 20 years. Without you, none of this would have been possible. Seamless cooperation between beverage producers, food producers, suppliers of goods and structures and service providers enables consumers to enjoy a genuine experience and a delicious moment with flavours produced in Finland.

Let us raise our glasses to SOPP and to Finnish beer. Long may it continue its journey as part of our life of great flavours!



Pekka Kääriäinen and the SOPP team

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WHEAT BEER
– LIGHT AND FRUITY

ALE
– FRUITY

LAGER AND PILS
– FRESH

SOUR BEER
– SHARP AND FRUITY

APA
– FRUITILY BITTER

SAISON
– SPICY

BITTER
– BITTER AND MALTY

IPA
– HOPPY AND AROMATIC

STOUT AND PORTER
– TOASTED

IMPERIAL STOUT
– INTENSELY TOASTED AND COFFEE-LIKE

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IN ORDER OF TASTING

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HINTS FROM ANIKO AND
MARIA FROM OLUTREISSU:



HOW TO

TASTE BEERS

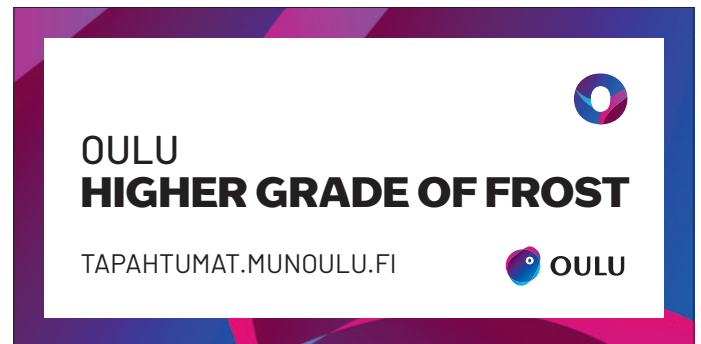
Beers should always be tasted from the lightest to the more robust and from the palest to the darkest. Always taste the less bitter beer first.

ASSESS THE LOOK OF THE BEER: Look at the beer against a pale background and determine its colour, the firmness of its foam and the size of its bubbles.

SMELL THE SCENT OF THE BEER: Bring the glass close to your nose or push your nose into the glass and sniff deeply. Swirl the glass slightly to release the scents. Open your mouth a little as you sniff as this will deepen the perception of the scent.

TASTE THE FLAVOUR OF THE BEER: Take a generous sip from the glass, swirl the beer slightly in your mouth and swallow. Pay attention to how the beer feels in your mouth. Finally, assess the aftertaste. Does the beer disappear immediately or does the taste remain circulating in the mouth?

TRY TO PUT INTO WORDS HOW THE BEER SMELLS AND TASTES. Make use of your own taste memories. The aromas of beer can be reminiscent of freshly cut grass, pick'n'mix sweets or maybe even coffee with milk.



COMBINE

BEER AND FOOD

Beer is an excellent drink to accompany food, and it can also be used as a raw material for cooking.

The characteristics of beer make it an excellent accompaniment to food. The carbon dioxide in beer neutralises the taste buds between bites, making the food taste better. Hop bitters cleanse the mouth and make the food seem lighter. The alcohol content of beer rounds out the flavours and lightens the heaviness of the food, while the flavours of beer complement the flavours.

BEER CAN BE COMBINED WITH FOOD BASED ON OPPOSITE FLAVOURS, HARMONISED FLAVOURS OR SHARED FLAVOUR ROOTS.

The world's most popular combination of opposite flavours is savoury and sweet – like a pizza and a malty lager. A good example of similar or harmonised flavours are smoked salmon and a toasted stout. A traditional way is to select the drink and

food from the same geographical area thus linking the pairing of flavours to the history of the food culture. A good old American hamburger with a citrusy hopped American-style IPA is an unbeatable combination.

BITTERNESS MUST PRIMARILY BE TAKEN INTO ACCOUNT IN A BEER SELECTED TO ACCOMPANY FOOD.

A wine with strong tannins corresponds to a heavily hopped beer. If the dish you are eating has many mild flavours, the beer must be light in terms of its bitterness. Strong flavours, on the other hand, require bitterness. Flavours that challenge wine, such as vinegar, smoked foods, pickled or salted fish, eggs and hot spices, taste good with beer because of the sweetness in the malt.



Event production and private security services

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THERE IS A SUITABLE BEER FOR EACH TYPE OF FOOD.

In beers, there should be a progression from lighter and drier beers to heavier, sweeter and more alcoholic varieties. Wheat beer is the best as a general accompaniment to food, as its fruitiness works with almost all kinds of food. Lagers are suitable as an accompaniment to crustaceans, herring, salads and deep-fried and spiced foods. Wheat beers and lagers balance out the greasiness of cheese. Lighter beers with a milder flavour are generally used with fish and poultry. Stews, casseroles meat and game require darker beers with a stronger flavour. A strong beer is suitable with a dessert containing intense flavours, sugar and fat. Fruity wheat beers and sour beers that are a little fruity are also suitable for the heaviness of dessert because of their sharpness.

Malty-sweet or fruity beers like wheat beers should be preferred with dessert cheeses.

BEER IS SUITABLE FOR COOKING. The fruitiness, tastiness or sweetness of beer brings out the aromas in food. Along with alcohol, the effervescence of beer tenderises meat. Different types of beer flavour food in different ways. The maltiness of lagers give food a sweetness that goes well with mushrooms and onions, for example. Wheat beers give food fruitiness that is particularly suitable for making risottos, pale sauces and for steaming fish. Darker beers in particular give a strength and caramel quality to barbecue sauces and meat marinades. Different meat or mushroom sauces can be complemented by less heavily hopped dark lagers.

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we participate in**

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The first products of the company, which is situated in the village of Lieso in Lammi near Hämeenlinna, hit the market in 1987. In addition to 'sahti' (homebrew), the company also makes beers, ciders, distilled products and whiskeys. In addition to its own retail store and SOPP events, its products are also available in well-stocked supermarkets and Alko.

In addition to its products, Lammin Sahti is also known for its events. As well as SOPP events, the company is involved in a large number of overseas

fairs and sales events. The company has, among other things, its own wagon for beverage sales in Berlin.

As demand is constantly growing, Lammin Sahti has revamped its production and invested in new equipment. In 2022, the company's beers will also be available in cans with the Private Label. The most important thing, however, has not been forgotten: Lammin Sahti manufactures its products respecting tradition and operates close to its customers.



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THE SOPP APP (SOPPLIKAATIO) has been developed for SOPP events. In addition to event information – like area maps and information about breweries and products – its most important feature is the beer ranking. Take part in an event interactively and give assessments of the beers you have tasted. Download SOPPlikaatio onto your IOS or Android device free of charge from Apple Store or Google Play Store.



LAMMIN SAHTI

Retail store
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