

BEER-TASTIC! The Series - SEASON 1

Logline:

The eccentric sommelier and author Conrad Seidl sets out on a tasty journey around the globe to discover famous beer styles and experience new flavors.

One paragraph synopsis:

4 continents, 12 countries, and 30 cities where some of the most interesting and even obscure beer styles have been invented or brewed to perfection. The eccentric sommelier and author Conrad Seidl sets out on a tasty journey around the globe where he shares knowledge and anecdotes. He talks about the history of beer and opens the audience's mind for new sensorial experiences. A docuseries, modern, and fresh to the television landscape. Perfectly serving those millions of beer fans worldwide.

One page description:

What brings more people together than beer? All around the world, the liquid gold gathers family, friends, and strangers. It's deeply rooted in the culture of many nations, and the art of brewing has been practiced and perfected for thousands of years. Some of these old recipes are still around.

Over the last few years, the image of beer has changed from a cheap and wide-spread beverage for everyone to an exquisite drink similar to wine, mostly because of the trend to go back to the craft of brewing. Even hardcore wine enthusiasts can't resist discovering new flavors and odors in rediscovered beer styles.

The 4-part series "Beer-tastic!" travels to specific places in Africa, China, Europe, and the US, where some of the most interesting and even obscure beer styles have been invented or at least brewed to perfection.

Discovering knowledge and anecdotes, talking about the history of beer, and opening the audience's mind for new sensorial experiences, this is a limited series, new and different, serving those millions of beer fans worldwide perfectly...

Cheers!

Season 2 - where we show the fascinating relationship between beer and all forms of art - is already in the works.

Episode Guide

Episode 1:

In episode one, the host Conrad Seidl travels to countries like Germany, Belgium, China, and South Africa to sample different beer styles like Lagerbeer, Sorghum Beer, and Rice Wine. As some of them have been around for 5,000 years, it is a deep-dive into the earliest beer recipes that are still around today. Brewers from different continents talk about what beer means to them and how it changed their lives.

Episode 2:

In the second episode, Conrad Seidl follows the traces of the late Michael Jackson. As a famous beer journalist and writer, he traveled the world and left his mark on hundreds of members of the beer community that are still around today and have stories about him to tell. Along the way, he samples extraordinary beer styles like Berliner Weisse in Germany, Cask Conditioned Ales in the UK, Stouts in Ireland, and Barrel-Aged Sour beers in Belgium.

Episode 3:

In the third episode, the host Conrad Seidl travels the world to places where many famous beer styles originated. On a journey from small-batch brewing to the industrialization that made large-scale brewing possible, he samples beers like Gose, Wheat beer and Witbeer, Prager Dunkles and the traditional Lager beer from Munich. He finds his way to the Czech Republic, Belgium, and Germany - where he also attends the famous Oktoberfest.

Episode 4:

In the fourth and last episode, Conrad Seidl chases popular beer styles like India Pale Ale, Altbier, Porter, and Sourbeers in cities like London, Gdansk, Portland, Düsseldorf, and Seattle. He talks to brewmasters all over the world about the future of beer and some of the possibilities where it all might go: the styles that may develop and how consumer habits may change.