



MARGARITAVILLE®
ISLAND RESERVE By KARISMA
RIVIERA MAYA

BREW & GROOVE



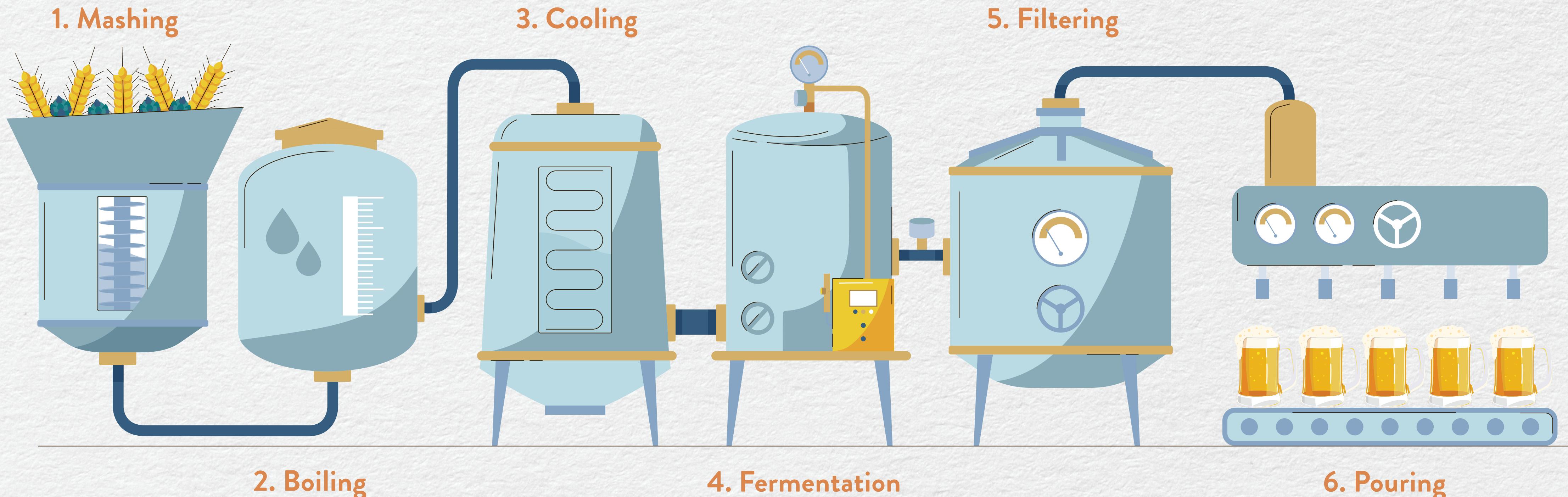
EXPERIENCE

YOUR CREW. YOUR STYLE. YOUR BEER.

THE BREWING PROCESS

HOW IS IT PRODUCED?

Your custom beer begins with selecting the perfect blend of malt, hops, and yeast to match your desired flavor profile—whether it's crisp and citrusy, rich and malty, or bold and hoppy. The brewing process starts with mashing the grains to extract fermentable sugars, followed by boiling with hops to enhance aroma and bitterness. After cooling, yeast is added to kickstart fermentation, transforming sugars into alcohol. Finally, the beer is conditioned, carbonated, and ready to be poured—crafted just for you!



BEER BASICS: STYLE, MALT & HOPS, BUILD YOUR PERFECT TACO... AS A BEER

SAME JOY, DIFFERENT FORMAT.
ASSEMBLE YOUR FLAVOR.

STYLE = THE TORTILLA

Corn or flour? Light and crisp like a Pilsner, or soft and golden like a Wheat—this holds the whole thing together.

MALT = THE FILLING

Chicken/Asada/Al Pastor. Sweetness, body, color. Malts decide if your beer is bright, toasty, or rich.

HOPS = THE SALSA

Citrus, herbal, tropical, piney. The aroma pop that balances every bite... er, sip.

On your **online consultation**, your crew picks the tortilla + filling; we dial in the salsa heat.



STYLE

THE FOUNDATION OF YOUR BREW

Your beer style is the overall category, like IPA, Stout, Pilsner, or Wheat Beer. It sets the tone for the beer's body, strength, and general flavor profile.

MALT

THE HEART & SWEETNESS

Malt is what gives beer its color and sweetness. It creates the backbone of the brew, influencing whether it's light and crisp or rich and full-bodied.

HOPS

THE PERSONALITY & AROMA

Hops add flavor, aroma, and a touch of bitterness to balance the sweetness of the malt. They can make a beer citrusy, floral, earthy, or piney, giving it that extra character!

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**LIGHT & CRISP
BEERS**

OPTIONAL MALTS

AMERICAN PALE ALE (4.5-5.5% ABV)

Bright, bold, and full of character—this citrusy, floral pale ale is for those who embrace adventure. **With a light bitterness and vibrant hop aroma**, it's a lively choice for couples who love to add a little extra spark to their special day.

AMERICAN WHEAT (4.0-5.5% ABV)

Smooth, airy, and timeless—just like the best wedding memories. Brewed with wheat for a velvety texture and delicate cereal notes, this easygoing beer is as refreshing as your first dance under the stars.

BLONDE ALE (4.0-5.5% ABV)

Light, smooth, and effortlessly charming—just like your love story. With subtle malt notes and a touch of sweetness, this refreshing brew is the perfect match for guests who appreciate something crisp, easygoing, and full of heart.

KÖLSCH (4.4-5.2% ABV)

A delicate blend of ale and lager, as balanced as your partnership. **With a clean, crisp finish and soft fruity notes**, this German classic is perfect for toasting to forever—refreshing, refined, and simply unforgettable.

PILSNER

A crisp, clean classic—perfect for any guest, any moment. **With a light hop bitterness and a refreshing finish**, this golden lager is a crowd-pleaser, ensuring every sip is as effortlessly enjoyable as your wedding day itself.

-  **Munich Light:** Provides a richer, more pronounced maltiness with stronger bread, biscuit, and slight caramel notes.
-  **Crystal 20L:** Adds light sweetness with caramel notes.

-  **Wheat:** Adds body and a silky mouthfeel.
-  **Carapils:** Improves foam retention and adds a touch of sweetness.

-  **Munich Light:** Provides a richer, more pronounced maltiness with stronger bread, biscuit, and slight caramel notes.
-  **Vienna:** Offers a mild, slightly sweet maltiness with subtle toasted bread or nutty notes.

-  **Wheat:** Provides body and a silky texture.
-  **Vienna:** Adds soft toasted notes.

-  **Vienna:** Rounds out the malt profile.
-  **Carafoma:** Improves foam retention without altering flavor.

OPTIONAL HOPS

-  **Cascade:** Citrusy
-  **Citra:** Tropical and fruity
-  **Amarillo:** Sweet orange
-  **Centennial:** Citrusy with added bitterness

-  **El Dorado:** Fruity, notes of pear and watermelon
-  **Lemondrop:** Citrusy, lemon candy
-  **Saaz:** Herbal and mild

-  **Cascade:** Citrusy and floral
-  **Saaz:** Herbal and spicy
-  **Hallertau:** Floral and delicate

-  **Tettnang:** Herbal and balanced
-  **Spalt:** Spicy and earthy
-  **Hallertau Mittelfrüh:** Floral and herbal

-  **Saaz:** Herbal and spicy
-  **Spalt:** Earthy
-  **Tettnang:** Floral and delicate

AMBER BEERS



OPTIONAL MALTS

AMBER ALE (4.5-5.5% ABV)

A love as deep as amber, **this brew brings a touch of caramel sweetness and a perfectly balanced finish**. Warm, smooth, and satisfying—it's a popular choice to add richness and charm to your wedding celebration.

 **Caramel 40L:** Soft caramel sweetness.

 **Munich:** Enhances malt richness with toasted bread notes.

OPTIONAL HOPS

IRISH RED ALE (4.0-5.0% ABV)

A toast to passion and tradition! **With hints of caramel and a touch of toasted malt**, this smooth and slightly sweet ale is perfect for a cozy, heartfelt celebration. A timeless classic, just like your love story.

 **Crystal 60L:** Richer caramel sweetness.

 **Roasted Barley:** Adds the red color and subtle roasted flavors.

 **Willamette:** Mildly floral and herbal

 **Cascade:** Citrusy

 **Chinook:** Piney and resinous

VIENNA LAGER (4.5-5.5% ABV)

A love that's smooth, balanced, and full of character—**this medium-bodied lager features soft malty notes and a hint of toast**. Easygoing yet refined, it's the ideal brew for guests who appreciate a little depth without overwhelming the palate.

 **Roasted Barley:** Adds the red color and subtle roasted flavors.

 **Munich:** Adds richness and body.

 **CaraMunich:** Toasted caramel notes.

 **Saaz:** Herbal and spicy

 **Hallertau Mittelfröh:** Floral and balanced

 **Perle:** Spicy and slightly herbal

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DARK BEERS

OPTIONAL MALTS

SCHWARZBIER (4.4-5.4% ABV)

Dark in color but refreshingly light in spirit, this German black lager **blends smooth toasted malt with subtle chocolate notes**. A refined yet approachable choice, ideal for those who love a little mystery in their love—and their beer.

 **Munich dark:** Adds body and toasted bread notes.

 **Carafa II:** Darkens the color and provides smooth chocolate notes.

STOUT (4.0-5.0% ABV)

Deep, rich, and full of character—just like your love story. **With hints of roasted coffee and velvety chocolate**, this smooth and surprisingly light stout is the perfect match for couples who appreciate bold flavors and unforgettable moments.

 **Maris Otter:** Rich base malt with nutty notes.

 **Chocolate Malt:** Intense chocolate flavors.

 **Roasted Barley:** Deep coffee notes.

OPTIONAL HOPS

 **Hallertau:** Floral and soft

 **Tettnang:** Herbal and mild

 **Saaz:** Classic and herbal

 **Fuggle:** Earthy

 **East Kent Goldings:** Mildly floral

 **Nugget:** Bitter and resinous

A photograph of two glasses of beer on a dark wooden table. The glass on the left is a light-colored beer with a thick white head of foam. The glass on the right is a darker, reddish-brown beer with a smaller head of foam. Both glasses have metal handles. Several ice cubes are scattered on the table in front of the glasses.

WHY IT'S PERFECT FOR GROUPS?

Oceanfront & one-of-a-kind: the destination's only oceanfront brewery

Interactive & memorable: everyone plays a part, everyone has a story

For any occasion: birthdays, reunions, bachelor/ette nights, mini celebrations, "just because"

\$1,499 USD
PER EVENT

Private venue buyout + Brewery
Experience included

YOUR CREW, YOUR FLAVOR.

FREQUENTLY ASKED QUESTIONS



1 WHAT'S INCLUDED & HOW MUCH IS IT?

The Brew & Groove Experience is **\$1,499 USD per event** and includes a private venue buyout at LandShark Brewery & Grill plus the guided Brewery Experience. A selection of snacks is included and will be defined at the time of booking.

2 IS THERE A MINIMUM GROUP SIZE?

No minimum headcount, bring the whole crew or keep it intimate.

3 WHEN CAN WE BOOK IT?

Daily 5–7 pm or 5–8 pm time blocks, subject to availability and hotel schedule/blackout dates.

4 WHAT DO WE ACTUALLY DO DURING THE ONLINE SESSION WITH THE BREWMASTER?

You'll choose a beer style and malt.

5 WHERE IS THE BEER SERVED?

All service takes place at LandShark Brewery & Grill during your Brew & Groove Experience.

6 ANY AGE RESTRICTIONS?

Yes, 21+ for U.S. market attendees.

7 DO YOU SPEAK OUR LANGUAGE?

Sessions available in English/Spanish (confirm brewmaster availability).

8 ANYTHING ELSE WE SHOULD KNOW?

Additional F&B beyond the included snacks, AV, décor, capacities, staffing, payment, and cancellation policies, timelines for any custom brand elements, and brand approvals are subject to contract and hotel confirmation. Session format and inclusions may vary by group size and logistics. Additional terms and conditions apply.



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READY TO BOOK?

REQUEST YOUR DATE