As the Craft Beer Industry continues to grow, Craft brewers are spreading their wings and distributing their Products further from their brewery than they ever have before. As this distance increases so do the concerns with post-brewery Product quality. A panel of Field Quality Managers from a few of the leading Craft breweries will discuss their experiences and successes in protecting their beers once they have left the brewery. The discussion will cover all aspects of post-brewery flavor quality including warehousing, delivery, package dates, rotation, and temperatures, and a heavy emphasis on draught quality.

**Implementing A Field Quality Program:**

- Matt Meadows, New Belgium Brewing Company
- Neil Witto, Boulevard Brewing Company
- Rob Gerrity, Sierra Nevada Brewing Company
- Jeff Schaefer, New Glarus Brewing Company

**Logistics of a Quality Program:**

- Quality Standards:
- Warehouse management
- Transportation

**Training & Education:**

- Training programs
- Education materials

**Wholesaler Communication:**

- Communication strategies
- Feedback from wholesalers

**Measurement:**

- Quality control metrics
- Performance indicators

**Introductions:**

- What brewery do you work for and what is your position?
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Logistics of Quality Program:

Who implements Field Quality at your brewery?

How do they do it?

Quality Standards:

What Standards are important to your brewery?

How were they decided upon?

Industry-wide Draught Quality Standards

www.draughtquality.org

Wholesaler Standards from the Brewer’s Association:

“Commitment to draft line cleaning and quality.” (state by state)

“…refrigerated storage.”
Cases: 50 degrees F
Kegs: 40 degrees F

“…actively educate/train sales staff in craft segment.”
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**Wholesaler Communication:**

How does your brewery communicate standards and requirements to wholesalers (and retailers)?

**Measurement:**

What does your brewery use to measure quality?

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**Wholesaler Communication:**

- **Sierra Warehouse Survey**
  - Measurement
  - Boulevard Draught Audit

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**Measurement:**

- Sierra Warehouse Survey
- Boulevard Draught Audit

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**Notes:**

- Use this space to add any useful insight, or specific instructions.
- Include the notes on any specific sales.
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### Measurement: New Glarus Checklist

- Draft Line Cleaners Quality Checklist
- New Glarus Checklist

### Measurement: New Belgium Quality Audit

- Annual Quality Audits:
  - 100 Point Audit
    - Line Cleaning Execution (20 Points)
    - On Premise (30 Points)
    - Off Premise (30 Points)
    - Warehouse (10 Points)
    - Delivery Temperatures (10 Points)
  - 90 Point Requirement
  - Re-Audits occur when one criteria below 80%

### Training & Education:

What does Training look like at your brewery for wholesalers, retailers, and brewery staff?

### Training & Education:

- www.draughtquality.org
- www.mcdantim.mobi
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