

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

5/11/2012





# Implementing A Field Quality Program

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## Implementing A Field Quality Program:

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

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.

**Logistics of a Quality Program:**

**Quality Standards:**

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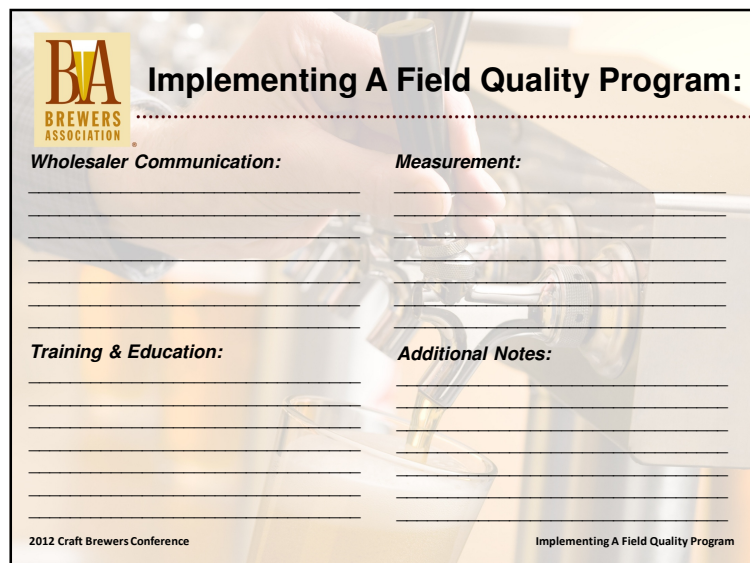
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## Implementing A Field Quality Program:

**Wholesaler Communication:**

**Measurement:**

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**Training & Education:**

**Additional Notes:**

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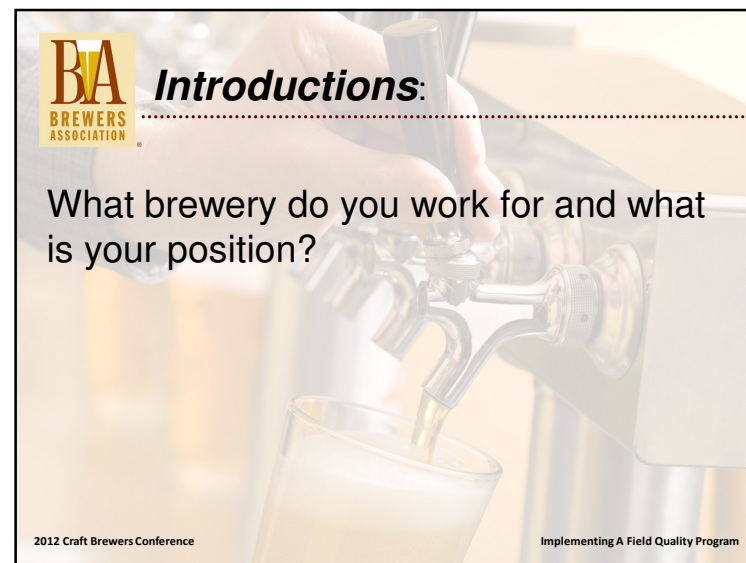
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## Introductions:

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?

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## **Quality Standards:**

What Standards are important to your brewery?

How were they decided upon?

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## **Quality Standards:**

Industry-wide  
Draught  
Quality  
Standards



[www.draughtquality.org](http://www.draughtquality.org)

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## **Quality Standards:**

### 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)?

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## Measurement:

What does your brewery use to measure quality?

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## Measurement: Sierra Warehouse Survey

SNBC rep:	Distributor:			Date:	
SCALE	0 - Below Standard	1 - Improvement Opportunity	2 - Meets Standard	Weight	SCORE
Storage Temperature	Not Controlled within Specified Parameters	Draught Stored 40 F or Less Package Stored 50-60 F	Draught Stored at 40 F or Less Package Stored at 49 F or Less	50%	2
Days of Inventory (VIP Report)	45+ Days of Inventory	Between 31-45 Days of Inventory	30 or Less Days of Inventory	20%	2
Rotation	Not Rotated, Dates Out of Sequence	N/A	Rotated, Arranged in Order by Date	10%	1
Package Integrity	Systematic Damage to Packages	Isolated Instance of Damage to Package	No Visible Damage to Packages	10%	1
Repack	No Standards Evident	Current Graphics, Running Water, Clean Bottles	Current Graphics, Running Water, Clean Bottles, Recoded, Repack Poster	10%	2
				Total	100%
				Target Score	85%

Notes:

Use this space to add any useful insight, recap specific solutions for areas that are below

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## Measurement: Boulevard Draught Audit

Draught Beer Audit

Account Name	City, State	Distributor	Line Cleaner	Last Posted Cleaning Date	Date Checked
Brand					
Condition of Coupler					
Condition of Faucet					
Flavor Evaluation					
Flakes in Beer? Y/N					
Expiration Date					
Notes					
Bld Employee					
Overall Account Grade					

Account Name	City, State	Distributor	Line Cleaner	Last Posted Cleaning Date	Date Checked
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## Measurement: New Glarus Checklist

**Draft Line Cleaner Quality Checklist**

Craft Maintenance Company: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

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**Chemical Contact Times:**

using a timer effective way of tracking time

Notes: 30 minutes recirculation 30 minutes for soaking is minimum request

Temperature: 80-130°F is effective range

Notes: 80-130°F is effective range

Method: use handout for details on heating up to system

Notes: recirculation, ventilation flow is 30 times more efficient in heating

Chemical Concentration: using a standard transfer device to test exactly strength is recommended

Notes: 2% to 3% Quats in Solution is BA recommendation

Frequency: Minimum 1 time 2 weeks is Brewers Association recommendation

Notes: extending cleaning will decrease scale and system

Flow Rate: gallons per minute with recirculation

Notes: changing direction of flow every 30 min improves efficiency

Detail All Components that touch beer: ☐ Yes ☐ No

Notes: take every break. Disassemble equipment. Clean! Rinse! & Lube!


On all Lines Recirculation: ☐ Yes ☐ No

Notes: take every break. Disassemble equipment. Clean! Rinse! & Lube!

Improving Draught... Improving Sales and Profits!!!

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## Measurement: New Belgium Quality Audit

**New Belgium Brewing Company Field Quality Survey**

1. Line Cleaning Tracker and Chemical Usage

2. On Premise Accuracy

3. Off Premise Accuracy

4. Warehouse to Retail

**New Belgium Brewing Company Audit Recap**

World Class Distributing Main Location

June 2012

Completed By: Dan Ringer

1. Line Cleaning Tracker and Chemical Usage

2. On Premise Accuracy

3. Off Premise Accuracy

4. Warehouse to Retail

**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%

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## Training & Education:

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

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## Training & Education:



**draught beer quality manual**

[www.draughtquality.org](http://www.draughtquality.org)



**McDantim**

Easy Blend App  
Easy Volumes App  
Easy Pressure App

[www.mcdantim.mobi](http://www.mcdantim.mobi)

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