Building a Field Quality Program
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Matt Laibson
Field Quality Manager
Ballast Point Brewing Company

Matt Meadows
Director of Field Quality
New Belgium Brewing Company
Draught Beer Quality Ambassador

David Munro
National Field Services Manager
Bell’s Brewery

Neil Witte
Owner Craft Quality Solutions
BA Quality Ambassador
Draught Beer Quality Ambassador

#CraftBrewersCon
What Field Quality basics would be helpful for any brewery to implement regardless of size, beer style, and budget?
Who do you educate/train?
How does this add value to your brewery’s role in the three-tier system?
How do you convey your brewery’s Quality standards and priorities in the field? What systems are in place to promote feedback and improvement?
## WEEKLY 10-ACCOUNT
### ON-PREMISE QUALITY SURVEY

1. Cleaning report is present and last cleaning was within 2 weeks.
2. Tainted heads, couplers, and FOB’s are free of visible buildup.
3. All faucets are free of visible buildup both inside and out (all faucets swabbed to check interior buildup).
4. Only propel NBB products with CO₂ Bottles or blended CO₂/N₂ gases (No Air Compressors).
5. All NBB Beer (Package and Keg) is in Code and properly rotated.

### NEW BELGIUM BREWING QUALITY ASSURANCE AUDIT

<table>
<thead>
<tr>
<th>Kick Ass Beer</th>
<th>Female</th>
<th>Mixed</th>
<th>Uound</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 1 - November 15</td>
<td>100</td>
<td>7.0</td>
<td>93.0</td>
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</tbody>
</table>

**Completed By:**

**Comments:**

### LINE CLEANING EXECUTION

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Date</th>
<th>Surveyor</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Z-Tein-Scotch Ale</td>
<td>33-Jan-Quinn</td>
<td>✔</td>
<td>20.0</td>
</tr>
<tr>
<td>Kona Kona-Scottish Ale</td>
<td>33-Jan-Quinn</td>
<td>✔</td>
<td>20.0</td>
</tr>
<tr>
<td>NYFD-Scottish Ale</td>
<td>33-Jan-Quinn</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Original Irish Stout</td>
<td>33-Jan-Quinn</td>
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<td>✔</td>
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<tr>
<td>Levek-Scottish Ale</td>
<td>33-Jan-Quinn</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Buffy Wisk Wings-Scottish Ale</td>
<td>33-Jan-Quinn</td>
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<td>✔</td>
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<tr>
<td>Red Box-Scottish Ale</td>
<td>33-Jan-Quinn</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>White Sheep-God-Kegs</td>
<td>33-Jan-Quinn</td>
<td>✔</td>
<td>✔</td>
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<td>McSorley-Scottish Ale</td>
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<tr>
<td>Silverstone-Scottish Ale</td>
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**Additional Comments:**

### QA Survey On Premise

- **Status Reason:** Open
- **Actual End:** None
- **QA Comment:** None

**Survey Type:** Everything

- 2WkCycleDoc: Looks Good!
- TappingDeviceC: Looks Good!
- FaucetClean1: Looks Good!
- NoAirCompress: Looks Good!
- DatesRotationTech: Looks Good!
- 1st Last Clean: None
- 2nd Last Clean: None
- 3rd Last Clean: None

**Notes:**

- Weed Week: Quality Assurance Team
- Delivery: No Delivery

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# CraftBrewersCon
Can you give us an example where your Field Quality Program enacted positive change?
Key Take-Aways

1. DEVELOP STANDARDS
   Record a set of standards that make sense for your brewery and prioritize them.

2. TRAIN AND EDUCATE
   Train your internal teams and work your way to training wholesalers and then finally retailers.

3. CLEARLY COMMUNICATE
   Clearly communicate your expectations; and be diplomatic, objective, and non-emotional when communicating results.