

Building a Field Quality Program

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BA Quality Ambassador
Draught Beer Quality Ambassador

What Field Quality basics would be helpful for any brewery to implement regardless of size, beer style, and budget?

brewers association
**draught beer
quality manual**

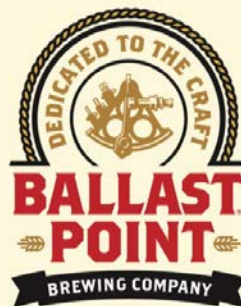


Prepared by the
Technical Committee of
the Brewers Association
THIRD EDITION



BELL'S DISTRIBUTOR IMMERSION

BELL'S BREWERY, INC. | CONSUMERS, MI | 249.382.2339 | BELL'S BEER.COM
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SHELF LIFE STANDARDS

FLAGSHIP	PACKAGED DAYS	DRAFT DAYS
Sculpin	120	150
Grapefruit Sculpin	120	150
Unfiltered Sculpin	120	150
Pineapple Sculpin (seasonal)	120	150
Aloha Sculpin (seasonal)	120	150
Manta Ray	120	150
Victory at Sea (all variants)	730*	730*

DISCOVERY	PACKAGED DAYS	DRAFT DAYS
Fatfish IPA	120	150
Bonito Blonde	150	180
Mango Even Keel	120	150
Longfin	150	180
California Kolsch (CA only)	150	180
Tart Peach Kolsch (seasonal)	150	180
Gruiser (seasonal)	120	150
Piper Down (seasonal)	150	180

EXPLORER	PACKAGED DAYS	DRAFT DAYS
Sour Wench (all variants)	365	365
Red Velvet	150	180
Tongue Buckler (seasonal)	150	180
Moscato Mule (seasonal)	365	365
Watermelon Dorado (seasonal)	120	150
Dead Ringer (seasonal)	150	180

SPECIALTY	DRAFT DAYS
Abandon Ship	180
Barrel Aged (all brands)	730*
Barry	730*
Biere de Garde	365
Big Eye	150
Ginger Big Eye	150
Black Martin	365*
Mocha Martin	365
Boob Check	150
Brother Levonian	180
CA2VA	150
California Amber	150
Serrano Kolsch	180
Calm Before the Storm	180
Copper	150
Dorado	150
East to West	150
Even Keel	120
Fleet Admiral	365
Indra Kunindra	730*
Navigator	730*
Orange Vanilla IPL	150
Pescadero	150
Pumpkin Down	180
Reef Rye	150
Russian Imperial Stout	730*
San Salvador Summer	180
San Salvador Winter	180
Schooner	150
Schwarzbier	180
Habanero Sculpin	150
Sea Monster	730*
Sea Rose	180
Sextant	365
Smoke Screen	180
The Commodore	365
Cinnamon Raisin Commodore	365
Three Sheets	730*
Wahoo	180
Thai Chili Wahoo	180
West to East	150

* Cellarable beer can be aged
over time if correct storage
requirements are met:

<50° F IN A DARK, DRY PLACE

New Belgium Brewing Quality Essentials:

BEST BY DATES BREW NUMBERS TEMPERATURE STANDARDS

BEST BY DATES AND BREW NUMBERS
ARE PRINTED ON ALL PRODUCTS



ALL PRODUCTS SHOULD BE
PULLED BY THE BEST BY DATE

BREW NUMBERS
CONTAIN THE
PACKAGING DATE:

121115042

YEAR	MONTH	DAY	Last 3 Digits for Internal Use
12=2012	11=November	15th of Month	

All New Belgium beers should be kept cold. A 30-day grace period is allowed for bottles
and cans, as long as they are kept out of direct sunlight and no warmer than 77°F.

Two-Week Cycle
Bacteria like Lactobacillus
and will eventually infect
cause a buttery off-flavor
and loss of sales.

Temperature
y decreased with every
dispense all kegs between 33° F and 50° F at all times.
Dispense all beers at 38° F for optimal pouring conditions.

Field Quality

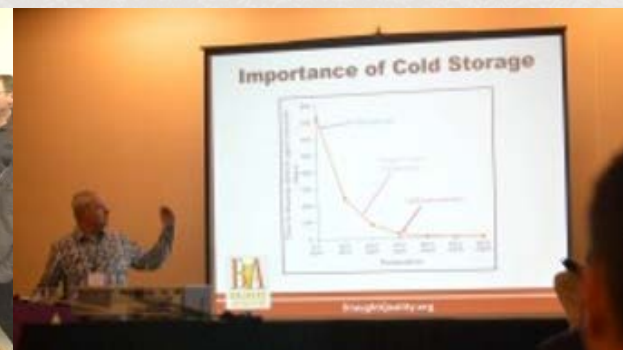
Thanks for partnering with New Belgium to serve the freshest, cleanest beer possible.
More info on Draught Beer Quality can be found at www.draughtquality.org.

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conference
& BrewExpo America

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Who do you educate/train?
How does this add value to your
brewery's role in the three-tier
system?

TRAINING AT ALL THREE TIERES



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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	Name: _____ Week: January 29th							
1. Cleaning receipt is present and last cleaning is within 2 weeks 2. Tavern 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 CO ₂ , Beer Pumps or blended CO ₂ /N ₂ gases. (No Air Compressors!) 5. All NBB Beer (Package and Keg) is in Code and properly rotated								
Account Name	Date	Surveyor	1	2	3	4	5	Comments
Z-Tejas-Scottsdale	30-Jan	Quinn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Kona Grill-Scottsdale	30-Jan	Quinn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
NYPD Pizza-Scottsdale	30-Jan	Quinn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Out of date keg
Oregano's-Shea	30-Jan	Quinn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Dirty Faucet
Hyatt-Scottsdale	30-Jan	Quinn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Buffalo Wild Wings-Scottsdale	31-Jan	Quinn	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Had been 3 weeks since last cleaning
Red Robin-Scottsdale	31-Jan	Quinn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
White Chol. Grill-Scottsdale	31-Jan	Quinn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
McGrath's-Scottsdale	31-Jan	Quinn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Bluemoose-Scottsdale	1-Feb	Quinn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Additional Comments: <div style="border: 1px solid black; height: 40px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 30px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 30px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 30px; margin-top: 5px;"></div>								

Week: January 29th

ACCOUNT NAME	DATE	SURVEYOR	1	2	3	4	5	COMMENTS
Z-Tejas-Scottsdale	30-Jan	Quinn	✓	✓	✓	✓	✓	
Kona Grill-Scottsdale	30-Jan	Quinn	✓	✓	✓	✓	✓	
NYPD Pizza-Scottsdale	30-Jan	Quinn	✓	✓	✓	✓	⌐	Out of date keg
Oregano's-Shea	30-Jan	Quinn	✓	✓	⌐	✓	✓	Dirty Faucet
Hyatt-Scottsdale	30-Jan	Quinn	✓	✓	✓	✓	✓	
Bufflo Wild Wings-Scottsdale	31-Jan	Quinn	⌐	✓	✓	✓	✓	Had been 3 weeks since last cleaning
Red Robin-Scottsdale	31-Jan	Quinn	✓	✓	✓	✓	✓	
White Chol. Grill-Scottsdale	31-Jan	Quinn	✓	✓	✓	✓	✓	
McGrath's-Scottsdale	31-Jan	Quinn	✓	✓	✓	✓	✓	
Bluemoose-Scottsdale	1-Feb	Quinn	✓	✓	✓	✓	✓	

Additional Comments:

Kick Ass Beer		Possible	Missed	Scored	
November 1 - November 15		100	7.0	93.0	
Completed By: Beer Ranger		<u>Congratulations, This Score Meets New Belgium's Minimum Requirements</u>			
LINE CLEANING EXECUTION		Possible	Missed	Scored	Comments:
		20	0.0	20.0	
Current electronic spreadsheet for tracking of line cleaning:		4	0	4	
Line Cleaning Tracker execution:		8	0	8	
Recirculation pump usage:		4	0	4	
All line cleaning completed with New Belgium approved chemicals		4	0	4	
ON PREMISE DRAUGHT ACCOUNT SURVEY		Possible	Missed	Scored	
To receive the Set-Point-Value, the account must be in compliance with ALL of the following:		20	4.0	16.0	
1. Account is on a two week cycle with posted documentation		20	0	20	
2. Tapping devices and FOB's are free of visible buildup		20	1	19	
3. All faucets are free of visible buildup		20	1	19	
4. Keg storage and dispense: All kegs are stored under 50°F and no air compressors		20	0	20	
5. All NBB Products - bottles, can, and kegs - are within their printed enjoy by dates		20	2	18	
					Comments:
Receipts & Cycle	Tapping Devices	Faucets	Air Compressors	Product Dates	
					
OFF PREMISE ACCOUNT SURVEY		Possible	Missed	Scored	
Points are deducted for each account carrying out of date Product. Points are deducted for mis-rotation according to a sliding scale.		40	3	37	
All NBB Products are within their printed best by dates		40	3	37	
All Products are properly rotated		40	0	0	
					Comments:
Product Dates	Product Rotation				
					
WAREHOUSE		Possible	Missed	Scored	Comments:
Each of the following criteria are worth 5 points (a maximum of 10 points can be lost or awarded for this section):		10	0	10	
Quality Banner: NBB Quality Banner In Cooler and/or Salesroom:	y				
Temperatures: All NBB Products Are Stored Between 33° - 50° F.	y				
Product Rotation: All NBB Products Are Properly Rotated:	y				
Best By Dates: All NBB Products Are Within Printed Best Before Dates:	y				
DELIVERY		Possible	Missed	Scored	Comments:
Two Product delivery points checked between 12pm and 3pm. Each check point is worth 5 points.		10	0	10	
To receive 5 points, NBB Keg Products must be under 50°F:					

QA Survey On Premise

NBB Steward

[Matt Meadows](#)

Status Reason

Open

Actual End

None

QA Comment

Request Call from NBB

No

Survey Type

Everything

2WeekCycleDoc...

Looks Good!

TappingDeviceC...

Looks Good!

FaucetIsClean2

Looks Good!

NoAirCompress...

Looks Good!

DatesRotationTe...

Looks Good!

1st Last Cleanin...

None

2nd Last Cleanin...

None

3rd Last Cleanin...

None

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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.

Q & A

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