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Draught Beer Quality Workshop

Denver, CO | September 9, 2021

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Draught Beer Quality Workshop

September 9, 2021

Paul Gatza, Senior VP

Professional Brewing Division

Takeaways

- Be Kind
- Educate

Unruly Passenger Headlines

- **Flight attendants grapple with ‘unprecedented rise’ in unruly passengers.**
  — *The Guardian*, August 9, 2021

- **85% of flight attendants have dealt with an unruly passenger in 2021**
  — Survey

- **Nearly one in five flight attendants were subjected to a physical incident.**
  — ABCNEWS, July 29, 2021

- **FAA Fines Against Unruly Passengers Reach $1M**
  — Thursday, August 19, 2021

- WASHINGTON – The U.S. Department of Transportation’s Federal Aviation Administration (FAA) has proposed another $531,545 in civil penalties against 34 airline passengers for alleged unruly behavior, bringing the total for 2021 to more than $1 million. Since Jan. 1, 2021, **the FAA has received approximately 3,889 reports of unruly behavior** by passengers, including about 2,867 reports of passengers refusing to comply with the federal facemask mandate.

Driving Behavior Headlines

- **More Evidence That COVID-19 Is Making Us Bad Drivers Somehow**
  — Jalopnik, December 23, 2020

- **Study shows bad driving habits are up due to coronavirus pandemic**
  — KENS5, July 3, 2020

- **A Zendrive study shows speeding, phone usage while driving and accidents are up by more than 20%.**

- **FAA Fines Against Unruly Passengers Reach $1M**
  — Patch February, 11, 2021

The coronavirus pandemic has cleared roads across the country, making more room for speeders, reckless drivers and other traffic faux pas.

On-Premise Headlines

- **Millions of jobs and a shortage of applicants. Welcome to the new economy.**
  — CNN Business, June 29, 2021
- **Study: 17% of US Restaurants Closed Due to COVID-19 Pandemic**
  — Spectrum Local News, December 10, 2020
- **More than 110,000 eating and drinking establishments closed in 2020**
  — *Fortune*, January 26, 2021

Takeaway #1

Be Kind

Draught Beer Quality

D-R-A-U-G-H-T
Beer

A Quality Beer is a beer that is responsibly produced using wholesome ingredients, consistent brewing techniques, and good manufacturing practices, which exhibits flavor characteristics that are consistently aligned with the brewer's and beer drinker's expectations.

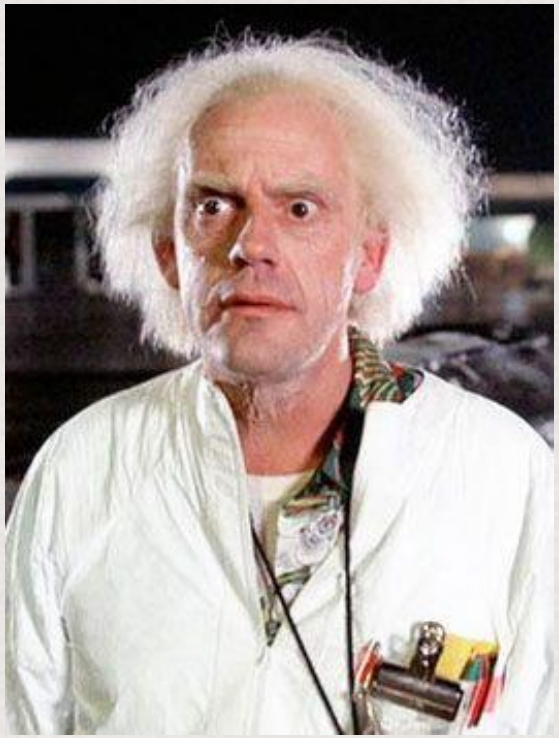
Takeaway #2

Educate


CHEERS!

Draught is back!

Why Quality Draught beer is important to all Tiers of our business, Brewery, Distributor, Retailer and Consumer.

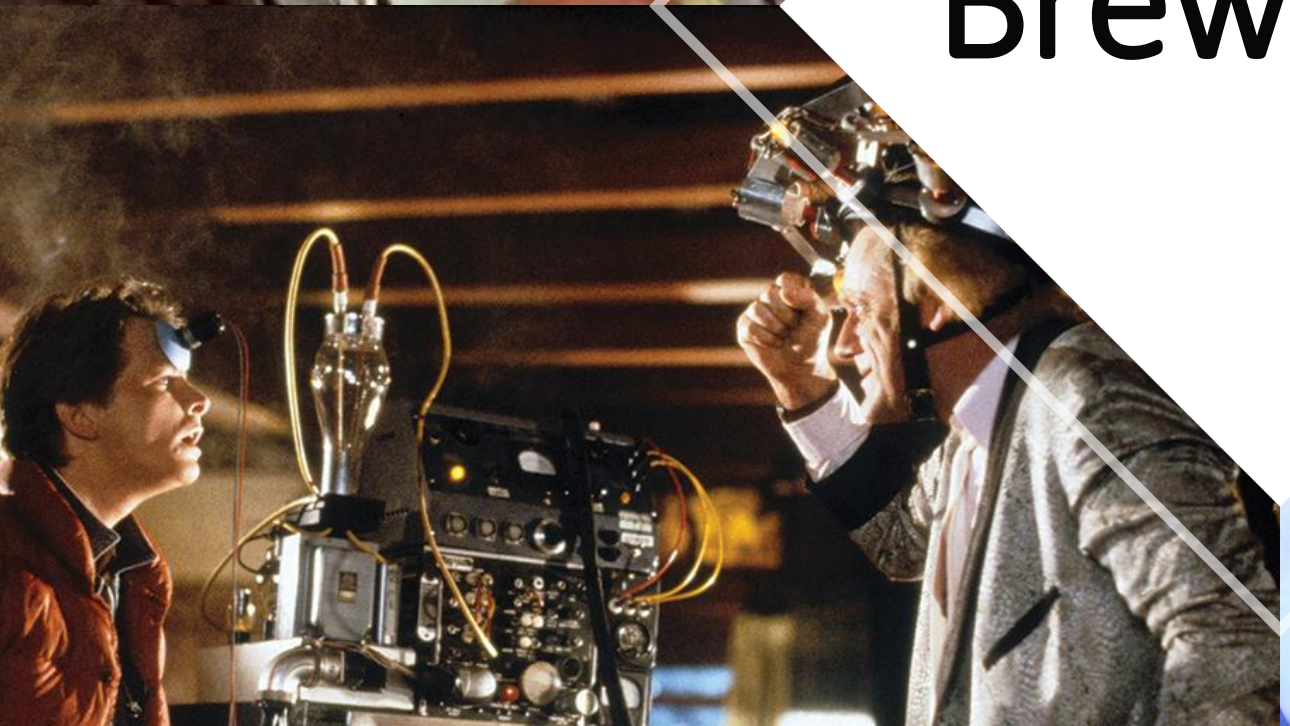


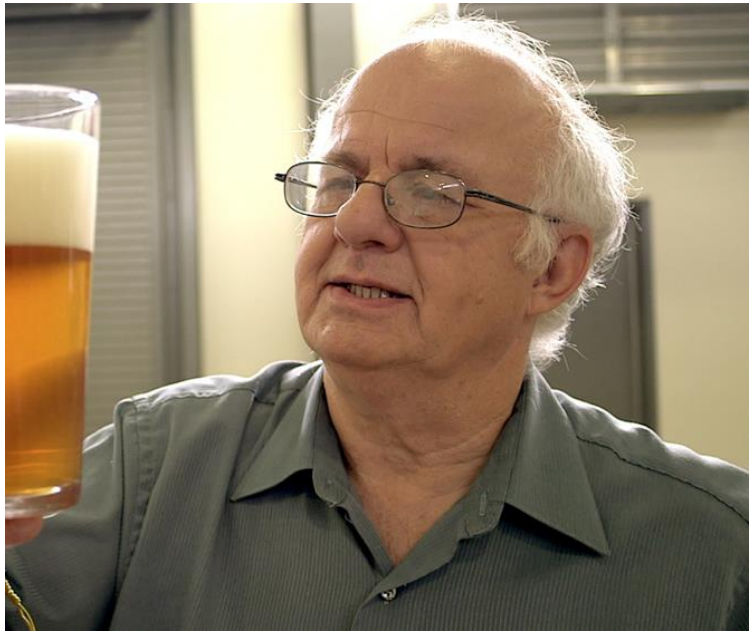
David Munro

Sales Special Projects

Bell’s Brewery

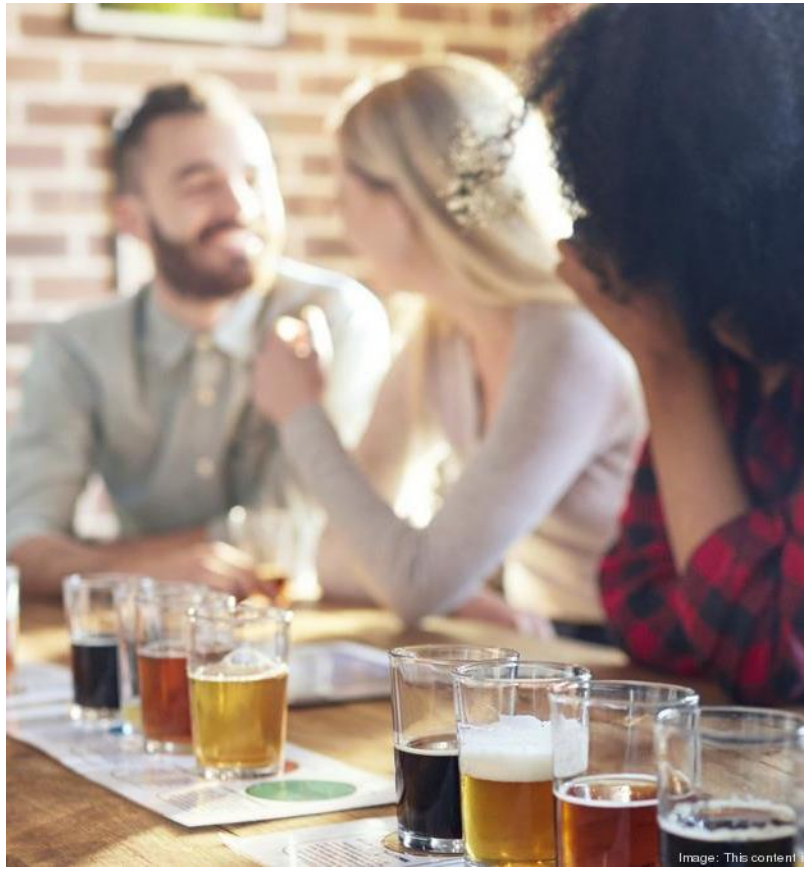
Breweries





Breweries

Distributors



Distributors

Retailers

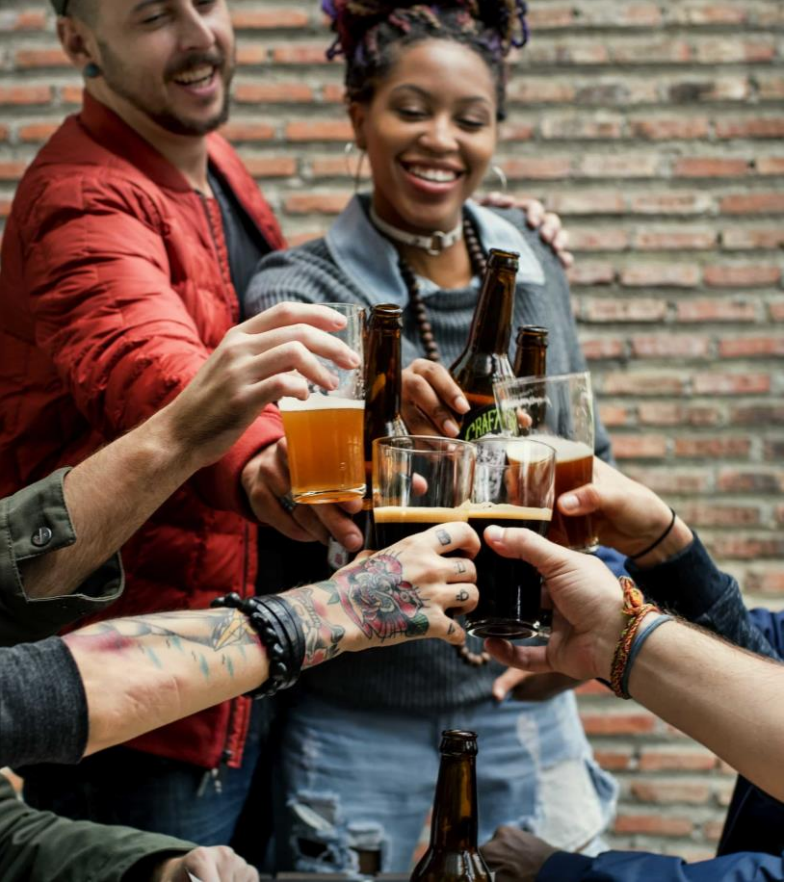

NO BAD FUN!
CRAFT BEER


Dacey's
TAPHOUSE
Dacey's
TAPHOUSE


SEASONAL DRAFTS

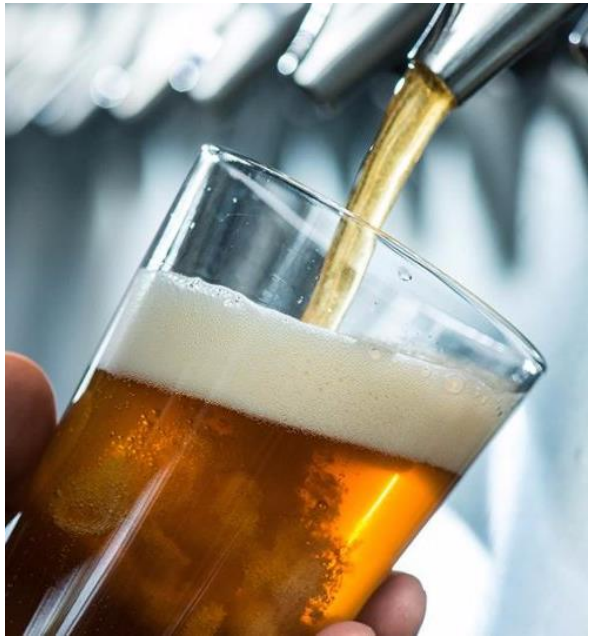
Retailers

Consumers



Consumers

In this together for a Great Story



In this together for a Great Story

Trusted and useful Resources

OR IS IT THE BEGINNING?
CHEERS!
DMUNRO@BELLSBEER.COM

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EMPLOYING FIELD QUALITY TO ENSURE BRAND SUCCESS

Draught Quality Workshop 2021

CHRIS SHIELDS

Director of Education

Advanced Cicerone®

Rhinegeist Brewery

RYAN WAGNER

Open Gate Brewery National Ambassador

Certified Cicerone®

Guinness Open Gate Brewery

WHAT IS A FIELD QUALITY REP?

And who can be one?

Field Quality Reps: Anyone looking out for your beer “in the wild”.

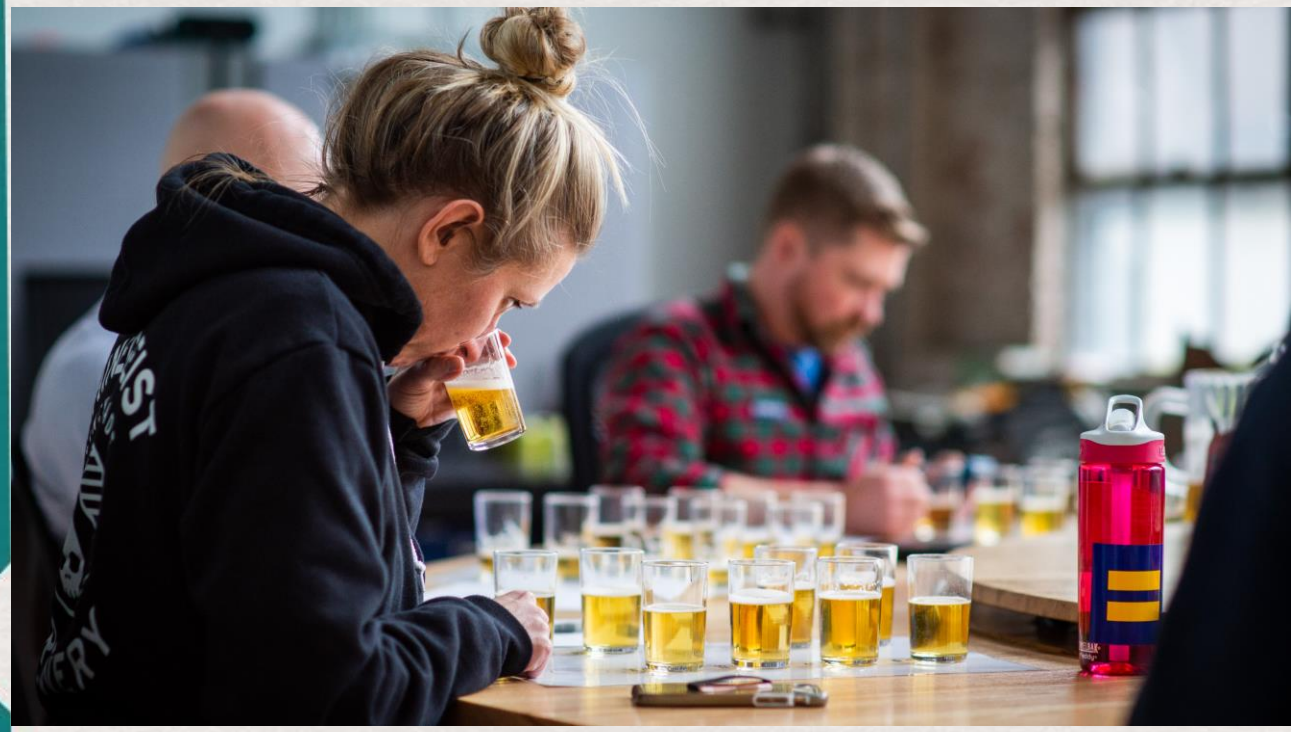
QUALITY BELONGS TO US ALL

- Sales
- Taproom Staff
- Distro Partners
- Drivers
- Leadership
- *Consumers*

Training For Field Quality

- What should you include in your training module?
- Does everyone get the same training?
- What is the most effective format for your training?
- How do you manage updates and staying current?
- How do you develop training internal vs. external audiences?

FIELD QUALITY TOPICS



- Information on YOUR beer
- Tasting notes & stories
- Draught best practices
- General beer/style information
- Warning signs & solutions
- Conversation strategies

What does Field Quality look like?

- Conversations with key retail personnel
  - Understanding the tone and process of these conversations
- Building relationships based on expertise and trust across tiers
  - Brewery to Distro
  - Brewery to Retail
  - Distro to Retail
- Self-distribution vs. coordinating with wholesaler partners
  - Differences and similarities in approach
  - Retailers selling more beer - everyone wins

IMPROVING QUALITY ISSUES

What do you do when you discover a quality issue?

- Identify who found it
  - Brewery Rep, Distributor Rep, Driver, Someone else?
- Staff or facility issue?
- Verify & have a conversation
- Treat as an opportunity
  - Training/Education
- Keep a record & follow up!

HOW DO YOU ADDRESS QUALITY AT RETAIL?

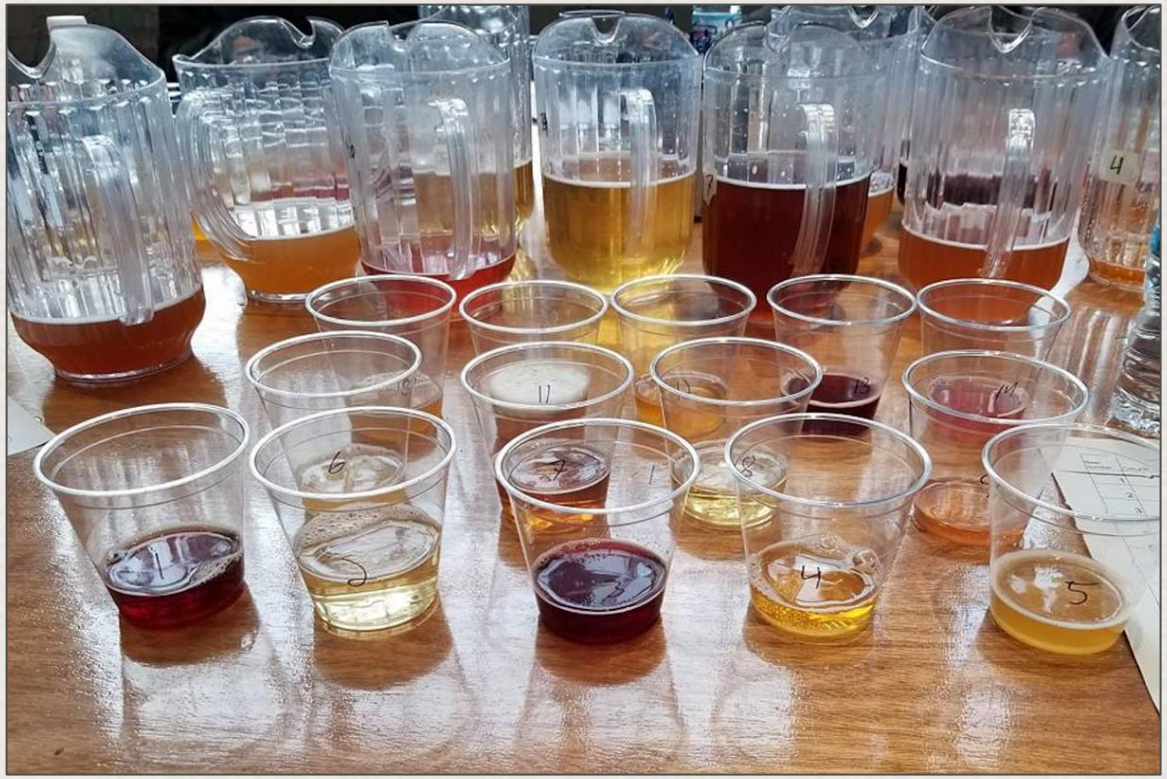
And what should you focus on?

WHERE TO FOCUS

Start with basics and build

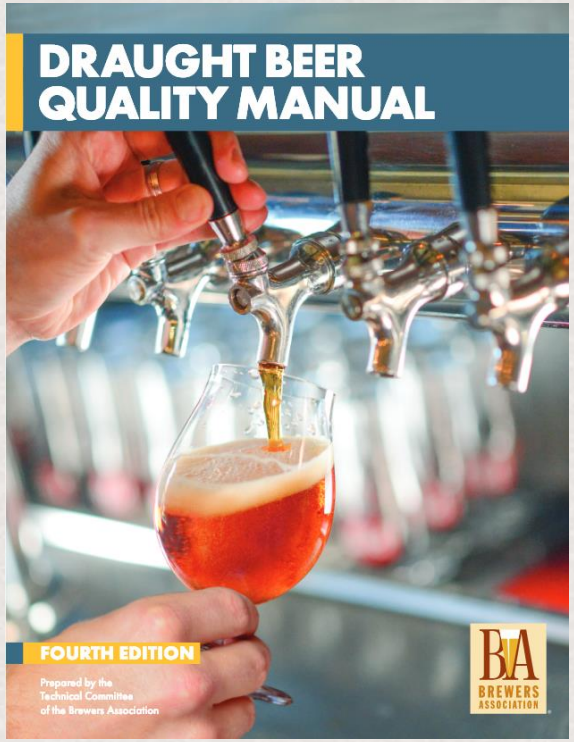
- Beer Knowledge
- Line Cleaning
- Glassware
- Product Dates & Storage
- Bar Tasks & Cleaning Procedures

Tasting is Training



KNOW BEER

- KNOW YOUR OWN PRODUCTS!
- Know beer generally too!
- Inspire confidence in beer & process
- Information management
- Look at menus



BREWERS PUBLICATIONS

CICERONE CERTIFICATION PROGRAM

RESOURCES

BA Resource Hub

Draught Beer Quality Manual

DBQM for Retailers – COMING SOON!!

Other Brewers

CERTIFICATION Beer Judge PROGRAM

MASTER BREWERS ASSOCIATION OF THE AMERICAS

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Craft BEER.COM

SIEBEL INSTITUTE OF TECHNOLOGY 1872

SIEBEL INSTITUTE OF TECHNOLOGY

RESOURCE HUB

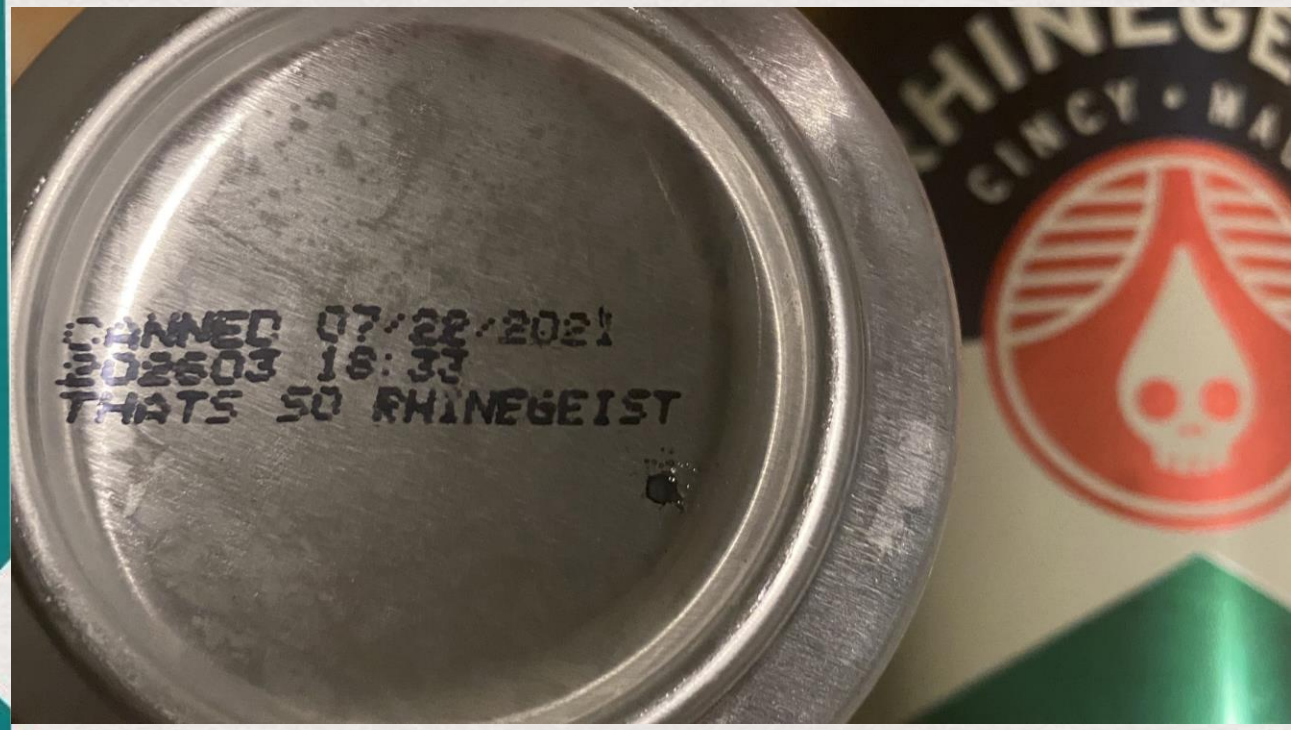
GLASSWARE

- Identifying non-beer clean glassware
- Watch pours
  - Yours and others – during service
  - No Frosty Mugs!
- Why is glassware important?
  - Appearance as part of the experience of drinking beer

BEER CLEAN GLASSWARE

www.cicerone.org

DATE CODES & SHELF LIFE



- How to read your product codes
- Know your products!
- FIFO and its importance
- Check dates – not just your products (will show bar policy)
- Cold storage

BAR POLICY & CLEANING

- Look at opening and closing procedures
- How can you take preventative steps to prevent quality issues?
- Cleaning and detailing faucets
- Keg room cleaning and equipment maintenance

Measure, Track, Report

Keep notes on status of each account

Helps relay efforts to stakeholders

Justify to new accounts/team members/management/partners

Celebrate improvements

WHY ARE THESE INTERACTIONS IMPORTANT?

And how do you get started?

CONSISTENT MESSAGING

If your entire organization, from tap room to retail, is playing from the same playbook, that consistency will pay off.

Building Relationships

- Turnover in retail makes relationships with key personnel even more important – build quality ambassadors
- If your team become the experts in the field, they become the trusted resource – those relationships lead to better sales
- Communicating both ways
- Make sure to follow-up and follow through

Quality Impacts Sales

Better Beer→ More Orders

Consumers Have Never Been More Educated!

CREATING EXPERTS IN THE FIELD

- The more your staff knows → the more valuable they become
- Create opportunities for growth
- Internal & External Experts

BE NICE!

Strategies for Success

- Respect your partners
- Work together
- Educate don’t pontificate
- Share in success
- Support efforts
- Monitor language & tone
- Celebrate improvements

Field Quality: Real World Example

Before

Field Quality: Real World Example

After

McDantim
GAS BLENDING TECHNOLOGIES

Quality Toolkit

- Draught System Multitool
- Thermometer
- Flashlight
- Faucet Brush
- Spare Gaskets
- Rags
- PPE (Gloves, Glasses)
- Notebook & Pen
- EasyBlend App
- Draught Quality for Retail
- Bag

THANK YOU!

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To Go Best Practices

What you need to know about Growlers and Crowlers®:

Charles Kyle

Brewery Representative

Sierra Nevada Brewing Company

Neil Witte

Owner/Manager

Craft Quality Solutions, LLC

TapStar, LLC

Assoc Director - Exams

Cicerone Certification Program

The Original

GROWLER TYPES

Glass:

Growler Types

Ceramic:

Growler Types

Plastic:

Growler Types

Stainless Steel:

The Crowler®

- Single-use container
- Seamed at the point of dispense
- Crowler® is trademarked by the Ball Corporation
- Introduced In 2013 through joint venture between Oskar Blues Brewery and the Ball Corporation
- Trademark is licensed to Crowler Nation, an offshoot of Oskar Blues/Canarchy

Currently

- Single use containers have never made more sense
- The shortage of cans has made it very difficult to get into the single use business

Container Types

- The original 32-ounce Crowler®
  - 300 ends*
- Crowler A® 25.4-ounce
  - 300 ends*

*300 ends ≈ 3.00 inches diameter

Note: ends (lids) are typically ordered separately

Container Options

- 12 oz, 16 oz, 16.9 oz, 19.2 oz also available
  - 202 ends*

*202 ends ≈ 2 3/8 inches diameter

Note: Seam rollers are specific to ends being used

Growlers

Pros

- Convenient
- Come in different sizes
- No special equipment needed
- Containers widely available

Cons

- Vulnerable to UV exposure
- Carbonation loss
- Oxygen pickup
- Shelf life
- Questionable closure
- Re-use sanitation questions
- Breakage

Crowlers®

Pros

- Convenient
- Robust seal
- Opaque – UV protection
- Easy to cap on foam
- No re-use, so no cleaning
- Recyclable

Cons

- Shelf life
- Specialized seamer required
- Containers can be hard to acquire
- Labeling/ recycling questions

Cleanliness of Containers

Standard sanitary practices apply

- Store container and caps/ends in clean, dry area
  - Crowlers® inverted or covered
  - Growlers kept in covered area
  - Ends stored stacked and covered
  - Lids kept covered
  - Rinse container with cool water before filling
- Wear nitrile gloves when filling/seaming

Rinsing

Water is blocked by the growler neck

This one made with a ¼” coupler and 5” nipple

- Rinsing helps to clean and cool container.
- An extension to a standard rinser helps to get the water past the “bottle neck”
- A cold plate coil can be used to cool the rinse water even more.

Purging

Same principles apply as with can or bottle filling

- Evacuate Oxygen
- Lower DO/TPO

Purging

Is it effective?

- Preliminary evidence from three minor sensory studies from breweries
- Indication of benefits of CO_2 purge
  - Purged showed better results in sensory than no purge
  - Lower DO/TPO with 5 second purge than none
  - TPO still higher than expected from professional packaging line
- Better sensory results than growler after 3 days

Purging

- All devices need to have self shut off
- CO_2 monitors are suggested

Purging

All CO_2 should be directed to the bottom of the container

Purging

Recommendations

- Purge for 5 seconds
  - Not longer than 10 seconds due to safety concerns
- Purge from the bottom with tube or long directional nozzle
- Auto-shutoff

Filling

Filling properly is very important :

- Straight faucet fill is the most disruptive
- Bottom fill with a faucet-fitted tube is better
- A counter-pressure filling machine is the most ideal

Note: Faucet-fitted tubes and other filling equipment must be sanitized, rinsed and dried after each use

Tube Filling

- ½” OD Vinyl tubing fits snuggly in standard faucets.
- Angles cut on the ends make insertion easier
  - Also lessens the chance of plugging the tube with the bottom of container

Counter Pressure Filler

Adapters can be made to fit various sized containers to counterpressure fillers

Safety

Filled growlers can shatter or explode

Dependent on temperature, fill volume and carbonation level

2.7 Vols/Vol, 5% ABV, at a 95% fill			
	Temperature	PSIG	BARG
Refrigerated	38	13.1	0.90
Cool	50	20.3	1.40
Room Temp	68	32.4	2.23
Hot Day	100	57.5	3.96
Car	120	74.2	5.12

Safety

- Only use growler containers specifically designed for packaged carbonated beer and
- Ask the container supplier to verify container pressure ratings

Many containers currently in use are not designed for carbonated beverages.

Safety

For counter-pressure filling

- Know the pressure rating of the system
- Ensure system shielding

Safety

Do not overfill a growler

- Always leave 5% headspace or fill to the manufacturers recommended fill line if one is shown.

2.7 Vols/Vol, 5% ABV			
	Temperature	PSIG at 95%	PSIG at 99%
Refrigerated	38	13.0	13.0
Cool	50	20.3	20.4
Room Temp	68	32.4	33.2
Hot Day	100	57.5	60
Car	120	74.2	78.4

Safety

- Fill heights can be deceptively low
- Fill heights will vary by container

Safety

Imperfections in glass can cause weakness in glass

- Visually inspect every growler before filling.
- Do not fill glass or ceramic growlers with:
  - Cracks or chips
  - Engravings
  - Pitted or unsmooth glass surfaces as found in older growlers

System Maintenance

Having a clean draught system is imperative

Following guidelines from the Draught Beer Quality Manual:

- Clean every two weeks:
  - Caustic chemical solution at 80-110F
  - 2% solution, 3% for old or problem lines
  - Recirculate 15 minutes with an electric cleaning pump
- Disassemble and clean faucet at every cleaning
- Scrub Coupler at every cleaning
- Quarterly acid line cleaner – descaling
- Semi-Annual
  - Disassemble and detail FOBs
  - Disassemble and detail couplers

Seamer

- Semi-automatic
- Can is spun mechanically
- Seaming is done manually

Note: This style can be made to seam a variety of heights of the same ends

Seamer

The original All American

- Seaming is done automatically

Seamer

Production

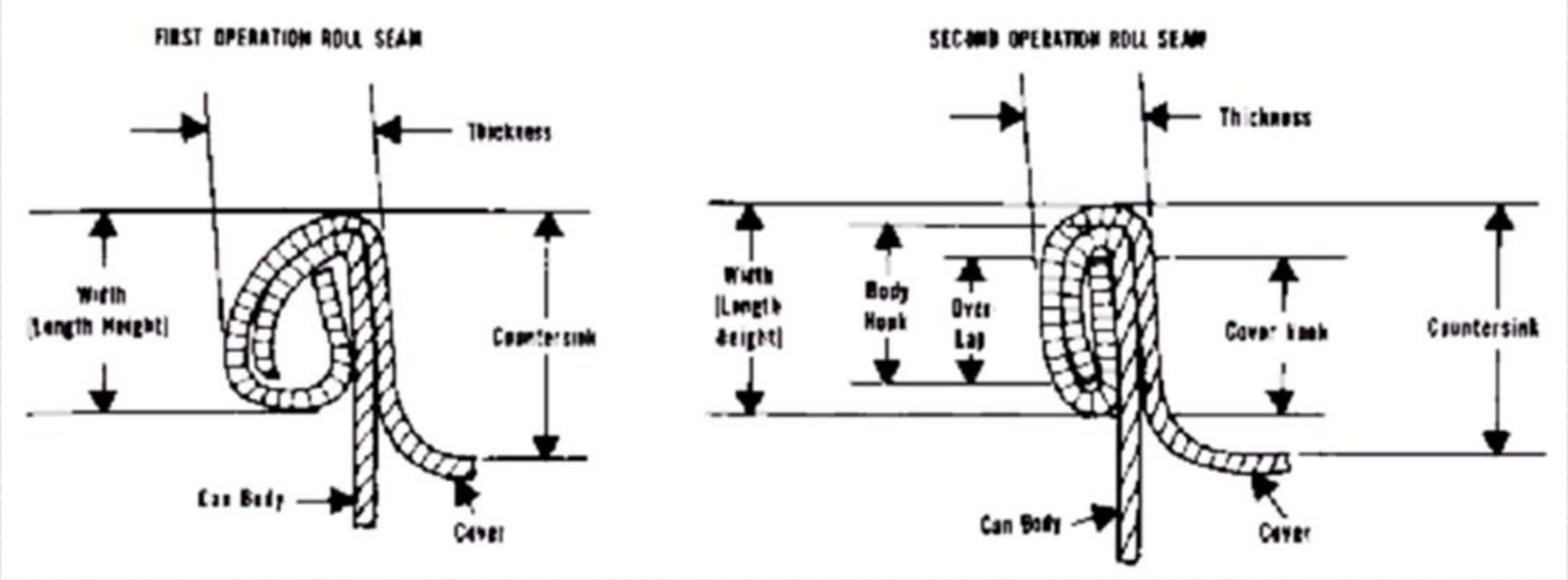
- Designed to run continuously

Seamer

All seaming machines need to be maintained

- Daily lubrication
- Seam checks

Seams


FIRST OPERATION ROLL SEAM
Thickness
Width
(Length Height)
Countersink
Can Body
Cover
SECOND OPERATION ROLL SEAM
Thickness
Width
(Length
Height)
Body
Hook
Cover
Lap
Countersink
Can Body
Cover

Seam Checks

- Check first and second seams on a regular schedule.
- Easily done following seamers manufacturers instruction.
- Each container’s manufacturers has its own specific tolerances.

Shelf Life

Recommendations for minimizing TPO

- Purge 5-10 seconds from the bottom
- Fill from the bottom until foam crowns the top Crowler
- Cap on foam, then seam
- No delay between steps

Bottom Line

- Not the same as packages filled from a professional packaging line
- Impossible to recreate the same oxygen evacuation
  - Elevated TPO is inevitable
  - Consumer education is critical
- Date coding on the label is recommended

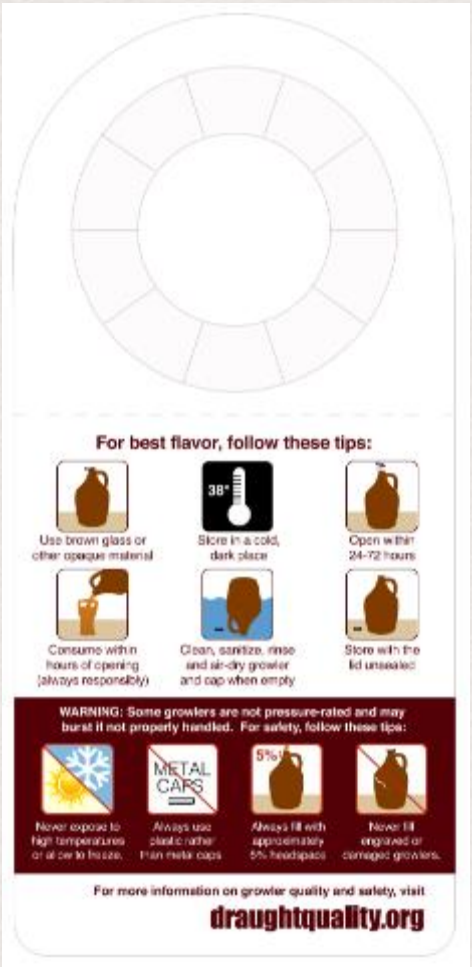
Consumer Education

The average customer doesn't understand shelf life like a brewer does:

Educate the end user. Verbiage is available from BA

Remind customers:

- It's not a commercially filled can/bottle
- Store cold
- Consume growlers within 72 hrs
- Consume Crowlers® in 7 -10 days



Available Publications

https://www.brewersassociation.org/educational-publications/facts-about-draught-beer-to-go-cans/

https://www.brewersassociation.org/educational-publications/draught-beer-quality-manual/

https://www.brewersassociation.org/educational-publications/draught-beer-quality-for-retailers/

https://brewersassoc.s3.us-west-2.amazonaws.com/wp-content/uploads/2019/01/Draught-Beer-Quality-Growler-Tags.pdf


BREWERS ASSOCIATION FACTS ABOUT

DRAUGHT BEER TO-GO CANS

THANKS!

Questions?

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MAXIMIZING PROFITS THROUGH DRAUGHT BEER QUALITY

MATT MEADOWS
DIRECTOR OF FIELD QUALITY
NEW BELGIUM BREWING

TOPICS

- Market Challenges
- System Design
- Line Cleaning
- Carbonation and Pouring

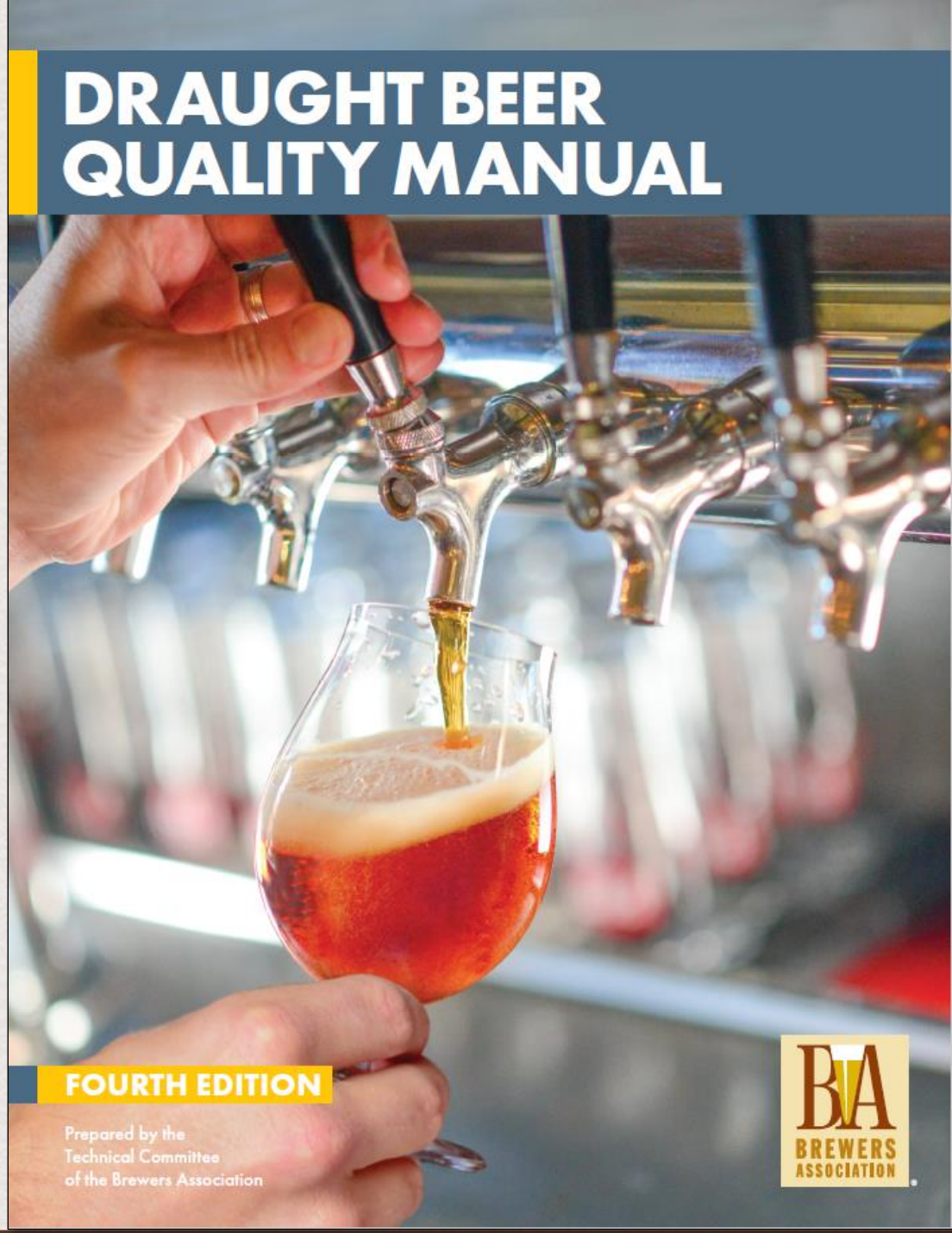
INTRODUCTIONS

- Brewer
- Distributor
- Retailer
- Line Cleaning or Install Company
- Equipment/Chemical/Gas Supplier

DRAUGHT BEER CHALLENGES

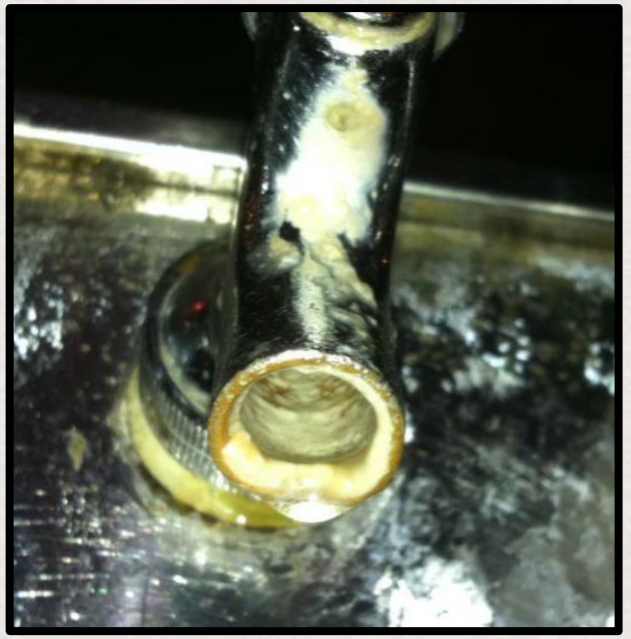
What are we up against?

What objections do you face?

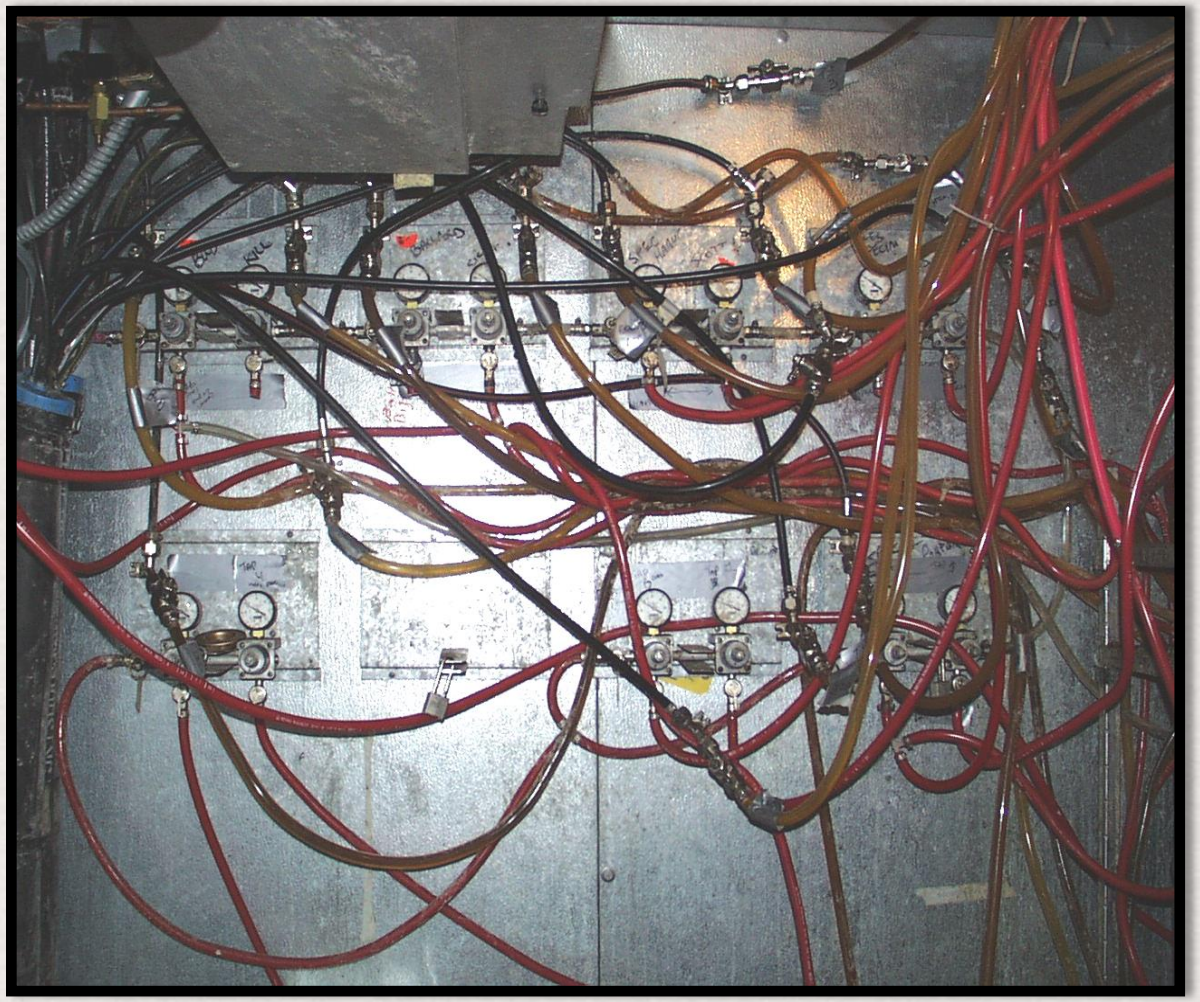


CONDITION & AGE OF SYSTEM...

HARDWARE CLEANLINESS...

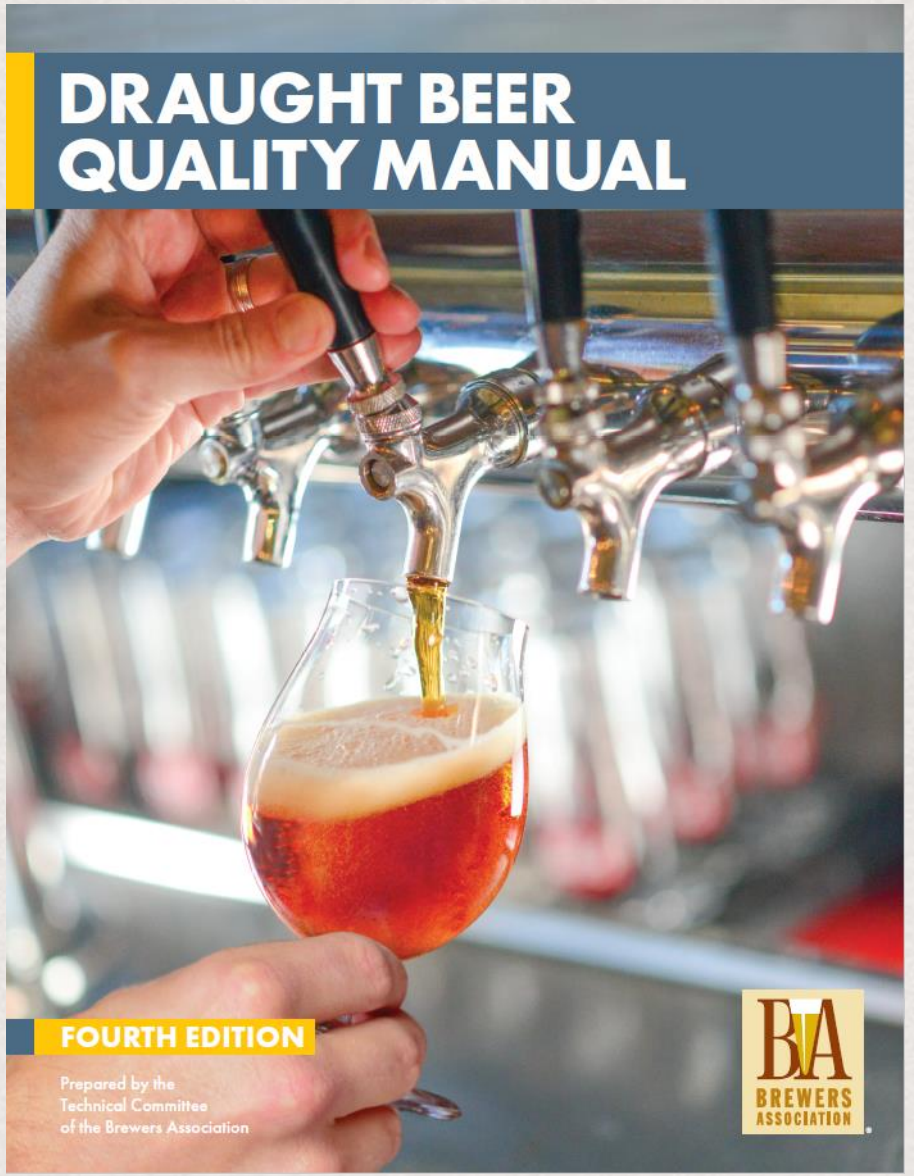


COOLER CONDITIONS…



Sonic Cleaners

Devices that purport to electrically or sonically clean draught lines are not a suitable substitute for chemical line cleaning. Although some sonic cleaners may inhibit bacteria and yeast growth, they have little or no cleaning effect on draught hardware and fittings. The success of sonic cleaners can be affected by the beer style and length of system, and can be interrupted by metal components in the system. Sonic cleaners may add some benefit to deter certain types of bacteria while having little to no effect on others. A maximum two-week chemical line cleaning cycle is recommended on all draught systems regardless of the use of a sonic cleaner.



EXPECTATIONS OF A SYSTEM SERVICE PROVIDER

Two-week Cleaning Cycle: All system cleaning service providers and wholesalers should have clearly posted documentation of line cleaning.

2%-3% Caustic: Draught systems should be cleaned with a caustic solution of 2% or greater for routine cleaning, or 3% for older or more problematic lines. Service providers should maintain a solution temperature of 80 to 110° F during the cleaning process. Systems should be pre-rinsed with water prior to introducing caustic chemical.

Recirculation Pump: Electric recirculation pump cleaning is the recommended cleaning method for all system types. Caustic solution should circulate through the lines at a minimum of 15 minutes at a flow-rate of up to 2 gallons per minute. If static of pressure pot is used (though not recommended) the solution needs to be left standing in the lines for no less than 20 minutes.

Hardware Cleaning: Service providers should disassemble, service, and hand clean faucets. Couplers and FOB's should also be cleaned of visible build-up every two-weeks.

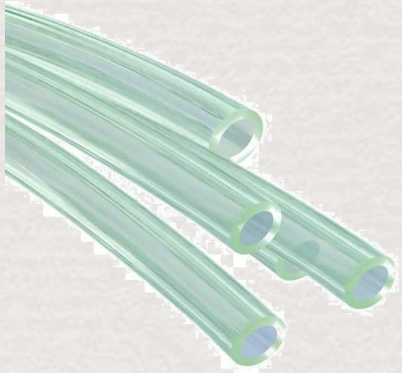
Rinse: Entire system should be completely rinsed with cold water until pH matches that of the tap water to ensure all cleaning chemicals have been removed.

Quarterly: Draught beer lines should be de-stoned with an acid line cleaning chemical.

Semi-Annually: All coupler and FOB-stop devices should be completely disassembled and detailed.

SYSTEM DESIGN

UPFRONT INVESTMENT



TUBING QUALITY

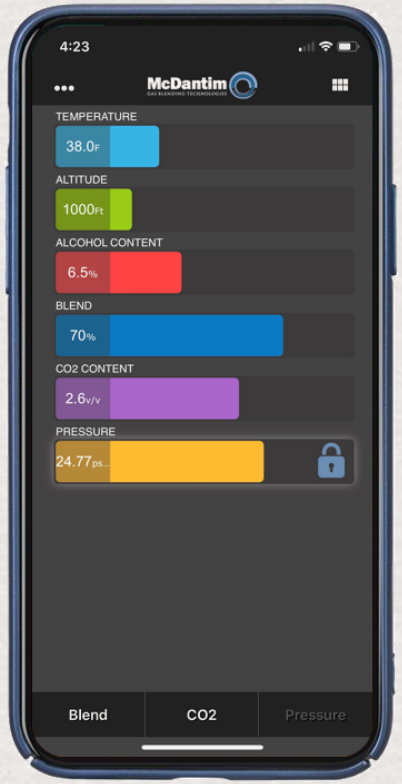
Type	Size	Resistance (lb./ft.)*	Volume (fl. oz./ft.)
Vinyl/flexible	3/16" ID	3.00	1/6
Vinyl/flexible	1/4" ID	0.85	1/3
Vinyl/flexible	5/16" ID	0.40	1/2
Vinyl/flexible	3/8" ID	0.20	3/4
Vinyl/flexible	1/2" ID	0.025	1 1/3
Barrier	1/4" ID	0.30	1/3
Barrier	5/16" ID	0.10	1/2
Barrier	3/8" ID	0.06	3/4
Stainless	1/4" OD	1.20	1/6
Stainless	5/16" OD	0.30	1/3
Stainless	3/8" OD	0.12	1/2

TUBING SIZE

STAINLESS STEEL

GAS SOURCE

Understanding the correct blend and pressures for your system



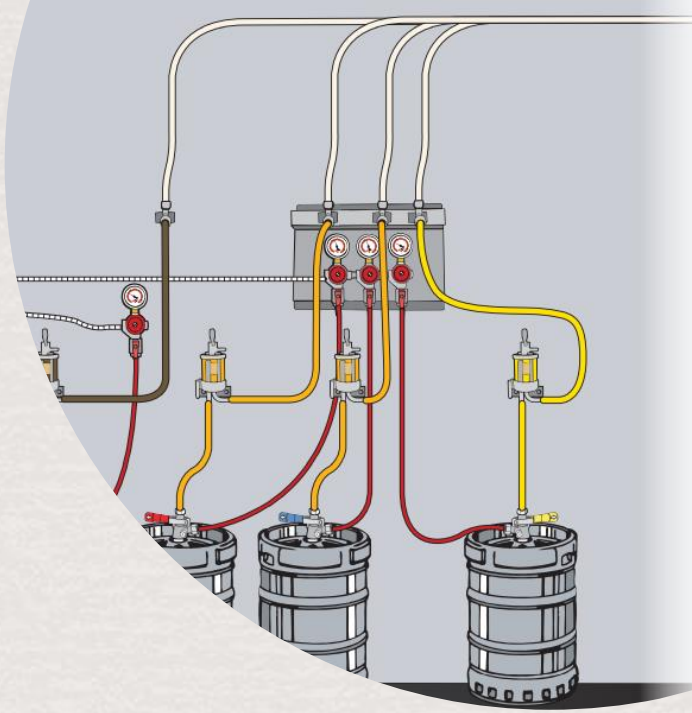
GAS SOURCE

A “Nitro Gas” cylinder ends up costing DOUBLE the cost of blended gas or beer pumps

GAS COST ANALYSIS FOR BEER DISPENSED AT 25 PSI				
Gas Type	Price	Cu. Ft	Kegs Dispensed*	Gas cost per keg
Pre-Mix (25%/75%)	$33.00	244	45.2	$0.73
CO_2 (50lb.)	$16.00	405	75.0	$0.21
N_2	$25.00	244	45.2	$0.55
Self Mix (70% CO_2-30%N_2)				$0.32

*A keg dispensed at 25 PSIG uses 5.4 Cu. Ft. of Gas – Calculations assume no waste

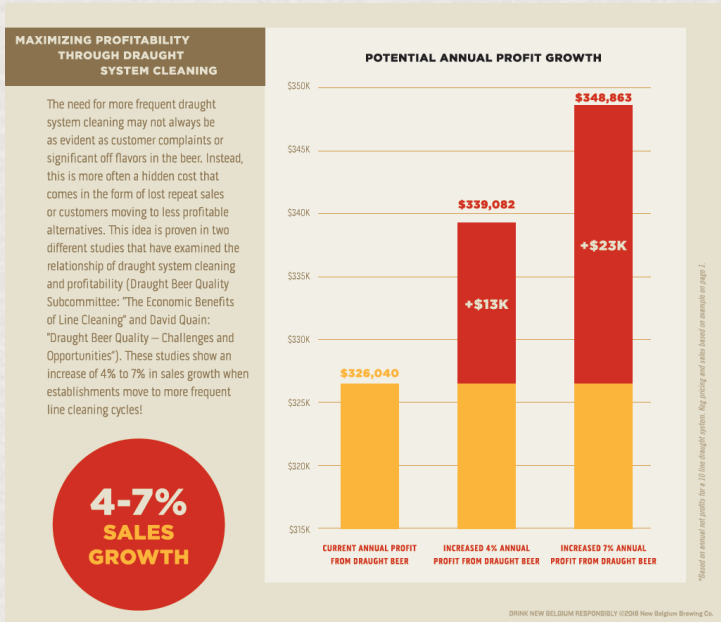
This is typically around $1000 savings every year.



TEMPERATURE

Strictly monitoring temperatures

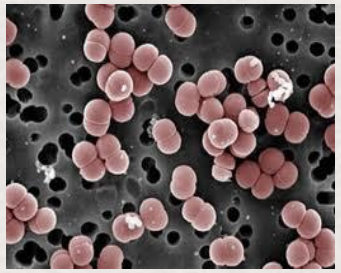
ECONOMICS OF DRAUGHT SYSTEM CLEANING



PROFITABILITY OF QUALITY

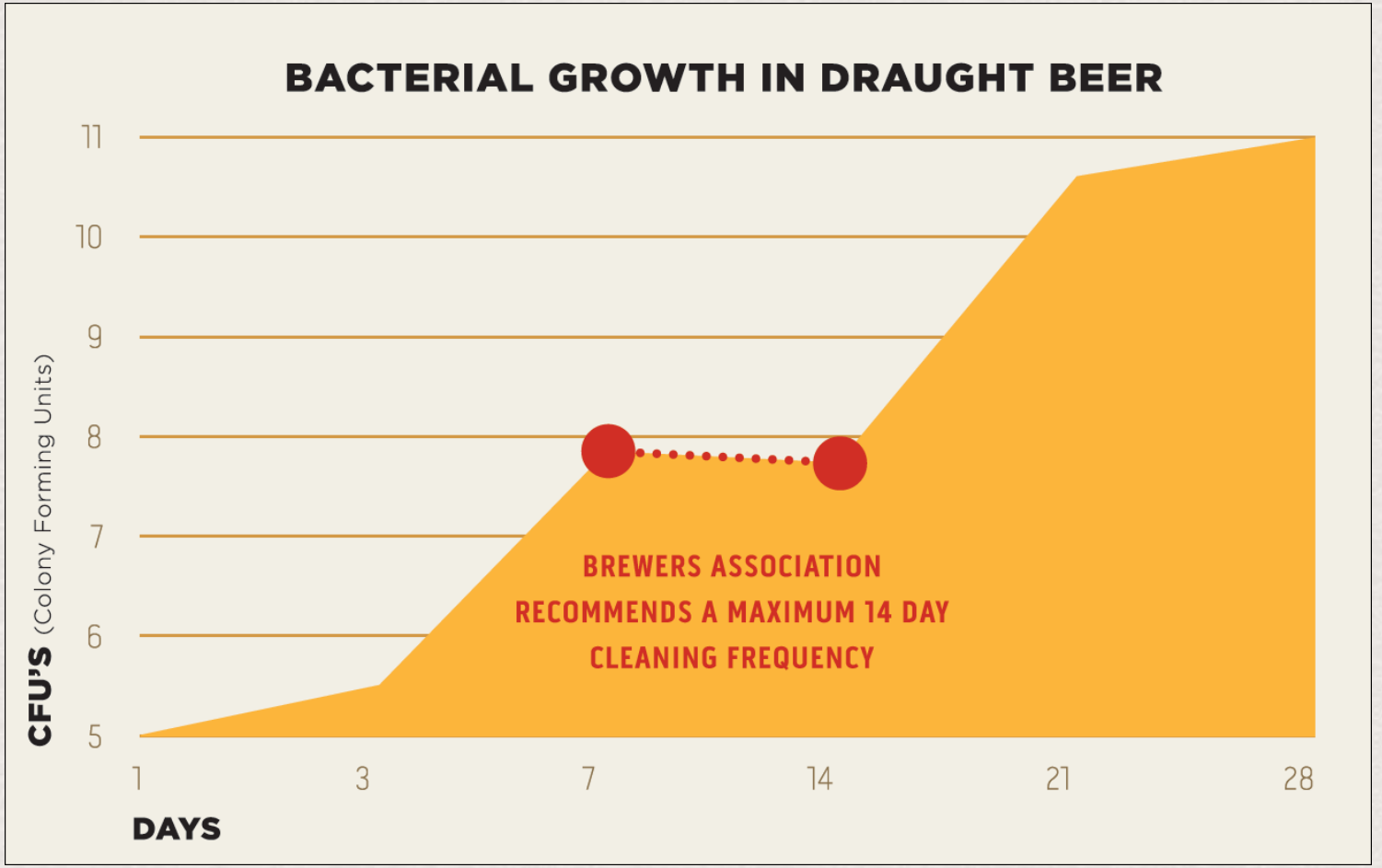
1. The importance of proper system cleaning
2. The minimal cost involved in system cleaning
3. Cleaning lines properly is proven to increase sales

THE IMPORTANCE OF SYSTEM CLEANING



Pediococcus

Acetobacter



LINE CLEANING IS INEXPENSIVE

LINE CLEANING IS INEXPENSIVE

THE COST OF LINE CLEANING

Investment in line cleaning makes up only 0.63% percent of the total profit from a keg! In other words, moving from a monthly cleaning cycle to a two week cycle comes out to less than 2 cents per pint!

LESS THAN 2¢ PER PINT!

	PER KEG	PER PINT	%
KEG COST	$160	$1.21	20.20%
LINE CLEAN COST	$5*	$0.038	0.63%
NET PROFIT	$627	$4.75	79.17%
GROSS PROFIT	$792	$6	

*Assumes $7.50 bi-weekly line cleaning fee plus beer waste for a 60 foot draw and sales volume of one keg per week

LINE CLEANING IS PROVEN TO INCREASE SALES

ECONOMICS OF DRAUGHT LINE CLEANING

Retail confidence in draught beer is growing. According to Beer Institute, U.S. draught beer volume grew by over 3% from 2009 to 2013. 3% growth equaled an additional 1,246,000 ½ barrels.

A recent white paper (Draught Beer Quality Subcommittee: "The Economic Benefits of Line Cleaning") used Wisconsin industry data to show that *a two-week line cleaning cycle drove a* ***4% higher*** *growth rate* than locations not using the two-week cycle. This built on an earlier industry study (David Quain: "Draught Beer Quality – Challenges and Opportunities), which showed similar draught sales gains (2%) from systems cleaned weekly. Quain's study also found that retail *locations which only cleaned their lines every 5 to 8 weeks saw a* ***7% decline*** *in draught beer sales.*

CASE STUDY V: INFREQUENT DRAUGHT LINE CLEANING IMPACT ON REVENUE
15 ½ bbl kegs sold per week = 780 ½ bbl kegs per year sold
7% decline in sales = 55 less ½ bbl kegs per year
Profit from a $100 ½ bbl keg sold at $4.00 per pint = $428.00
55 ½ bbl kegs x $428.00 = $23,540.00 in lost revenue by going to a 5 to 8 week cleaning frequency.

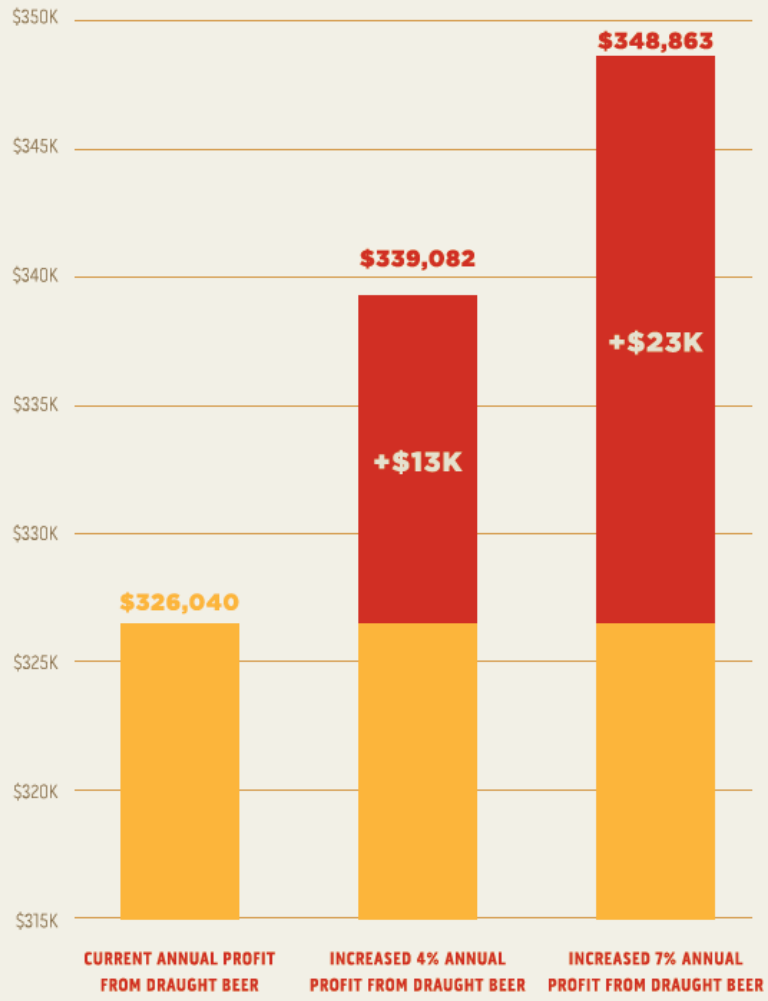
Brewers from the U.S. report similar experiences with various retail accounts. Draught beer can and will deliver sales and profits, but only when equipment is properly maintained. The upward trend in U.S. draught beer sales is due to many factors. Brewer, wholesaler and retailer investment in education is paying off. Sales and service from draught professionals are generating profits that will sustain a rise in U.S. draught beer sales for years to come.

MAXIMIZING PROFITABILITY THROUGH DRAUGHT SYSTEM CLEANING

The need for more frequent draught system cleaning may not always be as evident as customer complaints or significant off flavors in the beer. Instead, this is more often a hidden cost that comes in the form of lost repeat sales or customers moving to less profitable alternatives. This idea is proven in two different studies that have examined the relationship of draught system cleaning and profitability (Draught Beer Quality Subcommittee: "The Economic Benefits of Line Cleaning" and David Quain: "Draught Beer Quality – Challenges and Opportunities"). These studies show an increase of 4% to 7% in sales growth when establishments move to more frequent line cleaning cycles!

4-7% SALES GROWTH

POTENTIAL ANNUAL PROFIT GROWTH



*Based on annual net profits for a 10 line draught system. Keg pricing and sales based on example on page 1.

TOTAL PROFIT:

Total annual cost of moving from
a monthly to a two-week cycle:
$1300

Additional annual profit:
$13,000 - $23,000

Money on the table:

$11,700 to $21,700

POURING AND PROFITABILITY

PROPER POURING TECHNIQUE

1. Hold glass at 45º angle
2. Control faucet at base
3. Gradually tilt glass upright once beer has reached about the halfway point in the glass.
4. Pour beer straight into the glass, working the glass to form a one inch collar of foam (“head”). For Presentation as well as Carbonation Release.
5. Close faucet quickly to avoid overflow.

PROPER POURING TECHNIQUE

- Ownership of the glass: Pourer: Bottom/Exterior, Customer: Top/Interior
- In no instance should a faucet touch the inside of the glass.
- Nozzles can potentially transfer germs from one glass to another.
- In no instance should the faucet become immersed in the consumer's beer.
- Nozzles dipped in beer become a breeding ground for microorganisms.

DEMONSTRATION

DOES A 2oz. OVERPOUR REALLY COST ME THAT MUCH?

- 124 Pints/Keg
- 124 x $6 = $744
- $744 - $160 keg = $584
- **$584 Net Profit**

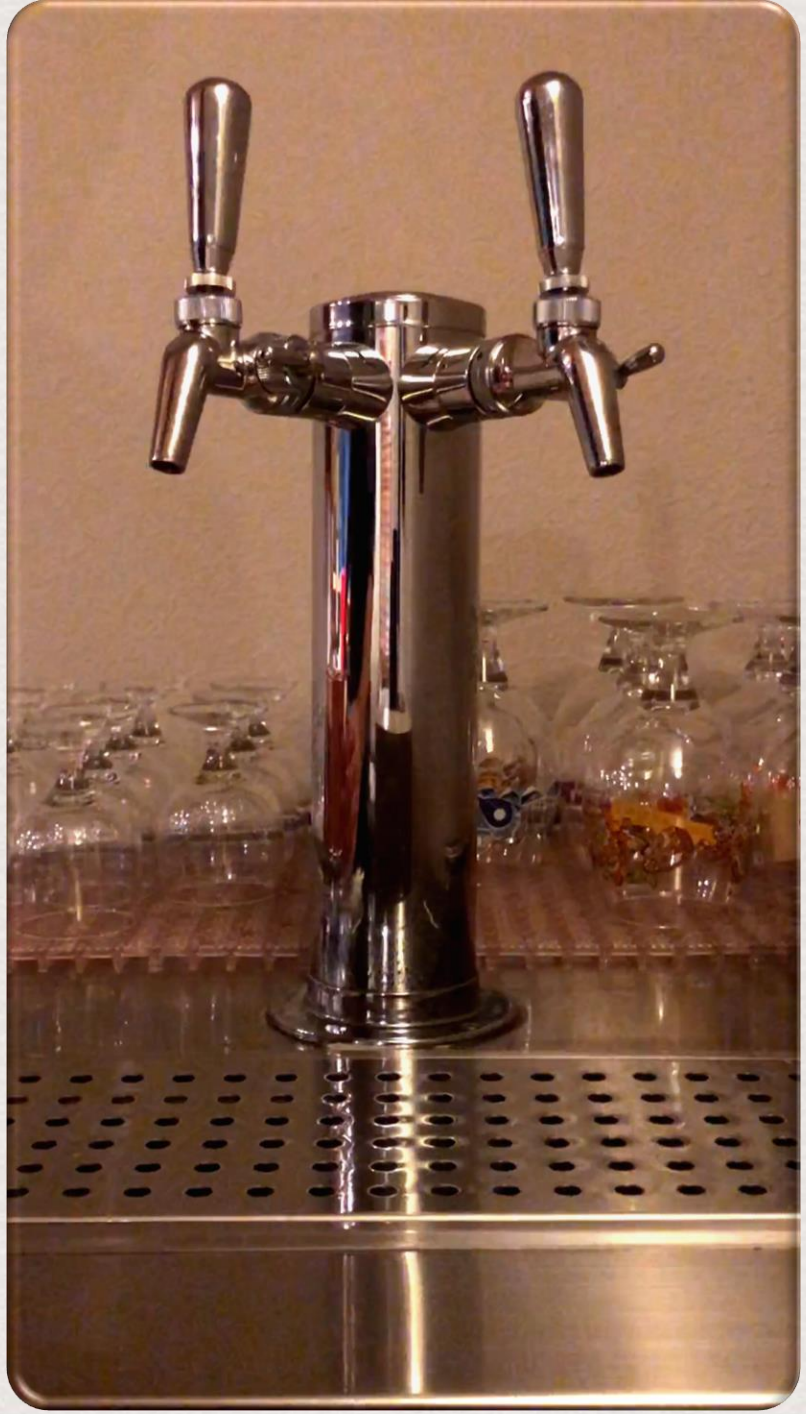
- 142 Pints/Keg
- 142 x $6 = $852
- $852 - $160 keg = $692
- **$692 Net Profit**

- $692 - $584 = $108 / keg
- At a keg per week = $5,616 / year
- For a 10 line system:

Additional Annual Profit:

$56,160 / year

POURING TECHNIQUE & GAS BREAKOUT



POURING TECHNIQUE & GAS BREAKOUT

THANK YOU!

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& BrewExpo America

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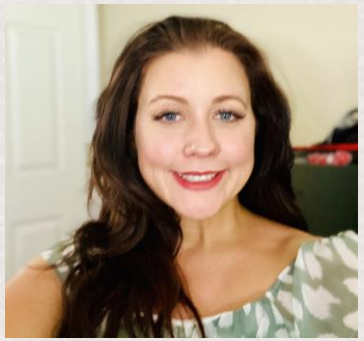
Beer Quality Mythbusters

Draught Beer Quality Workshop



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BIRKO CORP

Matt Meadows

Director of Field Quality

NEW BELGIUM BREWING COMPANY

Lauren Torres

Lab Manager

BELL'S BREWERY, INC.

Neil Witte

Owner/Operator

CRAFT QUALITY SOLUTIONS

Draught beer makes me sick.

Beer doesn’t go bad.

My bar has been closed for months, so there's no need to clean yet.

My system uses beer gas (25/75), and all my beer pours great!

I don’t want any head on my beer, because it makes me gassy.

Frozen mugs helps me sell more beer.

The best way to tell if there's still caustic in the line is by feeling if the rinse water is still slick to the touch.

THANK YOU!

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