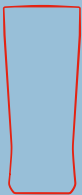
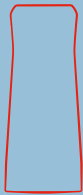
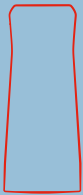




BEER QUALITY



BEER QUALITY



ESSENTIAL FACTS ABOUT...

1. AVOIDING WASTE
2. CELLAR TEMPERATURE
3. CHANGING YOUR KEGS
4. CELLAR UPKEEP
5. CASK HANDLING
6. EFFECTIVE LINE CLEANING
7. CARING FOR YOUR GLASS WASHER
8. CARING FOR YOUR GLASSWEAR
9. BRAND POUR FOR LAGER

DELIVERING GREAT BEER TOGETHER

MOLSON *Coors*



AVOIDING WASTAGE

**£20,000 A YEAR
DOWN THE DRAIN!**

IT'S A SOBERING THOUGHT THAT ONE DRIP TRAY OF FOB PER DAY ADDS UP TO A STAGGERING £20,000* WORTH OF BEER BEING WASTED A YEAR IN A 10 TAP ACCOUNT.

*ASSUMES 1.5 PINTS PER DRIP TRAY WASTAGE, PER DAY, AT £3.60/PINT.

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TO KEEP WASTAGE TO THE MINIMUM:

- CLEAN YOUR BEER LINES EVERY 7 DAYS USING GOOD QUALITY DETERGENT AND THE CORRECT PROCEDURES
- ENSURE THAT THE BAR TAP IS TURNED OFF AND THE FOB DETECTOR AND FEED LINE IS 'BLED' WHEN CHANGING A KEG
- DO NOT PUT THE PINT GLASS FLAT ON THE DRIP TRAY DURING POURING, ALWAYS TILT AT 45° ANGLE
- GIVE KEGS AT LEAST 2 DAYS TO GET DOWN TO CELLAR TEMPERATURE AFTER DELIVERY
- KEEP THE CELLAR TEMPERATURE IN THE RANGE 11-13°C
- MAKE SURE THE REMOTE COOLER HAS AN 'ICE BANK'
- KEEP THE UNDERCOUNTER COOLER VENTS CLEAR OF DUST
- SELL A KEG WITHIN 5 DAYS TO STOP IT GASSING UP
- AIM FOR A 10_{MM} HEAD ON EACH PINT

IF YOU FOLLOW THESE SIMPLE GUIDELINES, NOT ONLY WILL WASTAGE DECREASE, BUT THE QUALITY OF EACH PINT WILL IMPROVE, ENABLING YOU TO SELL MORE BEER!

CELLAR TEMPERATURE

TEMPERATURE REGULATION IS OF UTMOST IMPORTANCE FOR BEER TO REMAIN IN PEAK CONDITION. **THE CELLAR TEMPERATURE** MUST BE KEPT BETWEEN 11–13°C (52–56°F) AND BEERS SHOULD BE DISPENSED AT THE CORRECT TEMPERATURES.

GUIDELINES FOR DISPENSE TEMPERATURES

LAGER

5-8°C

EXTRA COLD

1-5°C

KEG ALE

7-9°C

CASK ALE

8-12°C

(PLEASE REFER TO YOUR SUPPLIER INSTRUCTIONS FOR SPECIFIC OPTIMUM TEMPERATURES)



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DO...

CHECK CELLAR
TEMPERATURE REGULARLY

HAVE CELLAR COOLING
EQUIPMENT ROUTINELY
MAINTAINED BY
REFRIGERATION EXPERTS

CONTACT YOUR
REFRIGERATION
CONTRACTOR IF
TEMPERATURE RISES
ABOVE 14°C (58°F)

DON'T...

LEAVE OR PROP OPEN
THE CELLAR DOOR

TURN CELLAR
COOLING OFF TO SAVE
MONEY. IT WILL COST
FAR MORE IN WASTAGE
DUE TO FOBBING



CHANGING YOUR KEGS

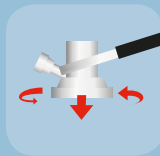
WHEN DISCONNECTING A KEG:

- AS SOON AS BEER FLOW DROPS OFF AT THE BAR TAP, TURN OFF IMMEDIATELY
- TURN OFF GAS SUPPLY TO KEG COUPLER
- DISCONNECT COUPLER FROM EMPTY KEG
- ENSURE SPEAR OF NEW KEG IS FREE FROM DAMAGE



WHEN CONNECTING A KEG:

- MAKE SURE TO USE THE OLDEST KEG FIRST, AND THAT KEGS ARE WITHIN THEIR BEST BEFORE DATE
- CONNECT COUPLER TO NEW KEG
- TURN GAS BACK ON
- ENSURE CONNECTOR IS SEATED CORRECTLY AND THERE ARE NO GAS OR BEER LEAKS
- BLEED FOB DETECTOR AND FEED LINE TO REMOVE AIR LOCK
- ENSURE FLOAT IN FOB DETECTOR IS FREE BY PUSHING THE PLUNGER UP AND DOWN
- PLUNGER MUST FINISH IN THE DOWN POSITION. CHECK BEER FLOW AT BAR TAP





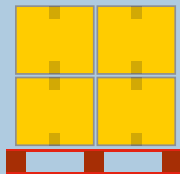
CELLAR UPKEEP

CLEANING TASKS:

CELLARS SHOULD BE
CLEANED THOROUGHLY
ONCE A WEEK



KEEP THE CELLAR
FREE OF CLUTTER



SPILLAGES SHOULD
BE CLEANED UP
IMMEDIATELY. THEY
ARE EASY TO SLIP ON
AND A MAJOR SOURCE
OF INFECTION



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THINGS TO AVOID:

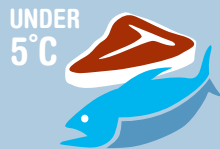
DON'T USE STRONG BLEACH TO CLEAN FLOORS IF CASK BEERS ARE ON SALE AS THEY CAN BECOME CONTAMINATED



CITRUS FRUITS, CURRIES AND OTHER PUNGENT FOODS GIVE OFF AROMAS WHICH ALSO TAINT CASK PRODUCTS



NEVER KEEP MEAT OR FISH IN THE CELLAR – IT BREAKS H&S REGULATIONS, WHICH STATE THEY SHOULD BE KEPT AT LESS THAN 5°C





CASK HANDLING

HANDLING YOUR CASKS AND **STORING** THEM CORRECTLY IS IMPORTANT IF YOU WANT TO **DELIVER** GREAT TASTING BEER AND AVOID WASTAGE.

AVOID MOVING CASKS
ONCE STILLAGED LEVEL



LEAVE 12-24HRS, THEN INSERT
CLEAN TAP AND SOFT PEG

12-24

HOURS

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CASK HANDLING CONTINUED...



REPLACE SOFT
PEG DAILY UNTIL
BUBBLES NO
LONGER APPEAR,
THEN INSERT
A HARD PEG

WHEN 2/3 FULL, TILT
BETWEEN SESSIONS

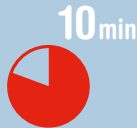
CHECK TASTE AND
APPEARANCE PRIOR TO
PUTTING ON SALE

REPLACE HARD PEG
WHEN NOT ON SALE

BETWEEN CASKS,
FLUSH WATER
THROUGH LINES

EFFECTIVE LINE CLEANING

AVOID FOBBING, HAZY AND BAD TASTING BEER BY CLEANING YOUR LINES EVERY 7 DAYS.



DELIVERING GREAT BEER TOGETHER

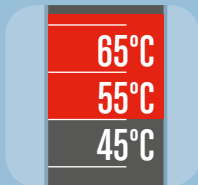
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INSTRUCTIONS

- ALWAYS WEAR GOGGLES AND GLASSES AS CLEANING FLUID CAN BE DANGEROUS
- TURN OFF REMOTE AND ALL UNDER BAR COOLERS
- CLEAN THE KEG COUPLER WITH DILUTED DETERGENT BEFORE CONNECTING IT TO THE CLEANING SOCKET
- WHERE FOB DETECTORS EXIST, PUSH PLUNGER UP TO PREVENT THE FLOAT SYSTEM STOPPING THE FLOW
- FLUSH BEER FROM EACH DISPENSE TAP WITH CLEAN WATER, SO AS TO REMOVE ANY HEAVY SOILING
- HALF FILL THE CLEANING BOTTLE WITH COLD WATER. ADD THE RECOMMENDED VOLUME OF DETERGENT AND TOP UP WITH CLEAN HOT WATER IF AVAILABLE
- USE A GOOD QUALITY DETERGENT. MUST CONTAIN CAUSTIC AND CHLORINE OR WILL NOT REMOVE YEAST
- LEAVE THE BEER LINES TO SOAK FOR 10 MINUTES. THEN DRAW FRESH DETERGENT SOLUTION THROUGH THE ENTIRE SYSTEM, E.G: IF LINE CAPACITY IS 2 PINTS THEN DRAW 2 PINTS THROUGH. DURING SOAK, FLUSH DETERGENT THROUGH FOB DETECTORS. REPEAT TWICE, LEAVING 10 MINUTES BETWEEN EACH DRAW THROUGH
- DRAIN AND RINSE CLEANING BOTTLE, REFILL WITH CLEAN WATER, THEN DRAW SUFFICIENT WATER THROUGH TAPS TO FLUSH OUT ALL TRACES OF DETERGENT (NORMALLY ONE GALLON PER LINE), ENSURE FOB DETECTORS ARE FLUSHED
- CHECK CLARITY AND AROMA OF FLUSH WATER FROM THE TAP. IF CLEAR, DISCONNECT LINE CLEANING SYSTEM AND RECONNECT BEER SUPPLY
- REMEMBER TO TURN COOLERS BACK ON AND PULL PLUNGERS DOWN ON FOB DETECTORS



CARING FOR YOUR GLASS WASHER



DELIVERING GREAT BEER TOGETHER

MOLSON *Coors*

MAKE SURE YOU:

- REMOVE LIPSTICK SMEARS FROM GLASSES BEFORE PLACING IN THE WASHING MACHINE
- ENSURE THAT THE WASH AND RINSE TANKS ALWAYS REACH THEIR OPERATIONAL TEMPERATURES BEFORE USE, TYPICALLY BETWEEN 55°C AND 65°C
- USE ONLY DETERGENT AND RINSE AID PRODUCTS SPECIFICALLY FORMULATED FOR CABINET GLASS WASHING MACHINES
- CHECK THE LEVEL OF DETERGENT AND RINSE AID IN THE CONTAINERS ON A REGULAR BASIS AND ENSURE THAT THEY ARE CORRECTLY CONNECTED TO THE MACHINE
- CHECK ROTATING ARMS TO ENSURE THAT THEY SPIN FREELY
- MAKE SURE THE FILTERS ARE CLEANED AND SPRAY JETS CLEARED OF ANY BLOCKAGES AT THE BEGINNING OF EVERY SESSION
- DRAIN GLASS WASHING MACHINE RESERVOIR AT LEAST ONCE PER SESSION

AVOID:

- WASHING ASHTRAYS OR CROCKERY IN THE GLASS WASHER
- WASHING CRYSTALWARE IN CABINET MACHINES
- USING GLASSES DIRECTLY FROM THE GLASS WASHER (ALLOW THEM TO DRY AND COOL FOR AT LEAST 30 MINUTES)
- LEAVING THE DOOR OF THE MACHINE CLOSED OVERNIGHT, A CLOSED MACHINE ENCOURAGES THE GROWTH OF MICRO-ORGANISMS



CARING FOR YOUR GLASSWARE

GLASSWARE SHOULD ALWAYS BE:

COOL

- A LOT OF EFFORT IS MADE TO ENSURE THAT BEER IS SERVED AT THE RIGHT TEMPERATURE – USING WARM GLASSES CAN RUIN THE TEMPERATURE AND TASTE OF THE BEER
- GLASSWARE SHOULD BE ALLOWED TO COOL FOR AT LEAST 30 MINUTES BEFORE RE-USING

CLEAN

- NEW GLASSES SHOULD ALWAYS BE RENOVATED BEFORE USE AND AT LEAST ONCE EVERY 2 MONTHS
- CHECK GLASS CLEANLINESS REGULARLY
- DON'T PUT COFFEE CUPS, CROCKERY, ASHTRAYS, ETC. INTO YOUR GLASS WASHER

DELIVERING GREAT BEER TOGETHER



GLASSWARE SHOULD ALWAYS BE:

DRY

- USING A WET GLASS FROM THE GLASS WASHER WILL AFFECT THE HEAD FORMATION
- LEAVE GLASSES TO COOL AND DRY FOR AT LEAST 30 MINUTES BEFORE USE
- DURING EXTREMELY BUSY PERIODS GLASSES CAN BE LEFT TO DRY FOR 5 MINUTES FACE UP

45MIN

5MIN



DAMAGE FREE

- ALWAYS CHECK GLASSWARE FOR CHIPS AND CRACKS BEFORE USING

BRANDED

- ALWAYS USE THE CORRECT BRANDED GLASSWARE WHEN AVAILABLE
- IF NO BRANDED GLASSWARE IS AVAILABLE, ALWAYS USE AN UNBRANDED GLASS, NEVER POUR BEER INTO ANOTHER BRAND'S GLASSWARE
- ALWAYS PRESENT THE GLASS WITH THE BRANDING FACING THE CUSTOMER

NUCLEATED

- NUCLEATED GLASSES ARE USED FOR LAGER AND CIDER
- THE NUCLEATION PROVIDES A POINT FOR THE CO₂ TO 'BREAK OUT' OF THE SOLUTION TO FORM AND MAINTAIN THE CORRECT HEAD





BRAND POUR FOR LAGER

POURING THE PERFECT PINT IS
THE LAST STAGE OF THE JOURNEY

THE PERFECT PRESENTATION OF YOUR PRODUCTS
ENCOURAGES CUSTOMERS TO RETURN FOR MORE

INCORRECT POURING TECHNIQUE CAN CAUSE WASTAGE,
THEREFORE LESS OVERSPILL WASTAGE AND A PERFECT PINT
DISPENSED EVERY TIME WILL IMPROVE PROFIT MARGINS

DELIVERING GREAT BEER TOGETHER

MOLSON *Coors*

THE PERFECT POUR FOR LAGER

GLASS MUST BE COOL, CLEAN, DRY AND UNDAMAGED. WHERE AVAILABLE USE A CORRECTLY BRANDED GLASS

HOLD BASE OF GLASS AT A 45° ANGLE JUST BELOW TAP

MAKE SURE SPOUT DOES NOT TOUCH GLASS. OPEN TAP FULLY IN ONE SMOOTH ACTION AND ALLOW LAGER TO FLOW DOWN THE SIDE OF THE GLASS

STRAIGHTEN GLASS GRADUALLY AS IT FILLS ENSURING SPOUT REMAINS ABOVE SURFACE OF LIQUID

AIM FOR A 10mm DEEP HEAD

PLACE ON DRIP MAT, BAR TOWEL OR COUNTER TRAY WITH THE BRAND LOGO FACING TOWARDS THE CUSTOMER