



**Communicating the
Importance of
Draught Quality from
the Brewery to
Distributors, Retailers
and Customers**



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Everyone should have the mindset of making, delivering, storing and serving Quality draught beer. Communicating this through each tier is our presentation goal of today.

The three tier system plays an integral role in making, delivering, preserving and pouring the great draught beer our brewers are making today. The consumer receives those pints in excellent condition, not by accident, but through the hard work of every tier to make sure the pint they get is the pint we want them drink!

At the Brewery

1. **Communicate how your brewery prioritizes kegging finishing practices before focusing on distribution & retail.**
2. **Use your tasting room's draught quality practices to set an example for your expectations in the field.**
3. **Connect with tasting room customers to provide immediate Quality feedback.**



At the Brewery



Communicate how your brewery
prioritizes kegging finishing
practices before focusing on
distribution & retail.



At the Brewery



Customer feedback is paramount to quality improvements – especially draught quality: filtration/sediment, filtration/dissolved oxygen, kegging/oxidation, warehouse/aging, etc.

At the Brewery



At the Brewery

- Use your tasting room's draught quality practices to set an example for your expectations in the field.
- Once beer leaves your brewery, are you tracking warehouse quality practices? Storage care, rotation, temperature in transit?



At the Distributor

1. Learning the importance of proper draft quality, the hard way
2. Dissecting the issue
3. Creating solutions
4. Starting important conversations



At the Distributor – Dissecting the Issue



Couplers covered in gunk



Plunger that surrounds beer within faucet covered in mold



Dirty draft lines – beer stone buildup



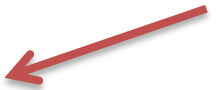
At the Distributor – Dissecting the Issue



Mold on the base of the FOB



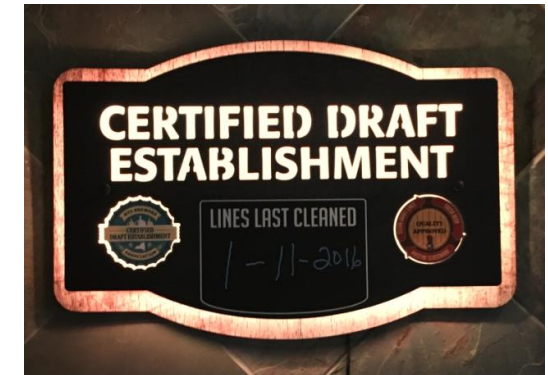
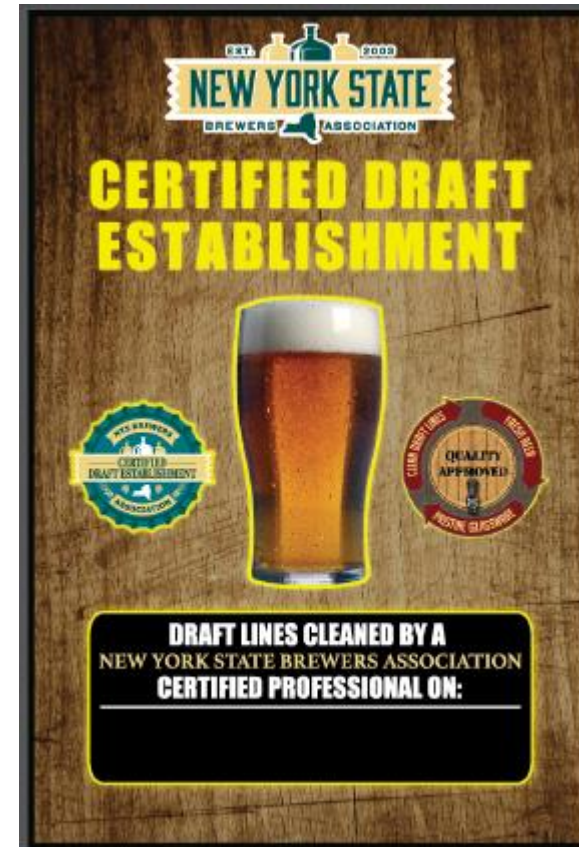
Faucet "Snot"



Improperly cleaned glassware



At the Distributor – Creating Solutions



Back-Bar POS
highlighting date last
cleaned

Entryway POS



At the Distributor – “Selling” to Retailers and CONSUMERS



Coaster touting the establishment



What Makes a Certified Draft Establishment?

Draft Quality

- Always stored cold— between 34 to 38 degrees on location
- Proper beer gas and correct pressures used to dispense beer
- No "out-of-code" beer served past expiration date

Draft System Quality

- Cleaned every 2 weeks in accordance with the National Brewer's Association Standard
- Cleaned by a Certified New York State Brewers Association line cleaner
- Proper Equipment and Chemicals used to clean lines
- Technicians use re-circulating pump with turbulent flow
- Beer lines cleaned with a high pH solution for removing organic compounds
- Draft lines acid cleaned every 3 months to remove all "beer stone"

Pouring Quality

- Only properly washed "beer-clean" glasses
- Poured to perfection, never allowing the "beer head" to touch a faucet



Speaking directly to our target audience,
THE CONSUMER



At the Distributor – Sparkling the CONVERSATION



Consumers enjoying
fresh beer out of
properly maintained
draft lines – AND
TALKING ABOUT IT





At retail.

**Communicating
directly, clearly
and honestly
with Our retailer
will go a long
way in serving
excellent quality
draught beer.**



Keep it cold.



Keep it organized.





Keep it
clean.





**Keep it clean,
through the
glass to the
lips.**



Gas.



**Educate.
Educate.
Train and
Educate.**





**The
consumer.**

**Communicating
with the
consumer will
go a long way in
everyone
enjoying
excellent quality
draught beer.**





The background of the image shows two hands holding beer glasses in a toast. The hand on the left is holding a glass of light beer, and the hand on the right is holding a glass of dark beer. The glasses are clinking together. The text is overlaid on this scene.

**We appreciate the
time you have spent
with us today.**

