


DRAFT BEER TRAINING

BEER 101



CRAFT BEER IN SSUS

GUEST EXPERIENCE

Within SSUS, the beer experience of our guest can be easily broken down into two categories. Understanding each guest's journey helps dictate products offered; both food and beverage.

1. Enjoyment & Classic

The guests consumes beer brands and styles that bring them enjoyment and nostalgia feelings. This accounts for an overwhelming majority of SSUS consumption. Domestic Light Lagers dominate this space.

2. Experiential & New

The guest is open to new beer brands and styles they have not tried. Could be due to marketing, team member suggestion, or peer influence. While a small segment in SSUS, this guest spends more during each transaction and often includes a food purchase.

STYLES

PALE LAGER
Med-high carbonation, malt taste, light body. Dry finish.

BLONDE ALE
Mild malt sweetness, low bitterness, light body. Dry finish.

HEFEWEIZEN
Low bitterness, fruity, high carbonation. Medium body.

PALE ALE/IPA
PALE: Medium hops. IPA: Pronounced hops. English style strikes balance between malt and hops. Medium to dry finish.

AMBER ALE
Hops & malt are well balanced. West Coast creation. Caramel richness, balance towards malt. Medium body.

IRISH RED ALE
Toasted malt, medium sweet caramel flavor. Clean, dry finish.

BROWN ALE
Mid to high malt character, low hops. Includes caramel, chocolate, toffee, nuts, and biscuit flavors. Medium dry finish.

PORTER
Moderate roasted malt taste with notes of chocolate.

STOUT
Strong roasted malt taste with coffee, chocolate, or caramel flavors.

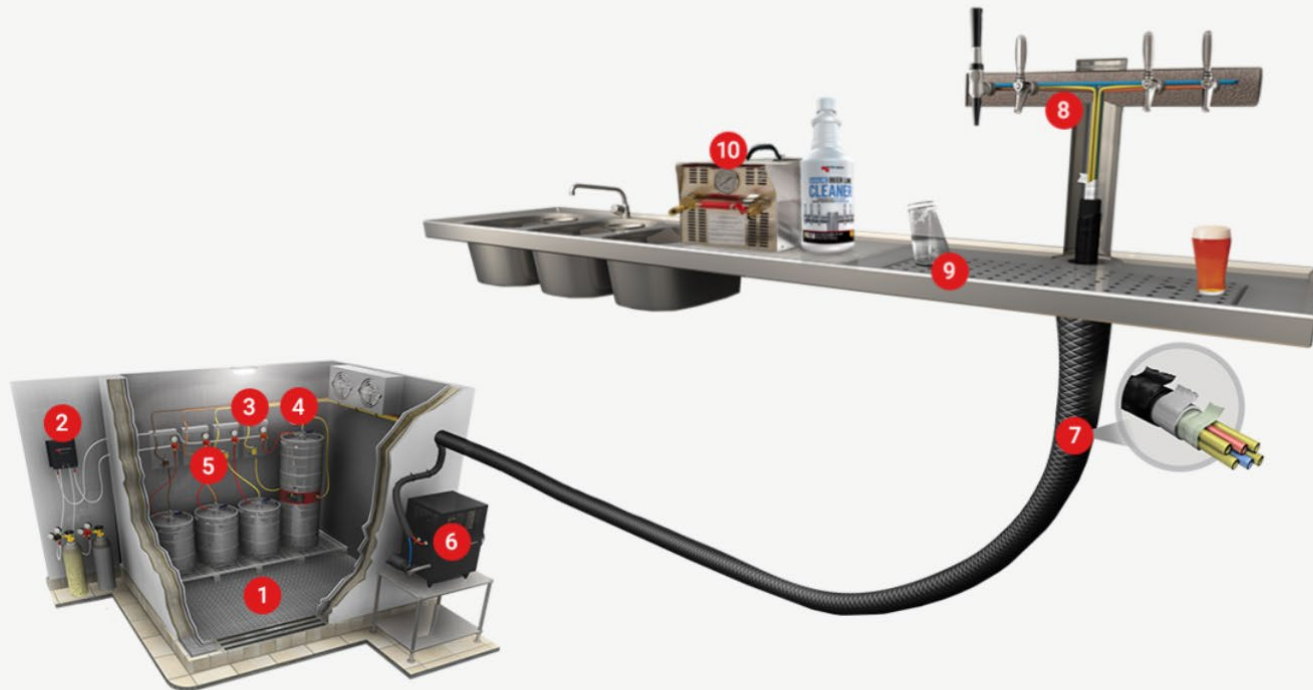
PAIRINGS

CHICKEN	SALADS	SALMON	FRIED FOODS
GRILLED SEAFOOD	COBB SALAD	LOBSTER MAC & CHEESE	FRIED CHICKEN
TACOS	LIGHT SEAFOOD	SALADS	CREAM SAUCES
BURGERS	FISH & CHIPS	CAJUN SHRIMP SALAD	THAI CHILI CALAMARI
SANDWICHES	PEPPERONI PIZZA	GRILLED CHEESE	BURGERS
BEEF	PORK	REMBEN	BBQ
UNIVERSAL PAIRING	BBQ	MAC & CHEESE	PORK
MEATLOAF	BLACKENED FISH	BEEF	BBQ
BEEF	BBQ RIBS	BACON BLUE BURGER	ONION RINGS



DRAFT BEER

SYSTEM COMPONENTS



1 Keg Storage Temp

2 Gas Blender

3 Secondary
Regulator Panel

4 Stainless Steel
Contact

5 Profit Maximizer

6 Power Pack

7 Trunkline

8 Kool-Rite™ Tower

9 Glassware
Conditioning

10 System Cleaning &
Maintenance

TEMPERATURE & PRESSURE

TEMPERATURE

Keg beer should ideally be stored at a temperature of around 38-40 degrees Fahrenheit. This temperature range will help to keep the beer from going bad and will also help to maintain the carbonation levels in the keg.

If the beer is stored at a temperature that is too cold, the beer will become too carbonated and may become unpalatable. If the beer is stored at a temperature that is too warm, the beer will go bad quickly and will also lose its carbonation.

The worst scenario is changing the temperature of a keg product back and forth from cold to warm back to cold.

PRESSURE

Generally speaking, a good rule of thumb for carbonated beer is to set the regulator to 12-14 PSI for most lagers, 13-15 PSI for ales and 14-16 PSI for Guinness-style stouts.

It's also important to note that colder beer will require higher PSI. For instance, pouring a beer that's 36°F will require a PSI of at least 14.

Additionally, it should be noted that the pressure should never exceed 20 PSI as this can cause excessive foam and make it difficult to pour the beer.

FOB SYSTEMS



What is a FOB?

FOB (Foam On Beer) systems stop the flow of beer once a keg empties. Beer FOB's reduce beer loss associated with changing a keg and re-tapping it. When beer is flowing through the FOB. The chamber is full of beer, with the float raised up. It will stay like this if there's beer coming in from the keg. As soon as a keg runs out of beer the float will lower because there's no beer raising the float. The float will then seal off the passageway between the trunkline and keg.



Resetting a FOB?

To change kegs untap the spent keg and tap a new keg with the beer coupler. Twist the top of the FOB counterclockwise until the top is completely raised. Press the side purge button until the chamber is full of clear beer. Turn the top knob clockwise until it locks into position and stops. The keg is ready for dispensing beer from the beer tower.

KEG WAREHOUSE/COOLER

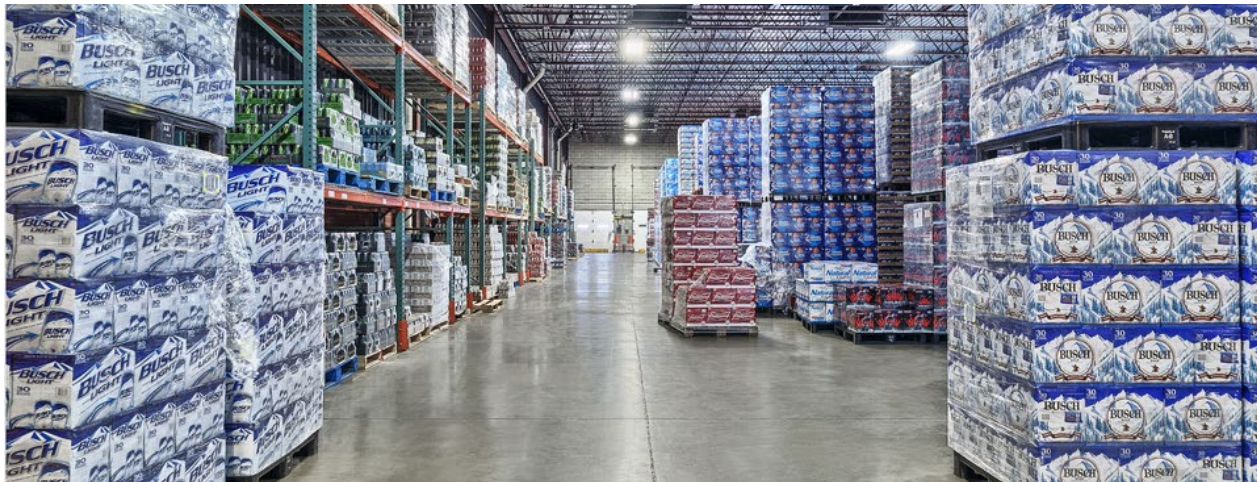
Increase Efficiency With These Warehouse Picking Best Practices Tips

Individual order picking, picker-to-part, or piece picking is used by smaller distributors. With this method, the selector picks the entire order and adds them to a container or shipping pallet.

Wave picking is for those distributors that pick and pack orders with multiple items and a varying number of SKUs. This method is conducted in waves, picking all zones at the same time.

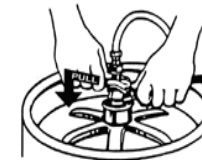
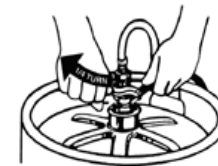
Batch picking happens when selectors pick for multiple orders in one trip. They pick like items or items that are located in similar areas on each trip.

Zone picking is often used with batch picking and many distributors with large warehouses use this method. Selectors are assigned to a certain zone in the warehouse, and once they've picked all the orders, they pass them on to be packed.



KEG RECEIVING, STORAGE, & CHANGING

1. Do not agitate the keg. If there has been excessive agitation during transport, allow the keg to settle for 1 to 2 hours before tapping
2. Make sure the beer faucet is in the off position prior to tapping
3. Make sure that the keg coupler handle is in the up (off) position
4. Align lug locks on tavern head with lug housing in top of keg; insert tavern head
5. Turn tavern head handle 1/4 turn clockwise; the tavern head is now secured to keg
6. Rotate on/off valve hand 1/4 turn clockwise to open beer and CO2 ports in keg. The keg is now tapped



GLASSWARE/PLASTICWARE BEST PRACTICES

Beer Clean Glassware

1. Wash beer glassware separate from other dishes.
2. Air dry glassware to avoid adding lint to the glasses.
3. Pre-rinse glasses before serving to remove dust or other particulates.
4. Avoid frosted glassware

Beer Clean Plasticware

1. Store in original outer box and inner liner as long as possible.
2. Store all plasticware in a cool, dry environment.
3. Only open one inner liner/sleeve at a time.
4. Stack plasticware inverted/upside-down.
5. Keep stacks of open plasticware away from areas of spills and debris.
 - I. Not directly next to or underneath the tower



FINANCIAL IMPACT

Location	Draft Beer Sold (POS Data)	Draft Beer Poured (16oz per)	Draft Beer Sales (\$8 per)	Draft Beer Wasted (1/4oz per)	Draft Beer Lost Sales (\$8 per)
Chicago	587,582	9,401,312	\$ 4,700,656.00	146,895.50	\$ 73,447.75
Texas	573,874	9,181,984	\$ 4,590,992.00	143,468.50	\$ 71,734.25
Minnesota	470,816	7,533,056	\$ 3,766,528.00	117,704.00	\$ 58,852.00
San Diego	466,903	7,470,448	\$ 3,735,224.00	116,725.75	\$ 58,362.88
St. Louis	349,196	5,587,136	\$ 2,793,568.00	87,299.00	\$ 43,649.50
Deroit	343,455	5,495,280	\$ 2,747,640.00	85,863.75	\$ 42,931.88
Atlanta	319,705	5,115,280	\$ 2,557,640.00	79,926.25	\$ 39,963.13
Milwaukee	302,460	4,839,360	\$ 2,419,680.00	75,615.00	\$ 37,807.50
Cincinnati	253,271	4,052,336	\$ 2,026,168.00	63,317.75	\$ 31,658.88
Cleveland	248,645	3,978,320	\$ 1,989,160.00	62,161.25	\$ 31,080.63
	3,915,907.00	62,654,512.00	\$ 31,327,256.00	978,976.75	\$ 489,488.38

Above is an example of the financial impact draft beer can have on a subsidiary. If Delaware North can prevent just ¼ oz of draft beer being wasted with every draft beer sold, the subsidiary would save \$489K+ in potential beer sales.

The above estimated draft beer product loss is nearly \$100K for one year at an average of \$0.10 per oz.



PACKAGED BEER

TEMPERATURE & LIGHT

Keep Beer Cool

The highest appropriate storage temperature is about 55 degrees, of the temperature of a classic wine or beer cellar underground. You can store your beer as cold as about 30 degrees to prolong its life, though this isn't optimal for drinking.

Keep Beer Dark

Prevent skunking by making sure the sunlight can't reach your beer. This means protecting it on the trip from the store to your home and making sure it doesn't sit out longer than necessary at a picnic or other event.

Keep Beer Upright

When bottles are on their sides, they expose much more of the beer to the air, which can hasten decay. Upright beer also prevent and sediment from ruining the flavor.



CAN vs. BOTTLE

	Portability	Quality	Risks	Eco-Friendly	Ease of Use
<u>Canned Beer</u>	More portable due to lesser weight	Better maintains flavor as cans are opaque	Low risk of damage due to mishandling	Less eco-friendly as cans need to be crushed and the metal recycled	Easier to open and consume beer from
<u>Bottled Beer</u>	Less portable as glass is heavier and breakable	Beer may change flavor if bottles are left in the sunlight	Glass is more likely to cause damage if not handled properly	More eco-friendly as glass bottles can be directly reused	Some bottles might need an opener to be opened securely