

TOP TIPS TO GREAT BEER

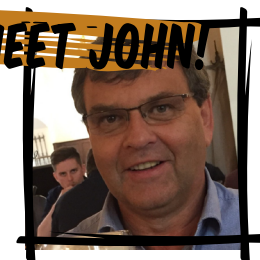
THIS BEER BELONGS TO DAVE.

DAVE DIDN'T FOLLOW OUR TOP TIPS FOR SERVING TOP QUALITY BEER.

DON'T BE LIKE DAVE!

JOHN, MEET EVERYONE, EVERYONE, MEET JOHN!

After decades in the Industry John Cryer is the head of beer quality for Budweiser Brewing Group. So it's safe to say he knows a thing or two about cellar management. He gave us his top tips for getting the best from every keg and cask you sell.



CHILL OUT

Manage your stock & deliveries to allow new stock a minimum of 48 hours to reach Cellar temperature. When you're ready to serve the beer make sure you are serving them at the right temperature.

Cask beers should be between 10-13°C
Keg products should between 3-5°C.

Check your remote cooler is topped up with water & is forming a good ice bank, clear dirt & dust from the air vents.

NUCLEATION BABY!

Consumers will pay more for their beer in a branded glass. Branded glasses also have functional features to improve the quality of the beer e.g. nucleation on a lager glass.

RENOVATION'S WHAT YOU NEED

Bubbles clinging to the inside of a glass or head collapsing quickly are signs of a dirty glass. We recommend Proton Prototype glass wash detergent, & Proton Quash for removing lipstick. Follow daily & weekly cleaning procedures on your glass washing equipment. In addition to the above use Proton Renovate (or similar product) every 2-3 months to remove invisible films from the inside of the glass.

IGNORE THE BBD!

Well, not entirely. But many venues think that ordering a product with a long date means that they can keep it on longer. This isn't true. Once you break that seal & connect the beer, from a quality perspective it has 5-7 days shelf life for a keged product & 3 days for a cask.

8 DAYS A WEEK

Whilst the Beatles may have sang it right it's not right for beer lines! Dirty beer lines are a common cause of fobbing beer (waste) & poor flavour. Use a brewery recommended line cleaner every 7 days. Also, when you have just cleaned the lines the beer should be at its best quality. So, if you clean your lines on a Sunday, how well will that beer taste by Saturday?

GO WITH THE FLOW MAAAAAN

Check the speed of your beer flow. Too fast & your beer will fob, too slow & you will struggle to generate enough head. Many beer fonts allow manual adjustment of the speed of flow to find the right level.

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