

AUTHENTIC LAGER EXPERIENCE



THESE BOTH ARE A COFFEE



THESE BOTH ARE A BEER





DRINK AND FORGET

- Any reason to come back?
- Experience to remember and share?
- Establishing community around craft and quality?
- Willing to pay extra?





ENJOY AND STAY

- A craft worth observing
- Convincing quality through care
- Taste to remember
- More than just a beverage



HOW TO DO IT?

BREW IT



POUR IT



LIVE IT



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BREW IT

- Don't hurry.
- Choose your raw material according to style and brewing method.
- Keep it simple, keep it clean.
- Follow traditional lager brewing methods.

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- Master traditional pouring techniques.
- Use the right glass to deliver amazing beer aroma and flavour.
- Take your time. Read your customers and develop own signature style.

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LIVE IT

- Demonstrate attention to detail. Manual glass washing is a good way to showcase your passion.
- Embrace the traditional pouring techniques and talk about them.
- Trained, knowledgeable bartenders are natural ambassadors of brewer's craft.



ON THE BAR - HARDWARE



- Bar setup with chilled, clean lines, right gas pressure and temperature.
- Chilled glass rinse.



- Traditional side-pull tap delivers creamy, rich foam, and right CO₂ saturation for high drinkability.



- Tübinger glass is the ultimate choice for head retention, aroma, flavor and temperature control.



- Manual glass wash and glass storage in chilled water.

ON THE BAR – SKILL AND ROUTINE

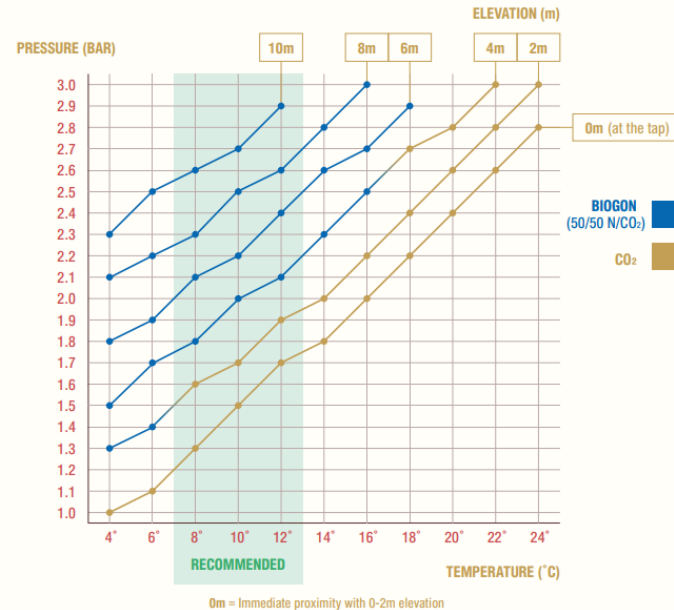


- Get the bar right
- Master pouring styles
- Taste the difference
- Showcase to customers



PRACTICAL

GAS AND PRESSURE GENERAL OVERVIEW - refer to our calculator for exact results -



We recommend storing our kegs between 8-12°C and using the gas proposed by our calculator to exactly fit the conditions of each individual outlet.

CALCULATE

Calculate ideal pressure and choose the best gas Optimal pressure and gas for draught beer - BBNP

Fill in your data:

Temperature of the keg (°C)	9
CO ₂ content - see previous table (%)	0.53
Elevation between tap and keg (m)	2
Length of beer lines	2

Recommended solution:

Type of gas	pure CO ₂
Pressure (bar)	1.4

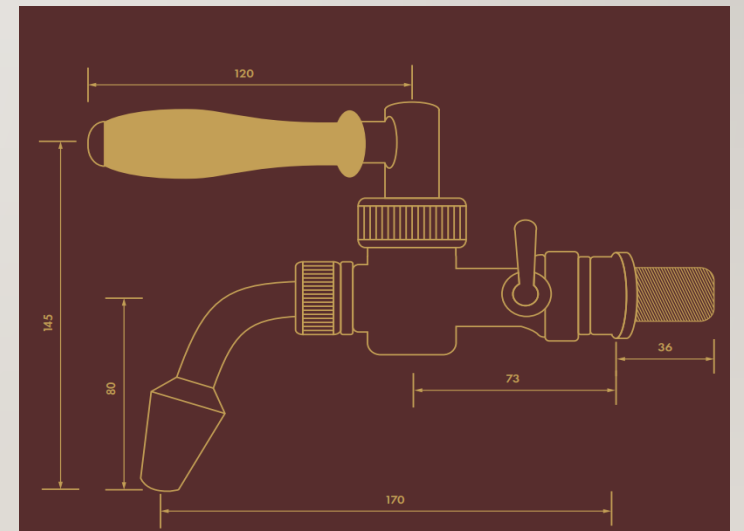
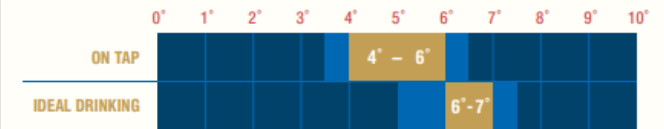
The pressure when you cannot use the recommended type of gas:

Air	1.6
Pure CO ₂	1.4
BIOGON 50	2.5
BIOGON 20	3.0

CO₂ content of BBNP products

Product	CO ₂ (%)
Budvar Original lager	0.53
Budvar Dark lager	0.53

THE RIGHT TEMPERATURE SUMMER



SUPPORT



- Original tapping technology import and service.
- From side-pull taps to complete bar setups.
- Glass. Plain and printed.



- Training sessions for staff and customers.
- Lager master class. Immersion into pouring techniques and lager quality.



- Collaborative brewing projects with Czech and Aussie lager brewers.
- Collaborative marketing activities. Planning, budgeting, logistics and cost optimization.

SUPPORT



- Create extra reasons to visit your venue by introducing original imported brands to your tap. Share authentic stories and experience in both, beer and serving techniques.
- Taste sounding brands side by side to your beer of the style and promote your brewing.
- Apply appropriate POS to communicate guest-beer sessions on-site.
- Draw attention to the tradition of given beer-style by using right materials and design.
- Consider the infrastructure of our importing and distributing company as an opportunity to showcase your beer in our Australian venues.
- Explore the opportunities to market your beer outside of Australia with us.

VIDEO DEMONSTRATIONS

TRADITIONAL LAGER
PURING RITUALS

CONTACT

George Pekhart

0486-014-712

george@europeanimporters.com.au

<https://tapsters.beer/>

About the Czech Pour



One Step Pour



Two Step Pour



Rězané Pivo



Glass washing



Sanitizing



Daily maintenance End of the shift



Daily maintenance Start of the shift



Camphor test

