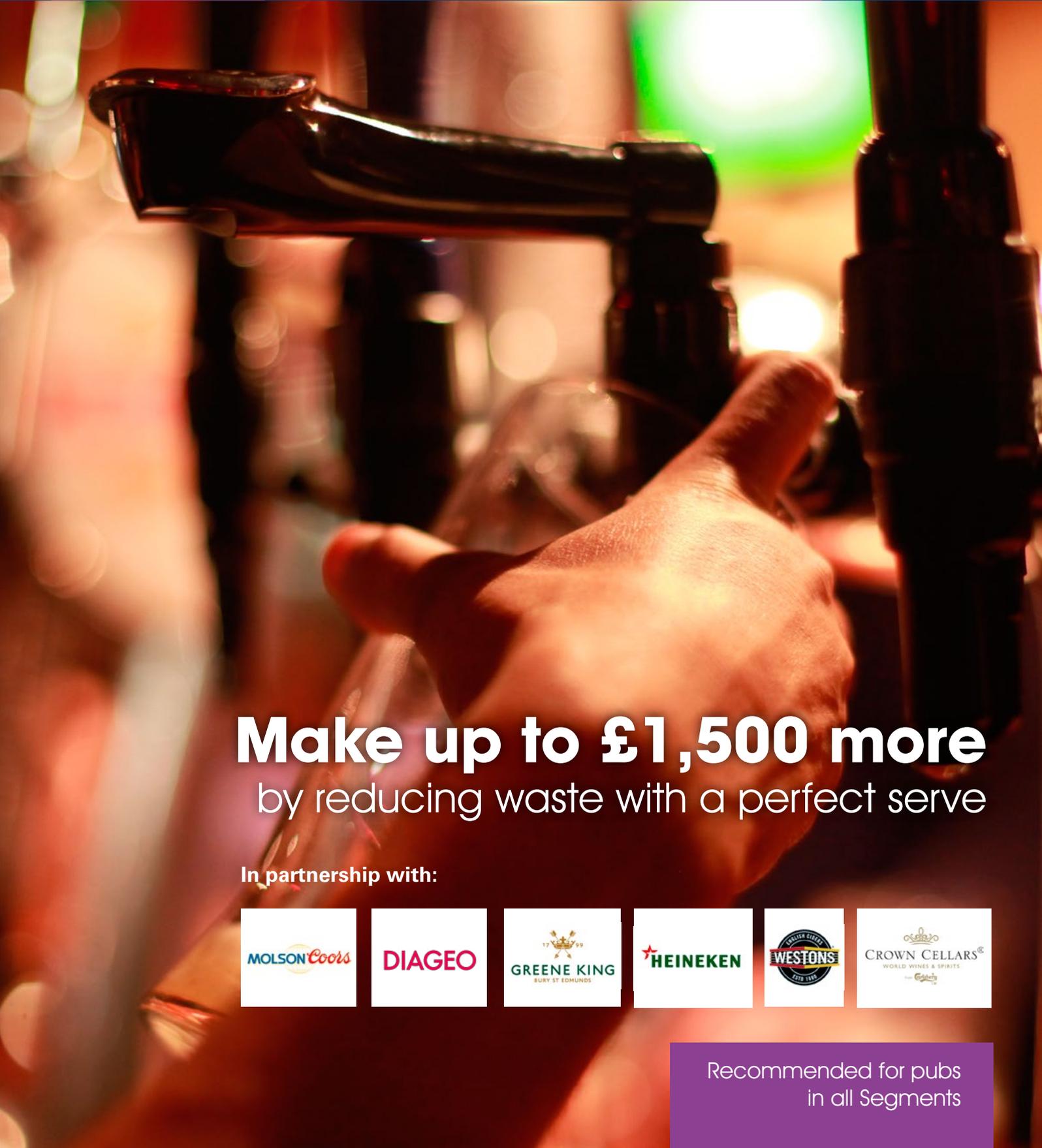


pub principles

Product Quality



Make up to £1,500 more
by reducing waste with a perfect serve

In partnership with:



Recommended for pubs
in all Segments



GREENE KING
BURY ST EDMUNDS

Cask Ale Conditioning

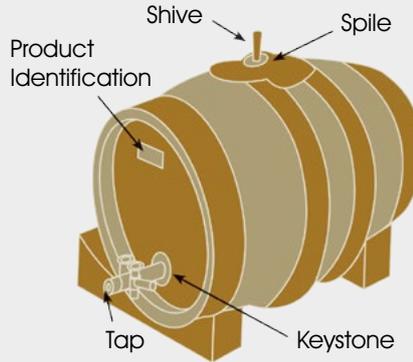
Cellar Process

Delivery day: Rest for 2-4 hours

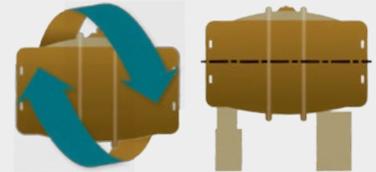
1

Roll & Stillage

Roll to re-distribute sediment in the firkin and stillage immediately



cellar temperature 11-13°C



As a general rule, regularly check the:

CLARITY, AROMA, TASTE & TEMPERATURE

Please follow this step-by-step careguide to ensure Cask Ale is fully conditioned.

Vent: Twice a day

Condition: Day 1

Condition: Day 2

Condition: Day 3

2

Vent

2-4 hours after stillage and twice daily thereafter, by easing the spile.



3

Condition

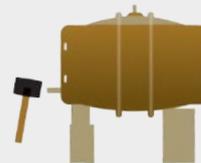
For a full three days, to get the ale's full aroma and taste. Ease spile twice daily.



4

Tap

At least 24 hours before needed. Ease spile twice daily. Use a date sticker* to record the date tapped.



5

Condition

Complete third day of conditioning to get the ale's full aroma and taste.



Ready for serving:

6

Check quality

Test the quality.



7

Connect

Flush the line with water first



8

Serve

Pour the perfected pint

min 95% pour



9

Tilt

For maximising yield, manual stillage ideal 2/3 full, and never less than 1/2 full.



Auto tilt stillage systems are available from A-Cask

Remember: Cask Ale should be sold within 3 days of going on sale. Clean lines after each cask.

*Date sticker kit Booker product code 128825



Cask Ale

Perfect Pour



Short spout: with sparkler if required

-  **1** Glass must be cool, dry and undamaged. Always use a correctly branded glass
-  **2** Hold glass at 45 degree angle
-  **3** Pull handpull forward keeping the nozzle out of the liquid
-  **4** Once poured allow pint to settle
-  **5** Top up if necessary, keep sparkler below head
-  **6** Don't pull the handle in short quick steps as the beer will not be dispensed any faster and overspill will result. Aim for a 10mm head
-  **7** Place on a drip mat, bar towel or counter tray with a branded logo facing towards the customer

Ask your Customer Account Manager about training support your key brand owner may be able to offer

Don't forget ei Publicans get 50% discount on Cask Marque membership & renewal costs"

Long spout: usually served with sparkler or nozzle

-  **1** Take a clean, cold, branded dry glass.
-  **2** Hold the glass around the base.
-  **3** Holding the glass straight, place nozzle on base of glass.
-  **4** Pull handpull forward keeping the nozzle on base of glass.
-  **5** As beer rises up the glass, keep the spout in the beer.
-  **6** As the beer reaches the rim, drop glass away from the spout.
-  **7** Place on a drip mat, bar towel or counter tray with a branded logo facing towards the customer.
-  **8** Top up if required (maximum 5% head).



Draught Lager Perfect Pour



What makes a perfect pint?

C - Clarity

The pint should be clear and not cloudy

T - Temperature

2 - 5°C for Extra cold, 5 - 8°C for Lager, 5 - 8°C for Keg beer, 11 - 13°C for Cask

H - Head

Ideally 10-15mm

T - Taste

The taste should be clean and crisp, Free from 'off flavours' like vinegar or butterscotch

A - Amount

The perfect pint should be 95% liquid

S - Smell

The beer should be free from aromas, such as wet cardboard and rotten eggs

Off Flavour and Smells - The possible causes

Musty (Mouldy/Fusty) - Hygiene issues

Chlorophenolic (TCP) - Taint in line – line fluid or water contamination

Metallic (Blood-like, iron) - Metal to metal contact – dirty coupler, keg issues

Acetic (Vinegar) - Keg or cask being on too long

Hydrogen Sulphide (Rotten Eggs) - Contamination and poor hygiene

Lager - Three steps to perfection



Step 1 - Tilt the glass at 45 degrees

You don't want a head forming too soon. Tilting the glass like this will create as little head as possible and allow better control while pouring. By allowing the beer to pour down the side of the glass gas is prevented from escaping and forming too large a head on the pint.



Step 2 - Aim at the brand logo while you pour

Keep the nozzle as close to the glass as possible without touching it and open the tap fully, allowing the beer to flow down the side of the glass. As the beer approaches the nozzle, straighten the glass so the beer does not touch it. We'll use the unique PourTap to add the perfect head at the end of the pour, so remember to stop about one centimetre short of the top of the glass. Avoid the temptation to swirl the glass as this will only create a false head that won't last.



Step 3 - Push the tap forward gently

Now for the clever part. Gently push the tap away from you – this drives the beer through a smaller, second nozzle creating the tiny bubbles that form the perfect head, locking in refreshment. Don't overdo it; just a gentle push on the tap is enough to provide the finishing touch. Be aware that pushing on the tap with too much force will cause foam to spurt out.



Draught Cider Perfect Pour

Cider - Three steps to perfection



1 Font



- ▶ Pour the cider directly into the centre of the glass, allowing the cider to hit the central nucleation spot to encourage carbonation & mouth-feel



- ▶ Hold the glass upright, no need to tilt at a 45° angle
- ▶ Do not allow the font nozzle to touch the cider when pouring

2 Glass



- ▶ Use the correctly branded glass
- ▶ Ensure it is always – clean, cold, chip free & dry

3 Serve



- ▶ Serve to the guest, keeping fingers from the rim of the glass
- ▶ Ensure the branding is facing the guest



download your **FREE** copies of pub principles guides to Cellar Management & Line Cleaning and Glass Washing from the Publican Channel

Top tips



follow the perfect pour for draft products to reduce wastage. 1 pint per day per drip tray could be costing you around **£1500 per year**

(Greene King)



Always pour the correct serve for the glassware - brim fill or line fill are common options for draft products



Always use the correct branded glassware. 37% of customers are willing to pay more for a drink in a branded glass

(Carlsberg Consumer Survey)

DIAGEO

Spirits & Mixers Perfect Serve



Spirits & Mixers - Five steps to perfection



Take a clean, dry glass



Fill the glass with ice



Add your branded spirit



Top up with the mixer



Finally, garnish with a Wedge of fruit and serve

Spirit sales average **20%** of cash through tills.

Upselling to a premium brand can deliver on average incremental profit of **£1,825***



4/5

Consumers know how their drink should be served... Meaning their expectations are going to be high!



Serve spirits & mixers in a 10oz or 12oz Hi-Ball



Serve straight spirits and short drinks (such as an Old Fashioned) in a tumbler



Serve shots and shooters in a shot glass

*Diageo Spirits Revolution guide to upselling

Wine Quality Check List



- 1** Wine doesn't like direct light or too many temperature changes
- 2** The ideal temperature for storage is between 10°C -14°C
- 3** If sealed with a cork, storing flat to keep the cork moist is important to prevent oxidation
- 4** White wine needs a couple of hours in the fridge before serving
- 5** Red wine should be served at room temperature
- 6** A bottle of wine should be sold on the day of opening. Offer as a "bin-end" or special to finish the bottle. Or use a Vacu Vin wine pump* to preserve the quality until the following day if unsold



Serving Wine by the Glass

What to look out for:



Wine should be bright. Any dullness in the colour could mean the wine is spoiled.



There should not be any debris floating in the wine.



It should smell fresh. When a wine comes into contact with air (which happens as soon as you open the bottle) it starts to lose its freshness and flavours. A wine that has been in contact with air for too long can be dull and lack flavour.



Check the nose of the wine. It should not smell unpleasant.



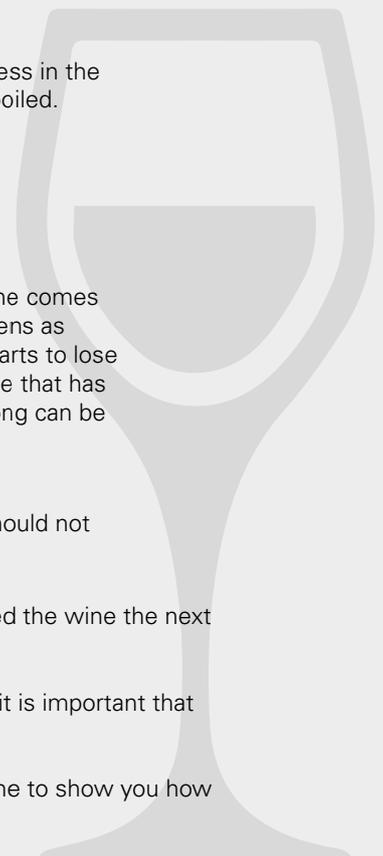
Once you have opened or checked the wine the next stage is to pour it.



When serving wine by the glass it is important that you use the correct measure.



Glasses may be marked with a line to show you how much to pour in the glass.



* Vacu Vin wine pump available from Zenith Hygiene in emarket. Product code 808279BS.

The importance of **quality**



34%

of consumers will go to a different outlet if quality is poor

Source: Carlsberg



49%

of consumers will not order the same drink if quality is poor

Source: Carlsberg



60%

of pub customers prioritise beer quality over range

Cask Marque's Beer Quality Survey 2016 shows 60% of consumers would rather be offered a smaller range of beers served at better quality than have a bigger choice



72%

of consumers if served a poor quality beer would not drink it and complain, asking for a different product

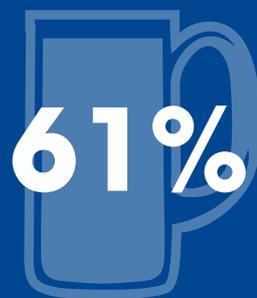
Cask Marque's Beer Quality Survey 2016



90%

of consumers say beer quality is very important or essential when choosing where to drink

CGA strategy; licensee survey; Beer Quality Report 2016



61%

of people would tell their friends about poor quality beer in a pub (they'd also refuse to drink it and complain)

Source: The Cask Report 2017



would buy more if staff were better at serving spirit and mixer drinks

Source: TNS Omnibus Perfect Serve Survey 2012