



10 Key Elements

Your Guide to Draft Beer Quality & Profits



GOAL...

Influence Customer Satisfaction

**Deliver Consistent
Draft Beer Quality.**



Consumers recognize draft beer as the
“Best of the Brewers Art” and when delivered
the way the brewer intended, they have
a positive experience and keep coming back
for more!

WHAT

The Best of The Brewers Art

The Brewers Choice

Draft beer quality starts with the brewer and is designed to be dispensed into a glass with attributes that reflect the ideal pour. When draft beer is poured properly, “The Ideal Pour,” the beer has the opportunity to release the proper amount of gas out of solution creating the unique attributes of Flavor, Appearance and Aroma for the ultimate consumer experience.

When quality is maintained from the keg and the Ideal Pour is dispensed, it is considered “The Best of the Brewers Art.” It is what the customers seek and when it is achieved they have a positive experience.

The Attributes of Quality...

The Ideal Pour



**Proper Head
Height & Formation**

What Appeals to the Consumer:



Flavor

Crisp, Delicate,
Complex or Fruity



Appearance

Color, Clarity
& Head Formation



Aroma

Pleasant, Appealing,
Complex & True to Style

WHY



Customer Satisfaction Leads to... More Beer Sales



Maintain Customer Loyalty

Dispensing consistent quality is the difference between retaining customers and losing a sales opportunity.

Serve a great tasting beer and increase sales. Let's face it, if you have a negative draft beer experience you will probably not go back to that particular bar/restaurant.

Attract New Drinkers

Draft beer quality is the #1 factor in choosing where to go to experience the freshest most flavorful beer around. In addition, by offering a variety of styles of beers you open doors to new sales opportunities. Increase your draft beer sales through quality and choice.

Controlled & Managed Approach

Work Smarter

Knowledge

Experts in Dispensing & Delivering
Consistent Draft Beer Quality

Best Practices

Operations, Cleaning & Maintenance

Technology

Draft Beer Dispense System Design



HOW





The Do's For Quality



From Keg...To Glass



38°F

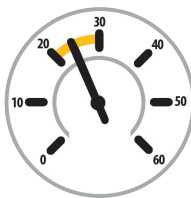
Temperature

Maintain 38° F Temperature.



Carbonation

Maintain the Brewers' Specified Carbonation Level.



Pressure

Utilize Correct Pressure Source to Obtain a Flow Rate of 1 Gallon Per Minute while Maintaining Beer's Specified Carbonation Level.



Hygiene

Periodically Clean & Maintain the Draft Beer Dispense System.



The Don'ts Result In...



Poor Quality & Lost Sales

Temperature



Too Cold

- Beer Attributes Compromised
- Not Appealing to Customer
- Thin / No Head



Too Warm

- Beer Attributes Compromised
- Not Appealing to Customer
- Foamy / Too Much Head

Carbonation



Not Enough

- Beer Attributes Compromised
- Not Appealing to Customer
- Thin / No Head



Too Much

- Beer Attributes Compromised
- Not Appealing to Customer
- Foamy / Too Much Head

Pressure



Not Enough

- Beer Attributes Compromised
- Not Appealing to Customer
- Possible Under-Carbonation & Thin / No Head



Too Much

- Beer Attributes Compromised
- Not Appealing to Customer
- Possible Over-Carbonation & Too Much Head

Hygiene



Not Beer Clean & System Not Maintained

- Beer Attributes Compromised
- Not Appealing to Customer
- Possible Bacteria & Thin / No Head

10 KEY ELEMENTS

BEST PRACTICES FOR POURING THE PERFECT PINT.

1

KEG STORAGE TEMPERATURE 38°F

Dedicate the Walk-In Cooler for Kegs

- Too cold – Difficult to generate “head of foam”. Impacts taste.
- Too warm – Foamy beer resulting in profits being poured down the drain.

2

GAS BLENDER

Maintain Carbonation from the First to the Last Glass

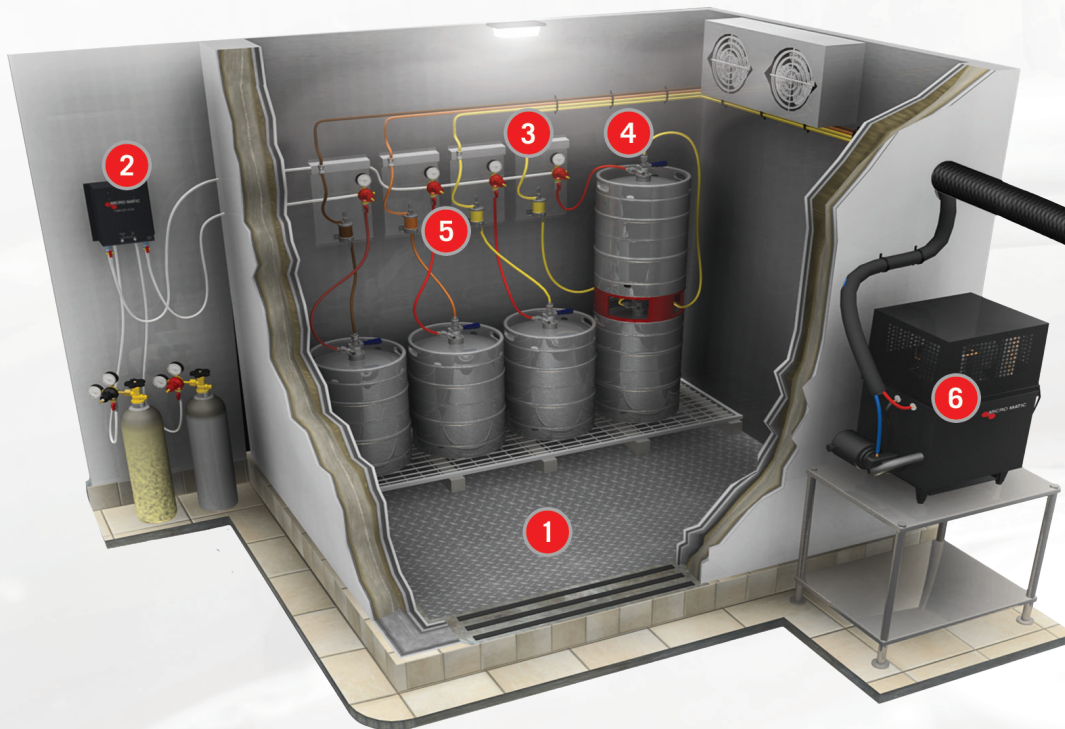
- Optimizes quality and maximizes keg yield. Ideal for slower moving kegs.
- On-site blending of CO₂ and Nitrogen lowers cost. Less expensive than pre-mixed gas cylinders.

3

SECONDARY REGULATOR PANEL

Dedicated Keg Pressure Management

- Different systems and beer styles may require dedicated keg pressure settings.
- Secondary regulator panels ensure the correct keg pressure is applied to each keg.



4

STAINLESS STEEL CONTACT

The Integrity Solution

- Improves service life and hygiene. The Brewer's choice.
- Ensures product integrity.

5

PROFIT MAXIMIZER (PRO-MAX)

Maximize Profits & Minimize Waste

- After keg empties, beer line remains full. Simply replace keg and reset the Profit Maximizer.
- No need to re-fill the beer line. Reduces pour cost and maximizes keg yield.

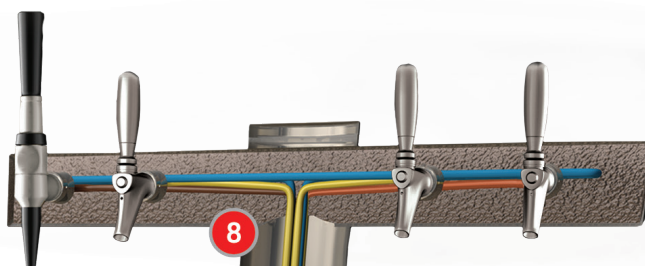


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KOOL-RITE TOWER WITH STAINLESS STEEL FAUCETS

Patented Cold Blocks Deliver Optimum Cooling

- Modular construction eliminates internal connections and possibility of leaks.
- Equipped with stainless steel beer lines, shanks and faucets.

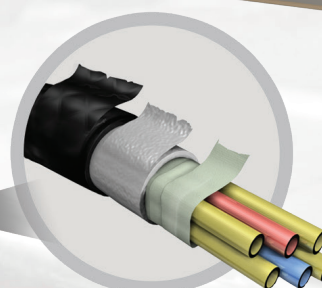


7

TRUNKLINE

Maintain Cooling, Beer Integrity & Prevent Flavor Migration

- Moisture barrier wrap prevents condensation.
- Barriermaster Flavourlock tubing maintains beer integrity and prevents flavor migration.
- Black Diamond® outer jacket is 15% more thermally efficient, and easy to install.



6

POWER PACK

Cooling from Keg to Glass

- Never locate the power pack on top of the walk-in-cooler. Place in a well-ventilated, easily serviced area. Use FDA approved glycol and periodically check glycol mix.

9

GLASSWARE CONDITIONING

It's All About the Image

- Glasses must be cleaned with beer-friendly detergents.
- Glasses should not be cleaned in a low temperature dishwasher using off-the-shelf soaps.
- Use a rinser before pouring – making it easier to pour the perfect pint.
- Educating bar staff – a properly trained bartender will deliver increased profits.

10

SYSTEM CLEANING & MAINTENANCE

Periodic System Cleaning Maintains Brewery Fresh Taste

- Beer is a food product and to maintain draft beer quality, periodic cleaning and servicing is required every two weeks.
- A three-step cleaning process using a re-circulating electric pump to create a turbulent flow.



1 Keg Storage



**Cools & Maintains 38°F
Keg Beer Temperature**

2 Gas Blender



**Mixes CO₂ & Nitrogen to Maintain
Correct Beer Carbonation**



Do's

- ✓ Dedicate walk-in cooler for kegs only
- ✓ Use liquid thermometer to verify 38°F storage liquid temperature
- ✓ 38°F keg beer temperature
- ✓ Use walk-in cooler curtains



Do's

- ✓ Use for long draw dispense systems
- ✓ Use 70% CO₂ / 30% N for lager & ale
- ✓ Use 25% CO₂ / 75% N for stout
- ✓ Turn red valves vertically for on position



Don'ts

- ✗ Walk-in cooler for food storage
- ✗ Leave the walk-in cooler door open
- ✗ Tap a keg unless stored in walk-in for 24 hours

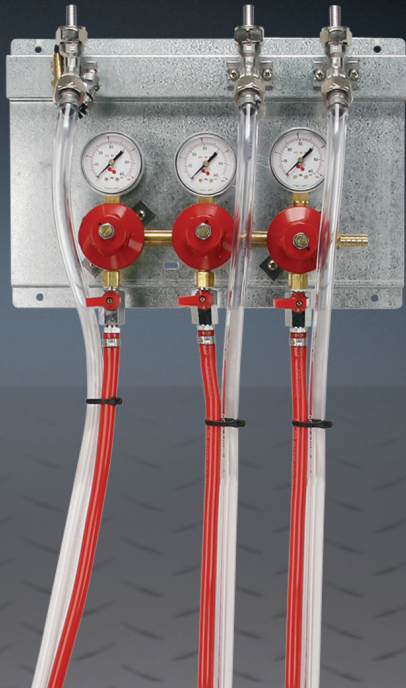


Don'ts

- ✗ Pre-mixed gas cylinders blended to stout specification on ale & lager
- ✗ Use air compressors
- ✗ 100% CO₂ for long draw systems

3

Secondary Regulator Panel



Regulates Pressure for Different Beer Carbonation Levels

4

Stainless Steel Contact



Ensures Beer Integrity & Hygiene



Do's

- ✓ Set each regulator to correct pressure Based on beer style carbonation level
- ✓ Periodically test for accurate gauge reading



Do's

- ✓ Use when metal comes in contact with the beer
- ✓ improves durability



Don'ts

- ✗ One regulator for beers that require a different carbonation level



Don'ts

- ✗ Brass components that come in contact with the beer

5 Profit Maximizer



**Maximizes Keg Yield
& Eliminates Waste**

6 Power Pack



**Maintains Beer Temperature from
Walk-in Cooler to the Faucet**



Do's

- ✓ Install one per keg
- ✓ Reset every time a keg empties
- ✓ Plumb bleed-off to a central drain



Do's

- ✓ Place in well-ventilated, easy-to-service area
- ✓ Use USP grade propylene glycol
- ✓ Maintain glycol temperature between 28°F – 31°F
- ✓ Periodically check glycol mix



Don'ts

- ✗ Install too high on cooler wall



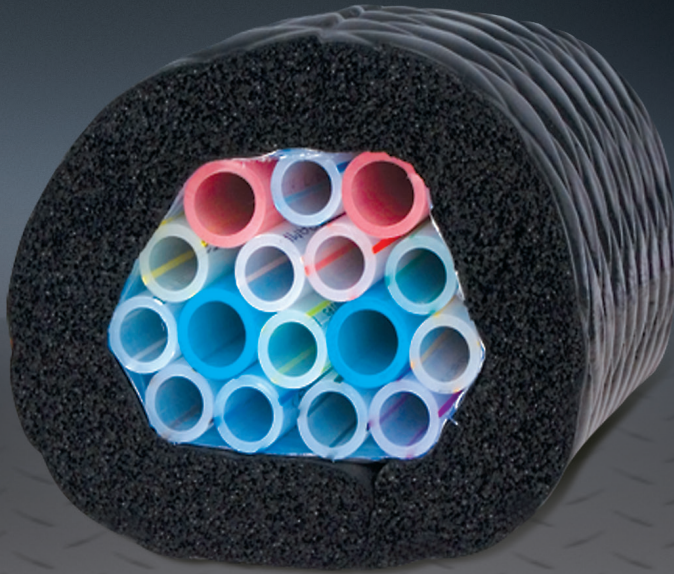
Don'ts

- ✗ Place on top of walk-in cooler
- ✗ Use antifreeze

7

Trunkline

With Barriermaster Flavourlock Tubing



Maintains Cooling & Ensures Beer Integrity from Walk-in to Tower



Do's

- ✓ Only use trunkline with Barriermaster Flavourlock tubing
- ✓ Maintain with a 14-day cleaning cycle utilizing a recirculating pump



Don'ts

- ✗ Allow tubing to be exposed to ambient temperatures
- ✗ Allow trunkline to come in contact with any heat source

8

Kool-Rite Tower

With 304 Stainless Steel Faucet



Maintains Beer Cooling & Ensures Integrity



Do's

- ✓ Install in a prominent place for ease of service
- ✓ Clean & wipe-down every shift change



Don'ts

- ✗ Install near any type of heat source

9

Glassware

Cleaning



Ensures Beer Integrity & Hygiene

9

Glassware

Cleaning



Ensures Beer Integrity & Hygiene



Do's

- ✓ Use beer clean detergents
- ✓ Utilize three sink cleaning system
- ✓ Air dry glasses on a drying rack



Do's

- ✓ Condition the glass with cold water
- ✓ Start pouring with a wet glass



Don'ts

- ✗ Use dishwashing detergent
- ✗ Stack to dry
- ✗ Store glasses in glass froster



Don'ts

- ✗ Condition with warm water
- ✗ Store glasses in glass froster or freezer

10 Glassware

Pour Technique



Ensures Beer Integrity



Do's

- ✓ Place glass at 45° angle
- ✓ Open faucet quickly & completely
- ✓ When glass is 3/4 full, straighten glass & pour directly into the middle
- ✓ Close faucet quickly & completely



Don'ts

- ✗ Let the faucet come in contact with the beer
- ✗ Start pour in the middle of the glass

10 System Cleaning & Maintenance



Ensures Beer Integrity & Hygiene



Do's

- ✓ Routine system cleaning
- ✓ Use a recirculating pump when line cleaning
- ✓ Routine system service maintenance



Don'ts

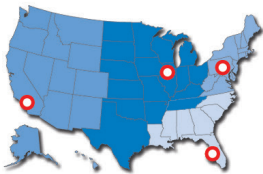
- ✗ Allow system to go uncleaned longer than 2 weeks
- ✗ Guess what requires cleaning & maintenance, call a specialist



Raise a Glass to Draft Beer Sales!

FOR OVER 50 YEARS, Micro Matic has been recognized as one of the world's leading suppliers of draft beer equipment. Specializing in keg-to-glass technology, the company offers a "total solution" for meeting your draft beer equipment needs.

Our dedication to customer service is supported by four regional sales and distribution centers, the Micro Matic Dispense Institute for training and education, Certified Installer Network and a world-class website.



Customer Service

Four regional fully stocked warehouses with trained customer service staff; over 95% same day shipments! On-site technology advisors.

Training & Education

The Dispense Institute offers hands-on training courses and field work-shops to enhance the education process at the point-of-sale.

Network of Installers

Certified Installers are trained to install Micro Matic draft beer systems. Whether your needs are local or national, we have the manpower to support your installation and service requirements.

Online Resource

World's leading online resource for information 24/7 - read articles, shop, access e-training videos, and participate in the beer forum dedicated to building a draft beer community.

(866) 327-4159 / www.micromatic.com

