



**DRAUGHT**  
ANHEUSER-BUSCH

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# **DRAUGHT SYSTEM**

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# From Barrel to Bar Glass



**OBJECTIVE: To Attain The Perfect Draught Beer**

# Draught Beer is a food product

Draught beer needs to be carefully dispensed at retail.

Each party plays a critical role in executing the perfect draught and delivering profitability





# Components of all beer systems

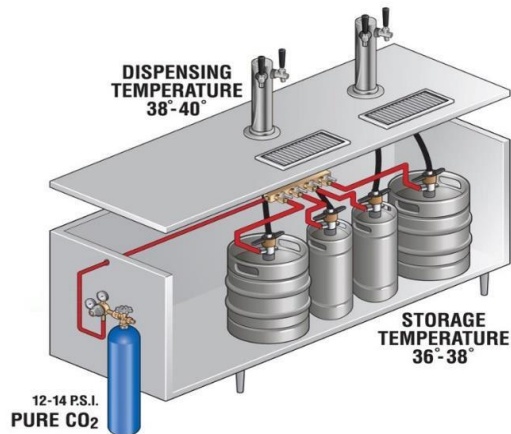
*To pour the best tasting and most profitable draught beer accounts should adhere to all components*

- ✓ Beer Storage
  - ✓ Dispense Equipment
  - ✓ Tubing
  - ✓ Pressure System
  - ✓ Balancing
  - ✓ Cleaning Procedure
- Remote Storage Systems Only
    - ✓ Glycol Chiller
    - ✓ Foam On Beer Detectors

# TWO TYPES OF BEER SYSTEMS

*Difference in system design is driven by proximity of keg storage to point of dispense*

## Short/Direct Draw System



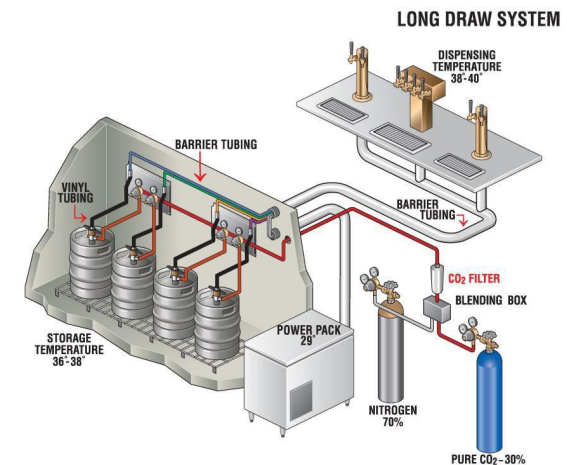
### Benefits

- Lower total cost
- Simpler Design
- Lower Maintenance
- Can be run on straight CO2

### Tradeoffs

- Limited space to offer brands
- Limited backup storage
- Requires space in back bar area

## Long/Remote System



### Benefits

- Best for +6 taps
- Increase storage
- Better suited for higher volume

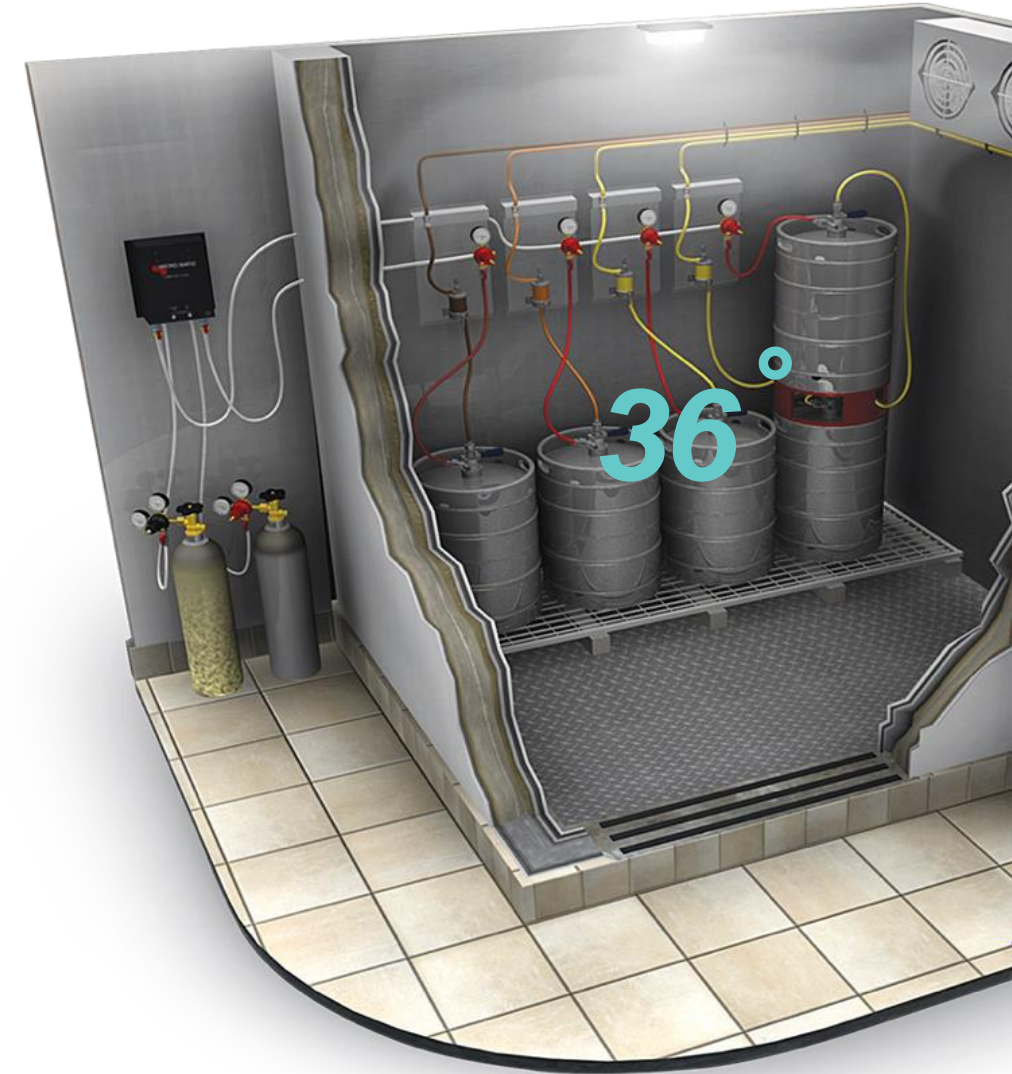
### Tradeoffs

- Increased lining cleaning cost
- Requires additional equipment and maintenance
- Best used with blended gas

# Beer Storage

**Cooler is the central nervous system of your draught system. If things go wrong here, it's difficult to recover.**

- Temperature in the cooler should ALWAYS be 36° – 38°. Measures should be taken to ensure this policy is followed. Warm draught beer can have a negative impact on profitability.
- To check temperature in cooler place glass filled with water inside the cooler and let come to temperature for 24hours then take temperature of water using calibrated thermometer.



# Draught Beer Dispensing Equipment

## *Beer Faucets / Keg Couplers / Tail Pieces*

- 304 Stainless Steel is optimal for draught beer contact
  - It is more durable and lasts longer
  - It has a more cleanable surface than chrome plated brass
  - It is less likely to allow grow bacteria
  - It provides a smoother more cleanable surface



# Xtraflexmaster Beer Tubing

## *Xtraflexmaster tubing contains 5 layers of tubing*

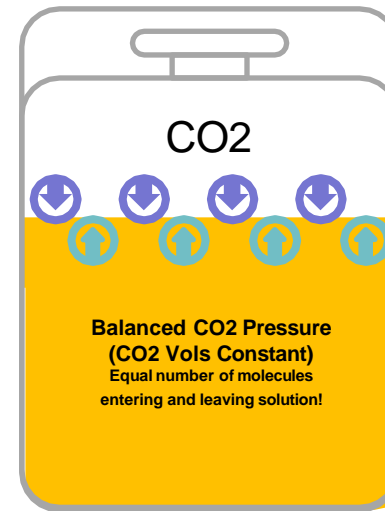
- Has a new ultra smooth copolymer inner layer that makes it difficult for bacteria to attach to the tube wall
- Its highly flexible and kink resistant
- Has an excellent oxygen barrier which starves bacteria of oxygen leading to improve hygiene
- Locks in in-brewed carbonation
- PVC, BPA, and plastizer free





# Beer Pressure for Direct Draw

- Straight Co2 should be utilized with direct draw draught beer dispensers that refrigerate beer to 36\* F, and require no more than 12-14 psi to dispense beer at a flow rate of 2 oz's per second
- These corresponding temperatures, pressures and flow rates maintain the natural in-brewed carbonation levels of the beer
- Premixed Nitrogen/Co2 beer gas cylinders should not be utilized with direct draw draught beer dispensers



# Beer Line Cleaning

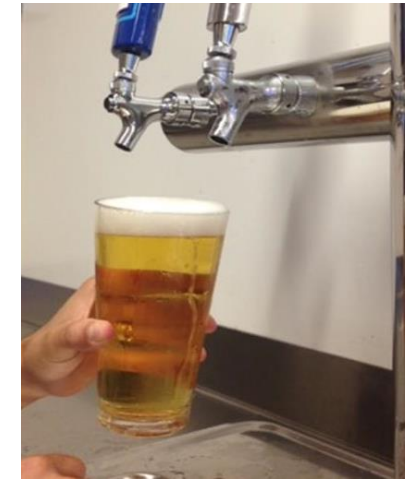
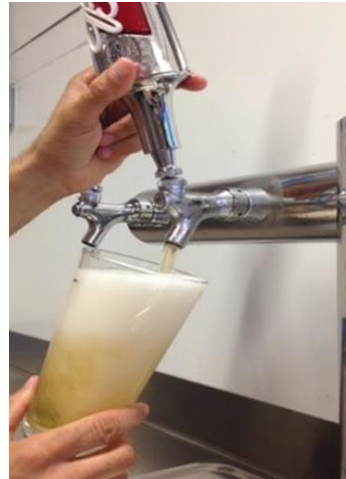
- Regardless of draught volume, all beer lines need regular, bi-weekly cleaning
  - Follow proper safety procedures as directed by chemical manufacturer
- Ensures “fresh from the keg” taste
- Brewers Association Studies demonstrate proper line cleaning can increase overall beer sales
- To check line cleaning a line cleaning log should be posted in a visible location near the cooler and checked periodically



# Draught Beer Flow Rate

At 36\* draught beer should pour in a laminar flow at 2 ounces a second

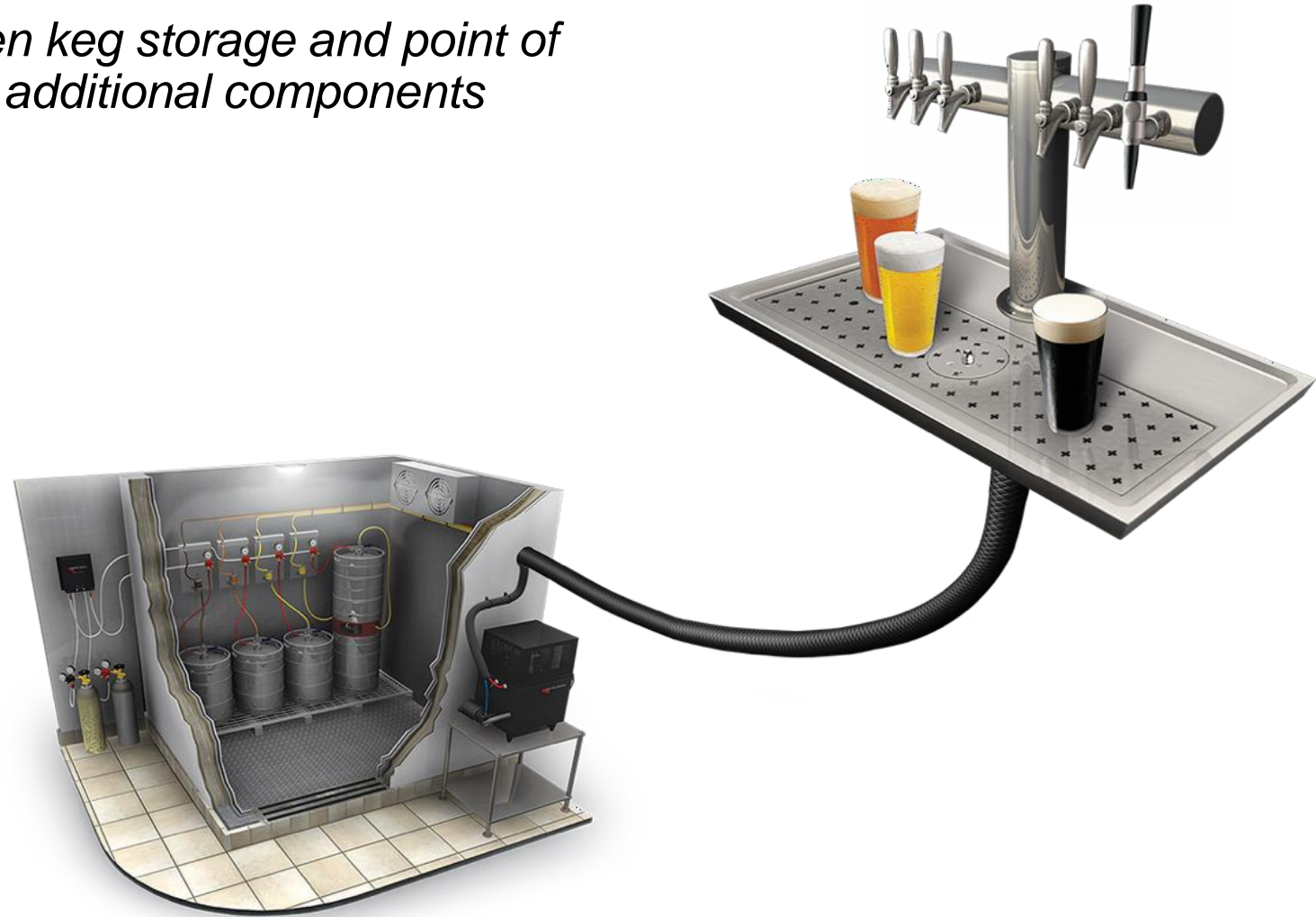
- A standard pint should fill in 8 seconds (time with an iPhone)
- If draught beer flows faster than 2 oz per second there is too much foam in the glass and beer/profits go down the drain.
- If draught beer flows slower than 2 oz per second there is too much beer in the glass leaving most of the profits in the glass.
- If the beer is pouring at 2 oz per second with the optimal CO2 content and at the proper temperature, then you've achieved the proper flow rate!



# Components of all beer systems

*Due to increase distance between keg storage and point of dispense remote system require additional components*

- ✓ Glycol Power Pack
- ✓ Barrier Tubing
- ✓ Co2/Nitrogen Blenders
- ✓ Foam on Beer Detectors





# Glycol Power Packs

- It is recommended to install Power Packs on outside wall of walk-in cooler
- Avoid top of cooler or in an enclosed ceiling
- Ensure easy access for service
- Proper ventilation around and above Power Pack
- Glycol bath temperature should be between **29°** to **31°F**
- Check the Procon pump and motor to ensure that the unit is circulating glycol to the beer tower and returning glycol to the unit.
- Clean condenser and service refrigeration every 6 months per manufacturer's recommendations
- Change glycol once every 12 to 18 months
- If glycol temperature on readout is above 34°F contact local refrigeration company for service



# CO<sub>2</sub>/Nitrogen Blender

- N<sub>2</sub>/CO<sub>2</sub> blenders maintain the highest quality and most profitable pours.
- Blenders provide the correct amount of CO<sub>2</sub> maintaining brewer's specified carbonation levels.
- If beer stops pouring check to ensure the both CO<sub>2</sub> and N<sub>2</sub> storage are not empty or turned off.



OVER  
CARBONATED



PERFECT CO<sub>2</sub>  
BLEND



UNDER  
CARBONATED



# Barrier Tubing

- Has an ultra smooth copolymer inner layer that makes it difficult for bacteria to attach to the tube wall
- Its highly flexible and kink resistant
- Has an excellent oxygen barrier which starves bacteria of oxygen leading to improve hygiene
- Locks in in-brewed carbonation
- PVC, BPA, and plastizer free
- NSF 51 and FDA Listed



# Foam on Beer Detectors

## *Beer Savers*

### **Beer Savers / Foam Control Detectors / FOB's**

- For long draw / systems
- Keeps beer lines full when keg empties
- Saves on waste
- Less beer downtime on keg changes
- Prevents guests from being sprayed

<b>Beer Savers/Foam</b>	<b>70 feet</b>
<b>Ounces of beer in beer line</b>	<b>52</b>
<b>16 oz. servings (1" head)</b>	<b>4</b>
<b>Waste cost (\$3 per serving)</b>	<b>\$12</b>
<b># kegs to recoup equip. cost (\$61)</b>	<b>5</b>





# Draught Beer Profitability (Domestic)

16oz Pint	0" Foam	1" Foam
Servings per ½ BBL	124	161
Ozs per Serving	16	12.25
Cost ½ BBL*	\$120	\$120
Cost per oz	\$0.06	\$0.06
Price per Serving**	\$4.99	\$4.99
Kegs sold per Year	100	100
Profit per Keg	\$498.76	\$683.39
Profit per Year	\$48,876	\$68,389
% Margin	80%	85%

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What's in it for the Retailer?

When Servers/Bartenders properly pour Beer with 1" Collar of foam you can expect to generate...



Incremental  
**\$9.2K of profit**



Incremental  
**\$19.5K of profit**



Incremental  
**\$92K of profit**

# Ultimate Draught Checklist

## INVENTORY

- ☐ Sufficient keg inventory
- ☐ Kegs rotated properly and in code

## COOLER/DRAUGHT SYSTEM

- ☐ Cooler temperature 36°F - 38°F
- ☐ Clean and odor free
- ☐ Kegs separated from other food
- ☐ Gas supply sufficient and operating at proper P.S.I level
- ☐ Beer lines and faucets cleaned every 2 weeks
- ☐ Power pack glycol maintained at 29°F

## GLASSWARE

- ☐ Clean glassware sinks
- ☐ Brushes clean and in good condition
- ☐ Sufficient inventory of glass-cleaning solution and sanitizer
- ☐ Glasses “beer ready” and stored properly

## PRESENTATION

- ☐ Beer served with a 1” head of foam
- ☐ Beer served at 38°F - 40°F
- ☐ Bar and service areas clean
- ☐ All taps and P.O.S. working properly



# Make Your First Beer a Draught Beer

## (Call to Action) When On-Premise

- Order a draught beer !!!!
- Taste it for Quality Assurance
- Check to ensure the glassware is beer clean and odor free
- Talk to the owner about the importance and frequency of line cleaning
- Review the line cleaning log
- Ask if there have been any quality complaint from consumers
- Thank the Owner, GM, Staff







# Perfect Draught Resources

# Draught Troubleshooting



## Wild/Foamy Beer

- Warm draught cooler
  - Frozen glasses
  - Beer line system not properly refrigerated
  - Beer drawn improperly
  - Faucets Broken
  - Too much pressure
  - Creeping gauges or increasing pressure
  - Dirty faucets
  - Loose tavern head in barrel
- 



## Flat Beer

- Cooler or dispensing system too cold
  - Glasses are not “beer ready”
  - Not enough CO2 pressure on barrel
  - Sluggish (broken) pressure regulator
  - Pressure required does not correspond to beer temperature
- 



## Cloudy Beer

- Beer over chilled or frozen in dispensing system
  - Beer has been frozen in barrel
  - Old Beer hose in poor condition
  - Beer lines not properly cleaned
  - Contaminated pressure source
- 

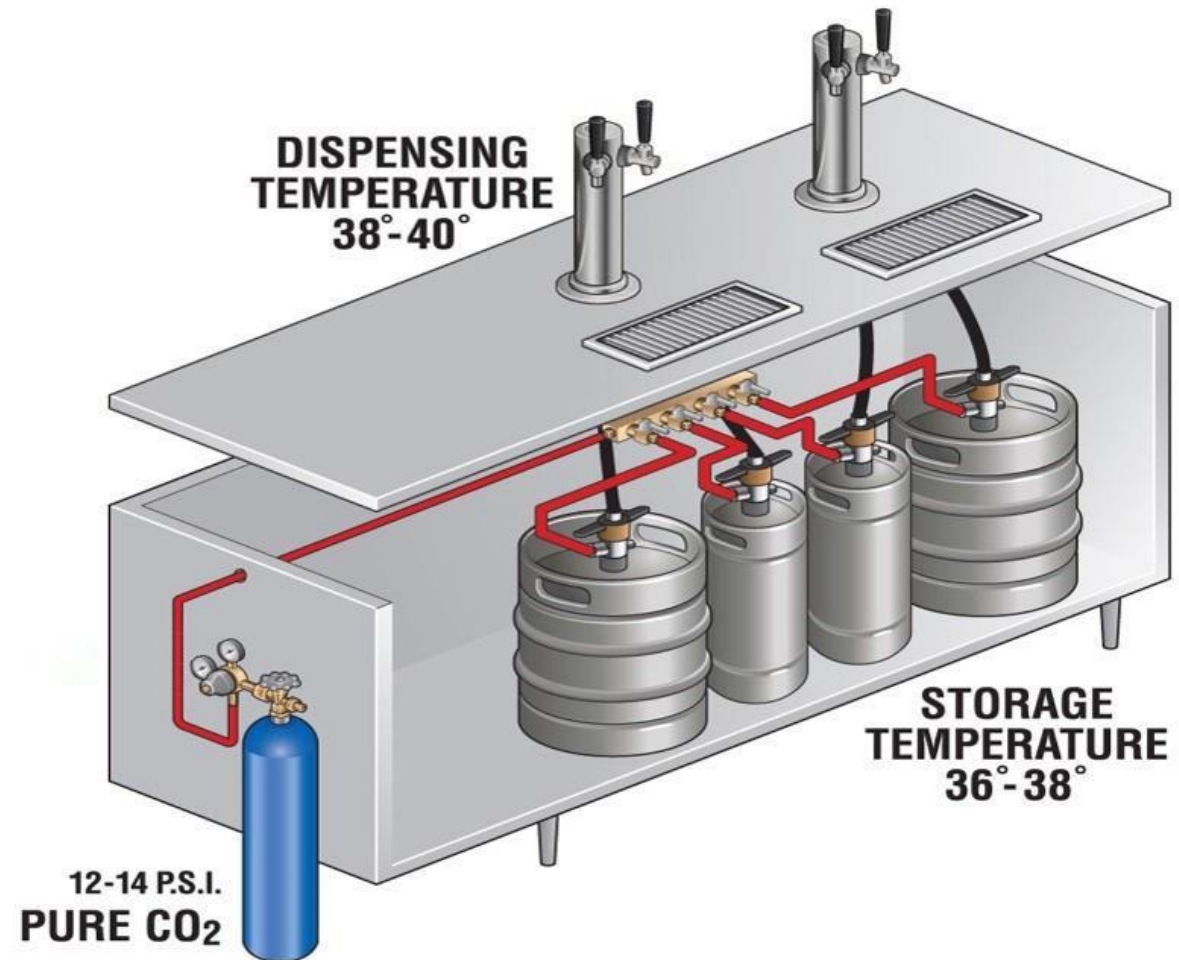


## Off-Tasting Beer

- Air compressor used for pressure
- Sanitizer remains on glasses
- Beer lines not properly cleaned
- Oily air; greasy kitchen air
- Old draught, kegs not rotated
- Glasses not “beer ready”
- Contaminated pressure source
- Dirty faucets
- Loose tavern head in barrel

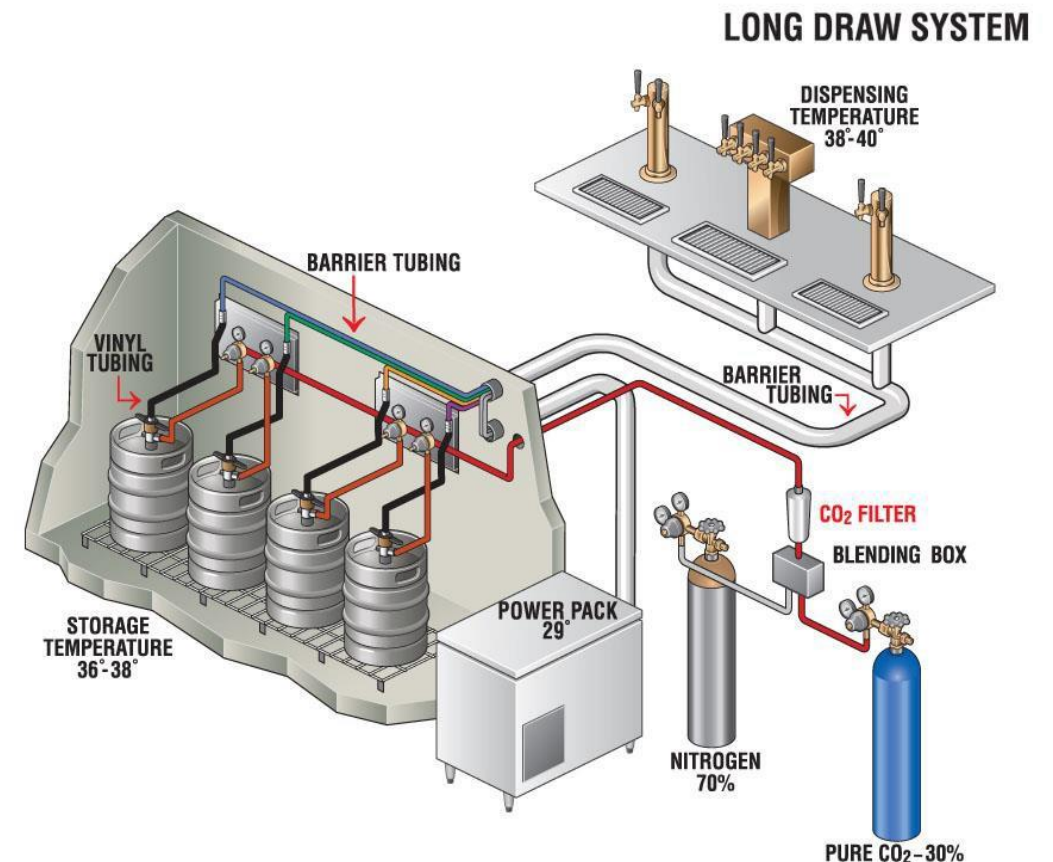
# Direct Draw Dispenser

- Replace beer lines with 3/16" I.D. Xtraflexmaster beer tubing
- Replace chrome plated brass faucets, keg couplers & tail pieces with 304 stainless steel components
- Cooler temperature should be set to constant 36-38\*
- Utilize straight Co2 at 12-14 applied PSI
- Beer should pour at 2 ounces a second with a 1" collar of foam
- Ensure beer lines are cleaned on a bi-weekly basis



# Long Draw Draught System

- Replace jumpers every other year
- Replace chrome plated brass faucets, keg couplers & tail pieces with 304 stainless steel components
- Ensure all gauges and pressure devices are in good condition
- Cooler temperature should be set to 36-38\*
- Utilize the correct blend of CO<sub>2</sub>/Nitrogen
- Beer should pour at 2 ounces a second with a 1" collar of foam
- Ensure beer lines are cleaned on a bi-weekly basis







# Thank You

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