

BEER QUALITY GUIDE



*“Perfect beer at
all costs”*

J. C. Jacobson, Founder, Carlsberg

Carlsberg
UK

A sepia-toned portrait of Emil Hansen, a man with a full beard and mustache, wearing a suit and tie. The portrait is positioned on the left side of the page, partially overlapping the yellow background.

**“IN OPERATING THE
CARLSBERG BUSINESS,
IT SHOULD BE A
CONSTANT PURPOSE,
REGARDLESS OF
IMMEDIATE PROFIT,
TO DEVELOP THE ART
OF MAKING BEER
TO THE GREATEST
POSSIBLE DEGREE OF
PERFECTION.”**

A handwritten signature in black ink, reading "J. C. Jacobsen". The signature is written in a cursive style and is located at the bottom of the page, below the main quote.

J. C. Jacobsen

Perfect beer at all costs. There's a founding vision.

Demanding quality above all else, this pursuit of excellence led to innovations in brewing that helped shape the modern beer industry. *Saccharomyces Carlsbergensis* revolutionised the brewing industry, it was the world's first pure yeast, developed in 1883 by Carlsberg visionary, Emil Hansen. We shared this discovery and, to our quiet pride, almost every brewer of lager on the planet still uses the *Carlsbergensis* yeast.

To this day, The Carlsberg Quality Council ensures that Carlsberg remains a beer which is second to none.

So could you say we're the best lager in the world?

Probably...

The information contained in these materials represent our best practice guidelines to achieve the perfect pint. It in no way replaces or supersedes health and safety advice, guidance or legislation. Carlsberg UK Limited, 140 Bridge Street, Northampton NN1 1PZ.

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OUR COMMITMENT TO YOU



We know that providing a top quality pint requires partnership, and this partnership does not finish when the beer is delivered to your door.

The skill and experience of the licensee is essential in order to deliver the best products to consumers. At Carlsberg UK we are committed to help you achieve complete customer satisfaction.

In order to help you serve the Perfect Pint, this brochure provides a guide to best practice in all aspects of cellar management. If you have any further questions, your local Technician or Trade Quality Manager will be happy to answer them and advise you on how to make the best out of the products.

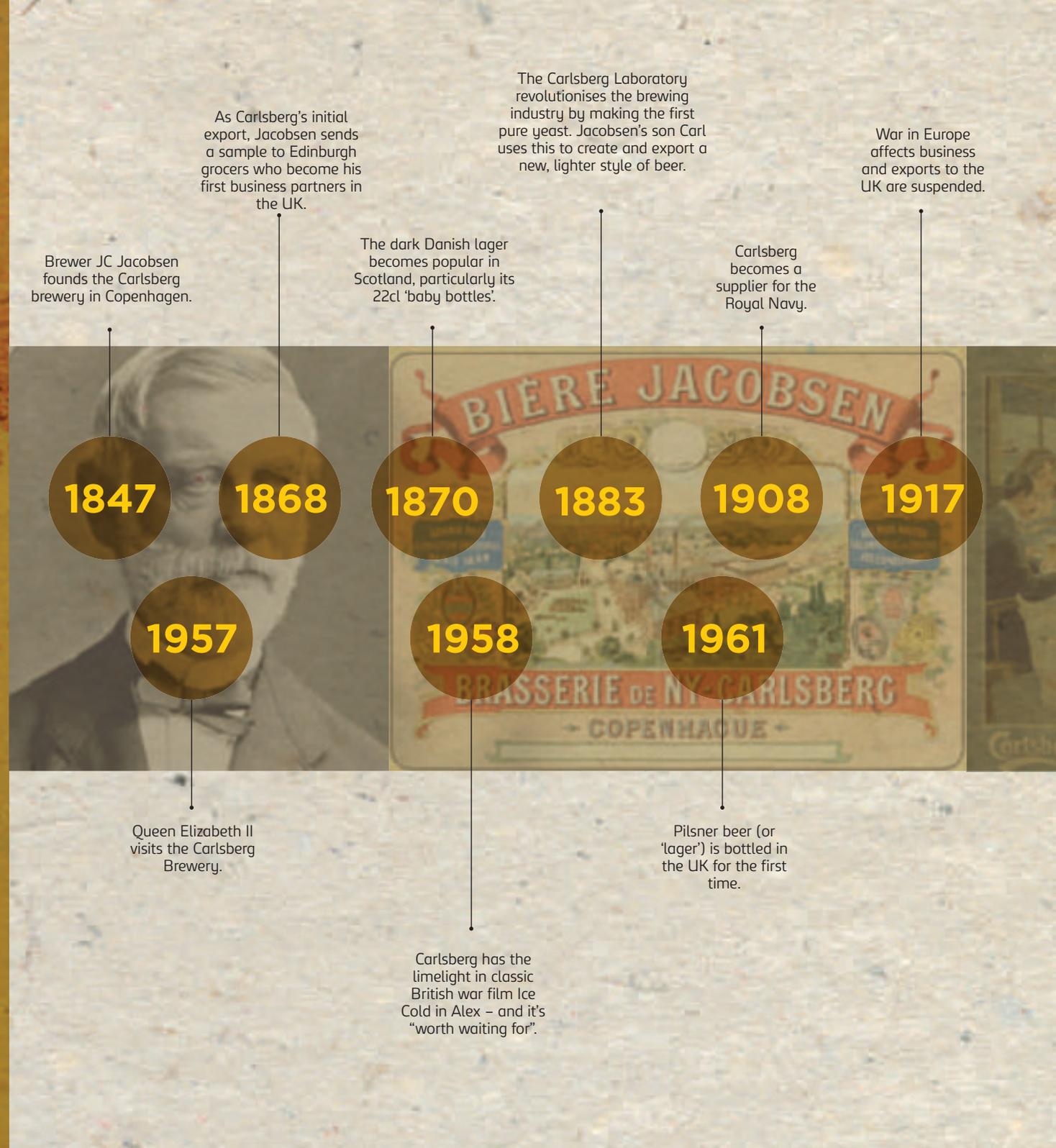
To contact our technical specialists please call our Customer Contact Centre on:

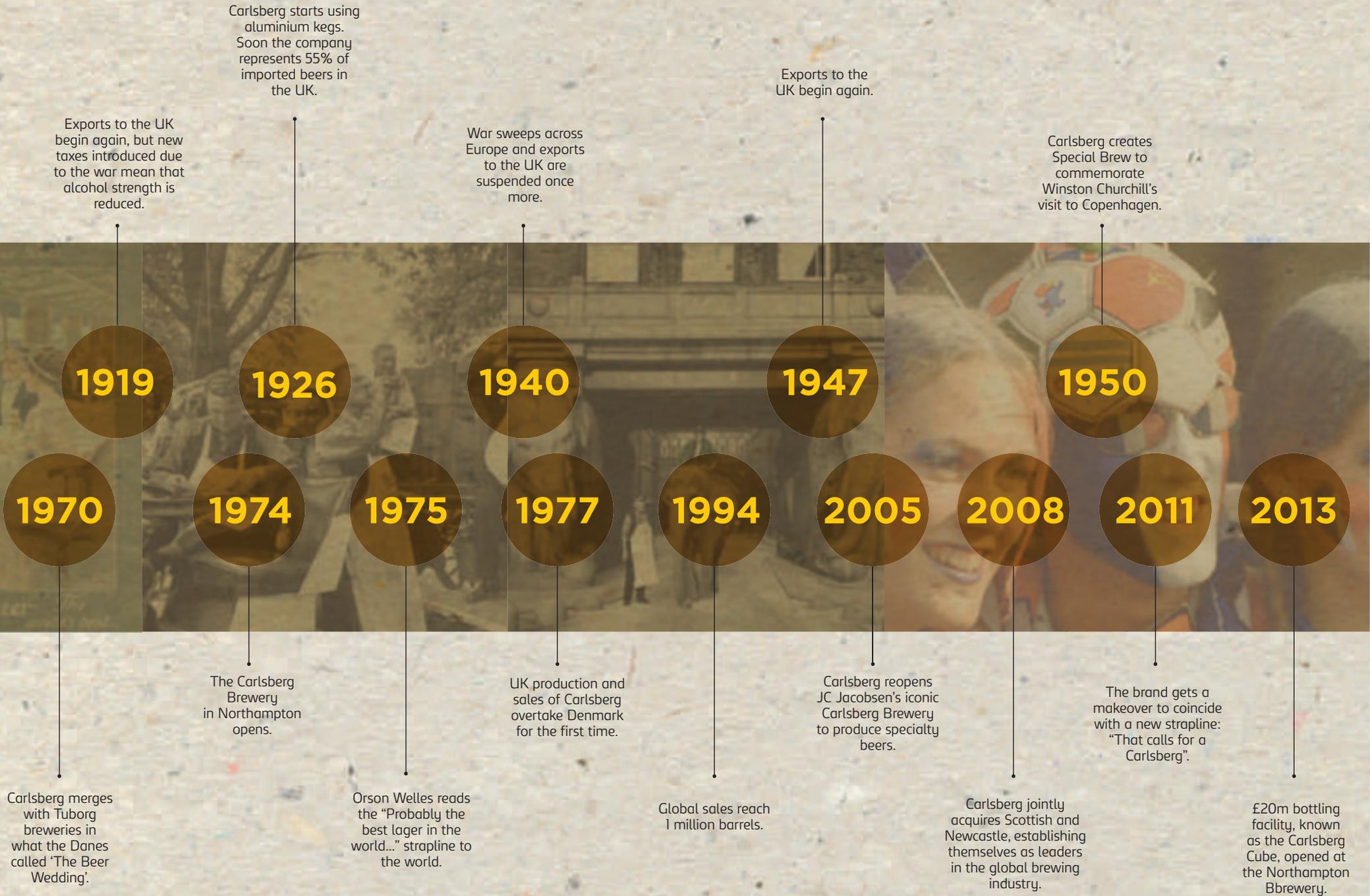
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OUR COMMITMENT TO YOU



CARLSBERG IN THE UK





BREWING PROCESS



The complex brewing process is subject to strict quality controls at each of its 5 stages to ensure that the end product is the perfect pint, every time.

At the maltings, cereal grain (usually barley) is wetted and allowed to sprout (germinate). Enzymes are produced during germination which convert starch to sugars. The grain is gently heated in the kiln to halt germination.

Stage 1

Processing the malt

The malted barley is ground to a coarse flour - the grist.

Stage 2

Making the malt extract

The grist is mixed with hot water; the enzymes are reactivated and break down the carbohydrates and proteins to simple sugars and amino acids (yeast food). The extracted liquid (sweet wort) containing sugars is drawn off. The spent grains are sold as animal feed.

Stage 3

Boiling with hops

The sweet wort is boiled with hops to form a bitter, hopped wort. Undesirable flavour compounds are removed in the steam and compounds which would give a hazy beer, clump together. These compounds and the hops are removed and the wort is cooled. The spent hops are sold as fertiliser.

Stage 4

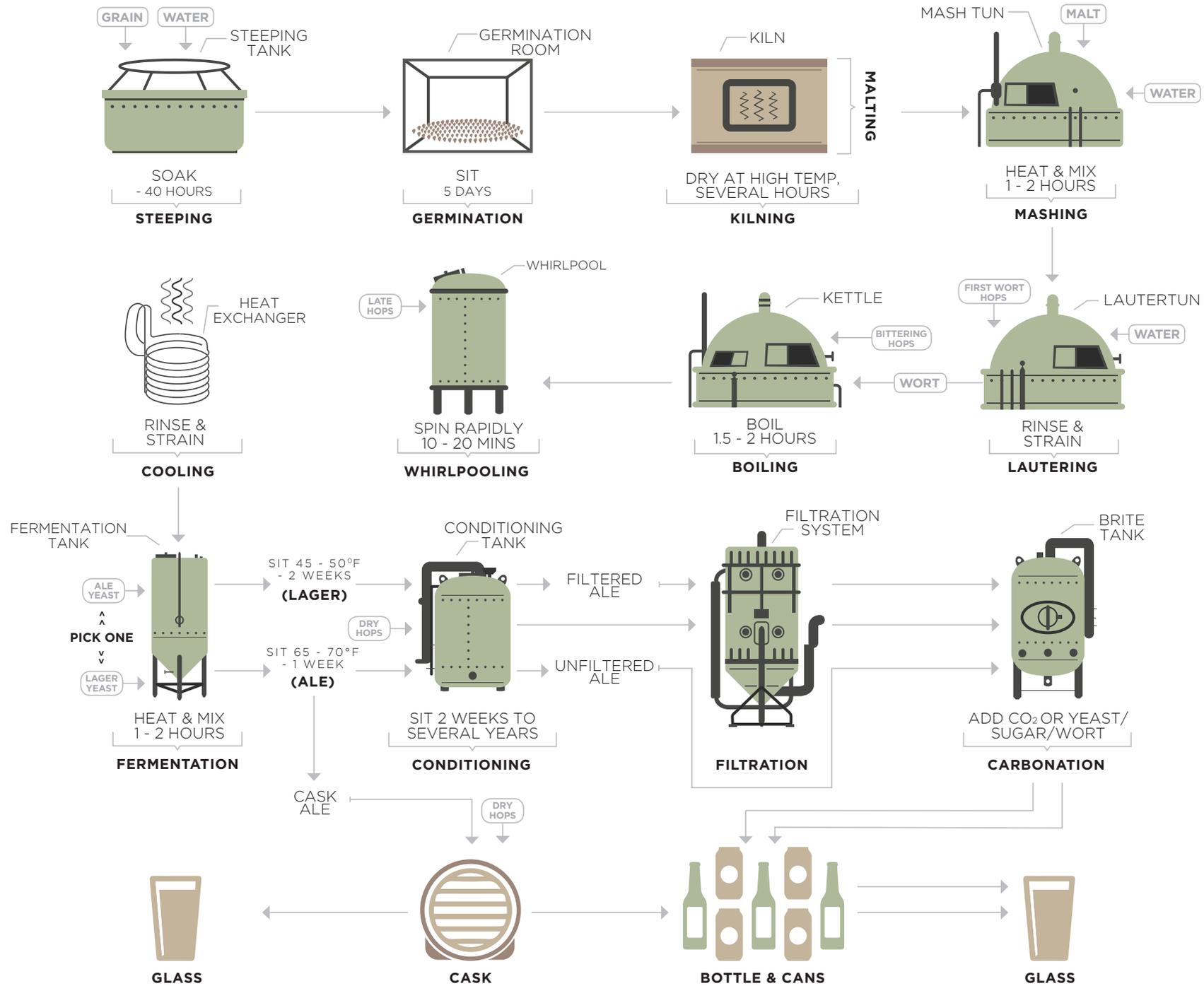
Fermenting with yeast

Yeast is added to ferment the hopped wort. Yeast converts sugars to alcohol and carbon dioxide (which can be collected for later use). Flavour compounds develop. Surplus yeast is sold for health food production.

Stage 5

Maturing the beer

Conditioned in the cask. Casks are filled with beer (which contain a small amount of yeast). Sugar and finings are added. A secondary fermentation takes place which gives the beer its sparkle. Yeast settles with the finings to give clear beer.



TASTING NOTES

The perfect range of beers from Carlsberg...



Carlsberg



It's the fusion of Danish simplicity and precision that brings you a light, easy drinking, refreshing lager. It is no over claim to say that Carlsberg invented this style of beer and is the father of all modern lager. With an all malt recipe and unique Carlsberg yeast strain, each sip delivers balanced body and depth of flavour.

Beer style:	(German-style)Pilsner
Format:	330ml & 500ml bottles, 30L kegs, 1l, 18 & 36 gallon kegs
ABV:	3.8%
Malts:	Proprietary blend
Hops:	Proprietary blend
Food Matching:	Pickled and salted foods or as a general palate cleanser
Availability:	Year-round
Allergens:	Barley

Carlsberg Export



Carlsberg Export is a premium strength lager with deep malty notes and a distinct bitterness, it's the perfect, full-flavoured enjoyment for any occasion.

Beer style:	(German-style)Pilsner
Format:	330ml & 500ml bottles, 30L kegs, 1l, 18 & 36 gallon kegs & DraughtMaster 20L PET kegs
ABV:	4.8% & 5% DraughtMaster
Malts:	Proprietary blend
Hops:	Proprietary blend
Food Matching:	Salads, light meats and white fish
Availability:	Year-round
Allergens:	Barley

Tuborg

Tuborg has a unique flowery aroma with hints of grass and lemon. The blend of bitter hops and sweet fruit flavours creates the pale blonde colour and memorable aftertaste.



Beer style:	Pilsner-style
Format:	275ml ring-pull bottles, 440ml cans, 11 gallon kegs
ABV:	4.0%
Malts:	Proprietary blend
Hops:	Proprietary blend
Food Matching:	Enjoy it with lighter dishes, salads, at the lunch table or try it together with spicy Asian dishes
Availability:	Year-round
Allergens:	Barley

Tetley's Smooth

Indulge in this smooth ale with sweet toffee apple, creamy caramel and roasted caramel flavours. Using only the highest quality ingredients to bring you distinct hoppy aromas, it's time to treat your tastebuds.



Beer style:	Bitter
Format:	30L, 11, 18 & 36 gallon kegs
ABV:	3.7%
Malts:	Proprietary blend
Hops:	Proprietary blend
Food Matching:	Beef, lamb or chicken. Perfect for stews and rich gravy
Availability:	Year-round
Allergens:	Barley

San Miguel

A premium pilsner-style lager, with a golden colour, it is bold and refreshing, striking a balance between bitter hops and sweet malt and citrus notes. This means that every serve is golden, light and zesty.



Beer style:	Pilsner-style
Format:	11 gallon kegs, DraughtMaster 20L PET kegs & 330ml bottles
ABV:	5.0%
Malts:	Proprietary blend
Hops:	Proprietary blend
Food Matching:	Suited to tapas style food, cured meats, hams and cheeses
Availability:	Year-round
Allergens:	Barley

Mahou

Mahou 5 Star, the premium variant from the Mahou range first introduced in Madrid in 1969. It has a five-star taste and is brewed using high-quality ingredients: premium Spanish and Bavarian hops and a century-old strain of brewer's yeast. A hint of malted barley and a gentle bitterness combine for a clean refreshing flavor that makes Mahou the ideal companion for Spanish cuisine.



Beer style:	Pilsner-style Lager
Format:	24 x 330ml bottles, 20L DraughtMaster PET kegs & 30L kegs
ABV:	5.1%
Malts:	Proprietary blend
Hops:	Hop varieties from Castille-León in northern Spain and the famous Hallertau district of Bavaria
Food Matching:	Seafood, croquetas, patas bravas, Spanish cured meats and cheeses
Availability:	Year-round
Allergens:	Barley

TASTING NOTES

The perfect range of beers from Carlsberg...



Holsten

An earthy blond pilsner popular thanks to its distinct aroma and malty flavour. Holsten has a soft finish and hoppy accents, with subtle hints of vanilla and fruit.



Beer style:	Lager
Format:	11 gallon kegs
ABV:	4.0%
Malts:	Proprietary blend
Hops:	Proprietary blend
Food Matching:	Latke, cheese and potatoes
Availability:	Year-round
Allergens:	Barley

Poretti

Poretti 3 is a pale blonde Pilsner-style lager from Northern Italy with an aroma of lemons and limes, well-balanced malty hoppy flavours with a subtly hoppy lingering finish. Brewed in the Province of Varese, just outside Milan, since 1877 to a traditional recipe, with selected malts, hops and maize. This beer appeals to those looking for an authentic, quirky beer with real flavour and heritage.



Beer style:	Pilsner-style Lager
Format:	30L steel kegs & 20L DraughtMaster PET kegs
ABV:	4.8%
Malts:	Proprietary blend
Hops:	ZEUS
Food Matching:	Best with Italian dishes such as Pasta (Carbonara, Lasagna), Pizza or Risotto (Seafood risotto, Chicken risotto) and salads (Chicken salad, Caprese salad)
Availability:	Year-round
Allergens:	Barley

Celia

100% organic and brewed using three simple ingredients, CELIA Organic is a premium craft Czech lager ideal for even the most discerning lager drinker. Traditionally batch brewed in the heart of the world's most famous hop region. The local noble Saaz hops create a clean spicy aroma making it ideal to accompany quality food. CELIA has a truly light taste, is gluten free and naturally carbonated.



Beer style:	Gluten free, Organic Craft Czech Lager
Format:	24 x 330ml bottles
ABV:	4.5%
Malts:	Organic Moravian Malt
Hops:	Organic Saaz hops
Food Matching:	CELIA Lager is #BrewedForFood pairing perfectly with herb-roasted chicken, grilled meat or subtle seafood dishes
Availability:	Year-round
Allergens:	None

Somersby

Somersby is a cold-filtered apple cider offering a bittersweet sensation and cleansing finish.

Within flavoured cider we've combined two quintessentially English fruits and the result is fragrant Somersby Strawberry & Rhubarb.



Beer style:	Cider
Format:	11 gallon steel kegs
ABV:	4.5%
Aroma:	Tart orchard apple, woody
Food Matching:	Apple pie and custard
Availability:	Year-round
Allergens:	None

Brooklyn Lager

Brooklyn Lager is amber-gold in colour and displays a firm malt centre supported by a refreshing bitterness and floral hop aroma. Caramel malts show in the finish. The aromatic qualities of the beer are enhanced by "dry-hopping", the centuries-old practice of steeping the beer with fresh hops as it undergoes a long, cold maturation.



Beer style:	American Amber Lager
Format:	20L DraughtMaster PET kegs, 30L steel keg, 355ml bottle & 355ml can
ABV:	5.2%
Malts:	American 2-row, Munich, Crisp
Hops:	Ahtanum, Cascade, Suphir, Vanguard, Hallertauer Mittelfrueh
Food Matching:	Pizza, burgers, salads, steaks, Mexican food, roast chicken, barbecue, fried fish, pork, Chinese dishes, manchego and Stilton
Availability:	Year-round
Allergens:	Barley

Grimbergen Blonde

Grimbergen Blonde is a deep blonde Belgian ale, boasting a lovely golden-yellow robe, with ochre glints. Slightly fruity, it offers the perfect balance between sweet and bitter tastes and just the right amount of fizz.



Beer style:	Belgian Abbey Beer
Format:	24 x 330ml bottles & 30L steel keg
ABV:	6.7%
Malts:	Pilsner, wheat, caramel
Hops:	Bitter and aromatic
Food Matching:	Accompanied by cheesy snacks and spicy dishes, along with reverent conversation
Availability:	Year-round
Allergens:	Barley & Wheat

TASTING NOTES

The perfect range of cask ales from Carlsberg...



Tetley's Original Cask

First brewed in Leeds in 1822, this classic amber session bitter has roasted caramel bittersweetness balanced with distinctly aromatic smooth hoppy flavours and a lingering dry bitter finish.



Beer style:	Amber Cask Ale
Format:	Cask
ABV:	3.7%
Malts:	Proprietary blend
Hops:	Proprietary blend
Food Matching:	Beef, Lamb or Chicken. Perfect for stews and rich gravy
Availability:	Year-round
Allergens:	Barley, sulphur dioxide

Tetley's Golden Ale

A unique, contemporary beer that's full of flavour, yet of the very palest colour. A blend of cutting-edge hop varieties creatively combine to give Tetley's Golden Ale a sprightly, thirst quenching citrus character.



Beer style:	Golden Cask Ale
Format:	Cask
ABV:	4.0%
Malts:	Pale Ale
Hops:	Brewers Gold and Goldings
Food Matching:	Steak and kidney pies, sausages or spicy dishes
Availability:	Year-round
Allergens:	Barley, sulphur dioxide

Tetley's No. 3 Pale Ale

No. 3 is unusual for a pale ale as it uses entirely English hops to create a full-flavoured, crisp and refreshing beer. English Pale Ale malt provides body and colour with Pilgrim, Brewers Gold and Goldings hops giving bitterness and aroma.



Beer style:	Golden Cask Ale
Format:	Cask
ABV:	4.2%
Malts:	Pale Ale
Hops:	Pilgrim, Brewers Gold and Goldings
Food Matching:	Steak, roasted vegetables or citrus salads
Availability:	Year-round
Allergens:	Barley, Sulphur Dioxide

RANGING MATRIX

# Hand pulls	<18g per week	<36g per week	<54g per week	<72g per week
1		?		
2				
3				
4				

Getting it right

Use the Ranging Matrix to ensure you get it right for both your business and your customers.

The number of cask ale brands and styles is at an all-time high and CAMRA's WhatPub database shows that cask is now available in 70% of British pubs. However, stocking too many cask ales, or too many 'niche' brands can have an adverse effect on quality and damage business.

Tried & Trusted

Choose if selling 18 gallons or less per week

A familiar brand recognised by both occasional and experienced cask ale drinkers. This is usually a 'famous' beer, known throughout the UK.

Drinkers look for familiarity when they walk into a venue for the first time. If your whole range consists of guest ales, many cask drinkers will default to a keg product because they can't see anything they recognise. If you get the quality of your Tried & Trusted brand right, drinkers will usually order a second pint of something less familiar – they become confident with your beer keeping skills.

Local Heroes

Choose if selling 18 – 54 gallons per week

This is a brand which is well known in the area where it's brewed.

It's familiar to the locals, but seen much more as a 'guest' ale when stocked outside its homeland. A Local Hero complements your permanent Tried & Trusted brand and gives customers a choice.

Craft Selection

Choose if selling more than 54 gallons per week

This is a brand which usually comes from a small brewer or a micro.

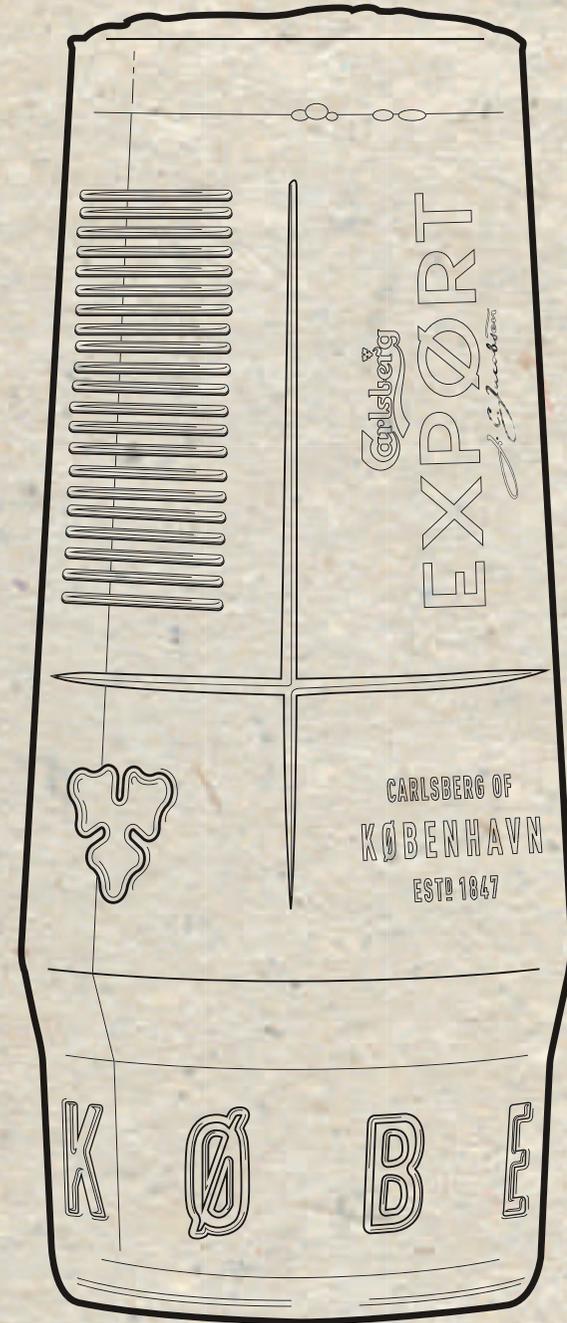
Seasoned cask ale drinkers seek provenance and authenticity and Local Specialists give them the chance to try something which might not always be available in their area.

THE PERFECT PINT

What every lager
drinker deserves...



- **At Carlsberg UK we do all that we can to ensure that the consumer gets the Perfect Pint they deserve.**
- We brew with the original lager yeast *Saccharomyces Carlsbergensis* – our own discovery and now used by almost every lager brewer in the world.
- We add the unique aroma hops.
- We provide the perfect glass, designed to deliver the best possible presentation and flavour for our beer.

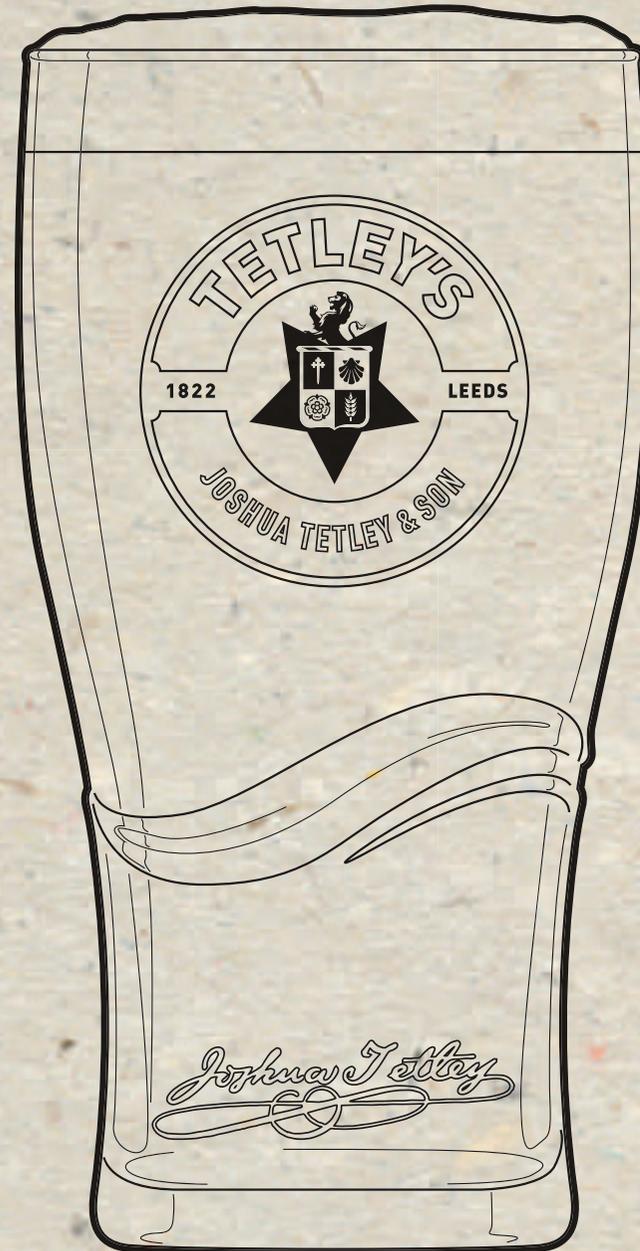


THE PERFECT PINT

What every ale
drinker deserves...

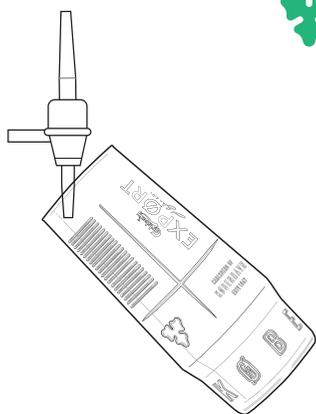


- **At Carlsberg UK we do all that we can to ensure that the consumer gets the Perfect Pint they deserve.**
- Tetley's was first brewed in Yorkshire in 1822.
- Two yeast fermentation gives uniquely full-bodied yet well-balanced character.
- Tetley's should be served with a tight, creamy head to deliver a smooth flavour with a refreshing bitter-edge.
- The perfect pint needs the perfect glass. Tetley's branded glasses, carefully designed to support the head all the way down, are available at www.carlsbergwedelivermore.co.uk



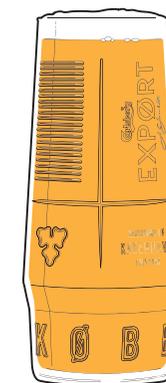
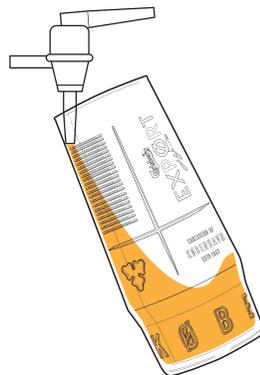
Perfect Pour

- 1 Clean glasswasher.
- 2 Dry, clean glasses.
- 3 Beer at correct temperature.
- 4 Smile and acknowledge customers.
- 5 PERFECT POUR.
See the 4 steps (Right and below).
- 6 Present the glass to the customer with the branding facing towards them.



Serving the Perfect Pint

- 1 Always use a clean, dry glass and hold at a 45° angle towards the tap.
DO NOT SWIRL THE GLASS.
- 2 Open the tap fully and allow the lager to flow down the side of the glass, ensuring the spout remains above the surface.
- 3 Close the tap and (if required) push back to deliver a creamy head for perfect presentation.
- 4 A perfect pint should be served between 6-8°C for standard and 2-5°C for extra cold.



Pouring

- 1 The liquid in the glass must be at least 95% of the normal content after the collapse of the head.
- 2 Top up if required when Government stamped brim measure glasses are in use.
- 3 Oversize glasses must be used for metered dispense and topping up is not required.

PRESENTATION

LAGER

Perfect Pint needs a Perfect Glass

- 1 Our branded glassware is specifically nucleated to support better gas breakout and an improved head, giving every pint the perfect finish.
- 2 We believe that a pint should be perfect wherever it's drunk so we also supply fully branded and nucleated plastic pint glasses.
- 3 Research shows that 37% of customers are willing to pay more for lager in a branded glass*. Sales increase when branded glassware is used.
- 4 All of our branded glassware is designed to give the consumer the best possible flavour and presentation for the individual liquid – which is why our branded glasses look different for each of our lagers.
- 5 Our full range of glassware, as well as other point of sale material, can be purchased online for your convenience at www.carlsbergwedelivermore.co.uk

*Source – Carlsberg internal sales data

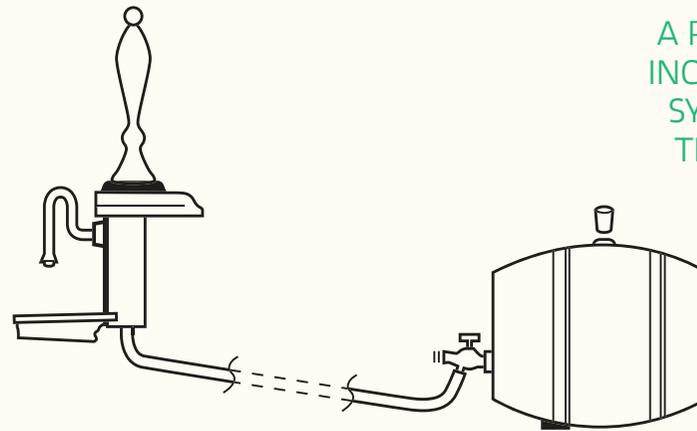


PRODUCT PRESENTATION

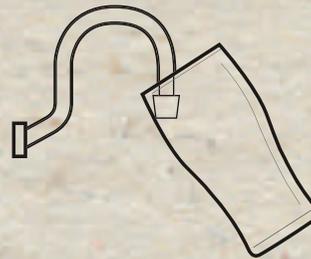


ALE

BEER ENGINE



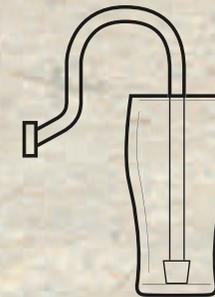
A PUMP MAY BE INCLUDED IN THE SYSTEM AFTER THE CASK TAP



Short Spout Beer Engine

ALWAYS:

- Ensure sparkler is fitted if required.
- Use a clean, dry glass and hold towards the base.
- Tilt the glass at 45° towards the dispense spout.
- Pull the handle smoothly and steadily for the complete stroke and repeat the process, gradually straighten the glass as the beer rises, keeping spout above beer level until the foam reaches the brim of the glass.



Swan Neck Beer Engine

ALWAYS:

- Ensure the correct sparkler/pip is fitted to the spout.
- Use a clean, dry glass and hold towards the base.
- Hold the glass vertically and ensure that the spout is at the base of the glass.
- Pull the handle smoothly and steadily for the complete stroke and repeat the process until the foam reaches the brim of the glass, ensuring the end of the spout remains immersed in the beer.
- Ensure when topping up the glass that the end of the spout is below the foam.

PERFECT POUR



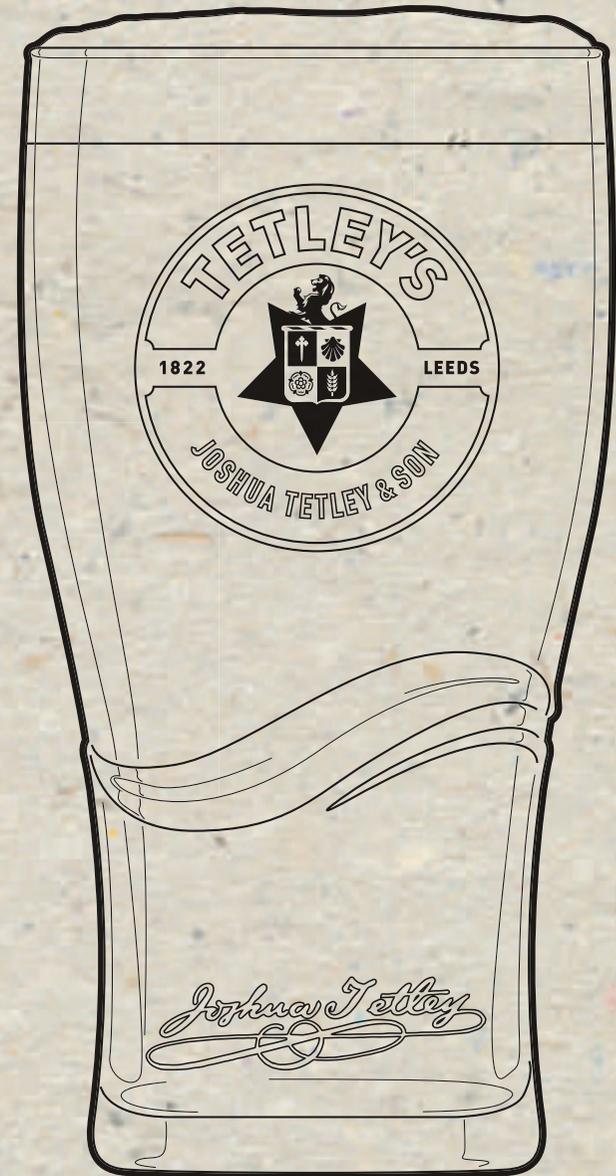
TETLEY'S

Perfect Pour

- Use beer engine fitted with a swan neck and red Tetley's Angram's pip.
- Use a clean, dry Tetley's branded glass. This glass is designed to support the reflux that generates the characteristic tight creamy head.
- Insert the glass vertically under the swan's neck with the red Angram's pip touching the bottom of the glass.
- Pull the beer engine handle firmly and steadily to give an even dispense, any jerking could disturb sediment in the cask.
- Beer is forced through the holes in the Angram's pip at the bottom of the glass giving the characteristic reflux and swirl.
- A perfectly served pint should reflux (be cloudy with gas rising to the surface) for between 60- 120 seconds. When reflux is complete it should leave a bright, clear beer with a smooth, creamy head of around 10mm.
- Top up if required.

REMEMBER

- Top up if required when Government stamped brim measure glasses are in use.
- The liquid in the glass must be at least 95% of the normal contents after the collapse of the head.



THE BEER CELLAR



ADVICE

General

The cellar should be scrupulously clean and tidy at all times.

ALWAYS:

- Clean ancillary equipment IMMEDIATELY after use.
- Keep access to cellar free of obstruction.
- Ensure cellar tools are clean and in good working order and stored in hygienic conditions.
- Ensure cooler grills are not obstructed and are kept clean.

NEVER:

- Allow dogs or other animals into the cellar.
- Cook in the cellar area.
- Store paraffin, disinfectant or aromatic materials in the cellar.
- Smoke in the cellar.
- Store perishable foods in the cellar (Food Hygiene Regulations).

Lighting

- Meet current laid down safety standards and ensure all lighting is maintained in good working order.

Floors

Must be kept clean at all times. The floor should be smooth and gently sloping to the drain.

ALWAYS:

- Attend to beer spillages IMMEDIATELY.

NEVER:

- Use strong smelling disinfectants to clean the floor as these will taint beer.

Walls & Ceilings

Must be cleaned and sealed with suitable materials at regular intervals.

- Where mould growth is a problem contact Customer Technical Services for advice.

Drainage

- Sinks, drains, sumps and gulleys must be kept clean and fresh at all times.

Stillages

- Must be kept clean at all times (inc. wooden wedges).

Temperature Control

Correct temperature control is essential.

- Cellar temperature must always be maintained between 11-13°C (52-56°F).

ALWAYS:

- Suspend thermometer at container height. AVOID direct air flow.

NEVER:

- Leave or prop open the cellar door.
- Install heat generating equipment in the temperature controlled cellar e.g. freezers, ice making machines.

Ventilation

- A gentle change of cellar atmosphere is required. AVOID draughts.

Dropway

- Must be kept free from obstructions.
- Must be washed immediately after a delivery.
- Broken glass must be cleaned up immediately.

HANDLING YOUR



KEG BEERS

Keg Lager Storage

- Ideally store all kegs in a temperature controlled cellar maintained at 11-13°C (52-56°F).
- Allow kegs to reach storage temperature before dispense (up to 48 hours).

NEVER:

- Store kegs outside or where temperatures are very hot or very cold.

Connecting For Dispense

- Turn off gas then lift handle on empty keg and turn anti-clockwise to disconnect.
- Remove cap from new keg and connect while keeping handle still held up and turn clockwise.
- Push handle down to lock before switching gas back on.

NEVER:

- Tamper with dispense systems or adjust gas pressures once they have been set by Technical Services.

Non-Sale Periods

ALWAYS:

- Suspend thermometer at container height. AVOID direct air flow.

NEVER:

- Switch off gas supply at source.
- Switch off gas and beer supplies at keg by lifting the keg coupler handle.

Safety

Never attempt to remove or otherwise adjust keg extractor.



CROSS SECTION OF A KEG

REMEMBER:

The maximum time for a keg to be on sale is 5-7 days.



HANDLING YOUR

Cask Conditioned Beer (Stillaged)

The condition of this beer at the time of sale will depend on the way it is handled in your cellar. To ensure perfect delivery of the product to the consumer the following **MUST** be followed:

Storage

All casks to be stored in a temperature controlled cellar maintained at 11-13°C (52-56°F).

NEVER:

- Store casks outside or where temperatures are hot or very cold.

Stillaging (Thrawling, Gantrying)

Meet current laid down safety standards and ensure all lighting is maintained in good working order.

ALWAYS:

- Stillage all casks LEVEL and wedge firmly on delivery.

Venting

ALWAYS:

- Clean shive and keystone thoroughly with clean brush and water.
- Vent all casks within 6-8 hours of delivery (including any waiting to be stillaged).
- Use POROUS/SOFT PEG for a minimum of 24 hours or while beer is working and change every 24 hours if working continues. BE AWARE soft pegs can become blocked.
- Use NON POROUS/HARD PEG when beer's finished working.

Tapping

Stillaged casks should be tapped within 2 days of delivery with a clean tap.

Checking Ready For Sale

Commence checking beer 24 hours after tapping and immediately prior to connecting for dispense.

ALWAYS:

- Use a clean glass and check for clarity, aroma and taste.
- Sell oldest product first.

NEVER:

- Connect a cask for sale without checking first.

Connecting For Dispense

Remove hard peg during sale period.

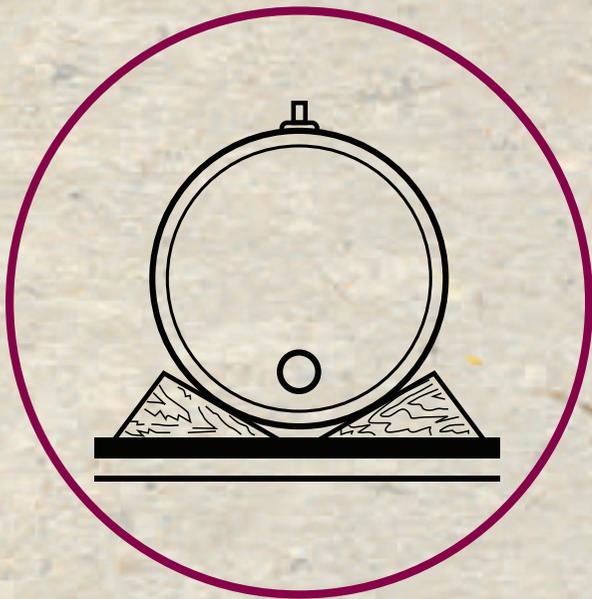
ALWAYS:

- Insert clean hop filter between tap and beer pipe.
- Remove hard peg and replace it with soft peg before serving.
- Replace the soft peg with the hard peg and close the tap at the end of the session.
- It is advisable to always flush the line with clean water when changing to a new cask, this helps to maintain the high quality of your Cask.

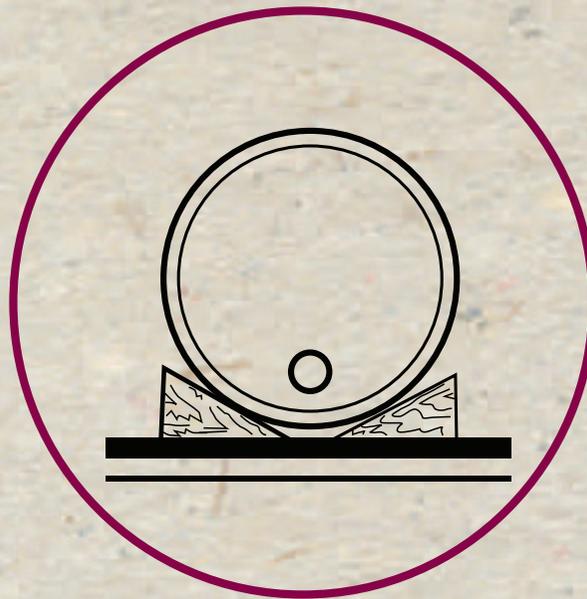
Tilting

Tilt carefully at the end of a session when the cask is approximately half empty. Cask should be tilted at the back to a height of no more than 3 inches to obtain maximum saleable product.

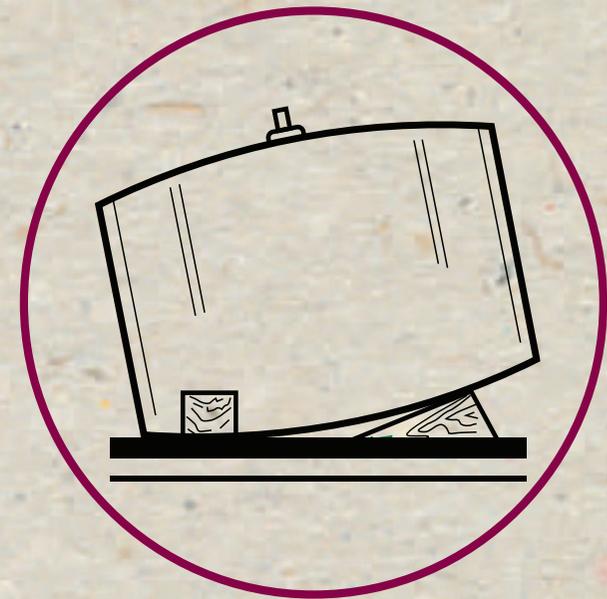
CASK BEERS



Horizontal with
Correct Wedging



Horizontal with
Incorrect Wedging



Not
Horizontal

ORDERING AND STOCK CONTROL



ADVICE

General

Stock control is one of the most important aspects of cellar management.

- All beers have a 'shelf life' and will only keep in first class condition for a limited period.
- Therefore over-ordering should be avoided wherever possible.
- ALL kegs are labelled at packaging and show clearly the 'BEST BEFORE' date as follows: **e.g. BEST BEFORE 31 Dec 18**
- Ensure the beer is sold before this date.
- Use the oldest beer first. Additional information will be shown on the label, but this should be ignored as it is for administration use only.

Draught Lagers

- Orders for beer should be calculated to ensure that no more than 3 days of stock of each quality remains from the previous delivery.
- Order the size of container which can be emptied within 5 days when on sale.

Beer Dispense Gases

- Avoid overstocking beer dispense gases. Maximum stock held should be sufficient to dispense two weeks' throughput of beer.

Cask Conditioned Beers

- Orders for Cask should be calculated so as to ensure that no more than 3 days stock of each quality remains from the previous delivery when a new delivery is made.
- ALWAYS Order the size of container which can be emptied within 3 days when on sale.
- For Cask beers use double taps or 'Y' pieces to minimise containers on dispense, ensuring containers are emptied more quickly.

**ALWAYS ORDER THE
SIZE OF CONTAINER
WHICH CAN BE
EMPTIED WITHIN 5
DAYS WHEN ON SALE**

DELIVERY



ADVICE

Prior To Delivery

- Ensure the drop is clean and unobstructed.
- Ensure floor is dry.
- Ensure pipes do not restrict access for delivery.
- Ensure empty casks are bunged at keystone and shive and stored conveniently for ease of removal.
- Clean stillages and surrounding areas.

After Delivery

- Notify customer services IMMEDIATELY of any discrepancies found post delivery.
- Ensure access points are closed and secure.
- Wash down dropway and cellar floor.

On Receipt Of Delivery

- Check delivered containers for leaks, age and brand. Carlsberg lagers should be delivered with at least 28 days life remaining and 14 days for our Cask ales.
- Store full draught product containers in the temperature controlled cellar.
- Stillage casks level as soon as possible.
- Ensure unstillaged casks are wedged horizontally with the shive uppermost.
- Store casks for use on vertical extraction in the position for dispense as soon as possible.
- Mark clearly on the HHT/delivery note any discrepancies.

**ON RECEIPT
OF DELIVERY,
CHECK DELIVERY
CONTAINERS
FOR LEAKS, AGE
AND BRAND**



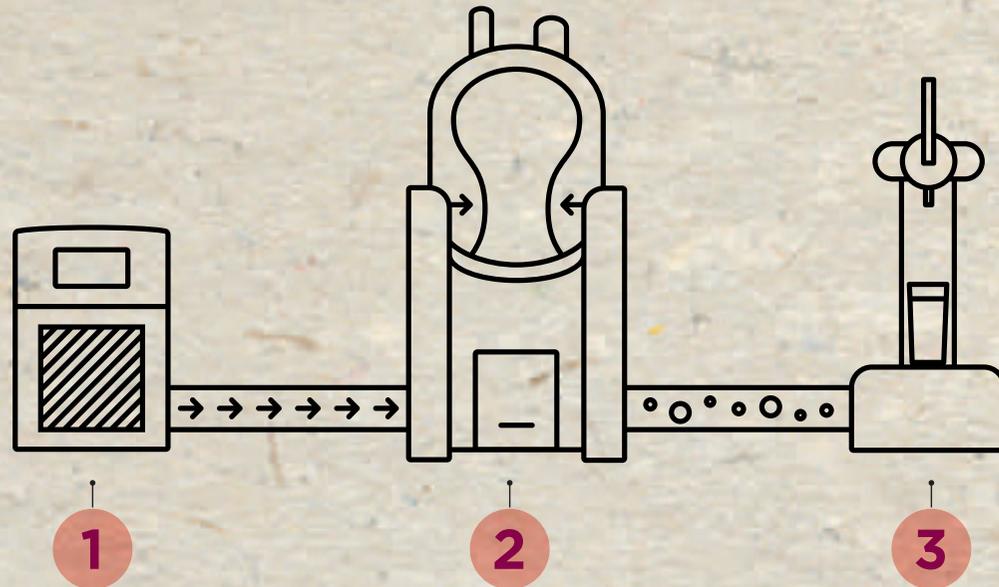


DraughtMaster is the biggest thing to happen to draught beer delivery for 50 years. Beer stays fresher 6x longer than it does in steel kegs, so we can now help our customers offer the variety beer drinkers demand, with less risk of any going to waste.

How does it work?

The innovative system works by keeping beer sealed-in and untouched from the brewery to the moment compressed air squeezes it out through the bar taps.

Whilst beer in steel kegs can go off after 7 days, the sealed-in system of DraughtMaster means beer stays consistently fresh for at least 31 days.



1
Compressed air is pumped into the pressure chamber.

By not adding CO2, your costs are reduced, there is less maintenance and nothing comes into contact with the beer, keeping it pure.

2
The keg is squeezed and fresh beer is pressed out.

DraughtMaster's closed system increases freshness from under a week to over a month when compared with steel kegs.

3
Beer is pushed through the tap to create the perfect beer.

With flexible, semi-automatic line cleaning and one-way kegs, DraughtMaster keeps the beer fresh and your life simple.

What can DraughtMaster do for you?



Better returns

With less chance of beer going to waste, you can offer a greater variety of beers – and refresh your returns too.



Lasting quality

Whilst beer in steel kegs can go off after 7 days, the sealed-in system of DraughtMaster means beer stays consistently fresh for at least 31 days.



More beer, more space, more time

Our lighter, recyclable kegs free up storage space and time that's usually spent cleaning lines and managing CO2 levels.



Greater variety

With DraughtMaster you can broaden your beer portfolio to offer a whole new raft of draughts, including Craft, Speciality, Premium or Seasonal varieties.



Easy cleaning, fresher beer

DraughtMaster reduces the need to line clean every week as the lines only need cleaning every 28 days, reducing your cleaning time and costs annually by 75%.



Simple system – no added CO2

No added CO2 not only means a simpler system to maintain, but also leads to reducing running costs and better quality beer.

Suitable for:

- Undercounter beer dispense.
- Food-led outlets.
- Secondary bars and serveries.

System basics:

- Cooling ensures beer doesn't warm and go bad in the lines.
- Sealed in system ensures no contaminants can infect the beer lines.
- No need for cellar gasses, so no foreign particles entering the beer.





CARLSBERG QUALITY DISPENSE SYSTEM

A fully enclosed environment from 'keg to glass', helping to ensure every pint is perfect every time.



Provide consistent
dispense temperature



Improve your beer quality to
provide the perfect pint every time

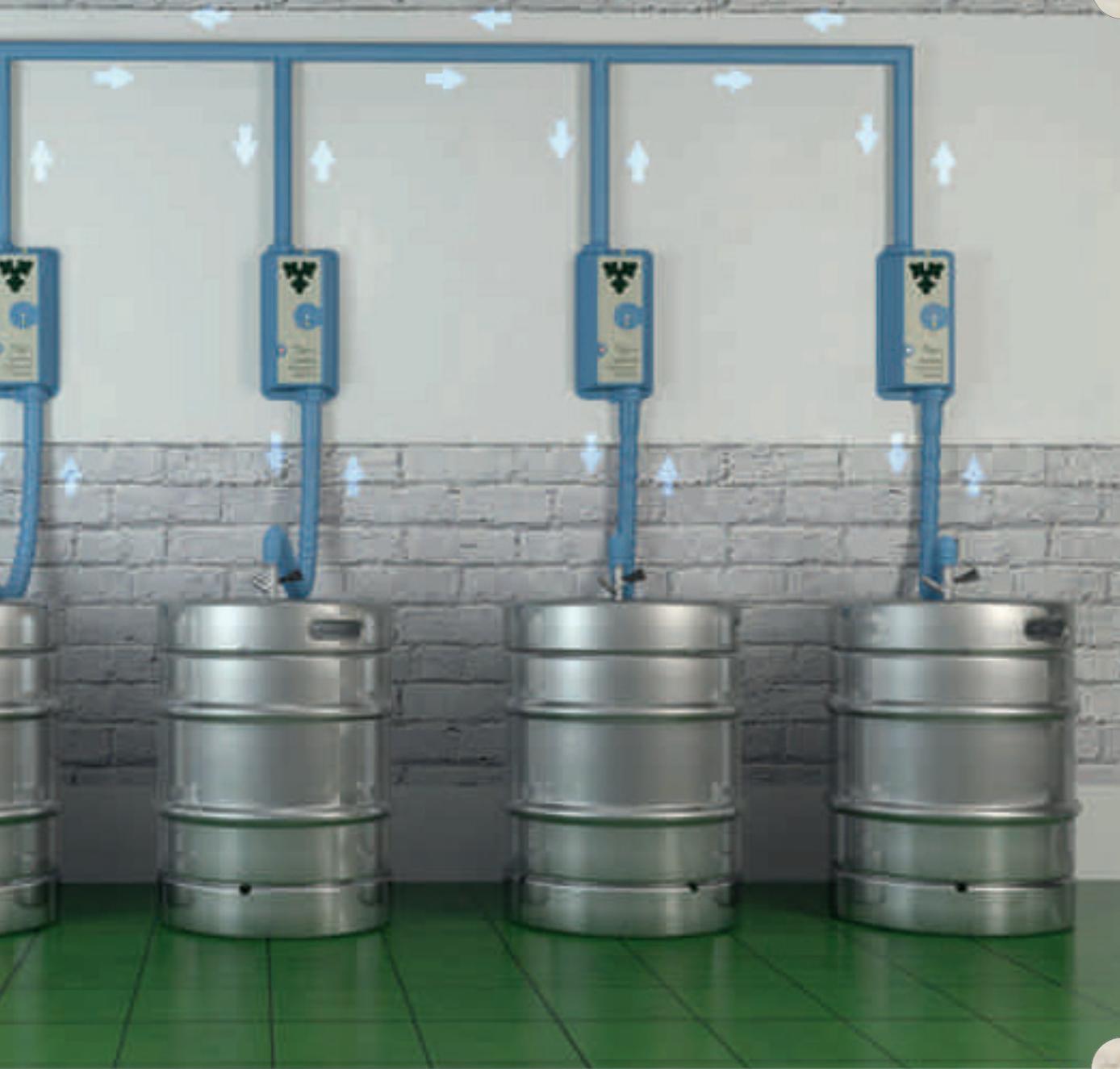


Saves you time
and money



Reduce line
cleaning wastage





Suitable for:

- Volume accounts.
- All Carlsberg UK core brands.

System basics:

- Cooling ensures beer doesn't warm and go bad in the lines.
- Sealed in system ensures no contaminants can infect the beer lines.



DISPENSE SYSTEMS



Carbon Dioxide – CO₂

- Used in most keg lagers.
- Keg products are fully conditioned and correctly carbonated.
- The correct level of carbonation is maintained whilst the keg is on dispense by the application of the balanced top pressure, which is determined by the relevant CO₂ content of the product and the ambient cellar temperature.
- The balanced top pressure is set by the installer.
- When the Coupling Head is fitted to the keg, the valves in the keg spear are automatically opened to allow the introduction of the applied top pressure and the delivery of the product into the dispense system.

ALWAYS:

- Report any gas leaks IMMEDIATELY.

NEVER:

- Tamper with the fittings in the keg, as kegs are always under pressure and personal injury can be sustained.
- Adjust the balanced top pressure as set by the installer.
- Connect a CO₂ cylinder directly to a keg.

- TOP PRESSURE



Mixed Gas – 30/70

(Carbon Dioxide & Nitrogen)

- Used in most keg ales.
- Mixed Gas is used in the same way as Carbon Dioxide as described in the previous section.
- Mixed Gas can be supplied either pre-mixed in cylinders or produced on site by an air separation unit which generates Nitrogen for blending with bottled Carbon Dioxide.
- The ratio of the two gases and the top pressure set is critical to maintain the correct carbonation level of the product.

ALWAYS:

- Be aware that Mixed Gas is used at higher pressures than Carbon Dioxide.
- Report any gas leaks IMMEDIATELY.
- Ensure that the correct gas ratio is used.
- Ensure the gas bottles are upright and secure.
- Ensure the gas used is from a reputable supplier.

NEVER:

- Use cleaning bottles with Mixed Gas, unless they are specifically marked as suitable for use with high pressure i.e. 45 PSI.

GLASS WASHING

General

Machine washing is recommended where possible.

ALWAYS:

- Use glassware specific detergents and rinse additives.
- Store clean glasses upside down on a suitable lattice storage system.
- Handle glasses by the base not the rim.
- Ensure glasses are cool and dry, visually checked for cleanliness, cracks or chips and are destroyed if faulty.
- Operate in accordance with the manufacturers instructions.

NEVER:

- Use detergents that have an adverse effect on head formation and retention.
- Dry or polish glasses with tea-towels.
- Interstack glasses.

Cabinet Washer

ALWAYS:

- Check jets for blockage on a daily basis.
- Follow daily and weekly cleaning instructions.
- Use full-cycle, NEVER interrupt the cycle.

NEVER:

- Put glasses directly into the machine which have contained dairy products and strong smelling products e.g. Pernod – ALWAYS PREWASH these glasses.
- Use machine for anything other than glasses.

Rotating Brush Machines

ALWAYS:

- Clean machine daily, drain and rinse.
- Ensure that brushes are in good condition and cleaned daily.

Hand-washing

ALWAYS:

- Use double sink operation for hand washing of glasses.
- Rinse glasses thoroughly in hot water, allowing to air dry naturally on a clean lattice surface.
- Change wash solution and rinse water frequently.

NEVER:

- Use household washing up liquids.

PROTON GLASS CARE

BEERLINE
PRODUCTS



Protinate

Long lasting beer line cleaner for a busy venue.

2 x 5L



Guardian

Treatment for dispense lines damaged by excessive or improper cleaning.

2.5kg



Prosan Plus

Beer line cleaner with purple colour indicator.

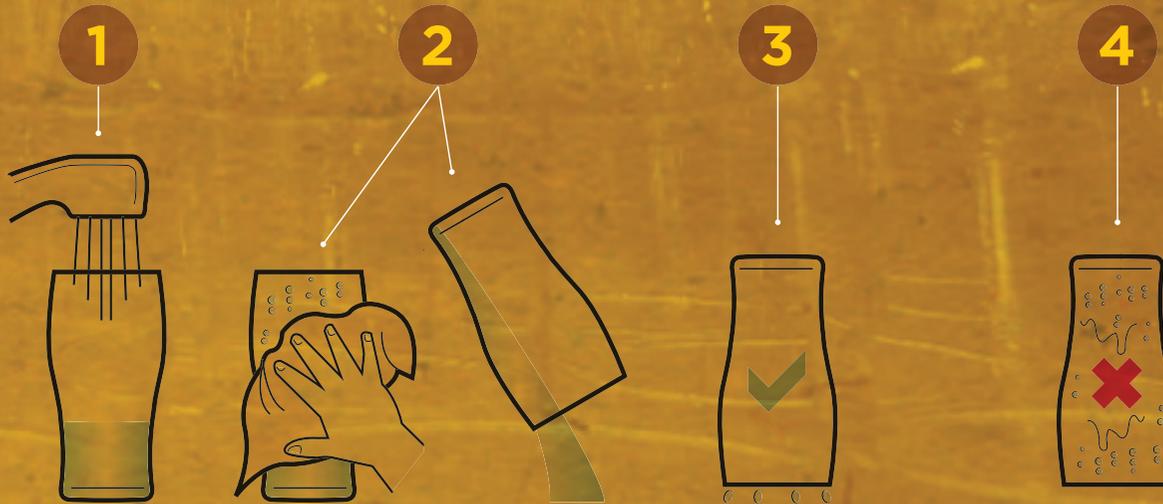
2 x 5L

GLASS
WASHING
PRODUCTS

AND HANDLING

The Water Break Test

Simple test for checking cleanliness of glasses.



Rinse glass with cold running water.

Dry outside only with clean cloth and invert.

Clean glasses – water will hold as a continuous sheet.

Unclean glasses – water film will break into discrete droplets.

For more information or to add to your next drinks order please call

08457 820 820



Prototype W

Only PH Neutral detergent on the market, enhances drink presentation.

2 x 5L



Krystal Klear

Promotes rapid drying and gives streak and spot free results.

2 x 5L



Renovate®

Treatment for non rinsable films. Also rejuvenates etch based glassware.

2.5kg



Pro-Dri W

Complimentary rinse additive that gives spot and streak free results.

2 x 5L



Proto-Brite

Removes proteins and tannins and controls scale build up.

2 x 5L



Quash Intro Pack

For instant pre-wash removal of lipstick marks.



SAFETY

Use Of Chemicals

ALWAYS:

- Use brewery supplied or approved chemicals only.
- Have available 'COSHH' information sheets for all chemicals used (for further information contact your supplier).
- Ensure that ALL staff are aware of and understand manufacturers COSHH sheets.
- Store cleaning chemicals out of children's reach.
- Keep chemicals in supplier containers until needed for use.
- Read the label and follow instructions for use.
- Rinse clean measuring vessels immediately after use.
- Use manufacturers measuring vessel where supplied.
- Wear protective goggles, gloves and apron when handling chemicals.

NEVER:

- Put cleaning chemicals into containers intended for other products.
- Put cleaning chemicals into cups or glasses– they may be drunk in error.
- Use cleaning chemicals for any purpose other than that for which supplied.
- Mix chemicals with one another.
- Put cleaning chemicals into kegs or aluminium containers.

Frost Warnings

ALWAYS:

- When beer freezes, the water fraction is turned to ice and the other ingredients remain as a small quantity of syrup-like liquid.
- In a part-frozen state or when thawing after freezing, these two parts may remain unmixed and will result in an unacceptable product.
- Freezing of beer also results in the release of gas, producing a build up of high pressure, which will present a serious hazard.
- Store all kegs of beer indoors to protect from exposure to freezing weather conditions. This is for safety reasons, as well as protecting the quality of the beer.
- Cover kegs of beer which may have been frozen or even partly frozen, with tarpaulin or sacking, informing all relevant staff of your actions.
- Clearly identify all containers which have been subjected to frost.
- Report any containers suspected of freezing to your Technical Support Department.

NEVER:

- Use kegs which may have been frozen or even partly frozen.
- Attempt to move kegs which are suspected of being frozen. It may take several days of mild weather for a container to achieve a safe condition.

REMEMBER:

Misuse of cleaning chemicals can cause serious injuries.

ADVICE



Gas Cylinders

ALWAYS:

- Secure the cylinder whilst in use, in the UPRIGHT position.
- Connect cylinder or gas supply to a PRIMARY REDUCING VALVE.
- Ensure that the correct washer is used between high pressure hose and cylinder.
- Keep cylinders away from heat.
- **Ventilate a cellar after Carbon Dioxide, Nitrogen or Mixed Gas leakage.**
- Close cylinder valves during non-trading hours.
- Store empty and full cylinders in a rack or securely wedged, HORIZONTAL position.
- Display and obey CO2 Safety Warning Card.

Electricity

ALWAYS:

- Disconnect cellar pumps from the mains supply before servicing them.
- Switch off equipment, except coolers, when not required, especially during non-trading hours.
- Switch off the supply to any item of equipment which requires renewal of the fuse, and use the CORRECT rating of fuse for replacement.
- Further failures MUST be notified to the owner for checking into defects in the equipment.
- Keep fuse boxes closed.
- Keep electrical cables and pumps away from wet floors.
- Display "Electrical Shock Treatment" placard in the cellar.

NEVER:

- Try to connect a cylinder directly to a product container.
- Connect a cylinder to any equipment not provided by the brewery.
- Drop or throw cylinders.
- Try to unscrew the valve fittings from the cylinders.
- Touch a frosted cylinder. This condition is usually indicative of rapid release of gas which could mean a high level of hazardous gas in the area.
- Transport full cylinders by car.

REMEMBER:

Improper use of gas cylinders is dangerous as they are filled to very high pressure.

NEVER:

- Move any portable electrical equipment without disconnecting it from the mains.
- Position cables where they can be damaged by being walked over or knocked when moving goods around.
- Touch electrical equipment with wet hands.
- Use portable hand inspection lamps unless connected to a low voltage supply and are correctly earthed.
- Clean any form of lighting or shade without switching off.
- Use multi-electrical plug adapters.

REMEMBER:

Only qualified electricians should undertake the installation, repair or extension of mains voltage wiring.

TRAINING



SUITABLE FOR
ALL SIZES AND
STYLES OF
VENUE

Carlsberg UK can offer the BII Award in Beer and Cellar Quality (ABCQ). The only nationally recognised award of its kind within the hospitality industry.



- Offers licensees and their staff training to industry agreed standards in how to manage, serve and sell the perfect pint, from cellar to glass.
- Appropriate for any style of outlet and can be run at a convenient local venue in a single day.

The following savings may be achieved;

- Reduction in wastage. A drip tray of beer a day could add up to **£1500** a year in lost revenue.
- Improved sales through better quality beer. 71% of drinkers believe pubs that always use branded glassware are better quality*.



To find out more and book your training log on to

www.carlsbergwedelivermore.co.uk

*Source – HPI tracking Feb 2011.

Online Training with CPL

Carlsberg UK have joined forces with leading training providers, CPL, to deliver industry leading training to the On-Trade.

As a Carlsberg UK customer you have access to over 20 online courses available from CPL at a discounted rate.

It's really easy

The beauty of online training is that it can be done anywhere, at any time. E-learning offers licensees a more flexible, accessible and affordable method of training staff without the need to gather employees together in a classroom.

For this reason, Cask Marque and CPL have developed two e-learning courses which are suitable for bar staff.



The Bar Excellence Award Easy to follow...

Is perfect for those new to bar work as well as a good knowledge refresher for existing bar staff. The course covers;

- Their legal responsibilities.
- Best practice in customer service.
- The Perfect Serve of all drinks categories.
- Maintenance of bar equipment.
- Staff hygiene.

This is an easy to follow course and bar staff will gain the skills they need to effectively manage their bar duties, including serving the correct measures, dealing with underage drinkers and delivering the perfect serve every time.



An Introduction to Cellar Management

is ideal for bar staff who want to grow their knowledge of what goes on in the beer cellar. The training covers how to look after cask and keg beers from cellar to glass.

Staff will learn:

- The difference between cask and keg ale.
- The importance of hygiene and the correct temperature.
- How the cask conditioning process works.
- Checks required before beer goes on sale.
- Cooling systems and how to maintain them.

This course is a great opportunity to give foundation level training on Cellar Management and the equipment used to deliver perfect beer.



KEG TROUBLE

Flat

- Temperature variations?** Check cellar temperature and remote/cooler operation
- Dirty glass washer or glasses?** Clean glass washer
 Service or repair glass washer
 Renovate glasses
- Sparklers too loose or not used?** Tighten sparkler
 Fit sparkler if available*
 Plate missing in smoothflow sparkler
 Wrong sparkler in use
- Incorrect CO2/mixed gas pressure?** Check CO2/mixed gas cylinder not empty
 Faulty/leaking pressure gauge*
- Dispense speed too slow?** Motor/gas pump not working*
 Gas cylinder empty
 Flow restrictor needs adjusting*
- Faulty connector head or washers?** Change washers if available*
- Poor dispense technique?** Initially hold glass at 45 degree angle then gradually straighten as glass fills

Hazy

- Dirty dispense system?** Clean lines
- Lack of throughput/extended sale?** De-list product or order smaller keg size
- Keg connector beer non-return valve missing?** Replace valve if spare available*

Flavour

- Dirty dispense system?** Clean lines
- Temperature variations?** Check cellar temperature and remote/cooler operation
- Lack of throughput/extended sale?** De-list product or order smaller size
- Dirty glass washer or glasses?** Clean glass washer
 Service or repair glass washer
 Renovate glasses
 Change detergent
 Install plastic gridding on shelves

SHOOTING



Fobbing

- Dirty dispense system?** Clean lines
- Temperature variations?** Check cellar temperature and remote/cooler operation*
- Lack of throughput/extended sale?** De-list product or order smaller size
- Sparklers too tight?** Set correctly
- Gas pressure incorrect?** Check gas cylinder not empty
 Faulty pressure gauge*
- Wrong sparkler in use?** Ensure using correct nozzle for product
- Faulty connector head/washers?** Change washers if available*
- Dispense too fast?** Motor speed too fast*
 Variable restrictor needs adjusting*
 Gas pressure too high*
- Faulty extractor?** Contact customer technical services*
- Gas left on overnight?** Switch off gas every night
- Kinked gas/beer pipe?** Straighten pipe

No flow at tap

- Gas cylinder empty** Change to fresh cylinder
- Gas supply switched off** Switch on gas supply
- Cooler frozen** For remote, switch to winter setting for cooler, switch off*
- Keg empty** Change to fresh keg
- Keg connector head handle in closed position** Ensure handle fully locked down
- Electric pump not working** Check power switched on
 Bleed and press priming button*
- Gas pump not working** Check gas switched on
- Keg head probe washer missing** Replace probe washer*
- Kinked beer or gas line** Straighten out pipe
- Sparkler too tight or blocked** Adjust or clean out sparkler
- Fob detector not primed** Bleed air from fob detector and release float

*Call Customer Services on **08457 820 820**

CASK ALE TROUBLE

Flat

Temperature variations?

- Check cellar temperature

Dirty glass washer or glasses?

- Clean glass washer
- Service or repair glass washer
- Renovate glasses

Sparkler?

- Wrong size hole not Tetley's red pip

Over or under venting?

- Do not hard peg too early
- Ensure casks are sufficiently vented
- Change soft pegs daily or more frequently when necessary

Casks not hard pegged between sessions?

- Use hard pegs between trading sessions

Poor dispense technique?

- Ensure swans neck spout touches bottom of glass during dispense

Hazy

Dirty dispense system?

- Clean lines

Temperature variations?

- Check cellar temperature

Lack of throughput/extended sale?

- De-list product or order smaller size

Insufficient settling time?

- Allow further time for cask to settle

Cask disturbed or angle of tilt too high?

- Allow time for cask to resettle, scotched in level position

Hard peg not removed before dispensing?

- Remove peg and allow beer time to resettle before connecting for sale

SHOOTING



Fobbing

- Dirty dispense system?** Clean lines
- Temperature variations?** Check cellar temperature
- Air ingress?**
 - Loose connections
 - Hop filter needs replacing

- Insufficient venting?** Soft peg for a further period
- Beer pipe kinked?** Straighten out pipe

Lack of throughput

- Extended sale?** De-list product or order smaller size
- Dirty glass washer or glasses?**
 - Clean glass washer
 - Service or repair glass washer
 - Renovate glasses
- Insufficient venting?** Soft peg cask for further period

Flavour

- Dirty dispense system?** Clean lines
- Temperature variations?** Check cellar temperature

No product at tap

- Cask empty?** Change to fresh cask
- Cask tap closed?** Open cask tap
- Gas pump not working?** Check gas switched on
- Hard peg not removed?** Remove hard peg during trading session
- Kinked beer pipe?** Straighten pipe
- Red pip too tight/blocked?** Slacken or clean sparkler
- Hop filter blocked?** Replace hop filter

*Call Customer Services on **08457 820 820**

NOTES



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BEER QUALITY GUIDE



drinkaware.co.uk for the facts