

# Well kept beer storage . . .

from Anheuser Busch

Our beers are brewed from all natural ingredients such as barley malt and cereal grains, hops, yeast and water. So proper handling and special care is required just like any other perishable food product. Cleanliness, refrigeration and rotation are key to the protection of beer's flavor and aroma. And a prime area of concern is your storage area. Improper storage affects the quality of beer — and ultimately your sales.

There are four simple points to the proper storage of beer. Keep it cool, clean, dark and dry. These points are crucial and can be easily overlooked.

## Keep It Cool

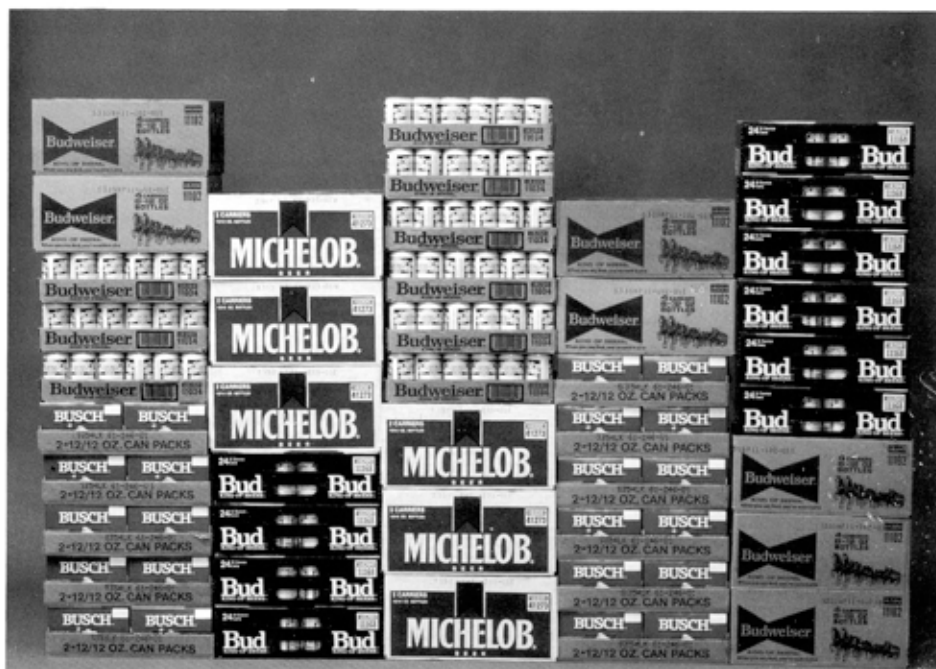
The optimum temperature range for storage of packaged beers is between 40 degrees F and 70 degrees F. Temperatures too high or too low can change a beer's saleability. Near 100 degree beer will begin rapid deterioration resulting in lost flavor and aroma. At temperatures between 28 degrees F and 32 degrees F beer will freeze causing liquids to separate from solids.

*(Partially frozen beer may sometimes be saved. Thaw slowly at recommended storage temperatures. When completely thawed, gently turn the product upside down repeatedly until product remixes. Then check color, clarity and taste. If the product has broken down, flakes will remain causing the beer to be unsaleable.)*

## Keep It Clean

When it's the best, it should look its best. Dusty or dirty packaging is simply unappealing, but it can also acquire unappetizing odors. So try to keep your storage area as clean as possible.

And remember, consumers are buying into labels as well as product. And their first contact with a product should be a symbol of excellence.



Step One: Here you see a package beer storage room with mixed product and various code dates. The first step in the rotation process is to organize the product.



Step Two: The cases have been stacked by brand and package — with the most recent code dates at the bottom.

# . . . means well-earned profits

## On The Dark Side

Bottled beers face another profit-robbing enemy — light. Direct sunlight and fluorescent fixtures can destroy the delicate hop aroma. Beer that is light-struck in this fashion will develop an odor similar to that of a skunk. This condition is known as “skunky beer” and will most certainly become unsaleable.

Even the best brown bottle glass and specially designed packaging will only reduce a small portion of the light, so don't take chances. Keep your beer stored away from these dangerous direct light sources.

Canned beer is obviously unaffected by light, however being exposed to direct sun can lead you right back to temperature problems.

## Dry Dock

A dry storage area will protect

profits, too. Damp and soggy cartons will become weak and unstable resulting in broken bottles and dented cans, not to mention the mold and mildew that can form. It is unsightly, unhealthy and unappealing, and this will unquestionably result in lost sales. Keep your packaging dry by using pallets or racks. Never place stock directly on the floor.

## Preservation By Rotation

Once packaged, beer does not improve with age, yet you can preserve the quality of your beers by utilizing the First-In/First-Out stock rotation method. The fresher your beer is the better your customers are going to like it — and keep buying more! Always keep your oldest beer at the front or the top of its designated storage area so it will be brought out next. Likewise, be sure to position the present stock on shelves to the front so it will be

purchased first. Follow this rotation practice routinely and your customers will always have the freshest product possible.

In the back room, consider dating deliveries, color-coding packages or simply posting rotation guideline materials to help you expedite this process effectively. Ask your Anheuser-Busch representative to help set up a system right for you.