

GLOBAL QUALITY STANDARDS

THE SEVEN Cs

COUNTER VISIBILITY DEFINED:

- POS and Tap handle must both be visible at the same time when standing in the bar
- Back bar semi-permanent & permanent visibility items:
Includes: Globe sign, Harp Display, Neon, Countermount, Mirror, Rail Mat, Bar Caddy, beer menu. Items placed based on legalities. Paper POS does not count as permanent



CORRECT GAS

CORRECT TEMPERATURE

CLEAN LINES

CLEAN GLASSWARE MANAGEMENT

COUNTER VISIBILITY

CONSISTENT FRESHNESS

CRAFTED PRESENTATION



C1. CORRECT GAS

CORRECT GAS MIX AND PRESSURE IS KEY TO ENSURING QUALITY GUINNESS

- Dispense gas serves 4 purposes:
 1. Pushes the beer out of the keg
 2. Maintains the quality of the product
 3. Enhances the taste
 4. Creates the head and maintains appearance
- Nitrogen and Carbon Dioxide mix give Guinness it's unique head formation and height
- The higher Carbon Dioxide level in ales and lagers gives the beer its life and sparkle

CORRECT PRESSURE FOR GUINNESS



THE STANDARD:

- Mix: 75% Nitrogen / 25% CO₂
- Pressure: Most common setting is 35 PSI
- Acceptable range is anywhere between 30 and 38 PSI
- Pressures are dependent on keg storage temperature and distance from tower



WITH GUINNESS WE LOOK FOR:

- Characteristic loud "hiss" of spout
- Flow rate of 10-12 seconds for first part pour (3/4 of glass full to the top of the harp)
 - Flow rate = 1.34 ounces per second*
- 100-120 second settle time for head to fully form
- 1/2 to 3/4 inch head height
- Tight, uniform texture that lasts to end of the pint
- Full bodied taste



WHAT YOU NEED TO KNOW

The most accurate way to check pressure and system balance is to measure speed of pour in the glass

C2. CORRECT TEMPERATURE

CORRECT STORAGE AND DISPENSE TEMPERATURE IS CRITICAL TO ENSURING QUALITY GUINNESS

CONTROLLED STORAGE TEMPERATURE

1. Maintains the freshness of product in the keg
2. Slows yeast growth
3. Kegs take twenty-four hours to acclimate to the temperature in the cold box

CORRECT DISPENSE TEMPERATURE

1. Helps to deliver the correct size head
2. Enhances the taste and refreshment
3. Ensures the pints meet consumer's expectations

C3. CLEAN LINES

YEAST GROWS NATURALLY IN ALL BEER-LINES AND REQUIRES REGULAR CLEANING TO REMOVE

HERE ARE SOME OTHER COMMON ELEMENTS FOUND IN DIRTY LINES:

- Bacteria
- Mold
- Beerstone

UNCLEAN LINES CAN CAUSE THE FOLLOWING:

- High head, wasting product
- Off flavors
- Poor presentation
- Complaints from customers



Clean Lines



Dirty Lines

C4. CORRECTLY CLEANED GLASSWARE

CLEAN GLASSWARE IS CRITICAL TO ENSURING QUALITY GUINNESS

WHAT DO WE MEAN WHEN WE SAY A CLEAN GLASS?

- A cool, dry, clean, branded Gravity Glass that delivers great looking, great tasting Guinness
- Nothing is more authentic than a perfectly poured Guinness in a beer clean Gravity Glass

WHAT YOU NEED TO KNOW

Look for the lacing effect with each sip when using a Guinness Gravity Glass



20 OZ UPGRADE = MORE PROFITS

PROFIT CHAIN	16 OZ	20 OZ
COST PER KEG*	\$155	\$155
SERVINGS PER KEG	113	94
COST PER GLASS	\$1.37	\$1.65
RETAIL PRICE PER GLASS*	\$5.50	\$6.00
GROSS PROFIT PER GLASS	\$4.13	\$4.35
EXTRA PROFIT PER GLASS	----	\$0.22



**calculations based on suggested retail pricing and average cost per keg*

Kegs per week	Current servings per keg	Servings per week	Extra profit per glass	Weeks per year	Extra profit per year
5	X 113	= 565	x \$0.22	X 52	= \$6,463.60

C5. COUNTER VISIBILITY



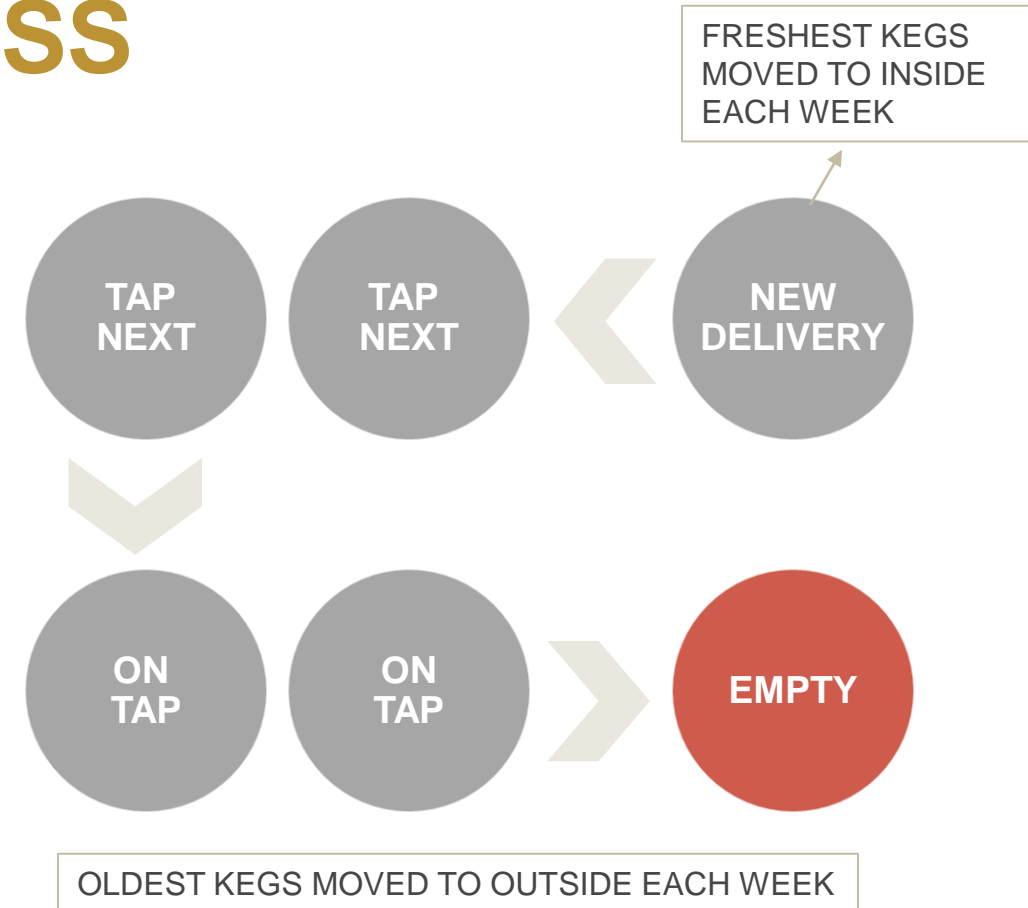
RESEARCH TELLS US THAT 30-50% OF CONSUMERS ARE UNDECIDED ON WHAT THEY ARE GOING TO DRINK WHEN THEY ARRIVE AT A BAR

- The counter has been identified as the key decision point
 - Current Branding a must
 - Prominent position on the bar
- Countermounts make a strong first impression
- If you're a bar that serves great pints, why not let consumers know?
- Provides authenticity / Countermounts are standard at pubs in Ireland

C6. CONSISTENT FRESHNESS

FRESH BEER LOOKS AND TASTES BETTER; AGE WILL AFFECT BOTH FLAVOR AND APPEARANCE

- Stock management is key
 - Follow the FIFO (first in, first out) principle
 - Oldest kegs should be tapped first
- Beer should never reach BBD
 - Guinness Keg BBD is 6 months from racking
 - BBD is clearly marked on the neck of keg
- Bars should strive to sell one keg per tap per week for optimum freshness



C7. CRAFTED PRESENTATION



CONSUMERS TASTE WITH THEIR EYES FIRST

- 95% of consumers believe they can judge the quality of the pint by its appearance (head, texture & color)
- Gravity glass is designed for perfect head retention

IMPORTANCE OF PRESENTATION

- Clean, branded glass
- No overspill, no fish eyes
- Correct head height
- Brand theatre, the classic surge and settle
- Beautiful, rich, ruby red color

THE PERFECT POUR

STEPS TO PERFECTION:

1. A cool, clean, branded glass
2. Hold glass at 45° to nozzle pulling handle fully forward
3. Fill to the top of the Harp
4. Leave to settle (100-120 seconds)
5. Top up until head is just proud of the rim
6. Present the perfect pint with logo facing the customer

WHAT YOU NEED TO KNOW

- Never dip the spout into the Guinness
- Most common bartender errors:
 - Not using 45 degree angle on the first part pour
 - Leaving the beer short of the rim



A FEW COMMON PROBLEMS



OVER SIZED HEAD

Cause: warm Guinness/
dirty lines



FLAT HEAD

Cause: old Guinness/
low pressure



FROG EYES

Cause: not using 45
degree angle to serve



MURKY GLASS

Cause: not cleaning
glasses properly



BROWN HEAD

Cause: old Guinness/
dirty lines



DIRTY FOB

Cause: not cleaning
beer lines regularly