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Minnesota Municipal Beverage Association
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3.2 Beer *IS NOT GOING AWAY*

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MUNICIPAL LIQUOR STORE

Volume 78, Number 5, 2019/2020

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On the Cover

Volume 78, Number 5, 2019/2020

3.2 Beer is not going away!!

In fact, with a consumer trend towards low alcohol products, there are more options than ever before.

On the cover are 3.2 options sold at an MMBA member facility and available to every beer retailer in the state.

On page 6, is a GREAT handout on the issue.



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MMBA PRESIDENT'S MESSAGE

**By Chris Arnold,
Bagley**

Communication, communication, communication!!

There are so many different ways we communicate in today's world! Some of are good and some of them are bad.

15 years ago we had land lines, written letters and fax machines. Email was just getting started. Oh yeah that's right, we also had that old-fashioned way of communication one-on-one contact.

But with the improvement in technology, and the different ways we can communicate, we have lost some of the face-to-face communications and factors that go along with it, simple things like the tone in your voice and facial expressions.

These simple pieces of the conversation make it so much easier to understand if someone is serious or joking about what they are talking about. We now shorten phrases using emojis, hieroglyphics, hashtags and abbreviated LOL's.

This does not help improve or strengthen relationships with our peers and others in our industry. I think this has caused us to lose some of the industry strength we had 10 to 15 years ago.

On a positive note, members have been communicating with each other on best practices in dealing with the health crisis. One member said: "I'm loving how our MMBA community is working together in these stressful times. It's so nice to have contact and support and most importantly to know we are not alone."

Times of trial bring people together. Basically, I'm saying don't be afraid to pick up the phone and have a one-on-one conversation with someone. It will be good for both of you!

For those who attended Legislative Day last month, I hope you took some time and sent a thank you email to your house representative and senator for their time.

The other day my representative told me how nice it is to have people from the district come down and visit with him. Legislators see lobbyists all day long.

He said it's really nice to see people from home and be able to visit and talk about issues in their community. It also gives them an in-depth opinion of what the people back home need.

We had a great turnout on Legislative Day, one of the better ones in a long time. If you weren't there, think about attending next year.

The more legislators hear from their constituents, the greater the chances we will be able to defeat detrimental changes to our industry, such as Wine, Spirits and Beer in Grocery and Convenience Stores, otherwise called "Alcohol Everywhere."

As you will see in this issue of the magazine, there is plenty of 3.2 beer available in the Minnesota market. Expansion in the number of alcohol outlets isn't good for us, mom-and-pop stores, consumers and the public.

Be safe!!



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AN EDUCATION IN 3.2 BEER AND WHY IT'S NOT GOING AWAY

MN STATE STATUTE

Mn State Statute 340A.101 Subd. 19- 3.2 percent malt liquor.

“3.2 percent malt liquor” is malt liquor containing not less than one-half of one percent alcohol by volume, nor more than 3.2 percent alcohol by weight.



ABV VS ABW

Alcohol by volume can be converted to Alcohol by weight by dividing it by 0.795. Meaning a beer that is 4.0 percent ABV is 3.2 percent ABW and able to be sold anywhere, including grocery and convenience stores.

MINDFUL DRINKING ON THE RISE

According to Forbes Magazine, the rise in mindful drinking, along with health and wellness is a trend that is here to stay. With that mindset, there will be an increase in low alcohol and no alcohol alternatives in the market.



LARGE BEER PRODUCERS

Nearly every large beer producer in the United States including Miller/Coors, Budweiser, Corona, Heineken and others produce low-alcohol alternatives.

A COMPLETE LIST OF 3.2 BEERS

Below is a list of all 3.2 beers carried in Minnesota liquor stores that can be sold anywhere in the State of Minnesota.



Amstel Light, Ballast Point Even Keel IPA, Blue Moon LightSky, Budweiser Select 55, Corona Premier, Deschutes Da Shootz Pilsner, Deschutes Wowza, Dogfish Head Slightly Mighty IPA, Fair State Dry January IPA, Golden Road Mango Cart Wheat, Goose Island So-Lo IPA, Hamm's Light, Heineken Light, Labatt Blue Light, Lagunitas Daytime IPA, Lambic, Lindemans Framboise, Lindemans Kriek Lambic, Lindemans Peche, Lindemans Pomegranate Lambic, Michelob Ultra Infusions, Miller 64, Murphy's Irish Stout, New Belgium Mural Agua Fresca Cerveza, Odell Good Behavior IPA, Redbridge Gluten Free, Schofferhofer Hefeweizen Grapefruit, Southern Tier Swipe Light Lager, Stiegl Radler, Stone Neverending Haze IPA, Sufferfest Repeat Kolsch, Ultra Pure Gold, White Claw 70

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Contact Steven Kelly
steven@shamrockgroup.net



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TATTERSALL BOOTLEGGER

A perfect mix of lemon, lime, mint and vodka.

More mix ideas: Flavored soda water, ginger ale, lemonade, beer, etc.



ASK ABOUT DISPLAY UNITS FOR YOUR STORE!

WHAT ARE THE SEVEN BASIC SKILLS FOR AN ASSISTANT STORE MANAGER?



**By Retail Expert
Bob Phibbs**

Attention to detail.

Your ability to get the facts right are key to supporting management. This can go for remembering a colleague's birthday, a loyal customer's face, and on to include special orders and maintenance issues. You must have the qualifications to be able to filter your boss needs and bring important details to their attention while also handling the smaller things that often fill their plate.

Ability to make decisions.

A great shop assistant has good problem-solving skills so they are able to think through choices and then deliver them to the manager. If there are customer complaints or concerns, a good shop assistant will offer two choices to the manager instead of asking, "What do you want me to do?" You support management, not just relay issue after issue to them expecting them to fix it all. Understand what responsibilities you have been given authority over and carry them out. On the other hand, help the manager select the best alternative on decisions you don't have authority over.

Ability to suspend your own ego.

Understand that the term assistant means you are subordinate. There are bound to be times the boss wants you to do something you would rather not do. Sorry, that's the position. I've always told my assistants, "Your job is to make me look good." When you do that, and support the manager or owner, you show you are a team player and eligible for additional responsibilities and the opportunity to run your own store one day.

Ability to connect with the customer.

The best shop assistants connect with customers because they can read them well. The assistant manager who can read body posture and tone of voice and adjust accordingly will be invaluable. You as the assistant should also be able to model the best sales process to not just help shoppers but to convert them into customers of your merchandise. In some ways, the assistant manager should be the best salesperson on the sales floor.

Ability to be a second set of eyes ... and ears.

A store manager needs to have another person who can examine something like an employee performance issue, a customer complaint, or inventory problem but not in a tattletale way. You are on the sales floor but you are more than just a sales associate. Your retail shop assistant skills mean you can take the information you see and hear, look for trends diminishing the customer experience, and then look at ways to fix them – either by yourself or with your manager.

Ability to sell.

Many retail assistants were promoted because they proved they were good retail sales associates. As an assistant manager, you will still want to connect with your customers and model exceptional customer service. You must be able to assist customers and make the sale because of your interpersonal skills and experience.

Be a running buddy.

When I was running track in high school, we found it invaluable to have a running buddy to cheer us on, run alongside us, and keep pushing us to do our best. Your main goal as a shop assistant is to be a running buddy with the manager; be someone they can make a plan with, someone who encourages them, and someone they can trust to support them at all times.

As a team, you and your store manager should be able to achieve and exceed monthly sales targets, manage inventory and labor, keep up with the latest merchandising trends, and do it all with a smile while working in a brick-and-mortar retail store.

What should you avoid as an assistant manager?

Overstepping your role; you are there to help the manager, not be the manager.

In Sum

A lot of pressure can be put on a good retail assistant manager to increase sales because they tend to be closer to the crew than the store owner or manager. But the best way to grow sales is as a team.

The retail assistant manager needs to be a team leader to get the most out of other associates particularly when the manager is off but must also be a team player by supporting the manager and not challenging every decision they make.

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THESE SEVEN MANAGERIAL SKILLS ARE ESSENTIAL IN A RETAIL MANAGER



**By Retail Expert
Bob Phibbs**

Your ability to get the facts right are key to supporting multi-tasking. A good manager must be able to oversee all the employees, keeping their abilities and weaknesses in mind while prioritizing multiple projects. I call this being up in the blimp, looking at the action on the field rather than being in the game. That's the most effective way to develop and use their problem-solving skills. The best managers multi-task and balance these priorities without losing productivity.

Decision-making.

An effective manager has the ability to evaluate and decide which are crucial to the success of your store. Retail often means actions must be acted upon quickly, but making the right decision rapidly without mistakes means evaluating information to weed through what is important and what isn't. You don't want a manager who looks at a situation over and over without making a decision – right or wrong. Keep one and you'll lose sleep, profits, and lots of sales opportunities.

Leadership.

The best managers know how to get the most out of their employees by using their people management skills, listening skills, and problem solving skills to encourage their associates. That means using judicious, constructive criticism instead of belittling. It means treating others with respect instead of my-way-or-the-highway. It means leading by example instead of do as I say. These leadership skills inspire employees to give their best.

Motivation.

This goes hand-in-hand with leadership. To be effective as a manager, being able to motivate employees is a must. Even though I'm a motivational speaker, motivation to do well is internal. A successful retail manager is able to nurture that along using clear performance expectations. Setting goals will keep the manager focused on the long-term success of your company.

Organizational Skills.

A manager must be able to look for areas in which the rules or procedures of the company can be improved. Millennial employees are very good at seeing these things when they first start, so be open to their problem solving skills. Streamlining procedures, hiring the best associates, training them correctly, and cutting costs are several ways a manager demonstrates these skill.

Effective Communication.

Only a small percentage of communication is the spoken word. Body language, facial expressions, and tone of voice all combine with words to convey a message. The best managers have developed the ability to not only communicate the points they are trying to make but also to truly listen to those around them. That means smartphone off and eyes looking at the person as they strive to hear , rather than speak.

And They Can Make The First Sale Of The Day.

When your employees see them actively selling that first customer, it makes it much harder for those associates to stand behind your counter and groan, "No one's buying". Maybe that means your manager has to wait on several people until they make that sale, but the example to your crew is better than any caffeinated drink, breaking news, or social media notification.

And this is on top of the most basic ability to be on-time every day, stay late when needed without grousing, and pitching in when it is busy without having to be asked.

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The original Mockingbird Distillery shack in Austin, Texas, 2018

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Sources: (1) IRI, Total US Food & Drug 52wks ending 9/09/18, Top 25 Spirit Brands

SOME MINNESOTA LIQUOR STORES ARE BEATING TOTAL WINE AT ITS OWN GAME

Total Wine's rivals benefit from state law that requires equal access to products

By John Ewoldt,
Star Tribune

Austina Geiger moved to Isanti two years ago from Roseville, where she enjoyed shopping at a Total Wine & More outlet and wondered whether she would have to make a 36-mile trip back to it for bargains on wine.

Not long after arriving, she asked John Jacobi, manager at the municipal-owned Isanti Liquor, if he could stock Double Dog Dare boxed wine, which she used to pay \$12 for at Total Wine. Jacobi ordered the wine and priced it several dollars cheaper.

"He was not only competitive but undercut Total Wine's price," Geiger said. "I was amazed."

Six years after the arrival of the Total Wine superstore chain in the Twin Cities, the region's liquor retail business has been upended. Now with eight locations around the Twin Cities, Total Wine's vast selection and ultralow pricing drove some competitors out of business and dented the financial performance of many others. The victims included city-owned stores whose proceeds allowed local officials to boast of keeping tax collections down.

Now a surprising turn can also be seen. Thanks to a quirky Minnesota liquor law, some liquor stores in the state have found a way to beat Total Wine at its own game. The law requires that all alcohol products must be made available to all retailers in the state, including the private labels that Total Wine uses to drive its highly profitable business model. The result: all Minnesota's liquor stores could stock the wines and spirits that Total Wine sells exclusively in most other markets.

"Total Wine helped me tremendously," Jacobi, the Isanti Liquor manager, said.

When a customer wanted Marchese Dell'Elsa Moscato d'Asti, which Total Wine sells for \$13, Jacobi ordered it and found he could price it at \$8 and still make a good profit. "I'm building customer loyalty and still making my normal 50% markup," he said.

Ed Cooper, a spokesman for Total Wine, declined to comment on its pricing or competition in Minnesota. "Much of what you ask is proprietary information that we would rather our competitors not know," he said.

Minnesota's complex liquor laws were designed to ensure room for mom-and-pop sellers of alcohol products and to let municipalities enter the business if they wanted. As a result, the Twin Cities has a hodgepodge of alcohol retailing. Shoppers can cruise from a suburb with only municipal stores to one next door with an expansive range of private sellers.

When the superstore arrived in Minnesota, its executives were aware and wary of the state's prohibition on exclusivity in alcohol products. The retailer's former chief executive, David Trone, called them "very unusual" in 2015.

But even before then, he believed the structure of the state's liquor retail industry had created a pricing bubble that Total Wine could pop and still make a lot of money. "We believe the pricing is too high without much competition," Trone said in a 2013 *Star Tribune* interview. (He stepped back from the company in 2016 and was elected a Democratic congressman from Maryland in 2018.)

Even some of Total Wine's local competitors agreed with Trone's view of the market back then.

"Historically, the Twin Cities, especially the municipal stores, had high prices five years ago," said John Wolf, who started Liquor Boy in 2012 on an everyday low-price model. Recently, he transformed Chicago Lake Liquors in Minneapolis to a similar concept.

The law also lets any Minnesota liquor store sell private label alcohol from other big retailers like Costco, Trader Joe's or Target. But those big-box retailers have smaller margins on their products than Total Wine does, store owners said, making them less lucrative to stock.

Total Wine's sourcing and pricing model creates more room for other liquor stores to make money.

One key element is that store salespeople steer customers to wines that have the biggest profit potential. Those are usually labels with which Total Wine has an exclusive relationship in other markets and marks with a yellow tag that says "Winery Direct."

In a survey by the Washington, D.C.-based nonprofit Checkbook and the *Star Tribune* in Total Wine stores in Eagan, Bloomington, Boston, Arlington, Va., Cary, N.C., and Pleasant Hill, Calif., a salesperson was asked for four different wine recommendations for a party. All 24 wines offered by Total Wine staff had the yellow tag. No national brands were suggested.

SOME MINNESOTA LIQUOR STORES ARE BEATING TOTAL WINE AT ITS OWN GAME

Winery Direct items account for six of the 15 bestsellers at St. Anthony Village Wine & Spirits, said Mike Larson, operations manager. The firm has locations in St. Anthony and Silver Lake that both experienced sales declines after Total Wine's arrival.

Over the past year, sales of Total Wine's exclusive items elsewhere rose about 20%. "Our business is nowhere near what we were prior to Total Wine but we were up \$290,000 last year," Larson said.

Retailers far beyond the Twin Cities are also reaping benefits of carrying Total Wine's products that are exclusive elsewhere.

Longville Lakes Bottle Shop, a municipal store three hours northwest of Minneapolis, started carrying Total Wine's products about two years ago when Twin Cities residents heading north to their lake cabins started requesting them.

"We're a town of 156 but we do \$1.2 million in sales a year because of my customers from the Twin Cities," said Nancy Raines, manager of Longville Lakes. "In the summer time those customers are saying 'I pay \$23.99 for this in the Cities and you're selling it for \$17.99! I can sell them products for a lot less because I don't need a 150% markup.'"

The independent liquor stores and municipal shops that carry Total Wine's exclusive-elsewhere products usually stock about 25 to 30 of its bestsellers. The selection expands with customers' requests.

Brenda Visnovec, manager of Lakeville municipal liquor stores, was one of the first to confront Total Wine's inventory and prices head on. She posts Lakeville's Total Wine's prices on the shelf next to her store's prices.

"We took Total's experience and turned it in our favor," she said. "Our sales were up 50% for their items in 2019 and our overall sales for the year are up by more than \$1 million. We've increased our profitability learning from Total and all of those proceeds go back to the community."

Only a few stores are willing to compare their prices and Total Wine's so directly. Total Wine lowered its prices on some items in its Burnsville store to compete with the nearby Lakeville stores, but Visnovec didn't budge.

Now that Total Wine's labels are more well-known by consumers, retailers such as Liquor Boy, Chicago Lake and some muni stores advertise "their price" and "our price" so as not to call attention to a fierce competitor.

Some Twin Cities liquor retailers have avoided competing with Total Wine's exclusive-elsewhere products and are recovering more slowly from its entry in the market.

Edina's three municipal stores saw a dramatic decline in profits after Total Wine opened in Bloomington at the end of 2014, but they have recovered to that year's \$1.4 million profit level and are near to the peak they reached in 2012.

"2019 was a very healthy year," said general manager Josh Furbish. "We did it by adjusting our staffing models, listening to what customers want, streamlining our buying and beefing up e-commerce and delivery. Together it's made a significant impact."

Liquor stores closest to Total Wine tend to be most vulnerable to it. In Roseville, a number of liquor stores have closed and two have opened in the five years since Total Wine opened.

"We had 10 liquor licenses in Roseville when I had my store and now there are six," said Steve Burwell, who owned Fairview Wines and Spirits before closing it in 2017. Cellars, Love from Minnesota, Hamline Liquors and Tower Glen Liquors have closed or gave up their license.

More Minnesota liquor retailers could order Total Wine's exclusive-elsewhere products, but it's not easy to do, Wolf said. "Getting the product is a pain," he said. "It can take two to five weeks to get and it's often back-ordered so it's difficult to maintain inventory."

Jacobi, the Isanti dealer, said that some liquor-store owners are complacent and afraid of change. "They even think they are helping Total Wine," he said.

Nadine Babu of St. Louis Park likes the quality and taste of the private labels but usually buys them at places other than Total Wine to save money for holiday and tailgating parties.

"I can easily save \$5 or \$6 per bottle buying Oak Ridge Winery direct from Liquor Boy," she said. "I want to give my business to a local company and keep costs in mind, too. It's a win-win."

***Indecision becomes decision
with time.***

– Anonymous

NOTES FROM PRSA WEBINAR: COMMUNICATING IN A TIME OF COVID-19



**Presenter: Helio Fred Garcia,
President of Logos Consulting Group and Professor at NYU and Columbia
March 19, 2020**

Trust is the goal in a crisis. Easier to maintain trust than to restore trust that has been lost. Trust is the natural consequence of:

- Promises fulfilled
- Expectations met (some of these expectations are being set by others for us). If we fail and they become disappointed in us, trust goes down. If we persistently disappoint or miss a big one, people feel betrayed and trust is very hard to recover. If we exceed expectations, trust goes up. If trust goes WAY up, we need to manage expectations in case we can't maintain that level of exceeding expectations in the long run.
- Values lived

What would reasonable people appropriately expect a responsible organization to do in this situation?

- Can answer and act accordingly at both the stakeholder group level and macro level
- There is a common expectation that applies to all stakeholders:
- Everyone expects you to CARE (the more we can show we care, the more we can keep their trust and confidence)
- Single biggest predictor of loss of trust in a crisis is the perception that you don't care – it's toxic
- Timely demonstration that you care
- Persistent demonstration that you care for as long as the expectation exists (especially when people are feeling vulnerable); over-communicate, as long as it's good communication
- Silence is interpreted as indifference or not caring – and it allows critics, adversaries, and media to define the crisis, your motives, and your actions

A well-structured "stand-by" statement

- Acknowledgement (awareness of the event or issue)
- Empathy (for victims or potential victims)
- Values (organization's values that will inform the crisis response)
- Approach (ways you will handle the response – what has been or will be done)
- Commitment (outline substantive or procedural commitments you can make now)

The Golden Hour:

Incremental delays can have greater than incremental impact; the longer it takes, the harder it is; want to define the crisis and our response before others do

Four-question test about if and when we should speak/engage during a crisis (If say no, move to next. If say yes to any -- speak! If no to all, prepare and monitor until it's time to speak):

- Will those who matter to us expect us to do or say something now?
- Will silence be seen as not caring, or as affirmation of some kind of guilt?
- Are others speaking about us now, shaping the perception of us among those who matter to us? (i.e., just tweeting is not enough if not affecting those who matter)
- If we wait, will we lose the ability to influence the outcome?

Best practices in COVID-19 communications

- Don't dive directly into details until you have BEGUN with statement of values, purpose, priorities or intent
 - Keep values aligned in all communications from all who speak – can get to varying levels of detail depending on speaker and audience
- Show you care: calibrate communication with empathy (too much arrogance makes empathy impossible)
- Be direct. No euphemism
- Be honest. Tell the truth (Don't know? Have concerns? – say so!). No misleading half-truths
- Convey a positive attitude balancing urgency and prevention of panic
- Address all relevant elements of the problem - calibrate to actual current expectations
- Expectations are dynamic and changing – calibrate to actual current expectations
- Communicate at multiple levels
- Align statement of values, purpose, motive and intent - even as you adjust content across levels
- Remember: people are feeling vulnerable (financial, job, health, family, travel) – any form of kindness helps

This is a social crisis as much as it is a business and health crisis For those employees who DO have to come to work, explain how you are making it safe for them and caring for them (space, sanitizers, breaks, staggered, ...)

Notes taken by Barb Nicol, APR, Barbara Nicol Public Relations, 612.920.2279, Barb@BarbNicolPR.com

**HELP US SUPPORT ANIMALS IN NEED
MAKE A CASH DONATION OR BRING IN PET SUPPLIES
100% GOES TO OUR LOCAL SHELTER!**

**YOUR LOCAL SHELTER HAS
PETS THAT NEED YOUR HELP
TODAY. ADOPT A PET IN NEED
AND WE'LL GIVE YOU \$100.**

SEE STORE MANAGER FOR DETAILS

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Coors
LIGHT

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**By Nancy Raines,
Longville**

In this issue of The Municipal Liquor Store magazine is a *Star Tribune* article about how some Municipals are using proprietary items to compete with big box stores and or a way to make extra profit margins. I then realized that it is kind of daunting getting started with the whole process and this may be holding some stores back from purchasing these products. So here is how some stores choose the products they carry.

Demand:

- Our customers request them consistently.
- These brands are being “hand sold” and intensely marketed inside the big box stores.
- These brands are being heavily advertised in the newspapers, mailers and social media.
- These brands have become a normal selection of products in our stores, much like national brands.
- Customers do not really know the difference between a “national” brand and a proprietary brand.
- Find products that are similar to national brands. For example, Tito’s vs. Tower.
- Seasonal items are very popular also but take some planning. You will want to order them as soon as you know they are available.

Review the big box stores website, newspaper ads, mailers and social media:

- Big box stores lists their sale items, tops sellers and staff recommendations.
- Again much like national brand advertising, the products are all over the advertising world.
- This is also included in Paul’s email with the proprietary list each month.

Ask an MMBA member:

Our association can help with determining what brands are selling the best! Determine areas, regions, countries or price points that your product selection is small:

- We have added to our French, New Zealand and Italian sections because we felt we didn’t have a very good selection.
- The items added are considerably cheaper than national brands and they are very palatable.
- If you are looking for a specific price point search about \$4.00 high than what you want.

Profit margins:

- Don’t really need to expand on this very much.
- We all know about the cost and retail pricing strategies of our competitors.
- Take a chance on a few items. The profit margins are there if you need to mark down a product that doesn’t move well.

Finally, all stores should be carrying a selection of proprietary items across the state.

- It is extremely naive for any manager to think that stores located in the cities are the only ones that should offer a selection of proprietary items. Customers who travel the state for vacations and cabins are shopping at the big box stores. They will recognize the brands in any store they visit!
- Selection, selection, selection! Grocery stores, gas stations and C-stores will most likely not carry these brands if alcohol everywhere should pass.

Final Notes:

- Make sure to track sales on popular products that you carry as it is usually 3 weeks before products are delivered. This can help so you don’t run out before the next shipment.
- Make sure to include the full name of the product as well as double check the product code. Proprietary items are not kept at Johnson Brothers warehouse so they will not take back any products that you mistakenly order.
- Using a spreadsheet can help with ordering. I have attached an Excel® spread sheet that John Jacobi uses to order. Just put all the items you carry on it and then only put quantities by the products that you want to order and send that to customerservice@johnson.com.
- Make sure you get a confirmation email back from customer service.

If you have any other questions please feel free to reach out to the MMBA Board of Directors for help.

DRAUGHT QUALITY RECOMMENDATIONS DURING EXTENDED BAR/RESTAURANT SHUTDOWN

In the event you are unable to serve draught beer for an extended period, it is important to take some steps to make sure your system stays healthy and you are not faced with an unexpected expense or quality concerns when starting it back up. If beer is left stagnant in draught lines for too long, the system will be at risk of an irreversible bacterial contamination. Taking the right steps can prevent you from having to deal with dangerous gas leak hazards, costly draught line contamination, or even more expensive draught line replacement.

1. Prior to shutdown, contact your system cleaner as soon as possible to complete a standard cleaning. If your service provider is too busy to come out immediately, your system can go up to two weeks between cleanings. In the meantime, it is ok to leave your system as-is.
 2. Line cleaners should chemically clean the system as recommended by the Brewers Association Draught Beer Quality Manual (Chapter 7 of DBQM v4). During this time, it is important to ensure all faucets are fully disassembled for detailing and all couplers are scrubbed clean.
 - a. Each faucet should be reassembled and put back on the tower without any barrier covering its spout. Capping the faucets or wrapping them in plastic wrap could trap moisture and lead to mold growth.
 - b. All couplers should remain disengaged from kegs (and off the floor)
 3. Following the chemical cleaning (2 options)
 - a. Leave the lines packed with beer. Continue to clean the system on a regular two-week cycle throughout the shutdown period. Biofilm will grow exponentially over this extended period of time necessitating the regular bi-weekly cleaning.
 - b. If continuing a regular two-week cleaning cycle is not a viable option, leave clean rinse water packed in the lines. Some specific brands of barrier tubing used in some glycol systems may not be compatible with extended exposure to tap water. In some cases, free chlorine in water can be absorbed by a tubing's lining leading to an off-taste. Where possible, de-chlorinated water is best.
 4. Temperature Considerations
 - a. Keep the cooler on. Kegs should be stored at a temperature between 36-38 °F. Increased temperatures will rapidly accelerate aging which will cause irreversible flavor damage to beer and cause the beer to go flat. Warm coolers also encourage extensive mold growth.
 - b. For glycol systems:
 - i. If beer is left in the lines, leave the glycol temperature unchanged.
 - ii. If water is left in the lines, the glycol power pack temperature should be raised to 40 °F. The standard recommended operating temperatures (28 °F-30 °F), will cause freezing and will potentially cause damage to the draught system. Before adjusting your thermostat, record the setting to be able to return to the original temperature.
 - iii. If the glycol power pack temperature cannot be turned up, do not turn it off. In this case, the rinse water must be blown from the system using an empty pressurized cleaning pot and the draught system's CO₂, Nitrogen, or CO₂/Nitrogen blend. It is important to not simply drain the lines, allowing oxygen to be introduced.
 - iv. If beer is left in the lines, resume normal operation of glycol system by leaving it powered on and set between 28 °F-30 °F. If the temperature of the beer in the lines increases, the speed and impact of the biofilm formation will be exacerbated, resulting in the need for deeper cleaning.
 5. Turn off the gas supply to the draught system. This will prevent any dangerous gas leaks from occurring. Be sure you are only turning off the gas to the draught beer and not to other critical services in your restaurant/taproom, like soda, etc.
 6. Clean and dry the interior of the cooler, especially floors, walls, and kegs to prevent mold growth.
- The above steps should be repeated every 4 weeks during shutdown of draught operations.

Pitfalls to Avoid:

- Do not leave chemicals in draught beer lines, as this creates a safety hazard and could damage the tubing.
- Do not leave couplers or any other hardware on the floor or any soiled area.
- Do not leave couplers attached to kegs.
- Do not shut off glycol power pack. Turning off glycol could result in overflow or system failure.
- Do not cap or cover faucet openings or keg valves.
- Do not increase temperature of or turn off keg cooler.



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