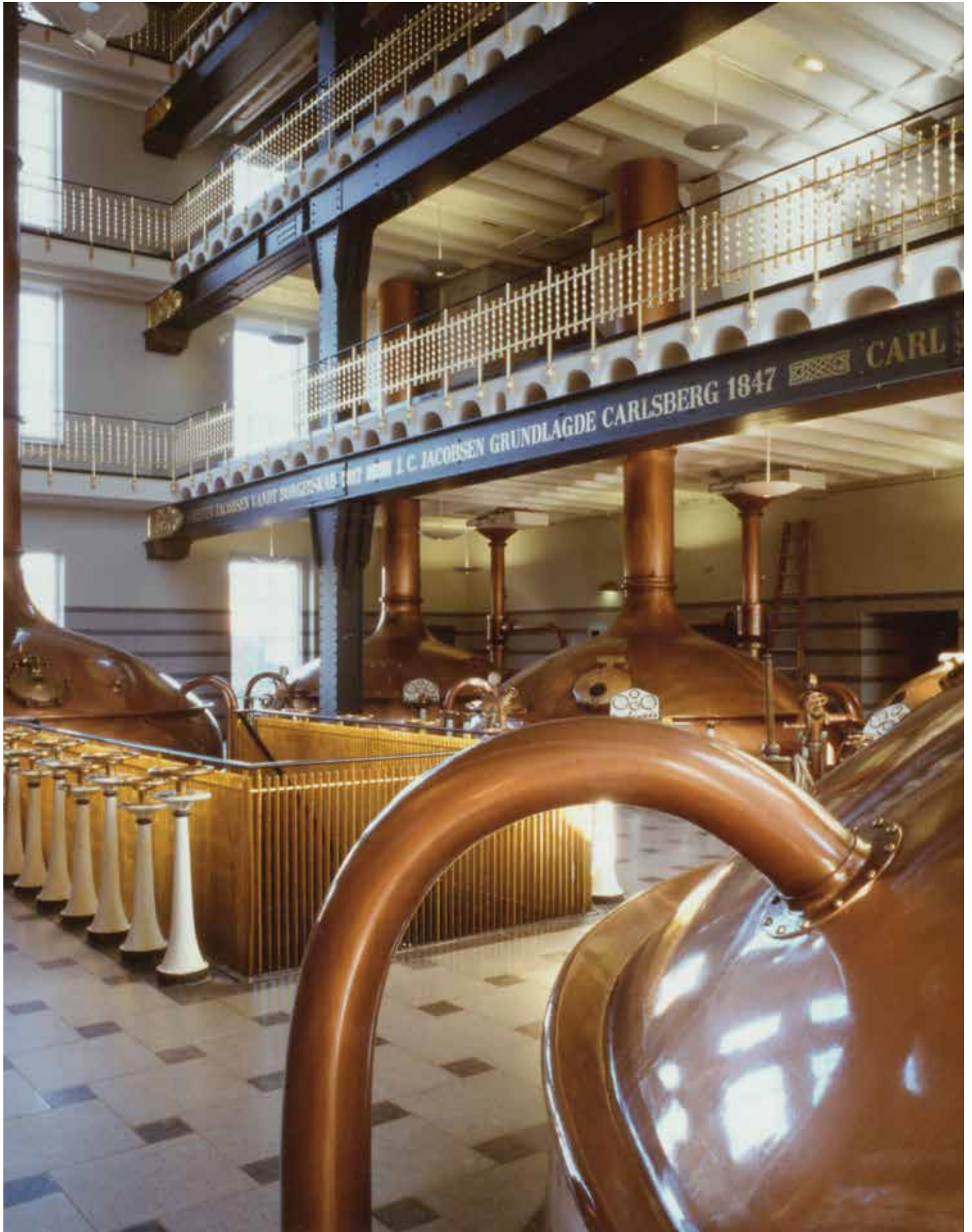


BEER QUALITY

FROM CARLSBERG UK

A LICENSEE'S GUIDE





“ 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.”

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...

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CARLSBERG IN THE UK

What every lager drinker deserves



1847

Carlsberg brewery founded in Copenhagen.

1868

Brewer J. C Jacobsen sends a test sample of beer to an Edinburgh distributor.

1870

Regular exports to the UK begin. The beer is the dark lager sold on the Danish market. The 22cl 'baby bottles' become particularly successful in Scotland where they are popularly drunk with a large whisky chaser!



1883

Carlsberg's Emil Christian Hansen revolutionised the brewing industry by developing a method for propagating the first pure yeast, *Saccharomyces Carlsbergensis*. The new yeast allows Jacobsen's son Carl to export this new lighter style of beer alongside the existing dark beer. The Pilsner becomes particularly popular in Southern England.

1908

Carlsberg becomes supplier for the Royal Navy.

1917

Exports to the UK are suspended because of the war.

1919

Exports to the UK begin again. As a result of new taxes, alcohol strength is reduced and the custom of drinking beer and whisky begins to die out as it becomes too expensive.

1926

Sales increase with the introduction of aluminium kegs until Carlsberg represents 55% of all imported beers in the UK.

1940

Exports to the UK are suspended for the duration of the Second World War.

1947

Exports to the UK begin again.



1950

Carlsberg Special Brew is introduced in England to commemorate Winston Churchill's visit to Denmark.

1957

Queen Elizabeth II visits Carlsberg on May 22.

1958

Hollywood confirms what we already knew in Ice Cold in Alex - Carlsberg is "Worth waiting for".

1961

Pilsner beer or 'lager' as it is known, begins to be exported to the UK in tanks for bottling.

1970

Carlsberg and Tuborg breweries merge.

1974

The Carlsberg Brewery in Northampton opens on May 10th.

1975

The "Probably the best lager in the world..." strapline is introduced with a voice-over by Orson Welles.

1977

Production and sale of Carlsberg in the UK is greater than production and sale in Denmark for the first time.

1994

Sales break the 1 million barrels level for the first time.

2005

Revival of J C Jacobsens' old Carlsberg Brewery.

2008

Biggest transaction in Carlsberg's history with the joint acquisition of Scottish and Newcastle.

2011

Carlsberg undertakes the most ambitious upgrade of the brand, taking place across 140 markets. With the introduction of the new strap line "That calls for a Carlsberg"



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 Carlsberg aroma hop.
- All our beer is tasted by the Carlsberg Quality Council.
- We provide the perfect glass, designed to deliver the best possible presentation and flavour for our beer.



THE PERFECT PINT

What every 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
- Tetley's NEEDS to be served with a red Angram pip to generate the reflux which creates the thick, creamy head. Not using the pip will cause your Tetley's to taste bitter and harsh
- 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



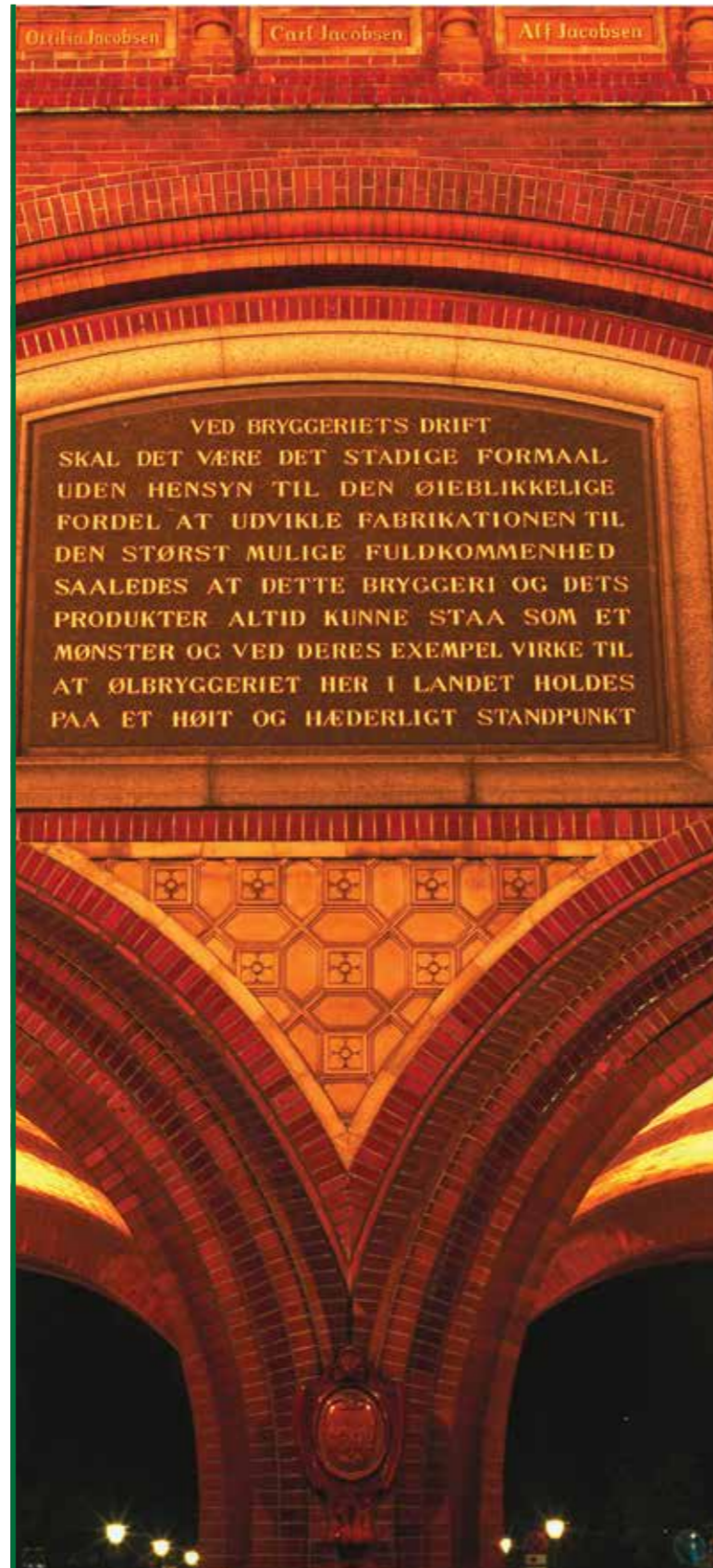
OUR COMMITMENT TO YOU

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

08457 820 820



INCREASING ALE SALES

ACCREDITATION

- Cask Marque are an independent assessing service designed to recognise excellence in Cask Ales.
- Pubs joining the scheme will be visited by an independent assessor twice a year to evaluate their cask ales in terms of temperature, appearance, aroma and taste.
- Pubs gaining accreditation receive a plaque, certificate, pump clips and a range of internal POS. They are also listed in Cask Marque's Regional Ale Guides and on the Cask Marque Website.
- 80% of accredited pubs report a benefit to their business.
- 30% of drinkers recognise the Cask Marque plaque as a sign of quality.



Visit www.carlsbergwedelivermore.co.uk

for more information on personalised point of sale, training and accreditation.



Meal Deal



Price Communication



Events



Price Communication



Sport Support



Communication



Sport Support



Outdoor Visibility

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 maltsters 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

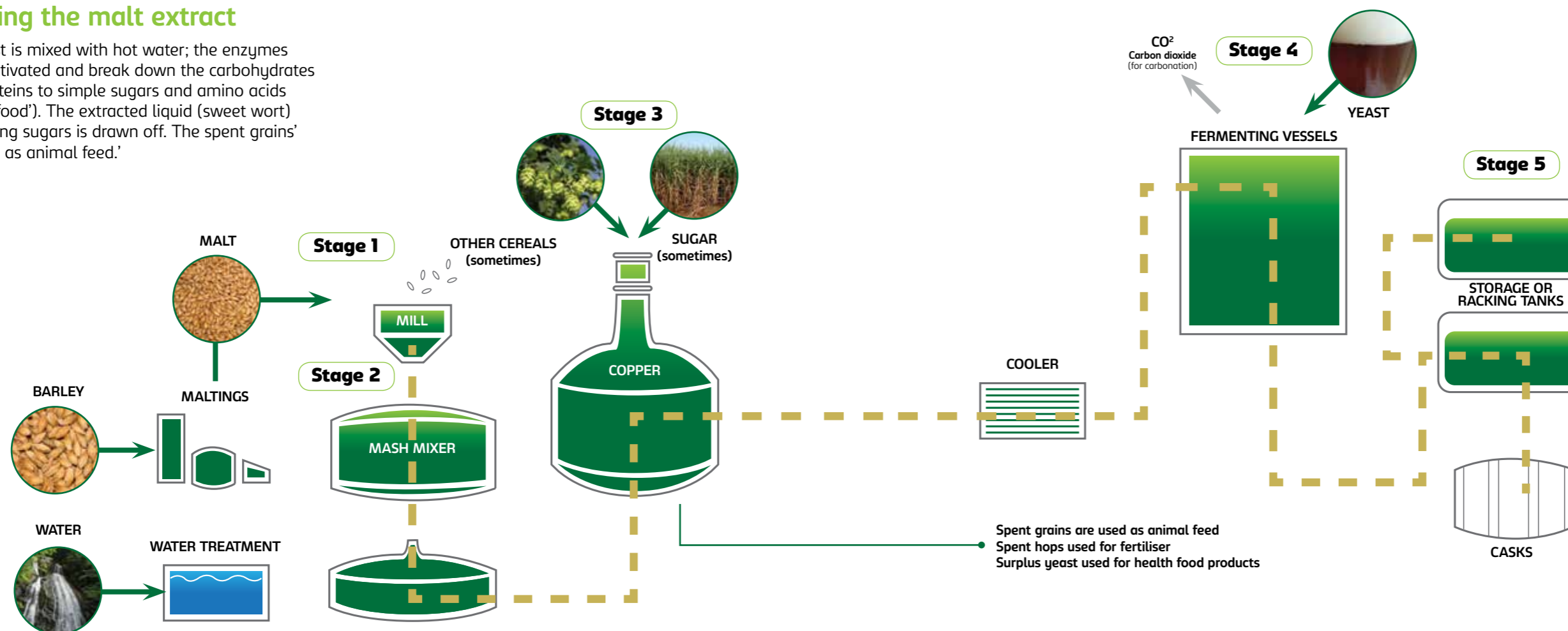
The sweet wort is boiled with hops to form a bitter, hopped wort. Undesirable flavour compounds are removed in the steam and compounds which would give a hazy beer, clump together. These compounds and the hops are removed and the wort is cooled. The spent hops are sold as fertiliser.

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 Carlsberg world beers...

Carlsberg

• Light 3.8% easy drinking

Carlsberg is medium bodied, dry and well-proportioned with a fine aroma and pleasant hop-bitterness.

Carlsberg Export

• Light 4.8% easy drinking

Brewed to the original Danish recipe, using only natural ingredients, Carlsberg Export is a full flavoured premium lager with continental characteristics. Carlsberg Export has deep malty notes and a distinct bitterness that generate a full flavoured beer.

Tuborg

• Light 4% easy drinking

A light and easy drinking lager with low bitterness and a crisp fresh taste.

Voted number 1 tasting beer*

San Miguel

• Light 5% easy drinking

The recipe, mashing process and San Miguel yeast come together to deliver a refreshing, full bodied beer with a great taste.

Poretti

• Light 4.8% easy drinking

The traditional recipe provides distinctive fruit and floral flavours.

Somersby

• 4.5% mainstream medium dry draught

Somersby is a crisply delicious cold-filtered cider that has no artificial flavours or sweeteners, simply bucket-loads of great apple taste.

Mahou

• Light 5.5% easy drinking

A full bodied beer of distinctive personality. A well-defined aroma and intense flavour.

Holsten Vier

• Light 4% easy drinking

Light strength, easy drinking and fresh body. Taste is bitter sweet, tart or hoppy, fruity.

Tetley's Smooth

• Light 3.6% medium bodied and creamy

An extremely smooth, creamy pint created with a nutty roasted full-bodied flavour, classic hop aroma and crisp bitterness on the palate.

Grimbergen Blonde

• 6.7% Bitter and aromatic.

Boasts a lovely golden-yellow robe, with ochre glints. It is round and harmonious in the mouth. Slightly fruity, it offers the perfect balance between sweet and bitter tastes, and just the right amount of fizz.

Staropramen

• 5% Full-bodied taste.

Rich floral hop aroma, notably soft and malty but with a delicate well balanced flavour.







*Tasting panel conducted by Eurosyn on behalf of Carlsberg HQ, Mar 2010.

TETLEY'S RANGE OF ALES

The perfect range of Carlsberg cask ales...

Tetley's Cask

3.7% abv

	GOLDEN BROWN
	SMOKEY, NUTTY
	FULL, SMOOTH BODIED
BITTER	
SWEET	
CATEGORY	BITTER/BEST BITTER

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.






Tetley's NEEDS to be served with a red Angram pip to generate the reflux which creates the thick, creamy head. Not using the pip will cause your Tetley's to taste bitter and harsh.

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



Tetley's Mild

3.2% abv











	DEEP BROWN
	SMOKEY, ROASTED NUT
	CHOCOLATE, SMOKEY, NUTTY
BITTER	
SWEET	
CATEGORY	MILD


Still brewed using Tetley's unique 2 yeast brewing process for a full bodied flavour.


A dark red, almost black beer coloured by chocolate malt and caramel.


Flavour is a true reflection of its ingredients – a combination of full sweetness from the demerara sugar, smokiness from the Tetley's yeast and a strong undertone of roasted malt.



NUMBER OF HANDPULLS	<18G PER/WK	<36G PER/WK	<54G PER/WK	<72G PER/WK
1		?		
2				
3				
4				

 TRIED AND TRUSTED

 TRIED AND TRUSTED OR RESPECTED REGIONAL

 TRIED AND TRUSTED OR RESPECTED REGIONAL, LOCAL SPECIALIST OR GUEST

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.



ONLINE TRAINING

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 twenty-four online courses available from CPL, all heavily discounted to £10 per course (RRP £30-£35).



- 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

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

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.

Further courses are available to Carlsberg UK customers at the exclusive promotional rate of £10 +VAT (usual rates £30-£35 + VAT).

For further information please call - 0151 647 1057 or visit www.carlsbergwedelivermore.co.uk

*Source - HPI tracking Feb 2011.

THE BEER CELLAR

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).

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.

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 the beer.

DRAINAGE

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

VENTILATION

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

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 avoiding 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.

DROPWAY

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

STILLAGES

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

ORDERING & STOCK CONTROL

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 15
- 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.

DELIVERY

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.

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.

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.



PRODUCT PRESENTATION

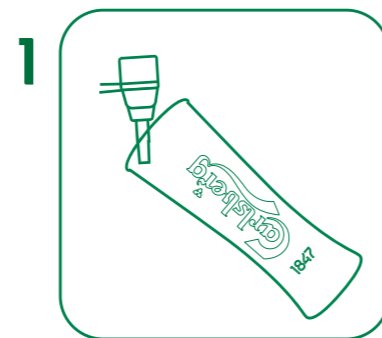
The perfect pint is what your customer deserves

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 (Below).
- 7 Present the glass to the customer with the branding facing towards them.
- 8 Thank the customer.

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.



PERFECT PINT NEEDS A PERFECT GLASS

- Our branded glassware is specifically nucleated to support better gas breakout and an improved head, giving every pint of Carlsberg the perfect finish.
- We believe that a pint should be perfect wherever it's drunk so we also supply fully branded and nucleated plastic pint glasses.
- Research shows that **37%** of customers are willing to pay more for lager in a branded glass*. Sales increase when branded glassware is used.
- 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.
- 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

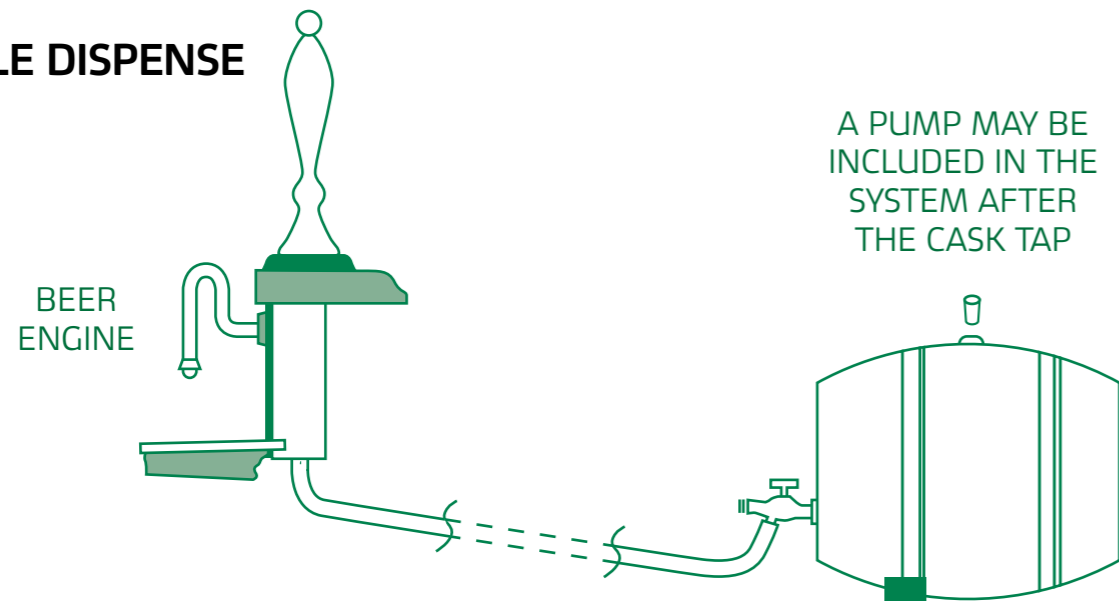
POURING...

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



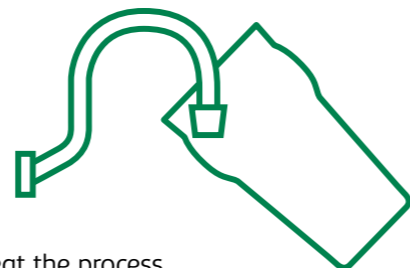
PRODUCT PRESENTATION

CASK ALE DISPENSE SYSTEM



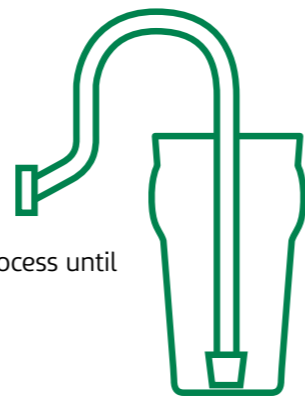
SHORT SPOUT BEER ENGINE (ALWAYS):

- 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

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.

WHY TETLEY'S NEEDS A HEAD:

Tetley's is brewed to be served with a tight, creamy head to deliver a smooth session ale with a refreshing bitter edge.

The reflux action caused by the Angram's pip is due to a mass of small bubbles rising to form the head on the pint. Whilst the bubbles are rising through the liquid they become coated with the bittering compound from the hops, producing an ale which is smooth to the taste, yet has a bitter edge to it. Not using the Angram's pip would cause the Tetley's to taste bitter and harsh.

HANDLING YOUR CASK BEERS

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)

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 has 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 cask 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.

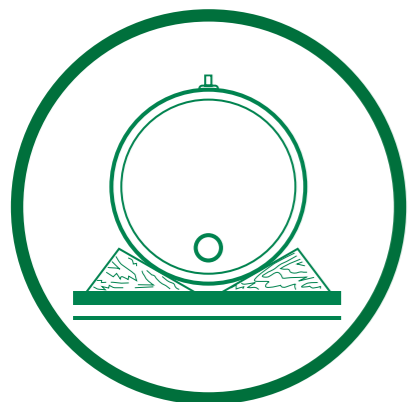
Always:

- 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 Tetley's Cask.

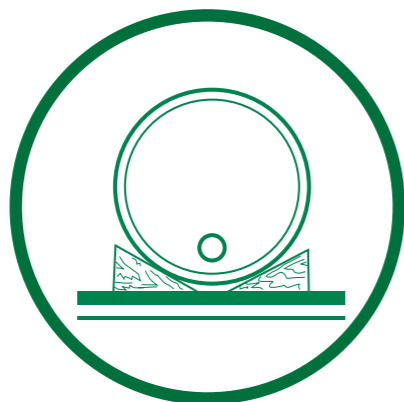
TILTING

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..

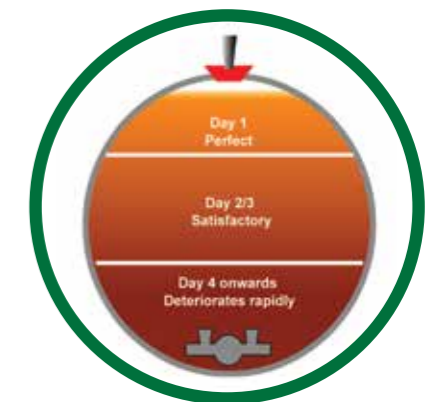
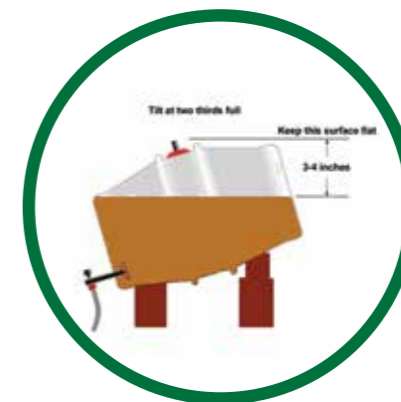
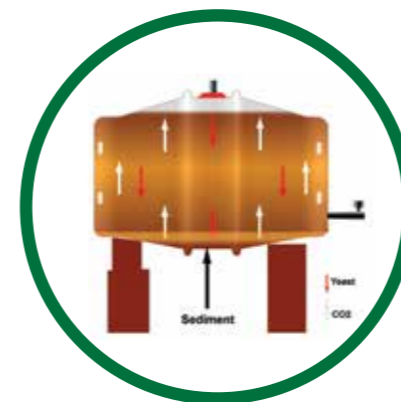
HORIZONTAL WITH CORRECT WEDGING



HORIZONTAL WITH INCORRECT WEDGING



NOT HORIZONTAL



HANDLING OF 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.

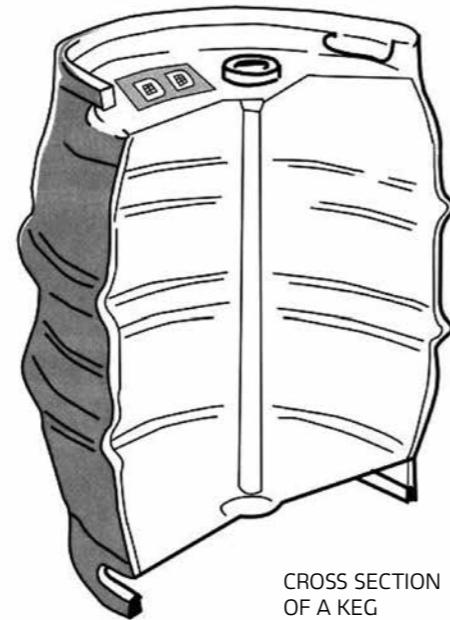
NON-SALE PERIODS

ALWAYS

- 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.

CASK MARQUE

Carlsberg UK has been awarded the coveted Cask Marque Distributor Charter – the first national distributor in the UK to receive the quality stamp of approval.

The accreditation means all cask ales sold via the Carlsberg UK distribution network are handled in the very best conditions with the care and attention they need and is assurance to licensees that the cask ale they order via Carlsberg UK will arrive at their pub in the very best condition.

Carlsberg UK distributes cask ale in the Free Trade via its Tapster's Choice Cask Ale programme and also distributes and handles the cask ale programmes for a number of the major pub companies in the UK as part of its Logistics Services operation.

Following substantial investment by Carlsberg UK in the supply chain, examiners from Cask Marque assessed all eleven depots which handle cask ale, and marked each depot on 12 key areas which determine the quality of the ale. These include the presence of cold storage facilities, a 'first in, first out' policy and always loading casks on the day of delivery.

Mark Groves, logistics director for Carlsberg UK, says: "No other distributor comes close to matching our levels of customer service and quality credentials.

"This accreditation is absolute peace of mind for all our customers that the cask beers they order through Carlsberg UK will arrive in the best condition. We are serious about quality – we have invested over half a million pounds in making sure our depots are the best in the industry and with one of the most comprehensive range of beers and ongoing support for licensees, all our customers are safe in the knowledge that they are getting an industry-leading service and quality."

Paul Nunny, director of Cask Marque says: **"With the demand for cask growing it is important that beer is delivered to licensees in prime condition. To achieve this it means brewers and distributors must use best practice in today's extended supply chain. We are delighted that Carlsberg UK nationwide are up to the challenge and have been awarded the Distributor Charter for their handling of cask beer."**



DISPENSE SYSTEMS

- TOP PRESSURE

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.

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 premixed 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.

WHY SHOULD YOU BUY YOUR GAS FROM CARLSBERG UK

Gas sourced from a non-reputable supplier may not be food grade gas (which it should be by law). This can affect the dispense quality and contaminate the beer. Gas cylinders sourced from a non-reputable supplier also may not have been subject to stringent safety and technical checks to ensure the cylinder is still in good working order. Over time unchecked cylinders can rust (both inside and out), develop hairline cracks and the valves can become worn, the results of which can be very dangerous.

All Carlsberg UK supplied gas is:

- Certified food grade gas
- Subject to a regular and rigorous testing programme
- **ONE DELIVERY! GAS IS DELIVERED AND COLLECTED ON YOUR NORMAL ORDER**

Call **08457 820 820** for more information



GLASS WASHING & HANDLING

- 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.

HANDWASHING

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

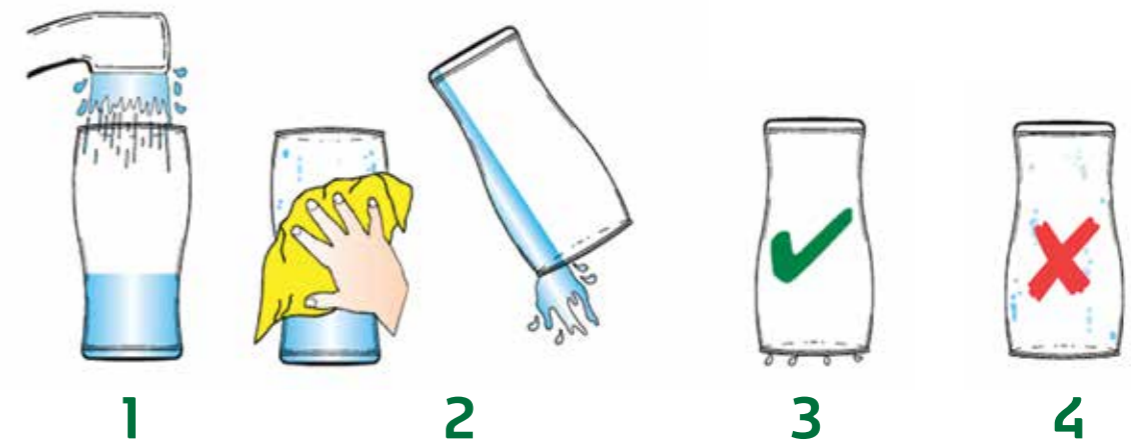
- Use household washing up liquids.

THE WATER BREAK TEST

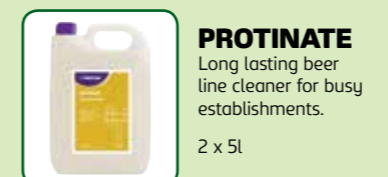
Simple test for checking cleanliness of glasses.

- 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 discreet droplets.



BEERLINE PRODUCTS



PROTINATE
Long lasting beer line cleaner for busy establishments.
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.
2.5kg

GLASS WASHING PRODUCTS



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.

For more information or to add to your next drinks order please call – 08457 820 820

HYGIENE

BEER PIPE CLEANING

ALWAYS

- Ensure bar staff are aware when beer pipe cleaning is in process.
- **Clean beer pipes and associated equipment AT LEAST EVERY SEVEN DAYS.**
- Use recommended detergent and replace cap after use.
- Follow the safety instructions on detergent container.
- Use safety equipment i.e. gloves, goggles and apron.
- Using the equipment available, tanks, buckets etc. flush out the beer in the lines with water.
- Dilute the detergent with cold water as recommended on the container, taking all necessary safety precautions.
- Pull the diluted detergent through pipes.
- **Leave for at least 30 minutes (pulling fresh detergent through each tap every 10 minutes).**
- Ensure detergent contact continues until it runs clear from the tap (not cloudy).
- Thoroughly rinse all traces of detergent from the system using cold, clean water.

NEVER

- Exceed recommended detergent dosage, quantity or soak time.
- Use warm or hot detergent.
- Soak pipes in detergent for more than 1 hour.
- Re-use diluted detergent from a previous clean as it rapidly loses its cleaning properties.
- Leave water in cleaning bottles, as it will become infected (leave bottles empty and drained when not in use).
- Put detergent into aluminium beer containers.

CASK TAP AND CASK BREATHERS

ALWAYS

- Clean cask tap as soon as removed from the cask.
- Strip cask tap component parts
- Clean cask tap with diluted line cleaning detergent. Use appropriate brushes and rinse with cold water. Re-assemble.
- Check ease of operation of cask tap and store dry.

SPARKLERS AND SPOUTS

- Ensure correct sparkler or spout is used for the correct product.
- Check diffuser plate is mounted inside spout body before refitting.

PERSONAL HYGIENE

ALWAYS

- Wash hands frequently using non-perfumed soap, especially after visits to the toilet, and collecting glasses.
- Cover all cuts with a blue waterproof dressing.
- Ensure barstaff report any illness to the licensee – especially skin complaints, vomiting and diarrhoea.

NEVER

- Eat behind the bar.
- Use strong perfumes or aftershaves.



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 the suppliers container 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.

SAFETY

MISUSE OF CLEANING CHEMICALS CAN CAUSE SERIOUS INJURY.

FROST WARNING

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.

SAFETY

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.

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.

SAFETY

IMPROPER USE OF GAS CYLINDERS IS DANGEROUS AS THEY ARE FILLED TO VERY HIGH PRESSURE.

ELECTRICITY

ALWAYS

- Disconnect cellar pumps from the mains supply before servicing them.
- Switch off all equipment, except coolers, when not required, especially during non-trading hours.
- Keep fuse boxes closed.
- 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 electrical supply cables and pumps away from wet floors.
- Display the placard of "Electrical Shock Treatment" in the cellar.

NEVER

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

SAFETY

ONLY QUALIFIED ELECTRICIANS SHOULD UNDERTAKE THE INSTALLATION, REPAIR OR EXTENSION OF MAINS VOLTAGE WIRING.

KEG TROUBLESHOOTING

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

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 ALES TROUBLESHOOTING

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

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

FLAVOUR

- DIRTY DISPENSE SYSTEM? Clean lines
- TEMPERATURE VARIATIONS? Check cellar temperature

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

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.



drinkaware.co.uk for the facts