

..... DIAGEO

Guinness Draught Quality Standards

.....

THE 7 C'S



PERFECTLY BREWED BEER

- At Diageo we have a real passion for quality.
- We have been brewing beer for over 260 years at St James Gate.
- We have recently invested €185 million in St James Gate in one of the most modern and efficient breweries in the world
- We use world class brewing techniques and systems and only the finest ingredients.
- Up to 400 quality checks are preformed on every brew.
- 23 taste tests are completed before a keg of any brew leaves the brewery.



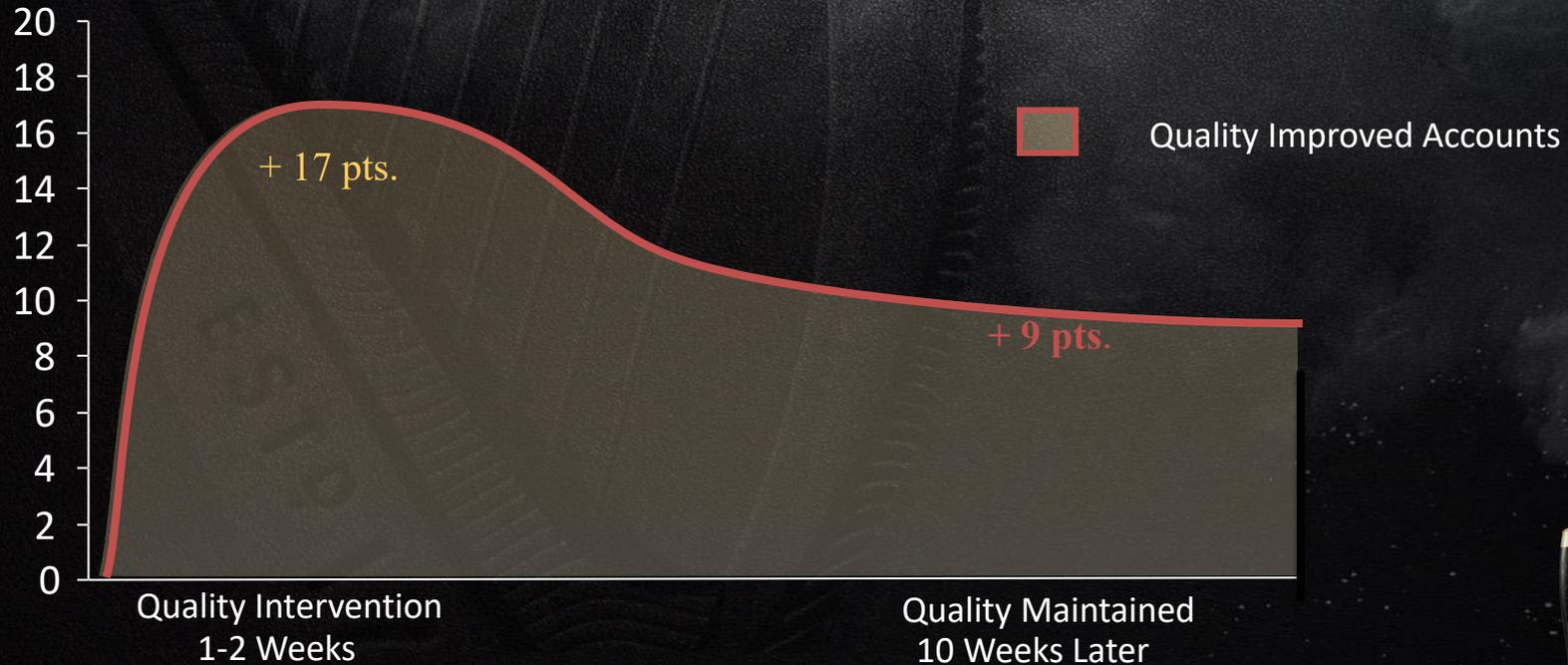
BENEFITS OF QUALITY



QUALITY IS A PROVEN GROWTH DRIVER

Delivering Quality GUINNESS = **Greater Sales**

Quality Ambassador Survey Results



GUINNESS DRINKER JOURNEY

The GUINNESS Drinker....

Drinks at least 2 servings per pub visit, generally with food and usually with 2-3 friends.

They have 5 regular bars and visit the pub 40 times per year



Guinness drinkers are more loyal to draught

A Valuable Customer.....

Source: Pert Consumer Research 2007 ***STORY***THE FIRST PINT IS THE TEST.



WHAT HAPPENS WHEN CUSTOMERS DO & DON'T HAVE A GREAT GUINNESS DRAUGHT EXPERIENCE:

BAD

EXPERIENCE MEANS...

Cash Impact

- 40% spend less ***
- 20% leave the pub

Traffic Impact

- 50% visit less
- 40% tell 7+ friends

GOOD

EXPERIENCE MEANS...

Cash Impact

- 25% spend more money ***
- 25% spend more time

Traffic Impact

- 80% visit more
- 75% tell 9 + friends

Source: Pert Consumer Research 2007 ***STORY***THE FIRST PINT IS THE TEST.



Guinness Draught Quality Standards

CORRECT GAS



CRAFTED PRESENTATION

CORRECT TEMPERATURE



CONSISTENT FRESHNESS

CLEAN LINES

COUNTER VISIBILITY

CLEAN GLASSWARE



C1 CORRECT GAS



C1 CORRECT GAS

Quality mixed gas at the correct mix and pressure is key in ensuring quality Guinness.

The dispense gas serves 4 purposes

1. Pushes the beer out of the keg
2. Maintains the quality of product
3. Enhances the taste
4. Creates the head and maintains the appearance

The Nitrogen & Carbon Dioxide mix give Guinness its unique head formation and height.

The higher carbon dioxide level in ale and lager gives it the life and sparkle.



C1 CORRECT GAS

Two basic gas systems in general use

Bulk Gas Blending: BGB

Separates gas in atmosphere & saves nitrogen in reservoirs
Mixes with pre-delivered CO2
Can deliver several different mixes

BGB Unit



Health & Safety

CO2 can be dangerous.
Strict guidelines in place in most countries.
In outlet CO2 monitors required.
Are you compliant with local health and safety requirements ?

Premixed Cylinders

Numerous mixes available
Separate mixes delivered for Guinness & Lagers

RV's & Cylinders



C1 CORRECT GAS

The Standard:

- **Mix:** 70% N₂ 30% CO₂ (Guinness & Kilkeny Cream)
- **Pressure:** 35 psi
 Static: 32 – 40 psi (acceptable range)
 Dynamic: 30 – 36 psi (acceptable range)
- Gas should have zero oxygen content.
- Pressures and mix are dependent on keg storage temperature.



The 5 hole disc is an integral part of delivering the perfect Guinness.



Every Guinness should have:

- Characteristic loud “hiss” of spout
- Flow rate of 10 -12 seconds for 1st part of pour
- Approx. 119.5 second settling time
- 12-18 mm head height
- Tight, uniform head texture, lasts to end of pint
- “Full-bodied” taste



C1 CORRECT GAS

Consumer Impact:



High Head

68%

of
consumers
will **REJECT**
this pint

Retail Impact:

- Disappointed consumer
- No repeat purchase
- Pint rejected
- Product wasted
- Consumer may go elsewhere
- Lost revenue



C1 CORRECT GAS



■ SUMMARY

- Top quality gas, zero oxygen content.
- Correct gas mix N₂:CO₂ for the storage temperature.
- The optimum static & dynamic pressures for the storage temperature.

• KEY BENEFITS

- Gases kept in solution in beer.
- Correct head formation.
- Consistent head heights first to last pint.



C2 CORRECT TEMPERATURE



C2 CORRECT TEMPERATURE

Correct storage and dispense temperature are critical to ensuring quality Guinness.

Controlled storage temperature

1. Maintains the freshness of product in keg.
2. Pre-cools the product before it enters the line cooler.
3. Slows yeast growth.

Correct dispense temperature

1. Helps to deliver the correct size head.
2. Enhances the taste and refreshment.
3. Ensures the pint meets consumer expectations.



C2 CORRECT TEMPERATURE

STORE

8 - 10°C



SERVE

5°C - 7°C



C2 CORRECT TEMPERATURE

There are multiple combinations and permutations of systems available.

The three main systems in general use are:

- **Cold room with remote cooler and python. (Large Outlets)**
 - Central cold room (20kegs +) relatively close to the bar (8-10°C)
 - Beer passes through a large ice bank line cooler (12-32 track)
 - Beer is cooled between line cooler and bar by a python system.
 - **Keg box with remote cooler. (Medium outlets)**
 - Keg box (4-20 keg) relatively close or under the bar (8-10°C)
 - Beer passes through a small ice bank line cooler (4-8 track)
 - Beer is cooled between cooler and bar by a mini python
 - **Keg Aerator**
 - Keg aerator is sited in or beside the counter. (Small outlet)
 - Product is chilled to the desired dispense temperature in keg. (4-6°C)
 - The beer is the dispensed from a tap mounted on the keg aerator.
- Kegs should be stored in the cold room, keg box or keg aerator 48 hours before use.
- Never store food in the beer cold room. Food requiring cold storage needs to be below 5°C

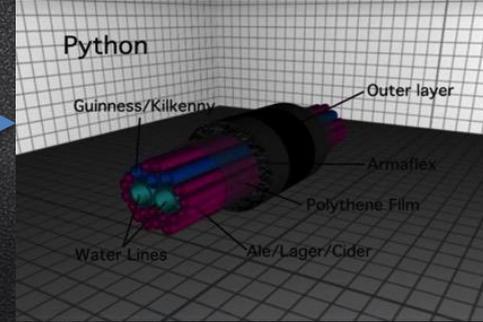


C2 CORRECT TEMPERATURE

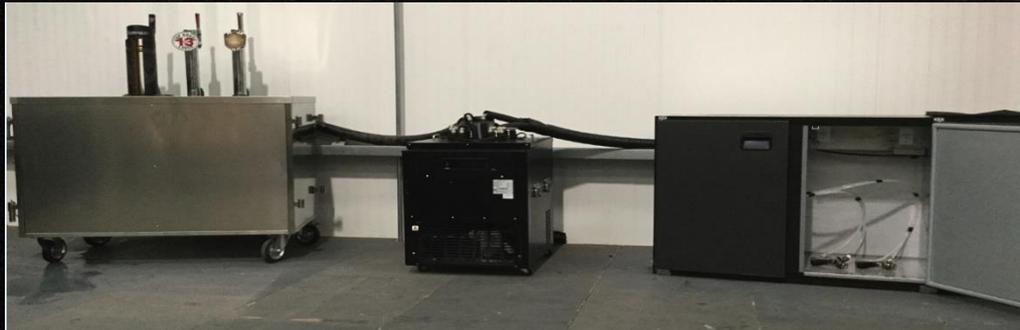


COOLING SYSTEM EXAMPLES

Large Outlet System



Medium outlet system



Small outlet unit



C2 CORRECT TEMPERATURE



For optimum product shelf life and correct temperatures at tap the following is recommended.

- Cold room or Keg Box.
 - Keg store close to the bar.
 - Controlled storage temperature 8-10 °C
 - Kegs must be stored in the coldroom at least 48 hours before use.
- Remote cooler
 - Beer passes from cold room to ice bank cooler.
 - Variable length coils to allow for different product dispense temperatures.
- Python
 - Beer lines wrapped around a flow & return cold water line and insulated with 19 + mm insulation.
 - Water pumped through python from water bath in cooler to back of tap.
 - Pythons should be as short as possible (not longer than 30M)

Perfect Coldroom System



C2 CORRECT TEMPERATURE



■ SUMMARY

- Hygienic storage conditions
- Controlled storage temperature 8 - 10°C
- Effective cooling system
- Dispense temperatures to specifications.

• KEY BENEFITS

- Beer stays fresher for longer.
- Reduce yeast growth in lines.
- Correct dispense temperature for each product
- Consistency in dispense temperatures.



C3 CLEAN LINES



C3 CLEAN BEER LINES

Yeast grows naturally in all beer-lines and requires regular cleaning to remove.

Unclean lines will give

- High & wasteful product
- Off Flavours
- Poor presentation
- Complaints from customers

Question: What could be worse than complaints about off flavours or presentation?

Answer: Customer doesn't complain, leaves, tells their friends and recommends somewhere else.



C3 CLEAN BEER LINES

To maintain clean lines we need

- Quality beer line with an integral oxygen barrier layer.
- Beer lines cooled from keg to tap.
- An effective line cleaning detergent.
- A robust cleaning procedure.
- The appropriate cleaning frequency.

Clean Lines



Dirty Lines



C3 CLEAN BEER LINES & SPOUT

Every outlet needs to help ensure clean lines.

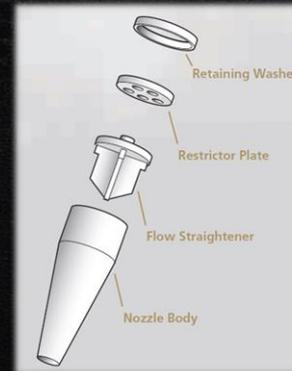
Beerlines

- Ensure the brewery or line cleaner is cleaning on a routine cycle.
- Regularly inspect the lines with a torch for signs of yeast especially in hot spot areas.
- Frequency:
 - Ambient stores: Weekly
 - Cold rooms: Fortnightly

Spout

Bar staff should

- Check the spout cleanliness daily.
- Rinse in water if required.
- Take apart and clean in a chlorine based sanitizer on a weekly basis .



C3 CLEAN LINES



■ SUMMARY

- Correct product lines specification
- Effective detergents at the right frequency
- The correct cleaning procedure
- Hygienic yeast free & lines

• KEY BENEFITS

- Less waste
- Consistency in flavour
- Good presentation
- Beer stays fresher for longer.



C4 CLEAN GLASSWARE



C4 – CLEAN GLASSWARE

Clean glassware is critical to ensuring quality Guinness

Unfortunately, only 74% of consumers believe they always get a clean glass.

What do we mean when we say a clean glass...

**A cool clean branded glass the delivers
great looking, great tasting Guinness.**

Diageo Ireland research '07



C4 – CLEAN GLASSWARE

Example of
Poor Presentation



A dirty glass can cause:

- Poor head formation, Thin head, or no head at all
- Clusters of bubbles on the inside of the glass
- 'Off' flavours
- No 'cling' or lacing on the glass
- Brown head on a pint of Guinness

(1759 Soc)



C4 - CLEAN GLASSWARE



Poor glassware management

Bubbles



No Lacing



Worn Branding



Milk Damage



Good glassware management

Beer Clean



Good Lacing



C4 – CLEAN GLASSWARE

- How do I get a Clean Glass?



A well maintained glasswasher with the correct water pressure

Glasswasher at the correct water temperature

55° Washing
65° Rinsing

Using the correct detergents and dosing amounts

Only use glass washer to wash glasses. Wash items that have been in contact with food in a separate dishwasher.

The right glassware storage – that allows air circulation

Regular inspection – renovate where required



EFFECTIVE GLASSWARE MANAGEMENT



C4 – CLEAN GLASSWARE

Glasswashers

- Appropriate size & number of machines.
- Robust / reliable (fit for purpose)
- Easy to clean & maintain.
- Adjustable auto dosing detergents.
- Hot water & specific glass washing detergents
- Strong rinsing.
- All from a reputable supplier.

- Manual glasswashers are acceptable but need to be maintained correctly.



Storage

- Air circulation is key.
- Store the glass in baskets to cool & dry.
- Adequate racking for the size & volume.
- Increased efficiency as 24 glasses are moved at a time.

- If racking is not available 7mm + high glass care mats should be used.



C4 – CLEAN GLASSWARE

Best Practice

- **Use the glasswashers full cycle**
- **Sorting of the glasses on return**
- **Storage of the glasses in baskets or Glass care mats (Air circulation is key)**
- **Allow adequate time to cool & dry**
- **Minimise glass handling**

- **Visually inspect glasses regularly**
- **Complete periodic water break tests**
- **Ensure regular maintenance of the washer**

Never stack glasses

Daily

- ✓ Check Detergent Levels
- ✓ Check the water jets
- ✓ Clean Filters
- ✓ Wash Spulboy or Brushes

Weekly

- ✓ Visually inspect washer
- ✓ Manually clean washer
- ✓ Complete Waterbreak test

NEVER

- X Use washing up liquid or dishwasher detergent
- X Wash dairy or food equipment with glasses
- X Towel dry the inside of a glass
- X Serve any product in a glass that has not been checked for cleanliness



C4 – CLEAN GLASSWARE

Regular Inspection

- Visually inspect glasses as they are used.
- Spot check glasses with the water break test weekly.
- Visually inspect the interior of the glasswasher daily to ensure it is clean and working correctly.

Remedial Action

- Renovate glassware as required to remove non rinsing film.
- Renovation frequency could be weekly/monthly dependant on glass use.
- Replace and renew glassware when starting to look old and damaged.
- Renovate® can be sourced from Proton Detergents or local supplier.

Visual Inspection



Hold up to a bright light



Look over the condition of the glass



Clean Appearance = Clean glass

Water Break Test



Rinse in cold water



Dry outside of glass



Invert glass over sink



Spots & dots, Needs renovation



Continuous film, means glass is clean



C4 - CLEAN GLASSWARE



■ SUMMARY

- Beer clean glassware
- Robust best practice
- Properly stored in baskets or plastic gridding
- No stacking of glasses
- Regular inspection of glasses
- Correct remedial action

• KEY BENEFITS

- Great presentation
- Consistent flavours
- Proper lacing and rings
- Good sparkle and life in Ales & Lagers
- Improved bar staff efficiency



C5 COUNTER VISIBILITY



C5 – COUNTER VISIBILITY

- Research tells us up to 30% of consumers are undecided what they are going to drink when they arrive in a bar.
- Draught beer is unique to the bar and is core to the on trade experience.
- Drinkers have an ever increasing drinks repertoire.
- The counter has been identified as one of the key decision points in the consumer deciding what they want to order.
- First impressions last and great counter visibility is key in helping them make that decision.

The counter visibility needs to:

- Make a great first impression
- Clearly show what's on offer
- Not be too cluttered & not be too bland



C5 – COUNTER VISIBILITY

- In some countries the culture maybe to order drinks from the table.
- From our experience in cases like this the counter visibility is still important as it is helping to create the pub authenticity and is part of the decision corridor.
- The Guinness adorer will look for counter visibility as reassurance and couple this with visibility at point of ordering to help make their decision.
- As we know Guinness is seen as the beacon of quality in the pub
- Guinness drinkers prefer draught and we need to do everything we can to help draught stand out for the customer
- Make a great first impression and clearly showing what's on offer will help sell more



C5 – COUNTER VISIBILITY

- Draught Guinness is unique to the pub and Guinness drinkers are key influencers.
- Guinness has a great visibility suite available.



Latest
Branding

Tap on Font



Illuminated 82mm tap
marker for Swanneck, box
or bridge installations



Standout visibility through back bar
harp of Gold and independent bottle.
Both with USB charging points

C5 – COUNTER VISIBILITY



• SUMMARY

- Draught is unique to the pub
- First impressions last
- Current Branding
- Tap on Font
- Prominent positioning
- Illuminated

• KEY BENEFITS

- Draught is front of customers mind.
- Influencing the undecided consumer to drink draught.



C6 CONSISTENT FRESHNESS



C6 – CONSISTENT FRESHNESS



Fresh beer looks and tastes better.

Stock Management

- Age – adversely affects flavour & appearance
- Good stock management in outlet is key
- Stock should be rotated to FIFO principles.
- Kegs should never reach their BBD.
- Ensure you stock the correct sized keg for your volume.

Age Guidelines

- Guinness - BBD 180 days from racking
- Kilkenny - BBD 180 days from racking
- Best before dates are clearly marked on the keg cap and neck of the keg.



C6 – CONSISTENT FRESHNESS

FIFO

- First In - First Out
- Always tap the oldest kegs first
- Make sure your stock is rotated regularly, at least weekly.
- Even if the kegs have been rotated always check the best before date before tapping.

FIFO PRINCIPLE



- The objective is to ensure the oldest stock is used first and does not become too old



C6 – CONSISTENT FRESHNESS

Tap Throughputs

- Rule of thumb is to aim to sell 1 keg per tap per week
- Each tap can dispense up to 2 kegs per hour.
- Maximise the volume through as few taps as possible.

A consistent flow through the tap will:

- Ensure freshness
- Reduce waste
- Improve quality
- Increase sales



C6 – CONSISTENT FRESHNESS



- **SUMMARY**
 - Fresh beer tastes better.
 - FIRST IN FIRST OUT (FIFO)
 - Ensure adequate tap through-puts
 - Correct keg size type for the volume
- **KEY BENEFITS**
 - Ensure freshness in glass
 - Reduce waste
 - Improve consistency
 - Increase sales



C7 CRAFTED PRESENTATION



C7 – CRAFTED PRESENTATION



The pouring and presenting the perfect pint is vital to meeting consumer needs.



Consumers
Want ...

Consumers – drink with their eyes

- 95% of consumers believe they can judge the quality of the pint by its appearance.

(Head, texture & colour)

Importance of Presentation

- Clean Branded Glass
- No Overspill
- Correct Head Height
- Brand Theatre

Great Looking, Great Tasting

Diageo Ireland research '07



C7 - CRAFTED PRESENTATION



6 Steps to Perfection

- A cool clean branded glass.
- Hold Glass at 45° to the nozzle pulling handle fully forward.
- Fill to the top of the harp straightening the glass as you fill.
- Leave to settle till the head is formed.
- Top up pushing handle away from you till just proud of the rim.
- Present the perfect pint to the customer.

Never put the spout in to the Guinness



C7 – CRAFTED PRESENTATION

GUINNESS

- Head 12-18mm
- Temp 5 -7°C



Appearance:

Dark Ruby Red with a creamy head

Aroma:

Hints of Roasted Coffee and Chocolate

Taste:

Smoothly balanced with bitter sweet roasted notes

ABV: 4.2% ABV

IBU: 40



C7 – CRAFTED PRESENTATION



■ SUMMARY

- Correctly branded glassware for every serve
- 2 Part pour Guinness & Kilkenney Cream
- Perfectly served every time

• KEY BENEFITS

- Consistent head heights
- Great presentation
- Happy customers
- Brand theatre



SUMMARY 7C'S



Correct Gas

Guinness needs the best mixed gas to deliver the best presentation & taste.

- Quality gas with zero oxygen content.
- Correct gas mix CO₂:N₂ for the storage temperature.
- The optimum static & dynamic pressures for your mix and storage.
- Safety first. Handle high pressure gas bottles carefully and ensure they are safely secured at all times.

Correct Temperature

Beer stored & served at the right temperature stays fresher for longer & tastes better.

- Kegs should always be in controlled storage temperature 8-10°C
- Never store the kegs close to a heat source.
- A effective cold room takes 24-48 hours to chill a 50 L keg to temperature.
- The Cold room and coolers should be clean, well maintained and serviced regularly.
- The system should consistently deliver the beer at the desired dispense temperatures.

Clean Lines

Beer tastes best when served through clean lines.

- Product lines should be of the highest specification.
- A rigorous cleaning procedure with effective detergents at the right frequency are key to guarantee yeast free lines.
- Inspect the lines regularly with a torch to ensure they are yeast free.
- Inspect the tap nozzles daily and rinse under fresh water.
- Dismantle and clean in a sanitising solution on a weekly basis

Clean Glassware

The perfect beer needs a cool clean brand glass that delivers great looking great tasting Guinness

- Glasses need a dedicated and well maintained glass washer with hot water and auto dosing detergent.
- Glasses should stored in baskets or on plastic gridding to ensure adequate air circulation and drying.
- Regularly inspect glasses with a visual check or water break test and take remedial action where required with a glass renovation detergent.

Counter Visibility

Guinness is unique to the pub and seen as the beacon of quality.

- The Guinness font should have a prominent position to ensure customers know Guinness is available.
- Position on the counter so the customer can witness the signature two part pour.
- Light the font whenever possible to create the best brand image.

Consistent Freshness

Beer tastes best when fresh.

- Always aim for fresh beer well within BBD
- Check stock weekly and check the best before date on delivery and before tapping. Ensure FIFO is in operation
- Rotate stock to ensure the oldest kegs gets used first use a keg tag if required.
- Manage through-put aiming for minimum of 1 keg per tap per week
- Look to have the correct keg size for the volume

Crafted Presentation

Guinness drinkers expect a perfect serve every time.

- Signature two part pour is key to ensure great looking great tasting Guinness
- Always use current branded glassware for every serve.



Overall Summary

- Quality is key to meeting consumer expectations.
- Quality doesn't happen by accident, it's the result of sustained effort.
- Ensuring all elements of the quality chain are in place will ensure that we meet customers expectations.
- Satisfied Guinness Drinkers
 - Enjoy more Guinness
 - Visit more regularly
 - Tell their friends
- Resulting in more sales for your outlet

