



► WHY DO BREWERIES ALWAYS SEND YOU FOAMY BEER?



► WHY DOES THE BEER FROM THE BOTTOM OF THE KEG ALWAYS TASTE FUNNY?



► WHY DO I ALWAYS GET A HANGOVER FROM DRINKING DRAUGHT BEER?

What's your beer IQ?

ADDRESSING DRAUGHT TRAINING NEEDS OF BAR OWNERS & MANAGERS WITHIN THE GTA.

We poured thousands of pints back in the day. If only we knew then what we know now. How many bad pints of beer are you pouring? Dirty glasses, no head, flat beer, warm beer...

Think you know draught?

We meet people everyday who truly believe they know everything about draught.

We know draught. We know restaurant and bar operations. We help your staff better understand draught so they can pour a better beer and lower your costs; which increases your profit.

We've been bartenders, managers, teachers, and now we're certified draught technicians. We share our knowledge and experience with staff respectfully. We've been in your staff's shoes before.

Introducing Toronto's most thorough draught school. You won't find draught knowledge presented like this anywhere else.

You have spent thousands on staff training. Plating manuals, cross-training, shadowing, testing...what about beer? What about draught? Do your staff know how to properly pour a beer? What about how to identify a beer clean glass?

To see how we can help your staff pour better beer, flip this sheet over and see the course outline information.



TREND WATCH

US "craft beer" sales rise 11.7% in '06 reports Modern Brewery Age Magazine. "American tastes are clearly changing", said Paul Gatza, director of the Brewers Association. Here in Canada, sales of Canadian craft and premium brands are outpacing all other segments. This incredible growth in the craft and premium segments means only one thing...people want quality beer. Your guests may drink value brands at home, but when they are out, they want quality and they have no problem paying a little extra money for it. Proper pouring is an important part of ensuring a quality beer.

Are your staff pouring pints like this?

How much do you think this costs you?

*Draught beer has seen skyrocketing cost increases over the years.
Domestic draught now costs about 10 cents per ounce; imports about 14 cents.
Can you afford to lose \$20 a keg?*

There are just over 100 pints in a regular sized domestic keg (58L). If your staff completely fill a 20oz glass, but you've costed for 18 oz, you are losing over \$20 a keg.

If you pour imports, you could be losing an additional \$10 a keg.

Failing to pour a head on a pint results in lower profitability, decreased quality, and inconsistent bartending.

The problem is that no one has really communicated to staff, *in their terms*, why proper pouring is essential. Staff don't understand draught. Very few people actually do.

Fresh Beer: The best beer in the world is a fresh beer. Beer is food.

Nobody likes to comp bad beer, but drinking it is worse.

“What if I invest money in training my staff and they leave?”

WHAT IF YOU DON'T AND THEY STAY?

Understanding proper rotation is key to serving top-quality beer.

Glassware: Using a clean, room temperature glass is the first step in creating a proper pour. Frozen glasses tend to be unsanitized and create excessive foaming. A frozen glass usually means a poor quality draught.



Brewers spend millions on branded glasses for a reason. Guests feel attached to “their” brand of beer and want others to see what they're drinking. Their brand is their badge.

Freshness and correct glasses are only two of many reasons to take the **draught prophets** seminar.

ZERO SPILLAGE:
Is it a euphoria?



There are really only two reasons for draught spillage. Your system or your staff. That's it.

Your staff determine if you are going to have spillage. Once they understand the importance of proper pouring and the impact that quality has on sales (their tips), they buy into the concept of better beer.

draught prophets are pleased to offer draught education seminars for your staff. You can get a one-year subscription to send an unlimited number of your staff or you can purchase tickets a la carte. Seminars last about 90 minutes and cover:

- ◆ **Temperature** - how it affects pouring and taste.
- ◆ **Pressure** - what's the correct amount and what is the difference between Aligal, beer, stout, or mixed gas?
- ◆ **FOBs** - what are they and how do they work?
- ◆ **Common myths** - why does the bottom of the keg always taste funny?
- ◆ **Selling** - how to increase your tips with no extra work.
- ◆ **Troubleshooting** - how to identify & solve problems quickly.
- ◆ **Beer Clean Glasses** - how to spot them.
- ◆ **Glassware** - does the shape make a difference?
- ◆ **Proper pouring** - why is it absolutely crucial to pour a head on the beer? How can this increase your tips?
- ◆ **Handouts and props, plus much more...**

For seminar schedules and locations:

betterbeer.com/seminar

Next seminar is on:



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