



# draughtprophets

Quality inspired profits



Tired of draught beer problems?  
Are your taps consistently pouring  
foam? Is your draught spillage  
rising? Do you have kegs that  
sit tapped for a month?

Serving warm, flat, draught into  
dirty glasses is the norm. The bar  
has been set so low on draught  
quality, that the only consistent  
thing about draught is inconsistency.

All of these problems  
are costing you a fortune.

What if you had **better beer?**



Introducing **draught prophets**. A company like no other. We take great pride in helping you provide quality draught to your guests. By doing so, you will earn more profit through increased draught yields and increased draught.

We do this by offering three unique services:

- **Technical Services** - proper system cleaning and preventative maintenance.
- **Draught Principles** - once your staff understand how to properly pour, store, serve, and sell draught your guests will buy more. We offer a complete draught training system.
- **Brand Consulting** - the correct size, price, and brands to maximize margins.

## TECHNICAL SERVICES

Ask your line cleaning company if they soak and scrub your couplers and faucets when they clean your lines. Chances are they don't. Ask them if their system pulsates the cleaning solution continuously through the lines.

### proper system cleaning:

We are proud to use a re-circulating line cleaning pump that pulsates the cleaning solution through the lines. Our pulsating action adds a "scrubbing" motion to ensure an extremely clean line. Most companies only use a "pressure pot" that soaks the line. We use both methods of cleaning on your system.

We dismantle all of the parts then soak and scrub them with a brush. Because we both care about the safety of your guests, we check the ph level of the beer after cleaning to ensure that all of the cleaning solution is flushed from the line.

## DRAUGHT PRINCIPALS

Draught knowledge provided by someone who's been there. A complete **Draught Training System** designed by someone who's been a Bartender, Bar Manager, and a GM.

### costly pours...

Let's say you use 20 ounce pint glasses. You have trained your barstaff to pour 18 ounces of beer with a dime-sized head. Perfect.

But they fill the glass instead. At 10¢ per ounce for domestic draught, you are losing 20¢ per pint. You go through 5 kegs a week? That's \$100 a week, or \$5,200.00 a year. If you pour imports, add on an extra 50%.

**knowledge = confidence = sales**

## BRAND CONSULTING

How did you price your draught? What about size; how did you decide on your draught sizes? What about the brands you pour? Chances are that you used what everyone else does... gut feeling.

The time is now to start engineering your draught menu. We'll help with a mathematical, systematic approach to pricing your draught.

## QUALITY FOCUSED BENEFITS

Our services are not a one-shot, fix-all, but an ongoing quest for perfection. In order to keep your system up and running, it takes constant monitoring and attention. We do this for you.

Our clients enjoy numerous benefits that make their life easier. Benefits like line tags, faucet caps, keg stacker boards, fridge-mounted thermometers, and FREE SERVICE calls, just to name a few.

PRODUCT COMPARISON	PACKAGES			A LA CARTE SERVICES			
	BRONZE*	SILVER*	GOLD*	Education	Manual	Menu Eng.	Pricing
Line Cleaning	√	√	√				
Temp Check	√	√	√				
Pressure Check	√	√	√				
Gas Check	√	√	√				
Glass Check	√	√	√				
Rotation Check	√	√	√				
Glycol Check	√	√	√				
Free Misc. Parts	√	√	√				
Fridge-mounted Thermometer	√	√	√				
Faucet Caps	√	√	√				
Line Tags	√	√	√				
Fruit Fly Control	√	√	√				
Keg Stacking Boards	√	√	√				
FREE Service Calls	√	√	√				
Customized Draught Manual	√	√	√	√	√		
Seminar		√	√	√			
On-line Library		√	√	√	√		
Menu Engineering			√			√	
Competitive Pricing			√				√