



BEVTECH
SOLUTIONS

SERVING AND PRESENTING
PRISTINE TAP BEER

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LION

BEER STYLES

Like other naturally fermented beverages, beer has many unique styles and characteristics not to mention its rich history originating from many diverse cultures and civilisations around the world.


This booklet is designed to describe the various dispense and presentation techniques for tap beer unique to specific styles and brands of tap beer.

You will discover as we have at Lion that by learning and adopting the correct tap beer handling techniques you will be able to enhance the unique and diverse characteristics of tap beer to further grow your appreciation and affinity of this great natural product.

Enjoy!

BEER POURING STYLES CONTENTS

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The presentation of tap beer is as important as the beer itself. Presenting beer to less than perfect standards will affect consumer's perception of the beer quality. By using the following steps, you will help ensure that the poured beer consistently performs and presents as it was designed to do every time.

1 THE LION BEER SIX PART POUR

1 // THE GLASS Select a cool, clean, dry, beer glass. Always hold the glass at the base or by its handle.

2 // THE POUR Holding the glass at 45 degrees, begin your pour. Ensure that the nozzle does not touch the glass and do not dip it into the beer.

3 // CREATING THE HEAD To create the natural foam head, straighten your glass as it fills to allow a 5mm to 10mm head to form. The head is important as it prevents the beer from coming into contact with the air and helps release the fine aroma.

4 // THE COMPLETION Move the glass from under the tap, away from the drips. These drops will collapse the head you have just

created. Ensure the glass is not over filled resulting in beer running down the outside side of the glass.

5 // THE SPECIFICATION After pouring, a steady stream of bubbles should rise through the beer ensuring continued head replenishment. The optimum serving temperature for Lion Beers should be between 2°C and 4°C.

6 // THE PRESENTATION Finally place the glass of beer on the bar top in front of the customer with the branding facing the customer.

2 THE STELLA ARTOIS NINE PART POURING RITUAL

The Stella Artois 9-step pouring ritual is a key part of the brand's communication of quality, heritage and supreme craftsmanship. It is designed to consistently provide the consumer with the ultimate premium tap beer experience. Adhering to the ritual does not require significant extra cost, time or bar space. All Stella Artois outlets must execute a version of the 9 - step pouring ritual so the consumer receives the best possible experience with this brand.

THE FUNDAMENTAL ASPECTS OF THE RITUAL ARE;

THE PURIFICATION

Using sinks, glass washers and or glass rinsers is the best way to perform this step, but this is not mandatory. Ensuring that the glass is perfectly clean, and below room temperature is enough.

THE BEHEADING

It is important to cut the head after completing the pour.

THE CLEANSING

This is important to ensure that the glass looks its best after the pour and that the glass stem is clean to hold. This can be done using sinks as in the Belgian Beer Cafes, or alternatively Post-Mix guns or napkins.

THE BESTOWAL

Present the beer on a branded coaster to complete the pouring ritual.



1 // THE PURIFICATION Use the correct branded glass, ensure it is clean and chill with rinser before pouring. Always hold the glass at the base. The trade mark Chalice glass is designed to release Stella Artois' unique flavour and aroma.

2 // THE SACRIFICE Open the tap in one swift motion and let the first burst of foam flow away. The beer should never be poured straight into the Chalice glass, ensuring that every drop of Stella Artois is fresh.

3 // THE LIQUID ALCHEMY BEGINS Holding the glass at 45 degrees, begin your pour. Ensure that the nozzle does not touch the glass and do not dip it into the beer.

4 // THE HEAD To create the natural foam head, straighten and lower your glass as it fills. The head is important as it prevents the beer from coming into contact with the air and helps release the fine aroma.

5 // THE REMOVAL Close the tap in one quick motion and move the glass from under the tap, away from the drips. These drops will collapse the head you have so carefully crafted.

6 // THE BEHEADING While the head is flowing over the rim of the glass, cut it gently with the blade held at 45 degrees. This eliminates the larger bubbles which burst easily and accelerate the dissipation of the head.

7 // THE CLEANSING Clean the bottom and sides of the glass with clean cold water. Always hold the glass by the stem.

8 // THE JUDGEMENT The correct amount of foam should be two fingers (about 3cm) thick. The beer level should not be above the plimsoll line. The final head is very important as the "crowning glory" that ensures your Stella Artois looks as good as it will taste.

9 // THE BESTOWAL Finally, present the beer on a clean coaster ensuring all branding faces the customer. The optimum serving temperature for Stella Artois should be between 2 °C and 4 °C.



The Guinness Perfect Pint Pour is a unique presentation process linked to this iconic, legendary brand. This presentation process which is known throughout the world is absolutely necessary to achieve a perfect looking pint of Guinness and helps differentiate the Guinness brand from most others. By adopting the Perfect Pint Pour steps your customers will be reassured in knowing that the Guinness served to them will be presented in accordance with the defined performance standards associated with this brand.

3 THE GUINNESS SIX PART PERFECT PINT POUR

1 // **THE GLASS** Start with a cool, clean, dry Guinness glass always holding the glass at the base.

2 // **THE ANGLE** Hold the glass on a 45 degree angle beneath the beer tap.

3 // **THE POUR** Pull the tap fully forward and pour until the glass is three quarters full. Ensure that the nozzle does not touch the glass and do not dip it into the beer.

4 // **THE SETTLE** Allow the surge to settle for between 90 and 120 seconds to allow the head to separate from the darker body.

5 // **THE TOP UP** Fill glass to the top by pushing the tap right back. After the final pour you should be left with a white creamy head of between 13mm and 21mm slightly proud of the glass rim.

6 // **THE PRESENTATION** Finally, place the glass of beer on the bar top with the branding facing the customer.



4 TAP BEER WILL LOOK AND TASTE GREAT IF YOU...

- // Use the correct glassware for dispensing tap beer.
- // Regularly clean ambient beer lines weekly and chilled beer lines fortnightly.
- // Consume tapped beer kegs within 3 days of opening on ambient systems and 7 days on refrigerated systems.
- // Ensure all kegs are within their best by date when tapped for use.
- // Rotate the stored kegs so that the first keg in is the first out.
- // Glassware is soaked regularly in sanitising powder to remove residue build up.
- // The beer is poured at between 2 °C to 4 °C in the glass.
- // The beer has good head presentation after pouring.
- // The beer is not running down the outside of the glass from over filling.
- // Regularly use soapy water to clean the beer tower, drip tray and glass washer.
- // All lipstick, juice and milk residue is removed from the glass before washing.



5 COMMON TAP BEER PRESENTATION FAULTS

GLASSWARE HAS RESIDUE BUILD UP

Soak glassware in sanitising powder for 1 to 2 hours.

Check detergent and dose on glass washing machine.

BEER IS POURING TOO FROTHY AND IS WARM

Cool room should run at 0 °C to 1 °C.

Chilled water should run at -2 °C to -4 °C.

Ice bank should run at 0 °C to 0.3 °C.

Beer should pour at 2 °C to 4 °C in the glass.

The gas pressure is too high.

BEER HAS POOR HEAD PRESENTATION

Beer is too cold and should pour at 2 °C to 4 °C.

Glassware is over chilled.

Glassware has residue build up and needs sanitising.

Beer has been poured incorrectly.

The gas supply has run out or has been turned off.

The gas pressure is too low.

BEER HAS POOR TASTE & SMELL CHARACTERISTICS

Beer lines are not cleaned as recommended.

Keg is past best by date.

Keg has been tapped for longer than the recommended period of time.

6 LION TAP BEER TRAINING

As part of Lion BSW commitment to optimising tap beer quality to our customers and consumers, we provide trade outlet tap beer training on request at no charge.

To book a training session for your outlet, call your Lion BSW BevTech Solutions area technician directly or via the Lion BSW Customer Service Centre on 0800-107272.

For more information about tap beer dispense systems and beverage equipment go to www.bevtechsolutions.co.nz

For more information on Lion BSW tap beer products and other Lion BSW beverage products go to www.lionco.com

These tap beer management and pouring tips were brought to you by passionate Lion beer drinkers who appreciate and enjoy great quality tap beer!





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