

# HOW QUALITY AFFECTS PROFITS

**Correct practises increase yield by up to 7%:**

If you sell 1 firkin of IPA a week, this could mean an extra £1,650 worth of stock a year, just on this IPA font alone.

Poor quality leads to...



Drive for quality means...



What factors make a perfect pint of Greene King IPA?

What should you check regularly in every one of your businesses



Clarity



Aroma



Taste



Temperature

# HOW TO TROUBLESHOOT?

## CLOUDY

Tilting too far on stillage

Not rolling casks before stillage/vent

Beer not stillaged for full 3 days

## FLAVOUR / AROMA ISSUE

Tap and equipment cleaning

*(check use of tap brush/dismantle and check a tap for yeast build up)*

Date cask put on sale

*(No more than 3 days if not using an aspirator, 6 days if they are using an aspirator)*

Line cleaning

*(Use a pen torch in the cellar and also under the bar by the beer engine)*

## TEMPERATURE

Maintain 11 – 13°C in cellar

Ale Python Units topped up and working

Cool glasses used

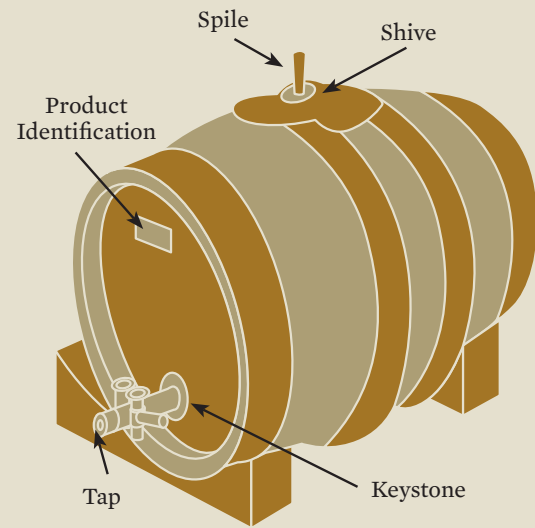


# GREENE KING IPA IS THE FASTEST SELLING CASK ALE AND WINS TASTING TESTS. IT HAS A MOREISH, CRISP CLEAN TASTE.

## HERE ARE A FEW TIPS TO BRING THE FANTASTIC TASTE AND AROMA OF GREENE KING IPA TO ITS FULL POTENTIAL.



# CELLAR PROCESS



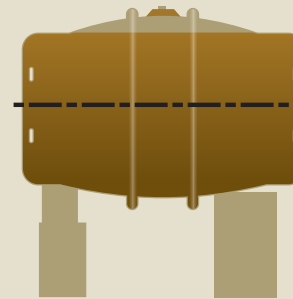
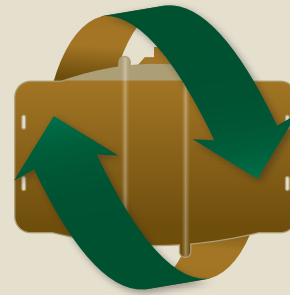
DELIVERY DAY: REST FOR 2-4 HOURS VENT: TWICE A DAY

CONDITION: DAY 1

1

## ROLL & STILLAGE

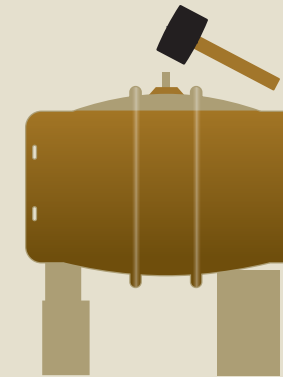
Roll to re-distribute sediment in the firkin and stillage immediately.



2

## VENT

2-4 hours after stillage and twice daily thereafter, by easing the spile.



3

## CONDITION

For a full 3 days to get IPA's full aroma and taste. Ease spile twice daily.



CONDITION: DAY 2

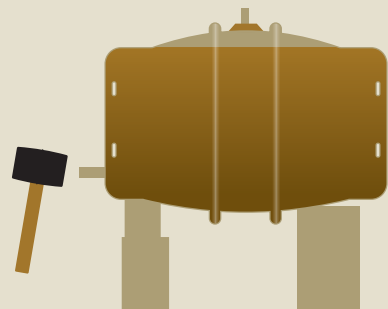
CONDITION: DAY 3

READY FOR SERVING:

4

## TAP

At least 24 hours before needed. Ease spile twice daily.



5

## CONDITION

Complete 3rd day of conditioning to get IPA's full aroma and taste.



6

## CHECK QUALITY

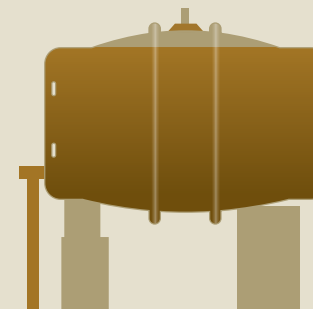
Test the quality.



7

## CONNECT

Flush the line with water first.



8

## SERVE

Pour the perfect pint.



10MM HEAD

9

## TILT

For maximising yield - manual stillage ideal  $\frac{2}{3}$  full, never less than  $\frac{1}{2}$  full.

