



BREWER APPROVED

DRAFT QUALITY PARTNERSHIP PROGRAM

MINNESOTA...YOUR BEER DESERVES BETTER.

As an establishment with a quality beer program, you understand the importance of best practices when handling and serving beer. A lot of time and care (and money) goes into producing and distributing such a fine product. You also understand that beer is a food product, it demands the same level of attention and care that you would give to your food. Fresh, without off-flavors, and as the brewer intends.

We applaud your dedication to maintaining such high industry standards.

Better Beer Society shares these high standards. It is for this reason we wish to partner with and celebrate those, who like yourself, are committed to raising the bar for draft quality.

It is our mission to educate, increase awareness, and elevate the level of draft quality and service standards among Minnesota bars, restaurants, and taprooms. We feel that consumers deserve better. We feel that beer deserves better.

We look forward to partnering with you on this mission.

"Here at the Gnome we take pride in our beer program. We want our guests to know that. Having the BBS Certification allows our guests to recognize the level of pride, care, and respect that we take in pouring a quality product."

Emily Brink General Manager
The Happy Gnome

PARTNERSHIP INCLUDES:

Draft System Maintenance

- Bi-Weekly / Electronic Pump Equipment
- Electronic Pump Equipment
- Manual Equipment Clean (faucets, couplers, FOB's)
- Quality Control Monitoring & Reporting
- Cooler Organization
- Expert Knowledge (Certified Cicerones®, Micro Matic Certified)
- Brewers Association Guidelines

ROI / Assurance

- Profit & Loss (sales up, waste down)
- Draft System Balancing
- Employee Performance
- Cooler layout
- Equipment Upgrades & Repairs
- Beer Cost Analysis
- Projections & Trends
- Menu Collaboration

Staff Education

- Draft System Components
- Troubleshooting
- Service & Handling
- Importance of Sanitation

Awareness

- "Brewer Approved" Certification
- Window Cling
- Map Listing
- Social Media Promotion



**BETTER BEER LINES.
BEST PRACTICES.
ALWAYS.**



For pricing or to schedule a free consultation:

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