

# BRAND STANDARDS

# 2016



## IMPORTANCE OF QUALITY

Nothing threatens the growth of craft beer more than quality issues, so we must all work to keep fresh beer on the shelves. Fresh beer, as it's intended to taste, creates loyal customers and loyal fans.

### QUALITY STANDARDS

#### Draft Delivery Systems

1. Draft beer should be delivered through standard CO2 delivery systems. No air compressors.
2. Draft lines should be cleaned no less frequently than every 2 weeks.

#### Displays

1. Displayed beer should spend no more than 3 weeks in an unrefrigerated state.

#### Freshness

1. Beer must be kept refrigerated at the distributor and retailer below 50 degrees for package beer and 40 degrees for draft.
2. Bottling or kegging dates are printed on all packages. Below are the time frames from the packaging date that provide the best-tasting beer.

### PACKAGE FRESHNESS STANDARDS

75 DAYS	90 DAYS	120 DAYS	180 DAYS	365 DAYS
Fresh Hop Pale Ale	Denver Pale Ale Whitewater Ale Hoss Oktoberfest Candemonium Titan IPA Hercules Double IPA The Big Show Brewers' Picks	Claymore Scotch Ale Colette Farmhouse Ale Orabelle Tripel	22nd Anniversary	Yeti Imperial Stout- all styles Old Ruffian Barley Wine Hibernation Ale Barrel Aged Hibernation Ale Barrel Aged Yeti Imperial Stout Barrel Aged Old Ruffian

### DRAFT FRESHNESS STANDARDS

120 DAYS	365 DAYS
Denver Pale Ale Orabelle Tripel Whitewater Ale Hoss Oktoberfest Fresh Hop Pale Ale Titan IPA Claymore Scotch Ale Colette Farmhouse Ale Hercules Double IPA 22nd Anniversary Ale	Yeti Imperial Stout- all styles Old Ruffian Barley Wine Hibernation Ale Barrel Aged Hibernation Ale Barrel Aged Yeti Imperial Stout Barrel Aged Old Ruffian