

BRAND STANDARDS

2017



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	365 DAYS	
Fresh Hop Pale Ale Hop Disciples IPA Nadia Kali Hibiscus Saison Roadie Grapefruit Radler	Hoss Oktoberfest Samurai Rice Ale Titan IPA Hercules Double IPA Strawberry Rhubarb Sour	Denver Pale Ale Candemonium Brewers' Picks	Claymore Scotch Ale Colette Farmhouse Ale Orabelle Tripel	Yeti Imperial Stout- all styles Hibernation Ale Barrel Aged Hibernation Ale Barrel Aged Yeti Imperial Stout Barrel Aged Old Ruffian

DRAFT FRESHNESS STANDARDS

75 DAYS	90 DAYS	365 DAYS	
Fresh Hop Pale Ale Hop Disciples IPA Nadia Kali Hibiscus Saison	Denver Pale Ale Orabelle Tripel Hoss Oktoberfest Strawberry Rhubarb Sour Roadie Grapefruit Radler	Titan IPA Claymore Scotch Ale Colette Farmhouse Ale Hercules Double IPA Samurai Rice Ale Velvet Yeti	Yeti Imperial Stout- all styles Hibernation Ale Barrel Aged Hibernation Ale Barrel Aged Yeti Imperial Stout Barrel Aged Old Ruffian