

BRAND STANDARDS

2021



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 & DRAFT FRESHNESS STANDARDS

365 DAYS

Yeti Imperial Stout - all styles
Hibernation Ale
Wood Werks Barrel Series
Barrel Aged Yeti Imperial Stout
Whitewater Craft Hard Seltzer

180 DAYS

Roadie Grapefruit Radler
Strawberry Rhubarb Sour
Velvet Yeti

120 DAYS

Amelia
Car Camper Hazy Pale Ale
Claymore Scotch Ale
Coffee Porter
Colette Farmhouse Ale
Denver Pale Ale
Double Juicy IPA
Fastpack IPA
Hazy IPA
Hercules Double IPA
Hoss Oktoberfest Lager
Lager
Margarita Gose
Milkshake IPA
Orabelle Tripel
Pumpkin Ale
Titan IPA

*All package types are held to the same shelf life standard unless indicated.