



NEW BELGIUM®

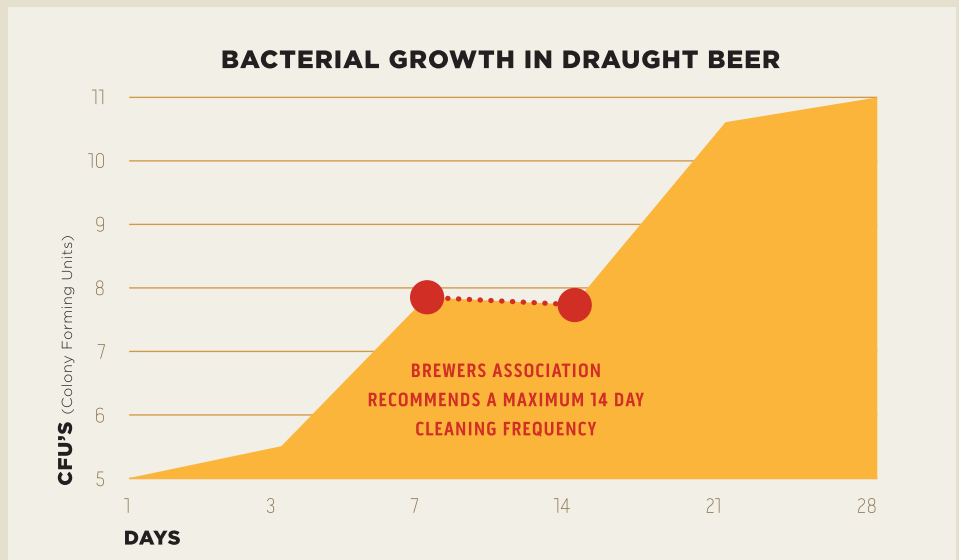
Profitability of Draught Beer Quality

Today's beer drinkers are more educated and discerning than ever before. They are paying more attention to the beers they are drinking and have higher expectations. Cleaning draught systems on a two-week cycle is the industry-wide standard supported by the Brewers Association and all large and small brewers. This sheet will show the importance of proper draught system cleaning, the minimal cost, and that cleaning on a two week cycle is proven to increase sales.

Beer spoiling bacteria will ruin a beer's flavor and aroma, and will inevitably lead to lost repeat business and potential sales.

While these micro-organisms are not health risks, they will cause buttery off-flavors called diacetyl, or sour vinegary off-flavors called acetic acid.

When draught beer systems are not properly cleaned, anaerobic and aerobic micro-organisms like lactobacillus, pediococcus, pectinatus and acetobacter will begin growing in beer lines.



*CFU (Bacterial Colony Forming Unit)
**E. Storgards, Microbiological Quality of Draught Beer – is there reason for concern

THE COST OF LINE CLEANING

Investment in line cleaning makes up only 0.63% percent of the total profit from a keg! In other words, moving from a monthly cleaning cycle to a two week cycle comes out to less than 2 cents per pint!

	PER KEG	PER PINT	%
KEG COST	\$160	\$1.21	20.16%
LINE CLEAN COST	\$5*	\$0.0378	0.63%
NET PROFIT	\$628.60	\$5.75	79.21%
GROS PROFIT	\$794	\$6	



LESS THAN 2¢ PER PINT!

*Assumes \$7.50 bi-weekly line cleaning fee plus beer waste for a 60 foot draw and sales volume of one keg per week



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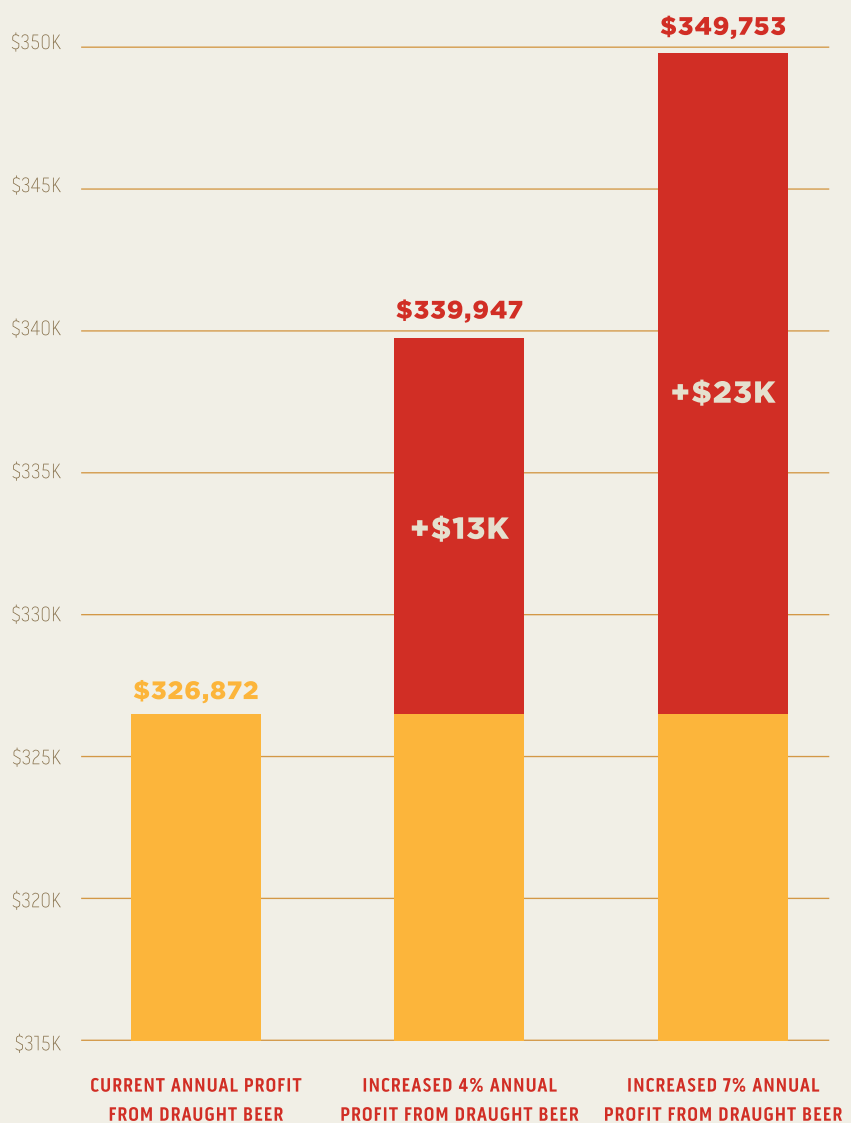
Profitability of Draught Beer Quality

MAXIMIZING PROFITABILITY THROUGH DRAUGHT SYSTEM CLEANING

The need for more frequent draught system cleaning may not always be as evident as customer complaints or significant off flavors in the beer. Instead, this is more often a hidden cost that comes in the form of lost repeat sales or customers moving to less profitable alternatives. This idea is proven in two different studies that have examined the relationship of draught system cleaning and profitability (Draught Beer Quality Subcommittee: "The Economic Benefits of Line Cleaning" and David Quain: "Draught Beer Quality – Challenges and Opportunities"). These studies show an increase of 4% to 7% in sales growth when establishments move to more frequent line cleaning cycles!

**4-7%
SALES
GROWTH**

POTENTIAL ANNUAL PROFIT GROWTH



*Based on annual net profits for a 1.0 line draught system. Keg pricing and sales based on example on page 1.