

# Beermaster Newsletter

*No 1  
August 2006*

**W**elcome to the first BeerMaster's Newsletter for accredited outlets around New Zealand!

We know it's been a while since you've heard from us so we have lots to talk about!

The list of BeerMaster outlets continues to grow, with 170 accredited to date. This shows true commitment by operators wanting to provide the best possible product in a competitive market where standards mean everything. We are now offering to shout you a keg of your main beer brand each time you pass your annual re-audit. The idea is for you to celebrate your success with your customers. Some ideas on how to do this are listed below.

You will have seen the new POS to refresh the BeerMaster image and help to educate your customers within your outlet.

Also for the July Air New Zealand In-Flight magazine we ran an advertorial to educate the consumer about BeerMaster and entice some prospective customers for you!

As this is the first newsletter we'd love to hear your feedback and ideas. Please don't hesitate to let us know what you want to hear – simply email [laura.smith@lion-nathan.co.nz](mailto:laura.smith@lion-nathan.co.nz).

## WAYS TO USE YOUR FREE REAUDIT KEG

- A "trade up" where the consumer gets a pint for the glass price
- A free beer with a meal
- A free beer to regulars
- A "happy night" where there are deals on the beer until the keg is gone
- Happy hour over a number of weeknights
- Learn to pour your own beer night where regulars can come and pour their own beer and compare the taste of a good pour versus a bad pour
- Complimentary bar snacks to match the beer
- Beer tasting session where the consumer can compare the beer with food matches, identify aromas etc.
- Beer Master celebration where people are invited to a special night and the first 50 (or so) pints are free so the message is spread that the beer is fresh.



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## SPEIGHT'S ALE HOUSES

Lion Nathan prides itself on offering the best quality beers to the public and this is why the BeerMaster Programme was developed back in 2000. Lion Nathan's branded concept bars such as the Speight's Alehouses adhere to the highest possible standards of beer quality with BeerMaster accreditation being a mandatory requirement.



With 11 Alehouses nationally and opportunities in other key regions around the country it's very important that the Alehouses provide the perfect Speight's on tap.

"We're all set and enjoy it" says Justin Cullen from the Shepherds Arms Speight's Alehouse in Wellington, "although we need to raise its awareness to the public more effectively".

Justin, along with other members with the same thoughts, will be happy to know Lion has taken this into account and is breathing new life into BeerMasters' awareness.

As you can see we now have the newsletter and the new POS that has been implemented at point of purchase. This is when customers make their decision on choice of drink and what better to start with than a nice freshly brewed Lion Nathan tap beer!

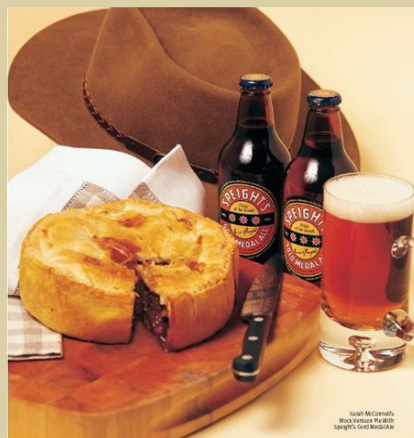
### Sarah McConnell's Mock Venison Pie Beer Match: Speight's Gold

- 1 glass Speight's Porter
- ½ cup Red wine
- 500g Rump steak, large dice
- 1 Tbsp olive oil
- 2 sprigs fresh rosemary
- 4 juniper berries
- 1 Tbsp brown sugar
- ½ potato, peeled & diced
- ½ cup red onion, diced
- ½ carrot, diced
- 1 Tbsp cornflour mixed with ½ cup milk
- 100g button mushrooms diced



Butter, to grease  
1 sheet short pastry  
1 sheet flaky pastry  
Salt and ground pepper to taste  
Pre-heat oven to 200 °C. Place Speight's Porter, wine, steak, rosemary, sugar and juniper berries in a bowl and marinate overnight.  
Remove meat from the marinade (reserve liquid) then sauté the meat in a saucepan with the olive oil until brown. Remove meat from pan and deglaze with some of the marinade liquid. Add the potato, carrot, red onion and mushrooms, and then return the meat to the saucepan as well as the marinade liquid. Simmer on a medium heat for 15 minutes, add the tomato paste and thicken with the cornflour and milk – then set aside to cool.  
Grease a 20cm springform cake tin with butter then line with the short pastry making sure to take the pastry to the top of the tin. Place the cooled meat filling into the pastry and top with the flaky pastry, cut the excess from the sides and pinch together. Brush the top with milk and place in a preheated oven for 30 mins or until brown.  
Serve Hot Serves 8  
Complement – A rich pie with game flavours developed to work well with Speight's Gold Medal Ale

## BEER & FOOD CORNER









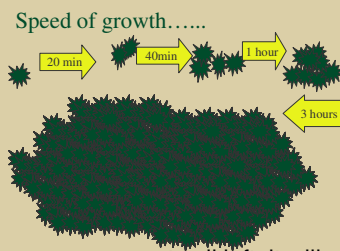


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## QUALITY CORNER: WHY CLEAN LINES FORTNIGHTLY?

One of the biggest issues with folk joining and staying in the BeerMaster programme is that Lion insists on cleaning beer lines on a fortnightly cycle rather than less frequently. So let's take a look as to why this is necessary...

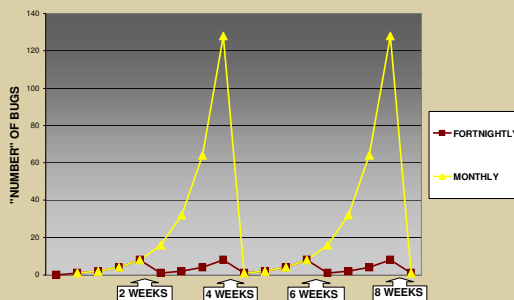
Firstly when we clean our beer lines we are doing just that – "cleaning" *not* "sterilising". What is the difference? Well, cleaning is removing most (but not all) of the beer stone and yeast that build up in the beer lines over time. Sterilising would be killing off of all microbial life so nothing is left alive. Let's have a look at what can happen in a beer line after it is cleaned.



The chart shows that if there is even one yeast cell left, it will grow and form more yeast at an exponential rate. Exponential growth in simple terms means that the number of cells doubles every 20 minutes or so. If we start with one cell, it becomes two, then four, eight, sixteen etc. That's a lot of cells after a month. As a yeast cell grows, it can produce off flavours and even the yeast itself can add a bitter taste to the beer. If you have a few yeasts you may not notice these flavours, however with a whole lot more, off flavours will definitely become noticeable. If the lines are not cleaned clumps will form and you will get cloudy beer.

As you can see from the graph, there is much less yeast around after two weeks so the beer should not have been significantly affected by their presence, however after four weeks the population has gone crazy so not only is there more but it is much harder to get rid of.

Effects of Fortnightly Cleaning v Monthly



The beer wastage, rather than the cost of paying someone to clean their lines, is what outlet owners find the hardest to justify. Despite this some of you have had some good ideas on how to save on that front.

Here are a few:

- \* **Use in cooking** - most people draw off some beer each day to use in recipes so why use the beer from the line cleans instead? Push the beer out with water before cleaner is added into the system.

- \* **Bottle into flagons/PET** and sell off as take home bottles that day if your license allows.

- \* **Why not do the cleaning yourself?** The cost of a cleaning kit is approx \$300 and our Tap Beer Services Team can show you how. Once the kit has been purchased, the cost of chemicals is the only ongoing cost – the savings from not employing a line cleaner is money in the bank. You do need a committed member of staff to carry this out when due.

If you have any comments or questions please email us.

