

BeerMaster Newsletter

No 2
December 2006



Welcome to the 2nd BeerMaster Newsletter. Since the first newsletter we have had 13 new passes! So welcome to the following outlets for achieving their BeerMaster Awards:

- | | |
|------------------------------|--------------|
| • Pioneer Restaurant & Bar | Waipapa |
| • Victorian Rose | Nelson |
| • Blue Pub | Methven |
| • Hamilton WMC Pavilion | Hamilton |
| • QF Tavern | Auckland |
| • A.J's Bar | Tauranga |
| • Paddington Tavern | Auckland |
| • Fox and Ferret - The Palms | Christchurch |
| • Fox and Ferret - Riccarton | Christchurch |
| • Bricklane Bar & Restaurant | Auckland |
| • Fat Badgers | Alexandra |
| • Kaikohe RSA | Kaikohe |
| • Rose & Thistle | Papamoa |

That brings a total of 179 outlets in New Zealand with the BeerMaster Award! Well done!

We have had 2 more adverts go to national press. They were the September edition of the Air New Zealand In-Flight magazine and North and South in September.

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.

We hope you and your customers all have a very Merry Christmas and a Happy New Year!!!



Beermaster Newsletter

HAVE YOU EVER FANICED CALLING YOURSELF A BEERMASTER NOT JUST YOUR ESTABLISHMENT?

Now you have your chance! The BeerMaster Training CD-ROM is available for you to hone your skills – it's a beer appreciation and trade training tool for bar staff and enthusiasts alike.

The modules cover;

- Beer through the ages
- Mysteries of Brewing
- What Style? What Taste?
- Brewers Beer Tips
- Customer Care
- Cellar to seller
- Pallet to palate

Once you have passed all of the modules you will be sent a certificate to say you have passed the course and a BeerMaster badge to wear with pride!

If you are interested in becoming a BeerMaster, please contact Taryn Roebuck on 09 358 8578 or beerambassador@lion-nathan.co.nz

BEER & FOOD CORNER

BEER AND FOOD

Beer is a food product, and a healthy one at that. It contains natural ingredients many of which can be found in one form or another in the common loaf of bread.

Many people associate dining with drinking wine, but beer is also an excellent accompaniment to food. In fact, only a few decades ago beer was the natural drink on New Zealand dining tables

Beer is enjoyed with meals at restaurants and in homes around New Zealand and the world and we should relish any opportunity to enjoy a glass of beer over dinner, and explore the flavour harmony that can be created through the skills of brewer and chef.

The right beer can accompany some foods more appropriately than wine, and like wine can be used to great effect in cooking.

Beer has even had entire cuisines created especially for it.



If you are interested in jazzing up your menu with some beer and food matching please contact beerambassador@lion-nathan.co.nz or either Laura Smith 0274 430682 or Taryn Roebuck on 09 358 8578



Beermaster Newsletter

Beer Handling or Handling your Beer??



“So,” I hear you ask yourself excitedly, “what IS manual handling??”

It’s moving things by lifting, lowering, pulling, pushing carrying, holding or restraining.

In the brewing and licensed retail industry the handling of full, part full or empty kegs may pose a risk of injury, and let’s not forget about those crates and boxes either!

Sprains and strains from manual handling are the most common cause of low back discomfort and pain.

Here are some tips to help you avoid those risky manoeuvres or badly learned behaviours:

Tip One: Use a trolley or hand cart if available and slide objects such as cartons where possible. Carry the load as close to you as you can to prevent strain on the lower back.

Tip Two: Don’t move it by yourself if it looks tricky (too big, located up high or an awkward shape). Ask a mate, colleague or someone nearby to help you.

Tip Three: Test the load before moving – NO not a taste test, but a weight test! Many people underestimate the weight of loads and end up wrenching their backs.

Tip Four: Check out the environment around you. If the floors are wet or have or you have spillages, mop them up to prevent slips. Clear the area that you are going to walk through from debris and trip hazards.

Tip Five: Take a break. Avoid repetitive lifting without adequate rest breaks to recover.

“It’s not what you do, it’s the way that you do it.”



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BeerMaster Accounts List

1 Queens Head Tavern	46 Canterbury Hotel	91 The Tounge & Groove	136 Shooters
2 Pog Mahones	47 Thirsty Whale	92 Jetts Restaurant & Bar	137 The Pub
3 Southern Sports Bar & Grill	48 The Village Bar and Grill	93 Paddy Lynch's Public House	138 Stadium Bar & Grill
4 Old Bank Café & Bar	49 Black Sheep Tavern	94 Peggy Gordons Celtic Bar	139 Mercury Bay Club
5 Finn MacCuhals	50 Mangatera Hotel	95 Huapai Tavern	140 The Victoria Historic Hotel
6 Hibernian Club	51 Baillie's Bar Warners Historic Hotel	96 Waxy O'Sheas	141 Riverside Lodge
7 Celtic Inn	52 Grandview Sports Bar	97 Golden Gate Lodge	142 Nuggets
8 Post Boy Hotel	53 Havelock North Club	98 Bream Bay Club	143 The Commercial Tavern
9 Pinelands Tavern	54 Te Rapa Tavern	99 Lone Star	144 Onehunga RSA
10 O'Malley's Irish Bar	55 Cooked Strait	100 Roseland Tavern	145 Mannequinn Cafe Bar
11 Wanderers Club	56 Criterion Hotel	101 Coalgate Hotel	146 Brickworks
12 Smitty's Sports Bar & Grill	57 Sky City Canoe Bar	102 Hotel Ashburton	147 The Meetings Irish Ale House
13 Billy's Bar	58 Sky City New City Bar	103 Shepherds Arms Hotel	148 De Bier Haus
14 McManus Hotel	59 Sky City Platinum Room	104 Hamilton WMC	149 Inbargo
15 Wakatipu Tavern	60 Sky City Atrium Bar	105 Cardrona Hotel	150 Smuggler's Pub & Café
16 The Speights Ale House	61 Shooter's Bar	106 Wanaka Bullock Bar	151 Dunstan Hotel
17 Bush Inn Hotel	62 St Kilda Tavern	107 Crooked Door Inn	152 Scruffy Murphy's
18 Post Office Hotel	63 Mosgeil Tavern	108 Forest Lodge	153 Morrison's Irish Pub
19 Toot & Whistle Inn	64 Cust Hotel	109 Worlds End Sports Café	154 Frankton Arms
20 Paddy Barry's Irish Bar	65 Lone Star Café & Bar	110 Whakatane Sports Fishing Club	155 The Feathers
21 The Bog Irish Bar	66 Governors Bay Hotel	111 Speight's Ale House	156 The Dog and Bone
22 Mornington Tavern	67 Oxford WMC & MSA	112 Cardrona Speight's Ale House	157 Seumus's
23 Portside Tavern	68 Little Brown Jug	113 Pog Mahones	158 Speight's Ale House
24 Bellevue Gardens Hotel	69 Phoenix Bar & Café	114 Vic and Whale	159 The Penny Black
25 Molly Malones	70 Brightwater Motor Inn	115 Loaded Hog	160 Albany Speight's Ale House
26 Leuven Belgian Beer Café	71 Blenheim WMC	116 Tai Tapu Hotel (Ellesmere Arms Hotel)	161 The Ponsonby
27 Cloverlea Tavern	72 Wakatu Hotel	117 Cardrona on Avon	162 Marine Bar and Backpackers
28 Porirua RSA	73 Bishops Arms Bar and Grill	118 Sullivans Saloon Bar	163 Speight's Ale House - Tower Junction
29 Mangawhai Tavern	74 Prince Albert Hotel	119 The Brewery Bar and Restaurant	164 O'Donoghues
30 Maungaturoto Hotel	75 Saltwater Café & Bar	120 Hennessy's	165 Northern Steamship Co.
31 Kauri Arms Tavern	76 The Bank Bar & Casino	121 O'Hagans Irish Pub	166 Pioneer Restaurant & Bar
32 Occidental Belgian Beer Café	77 Mount Mellick	122 De Fontein Belgian Beer Café	167 Blue Pub
33 De Post Belgian Beer Café	78 Alexandra Hotel	123 Welcome Bay Tavern	168 Hamilton WMC Pavilion
34 Northcote Tavern	79 Richmond WMC	124 Barmuda	169 Victorian Rose
35 Warkworth Hotel	80 Butlers Bar & Café	125 Westbrook Tavern	170 Sand Bar
36 Grand Hotel	81 Green Bullet Hop Bar	126 Kawerau Hotel	171 QF Tavern
37 Whitehouse Hotel	82 Temps Bar	127 Stumpers Bar and Café	172 A.J's Bar
38 Bayfair Tavern	83 Clare Inn	128 The Gables	173 The Paddington
39 Crofters Pub & Café	84 Slainte Irish Bar	129 Matata Tavern	174 Fox and Ferrett - Riccarton
40 Mackies Hotel	85 Woodend Motor Inn	130 Ashburton Club and MSA	175 Fox and Ferrett - The Palms
41 Mitchell Downs Tavern	86 Papanui Tavern	131 Vancouver Inn	176 Fat Badgers
42 Kitty O'Sheas	87 The Terrace Pub and Café	132 Rose and Thistle	177 Bricklane Bar and Restaurant
43 Houhora Tavern	88 Bowl and Jack	133 Lionzone	178 Kaikohe RSA
44 The Bog Irish Bar	89 Black Harp	134 Speight's Heritage Centre	179 Rose and Thistle
45 Beach Hotel	90 McSwiggans Irish Pub	135 Rock Pub and Café	



Beermaster Newsletter

NEW RELEASE FROM

MAC'S
BREWERY

NOW ON TAP

SPRING
TIDE

LOWER-CARB LAGER

There are a million reasons to enjoy a lower carbohydrate lager, but not one for drinking bad beer. That's why we really put our thinking caps on for Mac's Spring Tide. Our cunning brewers have created a delicate lager made with organic ingredients and a relentless focus on drinkability. It's all built on a pale organic malt base and continues with a small amount of specially roasted malt that offers both depth and something agreeable to look at. Your nose will alert you to the pear and bubblegum esters from the yeast, but your mouth will be preoccupied by the hops. Many clever additions of organic hops push the malt taste to the far reaches of your mouth, creating a character rare in a beer this dry. The esters manage to smooth it all out and the finish is a lingering memory of hops. It might be tricky to describe and fiendishly difficult to make, but Spring Tide is an absolute doddle to drink.



Beermaster Newsletter

Beer Pouring Tips for Summer Trading



Now that we are approaching the warmer part of the year and also a key trading period, it is an opportune time to make sure your outlet beer system refrigeration is in order. This way you'll experience a trouble free summer of trading.

With the increase of ambient temperature and the higher demand placed upon your beer system refrigeration, the benefits of a pre-Christmas maintenance check will undoubtedly pay long term dividends for your business, not to mention the affect on the quality of the beer you serve to your customers.

Our recommendations for ensuring your beer is at it's best are:

- ✓ Cool Rooms should run at 0°C to +1°C
- ✓ Glycol Chilled Water units should run at -2°C to -4°C
- ✓ Beer in the glass should be +2°C to +4°C
- ✓ Icebank chillers should run at +0.1°C to +0.4°C
- ✓ Bottle cabinets should run at +2°C to +4°C
- ✓ Make sure all refrigeration condensers are well ventilated and cleaned.
- ✓ If concerned over your refrigeration equipment performance contact your local refrigeration engineer, your system may only need re-gassing and adjusting.



The Customer Service Centre will be operational everyday except Christmas Day when voicemail (0800 107 272) and fax (0800 227 890) will be available. Following are our operating hours through this period:

Date	Day	Hours
Sunday 24th	Christmas Eve	8:00am to 11:00am
Monday 25th	Christmas Day	0800 voicemail and fax
Tuesday 26th	Boxing Day	9:00am to 5:00pm
Wednesday 27th		7:00am to 6:00pm
Thursday 28th		7:00am to 6:00pm
Friday 29th		7:00am to 6:00pm
Saturday 30th		8:00am to 11:00am
Sunday 31st	New Year's Eve	8:00am to 11:00am
Monday 1st	New Year's Day	9:00am to 5:00pm
Tuesday 2nd		9:00am to 5:00pm
Wednesday 3rd		7:00am to 6:00pm



Beermaster Newsletter

QUALITY CORNER

Your customers drink with their eyes. 👁️👁️

A clean branded glass is the preferred choice of your customer. The glass is the last step in an estimated 400 quality checks made during the production of beer. The state of the glass at dispense therefore, is an essential element in customer satisfaction.

Best Practice

- Wash new glasses before use
- Empty glasses before placing into glass washing machine
- Wash glasses containing dairy products or coffee separately
- Do not leave washed glasses in machine
- Do not touch lip area of glass
- Regular visual inspection and renewing of glassware

The Right Glass Storage

- 5-7mm high glass care mats to allow circulation
- Glassware stored in baskets

The Right Glass Washing Machine Detergent

- Formulated for glass washing
- Does not leave a residue
- Has no effect on beer flavour, appearance or head
- Does not contain a rinse aid

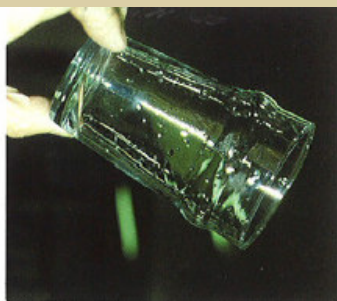
Glass soaking

- Regular soaking in heavy duty glass cleaner eg Release or CXA
- Soak for minimum of 1-2 hours
- Wash glasses in glass washer after soaking
- Keep records



Beermaster Newsletter

Are your glasses clean?



FAR LEFT: Static gas bubbles adhering to non-rinsing films on a poorly washed glass.

LEFT: Figure 1. Water droplets on a glass contaminated with a non-rinsing film.

