

# BeerMaster Newsletter

No 3  
June 2007

Welcome to the 3<sup>rd</sup> BeerMaster Newsletter. Since the last newsletter we have had 7 new passes! So welcome and congratulations to the following outlets on achieving their BeerMaster Awards:

- |                                      |              |
|--------------------------------------|--------------|
| • Rangiora Brewhouse                 | Rangiora     |
| • Oxford Royal Hotel                 | Tirau        |
| • Avonhead Tavern                    | Christchurch |
| • Flyover Tavern and Grill           | Mt Maunganui |
| • JR's Bar and Grill                 | Rangiora     |
| • Bealey Hotel & Speight's Ale House | Christchurch |
| • Speight's Ale House                | Ashburton    |

There are now 175 outlets accredited in New Zealand.

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

We recently sent you all a letter about our website. Check it out at [www.beermaster.co.nz](http://www.beermaster.co.nz). We are happy to link your websites to ours, so if you haven't already let us know what yours is and we'll add it. How about putting ours on yours to let your customers know that your beer is the best?!



New Point of Sale was delivered to you all in April. We think it looks pretty smart and hope you agree. This will let your customer know exactly why they drink in your outlet.

We'd love to hear your feedback and ideas. Please don't hesitate to let us know what you want to hear - simply email [beermasters@lion-nathan.co.nz](mailto:beermasters@lion-nathan.co.nz).



# BeerMaster Newsletter

## UK PROMOTE A GREAT BEER TOO!

BeerMaster isn't the only pub accreditation system being used to give punters a better beer experience.

In the UK, Beautiful Beer is the beer and pub industry's campaign to revitalise the image of beer. It is led by the British Beer & Pub Association (BBPA) with the support of its member brewers, pub companies and other industry bodies.

It is the 'umbrella' brand for a number of activities aimed at encouraging people to make beer their choice on more occasions.



The Beautiful Beer awards operate in a similar manner to BeerMaster with assessments of the pubs knowledge and practical ability and an on-site audit of cellar management and beer dispense. There are two levels - a Gold award where a licensee must demonstrate best practice in cellar management, beer dispense, bar presentation and beer quality, and a Platinum award which requires the same standards as for Gold plus a 'beer experience' for customers.



Cask Marque also operates in the UK for ensuring the excellence in the service of cask ale and it is awarded to the licensee rather than the pub. Inspections are made twice a year to assess temperature, appearance, aroma and taste. If the pub passes it receives a plaque, framed certificate and merchandising material to inform its customers of the award and their rights.

The customers are encouraged to comment independently on the quality of cask ale in the pub to the Cask Marque organisation.

Award winning pubs are listed on the websites for both programmes

Does it work??

Yes - a trial by the BBPA, delivering ABCQ (Award in Beer Cellar Quality) and Beer Academy training in 350 pubs, resulted in a 3% increase in beer volumes – proving that better beer really does build better business.





# Beermaster Newsletter

## NEW ADVERT AND POS



### FRESH FROM THE TAP

The prestigious BeerMaster award is presented annually to bars, clubs and restaurants who have shown their beer, beer systems, staff training and techniques are up to the high BeerMaster standards.

BeerMaster outlets serve our beer the way the brewer intended - **FRESH, COLD, PERFECT!**

To enjoy your favourite beer to the full, you need to be served it in the following conditions:

- Temperature:** Cold beer is served at a temperature of 4-6°C (39-43°F). Warm beer is served at a temperature of 12-14°C (54-57°F).
- Carbonation:** Carbonation is the key to a good beer. It should be served at a level of 2.5-3.0 volumes of CO<sub>2</sub> per volume of beer.
- Storage:** Beer should be stored in a cool, dark place, away from light and heat. It should be kept at a constant temperature of 4-6°C (39-43°F).
- Dispensing:** Beer should be dispensed at a pressure of 1.0-1.5 bar. It should be served in a clean, chilled glass.
- Staff Training:** Staff should be trained in the correct way to serve beer. They should be able to identify the different types of beer and their characteristics.
- Beer Care:** Beer should be kept in a clean, cool environment. It should be protected from light and heat.
- Quality:** Beer should be of high quality. It should be served in a clean, chilled glass.
- Safety:** Beer should be served at a safe temperature. It should be kept at a constant temperature of 4-6°C (39-43°F).

[www.beermaster.co.nz](http://www.beermaster.co.nz) [www.drinkresponsibly.co.nz](http://www.drinkresponsibly.co.nz)



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# Beermaster Newsletter

## BeerMaster Accounts List

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





# Beermaster Newsletter

## ***Fruit Flies***

*(Unwanted Beer Tasters)*



*From time to time many tap beer outlets have experienced fruit fly presence around the bar area and beer taps.*

*Although at varying levels fruit flies like any other insect are a naturally occurring phenomenon there are many ways in which you can minimise their presence in your bar area especially around the beer taps.*

- ✓ *Do not dip the beer tap into freshly poured beer- apart from possible contamination of the beer, a yeasty residue will dry onto the tap surface attracting fruit flies into the area.*
- ✓ *On a daily basis regularly wash down beer towers, drip trays and drip tray grills with warm soapy water to remove accumulated beer spill.*
- ✓ *The drip tray drain is particularly difficult to clean and should be replaced periodically. To successfully clean the drip tray drain use a bottle brush of similar diameter to the drip tray drain to brush out yeast residue. Pouring disinfectant or beer line cleaner down the drain has little affect in removing accumulated yeast residue.*



### **Lighten up with Mac's**

For those of you who like to enjoy a cold beer, just less the alcohol, Mac's Brewery presents Mac's L1ght, a 1% Alc/Vol beer with strength of character any self-respecting lager would be proud to possess.

You'll notice a number of changes when you first come across the new Mac's L1ght. Firstly a much more aesthetically pleasing pack and bottle will dawn on you. But we haven't just redressed Mac's L1ght with new labels. Oh no, the liquid is all new, all natural and tasting better than ever.

Using the same hops as Mac's Hop Rocker and a malt grist enriched with roast barley, the new Mac's L1ght is brewed with a body and depth so often lacking in light beers. Mac's L1ght has a pleasant bitterness and soft citrus aroma gifted by NZ Cascade hops.



# Beermaster Newsletter



## Beer is food and does go off.



Beer unlike wine does not improve with age and it is at its best shortly after it is kegged.

A keg in a coldroom once tapped should be used up within 7 days. Why? While the shelf life of a keg is a matter of weeks, once you tap or open a keg you have let in some oxygen and penetrated the keg seal thus exposing the contents to potential infection. Yes - you clean your lines regularly but this does not sterilise them. So there is always some yeast about. Once a keg is tapped it has lost its micro integrity. The yeast about will get into the keg and grow over time to cause a deterioration in beer flavour.

It's similar to a carton of orange juice or UTH milk. Like beer these have a longer shelf life than a few days but like a beer keg once opened they last for only a few days before they are past their best.

The drinker will not be sampling the product as the brewer intended but a staler version. When beer stales it takes on papery, wet cardboard aromas which will eventually taste like wet leather. Not likely to get a customer rushing back for more!



Keep track of your tap volumes for each brand. If you have a low performing brand remember it is better not to have it on tap than have a bad tasting example for your customer.

Please note 7 day rule applies to kegs in a coolroom. If you have an icebank you must use the keg within 3 days. The keg is being held at a warmer temperature when tapped so therefore does not last as long.



# Beermaster Newsletter

*Continued from previous page:*

A note on keg banking (connecting kegs in series)

Kegs on icebanks must never be banked. Kegs in a coolroom may be banked according to the table shown below. When changing banks, all kegs must be run out each time and a fresh bank of kegs connected.

| Number of kegs per week/brand | Number of banks | Changover? | Number of kegs in bank |
|-------------------------------|-----------------|------------|------------------------|
| <7                            | none            | -          | -                      |
| 7-14                          | 1               | No         | 2                      |
| 14-20                         | 2               | Yes        | 2                      |
| 20-30                         | 2               | Yes        | 3                      |
| 30+                           | 2               | Yes        | 4                      |

Guinness and Kilkeny must not be banked either.

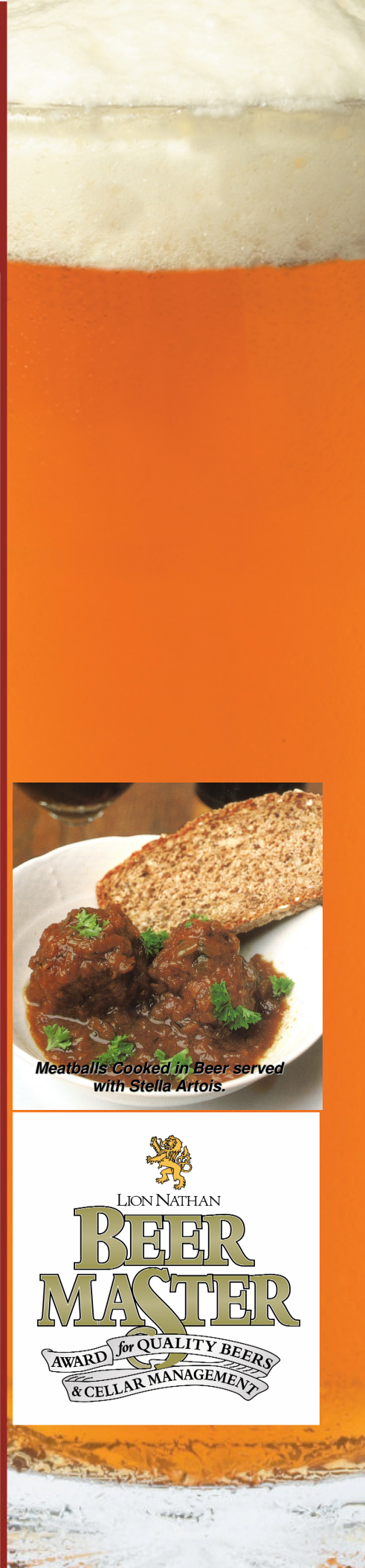


## ***Meatballs Cooked in Beer served with Stella Artois.***

Do not use any onion in the minced meat or in the casserole dish.  
In the kneading bowl of a food processor mix 500g of Beef mince and 500g of pork mince with two eggs and a slice of white bread, soaked in milk and squeezed out. Add pepper and freshly grated nutmeg, but no salt.

Shape the mixture into slightly flattened meatballs 3cm thick and fry them on both sides on a high heat: browning them well adds flavour to the gravy. Transfer to a casserole dish and fill two thirds full with Stella Artois, Simmer gently for at least an hour, preferably two hours.

At the end of the cooking time, thicken the gravy with some flour (first mixed with a little cold beer) or with a mixture of butter and flour (beurre manie). Arrange the meatballs on a plate, sprinkle with chopped parsley and serve with a slice of brown bread.



*Meatballs Cooked in Beer served with Stella Artois.*





# BeerMaster Newsletter

## MSDS's



| ECOLAB  |  |
|---|--|
| <b>PRODUCT NAME: RELEASE</b>  |  |
| <b>IDENTIFY A HAZARD</b>  |  |
| GHS 09: CORROSIVE<br>GHS 05: TOXIC<br>GHS 07: RADIOACTIVE<br>GHS 08: DANGEROUS<br>GHS 09: CORROSIVE<br>GHS 10: UNSTABLE<br>GHS 11: FLAMMABLE<br>GHS 12: EXTREMELY FLAMMABLE<br>GHS 13: HIGHLY FLAMMABLE<br>GHS 14: FLAMMABLE<br>GHS 15: OXIDIZING<br>GHS 16: EXTREMELY OXIDIZING<br>GHS 17: CORROSIVE<br>GHS 18: EXTREMELY CORROSIVE<br>GHS 19: CORROSIVE<br>GHS 20: EXTREMELY CORROSIVE<br>GHS 21: CORROSIVE<br>GHS 22: EXTREMELY CORROSIVE<br>GHS 23: CORROSIVE<br>GHS 24: EXTREMELY CORROSIVE<br>GHS 25: CORROSIVE<br>GHS 26: EXTREMELY CORROSIVE<br>GHS 27: CORROSIVE<br>GHS 28: EXTREMELY CORROSIVE<br>GHS 29: CORROSIVE<br>GHS 30: EXTREMELY CORROSIVE<br>GHS 31: CORROSIVE<br>GHS 32: EXTREMELY CORROSIVE<br>GHS 33: CORROSIVE<br>GHS 34: EXTREMELY CORROSIVE<br>GHS 35: CORROSIVE<br>GHS 36: EXTREMELY CORROSIVE<br>GHS 37: CORROSIVE<br>GHS 38: EXTREMELY CORROSIVE<br>GHS 39: CORROSIVE<br>GHS 40: EXTREMELY CORROSIVE<br>GHS 41: CORROSIVE<br>GHS 42: EXTREMELY CORROSIVE<br>GHS 43: CORROSIVE<br>GHS 44: EXTREMELY CORROSIVE<br>GHS 45: CORROSIVE<br>GHS 46: EXTREMELY CORROSIVE<br>GHS 47: CORROSIVE<br>GHS 48: EXTREMELY CORROSIVE<br>GHS 49: CORROSIVE<br>GHS 50: EXTREMELY CORROSIVE<br>GHS 51: CORROSIVE<br>GHS 52: EXTREMELY CORROSIVE<br>GHS 53: CORROSIVE<br>GHS 54: EXTREMELY CORROSIVE<br>GHS 55: CORROSIVE<br>GHS 56: EXTREMELY CORROSIVE<br>GHS 57: CORROSIVE<br>GHS 58: EXTREMELY CORROSIVE<br>GHS 59: CORROSIVE<br>GHS 60: EXTREMELY CORROSIVE<br>GHS 61: CORROSIVE<br>GHS 62: EXTREMELY CORROSIVE<br>GHS 63: CORROSIVE<br>GHS 64: EXTREMELY CORROSIVE<br>GHS 65: CORROSIVE<br>GHS 66: EXTREMELY CORROSIVE<br>GHS 67: CORROSIVE<br>GHS 68: EXTREMELY CORROSIVE<br>GHS 69: CORROSIVE<br>GHS 70: EXTREMELY CORROSIVE<br>GHS 71: CORROSIVE<br>GHS 72: EXTREMELY CORROSIVE<br>GHS 73: CORROSIVE<br>GHS 74: EXTREMELY CORROSIVE<br>GHS 75: CORROSIVE<br>GHS 76: EXTREMELY CORROSIVE<br>GHS 77: CORROSIVE<br>GHS 78: EXTREMELY CORROSIVE<br>GHS 79: CORROSIVE<br>GHS 80: EXTREMELY CORROSIVE<br>GHS 81: CORROSIVE<br>GHS 82: EXTREMELY CORROSIVE<br>GHS 83: CORROSIVE<br>GHS 84: EXTREMELY CORROSIVE<br>GHS 85: CORROSIVE<br>GHS 86: EXTREMELY CORROSIVE<br>GHS 87: CORROSIVE<br>GHS 88: EXTREMELY CORROSIVE<br>GHS 89: CORROSIVE<br>GHS 90: EXTREMELY CORROSIVE<br>GHS 91: CORROSIVE<br>GHS 92: EXTREMELY CORROSIVE<br>GHS 93: CORROSIVE<br>GHS 94: EXTREMELY CORROSIVE<br>GHS 95: CORROSIVE<br>GHS 96: EXTREMELY CORROSIVE<br>GHS 97: CORROSIVE<br>GHS 98: EXTREMELY CORROSIVE<br>GHS 99: CORROSIVE<br>GHS 100: EXTREMELY CORROSIVE |  |



MSDS or Material Safety Data Sheets are checked off in the BeerMaster audit.

What are they and why do we insist you have them readily available?

The MSDS gives you safety full safety information needed in case of an accident.

Keep them handy. If you or one of your staff has an accident (for example some glass soak chemical goes in the eyes), you can give immediate and accurate first aid, and send them off to the hospital with the MSDS.

Some time ago one of our brewery workers got some chemical cleaner in his eye and was sent off to the hospital clutching the relevant MSDS. The doctor contacted us to thank us for sending the MSDS with the guy as he was able to give accurate treatment. The doctor did not know what the product was, but because the guy had the sheet the he retained his sight!

MSDS's can be obtained from your chemical supplier. Keep them laminated at point of use and make your staff aware of them.

This is also a timely reminder to check your first aid kits are well stocked up!

