



BetterBeer.com Insider's Whitepaper

Draught Line Cleaning – Need To Know For Licensees

The why, who, when, & how.

It's an investment, not a cost.

Our goal with this whitepaper is not to steer you away from enjoying your pints. The last thing we want is for you to think that you should stop drinking draught. Our company mission is to increase draught quality, profitability, and sales - not to have you switch to bottles.

This is a good time to mention that we do not clean lines, install draught systems, nor do we sell equipment. We are not trying to solicit your line cleaning business, we simply want to make sure you are getting it done properly.

Your bar needs to be on a regular line cleaning program.

Period, no discussion, no hesitation. We (beer drinkers & industry folks) don't care that it costs you some money...look at it like an investment, not a cost.

Why:

In simple terms, dirty lines are caused by “Beer stone” developing inside of the lines and equipment. These beer stones are little calcium deposits (beer contains calcium) that look like grains of sand.



Beer also contains yeast which attaches itself to this beer stone. Over time, yeast will create Diacetyl (pronounced: die-ass-ah-tall) which gives the beer a buttery taste and a slick mouthfeel. If your beer tastes like butter and it feels like you are eating a Werther's candy, it is usually from dirty draught lines.

It won't kill you, but it gives you an exaggerated hangover and an upset stomach; you'll feel like you had ten pints, but only had two. In the image above you can see the beer stone and growth inside.

Who & How:

Line cleaning should be done by a Draught Service Technician who has **insurance, training, and the correct equipment**. Every city has several of these companies. Unfortunately, every city also has several companies who claim to clean lines, but don't have insurance, training, or the correct equipment.



They should also be using a commercial grade cleaning solution that is only sold to professionals. Bleach, baking soda, vinegar, or anything that you can buy won't cut it. This isn't a kegerator in Joe Public's basement they're cleaning, it's a complicated system in a bar. It should take at least an hour to clean ten lines and cost about \$10 per line. You get what you pay for.

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When:

A regular line cleaning program can mean many things. For our certification program, we look for a 4 week cycle. As long as the cleaning is kept up, they are **using commercial cleaning solution properly**, your lines are relatively new (≤ 10 yrs old), and kept cold - you can go every month.

If your trunk lines are old and warm, you may be looking at a weekly cycle instead.

Things to think about:

Yes, you will lose the beer that is in the line each time the lines are cleaned. There is no way of capturing that beer and re-packing into the lines. I used to own a draught service company and I spent a considerable amount of time with engineers and inventors trying to figure out that puzzle and you can't. Believe me, if there was a way the Health Board would allow beer to be captured and sold, I'd have a patent by now.

At ten cents an ounce and about a half ounce per foot, if you have a 60' run, you are losing about \$3 per line each line clean. $(60 \times 0.5) \times 0.10 = 3.00$. If you have ten lines, its \$130 per month for the service and lost beer; \$1,560 per year in line cleaning. If you don't make that investment then your draught sales will drop, people will switch to bottled beer (less margin) or water (no margin), feel sick from drinking bad draught and blame your food, or never return.

*When guests feel sick from draught from dirty lines,
they think it's from the food they ate.*

If you sell ten kegs a week at \$6 per pint and 100 pints per keg, you gross 6k a week, or 312k per yr from draught sales. That \$1,560 is 0.005% of gross draught sales. Or, look at it this way - 10 kegs per week at 100 pints per is 52,000 pints a year. Split that \$1,560 by 52k pints and it costs you an extra 3 cents a pint. **Three cents.**

Put your prices up a nickel to pay for line cleaning and put an extra grand in your jeans each year at the same time. A nickel. *That's how easy it is.*

About BetterBeer.com:

We help solve the three big problems with draught beer for licensees.

1. The amount of draught beer that is poured down the drain in spillage. The average bar pours about \$12,000 down the drain each year – a higher amount if you include the taxes owed on it.
2. The hand-me-down staff training headaches that have been the norm in the industry for years – inconsistent messaging, paper based testing, lack of accountability, poorly attended meetings, and staff who have been “doing it this way for years”, who know it all already.
3. No point of difference – everyone pours the same brands. Draught is draught. What can operators do, besides discounting, to help boost sales?

If these problems sound familiar, maybe we can help.



The Full Program
3 Minute Tour
BetterBeer.Com

CANADA'S DRAUGHT QUALITY CERTIFICATION PROGRAM

A banner with a light blue background. On the left, the text 'The Full Program' is in dark blue, '3 Minute Tour' is in yellow, and 'BetterBeer.Com' is in dark blue. On the right, there is a map of Canada with a red stamp that says 'CANADA'S DRAUGHT QUALITY CERTIFICATION PROGRAM'.



The Full Program
10 Minute Tour
BetterBeer.Com

CERTIFIED ESTABLISHMENT
QUALITY DRAUGHT
BetterBeer.com

A banner with a tan background. On the left is a circular logo with a blue border containing a yellow beer glass and the text 'CERTIFIED ESTABLISHMENT', 'QUALITY DRAUGHT', and 'BetterBeer.com'. On the right, the text 'The Full Program' is in dark blue, '10 Minute Tour' is in yellow, and 'BetterBeer.Com' is in dark blue.



Get the
DRAUGHT MANUAL
Written by restaurant people, for restaurant people. In restaurant language.
Stop the spillage.

CERTIFIED ESTABLISHMENT
QUALITY DRAUGHT
BetterBeer.com

A banner with a white background and dark blue borders. On the left, the text 'Get the' is in yellow, 'DRAUGHT MANUAL' is in dark blue, and the tagline is in smaller dark blue text. On the right is the circular logo from the previous banner.