

Insider's Guide

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# Selling Draught To-Go

How To Easily Sell Quality, Profitable Draught To-Go





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This guide is one component of the BetterBeer.com Insider's Guide Series.

Used by clients of Better Beer to help improve draught quality, profitability, and sales.

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If you have questions or comments about the material contained within this guide, please contact us at (888) 811 - 2337 or [support@BetterBeer.com](mailto:support@BetterBeer.com)

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## Why Sell Draught To-Go

You are allowed to sell draught to-go in **Ontario** and **Alberta**.

Bar owners have struggled to find ways to improve sales during the Covid-19 Closures:

- Maybe you have struggled to try to sell cocktail kits because your establishment isn't known for cocktails.
- It is difficult to sell canned beer at a profit because you buy it for the same price that your guests buy it from the LCBO.

People can't get draught at home. We heard from many people that when restaurants reopened in June 2020 the thing they missed most was draught beer.

You are already selling them take-out, why not upsell some draught beer as well. An easy upsell considering sporting events are available on TV each night.

## Things To Consider Before Selling Growlers

Selling draught to-go isn't the best option for every operator. Some things that you need to consider:

- Do you have a solid take out program already in place? It may be tough to try to start one now or build a program around growlers. Selling draught to-go as an upsell is a much easier strategy.
- Would you sell the draught you have in house or are you planning on continuing with the program afterwards?
  - Cost:Benefit - cost of selling draught to-go vs cost of dumping draught
    - Cost of DTG = \$99 for kit + \$ value of unsold growlers. (Charge deposit to cover the cost of growler or consider co-sponsored growlers).

- Benefit: less expired draught poured down the drain and the margin you make from selling draught to-go.
- Will you allow the guest to bring back their growler for a refill / re-sale? See more below.
- Does your establishment have a solid following of regulars who would support it?
- Do you have a robust mailing list and/or a social media presence where you can promote your new draught to-go program?
- Which brands are you considering? Only selling brands that are difficult to get at the LCBO (or have “draught equity” [awareness/experience]) vs selling popular, widely available brands may be a strategy to consider.
- 32 or 64 oz options. One or both? We suggest only using one size to make operations simpler. When indoor dining resumes, consider selling 32 oz growlers for indoor/patio guests as a new serving vessel. The optics of guests pouring from a growler is something unique and may be a good promotion. Offering a 64oz growler to-go in place of dessert or as an upsell is a great way to boost the cheque average.
- Take-out only or both delivery and take-out. You’ll need to consider the delivery fees when calculating your sales price and margin.

## Shelf Life & Styles

Once growlers are filled they are still considered fresh for up to 72 hours, assuming that they stay cold. The travel time between the restaurant and the guests house will be fine, but the guest needs to store them in the fridge if they are not consuming right away.

Once the growler has been opened, it is still considered fresh for up to 24 hours, assuming it is kept cold.

It doesn't matter much about the style of beer that you fill the growler with. However, higher alcohol, fuller-bodied, flavourful brands tend to mask any negative impact of oxygen exposure.

Realistically, almost everyone who is buying a growler from you is buying it to be consumed with the food they buy, which will be immediately upon the order arriving at their home. Shelf life shouldn't be an issue.

## Returns & Reselling

Reselling growlers means that the guest pays the deposit once, returns the growler to be refilled and does not have to pay the deposit again.

Allowing growler returns helps get the guest back into your restaurant to spend again. The value of this can not be overstated. You really should consider allowing returns or at the minimum offering a Bounce Back (see Marketing Strategies) if you have Covid concerns about refilling/reselling.

## Dealing With Returned Growlers

When a guest returns a growler for a refill, you should fill a new growler.

The Draught To-Go Kit comes with 100 Growler Cleaning tablets. This allows you to sanitize the inside of a returned growler, letting you resell it. Watch the training videos to see how to clean a growler properly. Clean and sanitize any returned growlers at the end of a shift or the next morning.

Once the returned growler has been sanitized inside and out, it goes into the new stockpile.

Will you fill any growler that is brought in? **We suggest not to accept any growlers beside your own for a return.** Example: the guest has a growler from a brewery taproom or a competitive restaurant. You should not accept that as you won't be able to

reuse it. If it is a completely blank growler (no branding of any kind), then maybe consider it.

Growler caps are one use, meaning if you do plan on re-selling growlers you will need to purchase more caps than growlers. This is the reason growler caps are sold separately.

## Draught To-Go Kit

The Better Beer Draught To-Go Kit includes:

- 3 filler tubes
- 100 sanitizer tablets to clean the tubes
- 100 growler cleaning tablets to clean returned growlers
- a double-sided brush to clean the tubes
- a roll of tape to seal the growlers
- Staff training on how to use and clean the filler tubes and returned growlers.



### [Better Beer Draught To-Go Kit](#)

## Pricing Strategies

If you are selling through delivery, are you planning to add on a delivery premium to cover some of the fees you need to pay for third-party? Are you willing to sell it for less per ounce than you would sell a pint in an attempt to get the upsell? A 64 oz growler is the equivalent of 3.5 pints. If you sell a pint for \$8, the growler equivalent would be \$28 (3x8,+4). If you add a \$5 deposit, your growler now costs \$33. You will struggle to sell a growler for that. Consider looking at it as you do pitchers of draught and offer a volume discount.

Besides, the goal of selling growlers is as an upsell to get some contribution margin from the sale. There really are no other costs to sell them; the staff are already there, the infrastructure to sell draught is already in place, the guest or supplier is covering the cost of the growler, and you probably have draught in house. **Any margin you get from selling draught to-go goes straight to the bottom line.**

Since you don't already sell growlers you can price them however you like. We recommend pricing draught to-go using your existing 3/4/5-tiered pricing model. You should have at least a 3-tier pricing model - if you don't you are leaving money on the table, so please reach out and we'll help!

Let's assume you have a 3-tier model; Domestic, Craft/Premium, and Import. Let's say your pint price is \$7, \$8, and \$9 respectively. We would suggest that your growlers should be priced with a \$1-2 difference between tiers.

## Which brands?

Will you only sell what you have available in house and once that keg empties, you are not re-ordering again until you are allowed indoor dining? Or, are you planning on selling your usual selection of draught? **Note that the filler tubes will only fit into domestic faucets**, so if you have a variety of faucet types, you can only sell the number of brands that you have domestic faucets. You can however, move brands from



European faucets onto the lines with the domestic faucets to let you sell them. You should not move a light lager to a brand that has had a cider or a flavourful brand as you will get flavour transfer.

Also, consider which brands are closer to their expiry dates and create a promotion on those brands to sell out the keg before it expires.

Enter your brands and keg prices into the Growler Cost/Margin Calculator to see how much margin per growler you can expect.

## Growler Cost/Margin Calculator

[btbr.co/growlermargin](https://btbr.co/growlermargin)

BetterBeer.com				US fl oz / L	33.814							
				TBS Price List:	<a href="https://www.thebeerstore.ca/licenses/prices-surcharges/">https://www.thebeerstore.ca/licenses/prices-surcharges/</a>							
Growler Size:				64	Margin if sold at:							
Brand	Keg	\$/oz	Cost	\$15.49	\$15.99	\$16.49	\$16.99	\$17.49	\$17.99	\$18.49		
Canadian / Coors Light	58.6	\$268.10	\$0.1353	\$8.66	\$6.83	\$7.33	\$7.83	\$8.33	\$8.83	\$9.33	\$9.83	
Rickard's Red	58.6	\$279.60	\$0.1411	\$9.03	\$6.46	\$6.96	\$7.46	\$7.96	\$8.46	\$8.96	\$9.46	
Lagunitas	58.6	\$295.80	\$0.1493	\$9.55	\$5.94	\$6.44	\$6.94	\$7.44	\$7.94	\$8.44	\$8.94	
Bud / Bud Light	58.6	\$268.10	\$0.1353	\$8.66	\$6.83	\$7.33	\$7.83	\$8.33	\$8.83	\$9.33	\$9.83	
Belgian Moon	58.6	\$279.60	\$0.1411	\$9.03	\$6.46	\$6.96	\$7.46	\$7.96	\$8.46	\$8.96	\$9.46	
Creemore IPA (30L)	30.0	\$141.15	\$0.1391	\$8.91	\$6.58	\$7.08	\$7.58	\$8.08	\$8.58	\$9.08	\$9.58	
Stella	58.6	\$361.91	\$0.1826	\$11.69	\$3.80	\$4.30	\$4.80	\$5.30	\$5.80	\$6.30	\$6.80	
Kronenbourg (50L)	50.0	\$288.01	\$0.1703	\$10.90	\$4.59	\$5.09	\$5.59	\$6.09	\$6.59	\$7.09	\$7.59	
Steam Whistle (50L)	50.0	\$221.19	\$0.1308	\$8.37	\$7.12	\$7.62	\$8.12	\$8.62	\$9.12	\$9.62	\$10.12	

## Marketing Ideas

Consider co-branding the growlers with a supplier, putting your logo on one side and theirs on the other side. This also creates a memento for guests to keep the growler and be reminded of the brands.

Offer the growlers exclusively with combos. Example: Two pounds of wings and a 64 oz growler of \_\_\_\_ draught for \$\_\_. You could only allow the brands that are near expiry so you can prevent dumping that beer. You could offer different combos based on the day of the week.



Offering a discount on pick up orders only - everything sold for pick-up/take-out is 15% off. This is usually less expensive than delivery fees.

Only sell growlers with take-out, not delivery.

Frequency card with take-out. Order 5/10 entrées, get one free. Think of the McDonald's Coffee Cards.

Provide branded merch with order. Example: Buy our wing & growler combo and get a pair of Brewery Branded Pint Glasses/t-shirt/trinket / or a signature app for free.

**Bounce-Back:** If you don't want to refill growlers or accept returns, then offer a bounce-back program. Guests can return the growler once indoor dining resumes and you will give them a discount on an appetizer or their deposit back when spending \$\_\_ or more.

## How To Sell Draught To-Go

### Filler Tubes

Store them in a hotel pan or an insert behind the bar. It is important to keep the plastic tube end clean and only handle them by the top, the metal end.



You may wish to cut off half of the filler tube if you are using 32 oz growlers exclusively.

### Filler Tube Brush



Double ended. Use the small end to clean inside the tube. Insert half-way into one end. Remove. Repeat on the opposite end.

Use the larger end to clean the tube connector. Ensure you completely clean the o-rings.

### Sanitizer Tablets

Use to clean the filler tubes at the end of each shift. One tablet into a clean hotel pan or insert (9 liters or 2.5 gallons).



### Growler Cleaning Tablets

Used to clean the returned growlers, if you accept them. You DO NOT need to use the growler cleaning tablets on the growlers that haven't been filled yet.



Training Videos: <https://www.betterbeer.com/draught-to-go-kit/dtk-how-to/>

## The three steps to selling growlers: Prep, Pour, & Present

### Prep:

- Growlers can be stored in the fridge which keeps the beer colder if it will be consumed in the near future. ***Do not store growlers in the freezer.***
- Write the brand on the cap with a sharpie. Keep the cap close by as you will need to cap the growler immediately after filling.
- Have some paper towels close by in case you get beer on the outside of the growler.
- Rinse the growler with cold water and make sure to dump all the water out.

### Pour:

- Hold the filler tube by the top (metal end).
- Insert the filler tube securely into the faucet.
- Ensure the filler tube is pointing down not up.
- Feed the filler tube into the growler.
- Turn tap on quickly, in one full motion.
- Pour as you would a pint, tilting the growler on a 45° angle, then straighten as it fills.
- Watch as it fills much faster as the shape of the growler tapers in near the top.
- You want to have foam flowing out of the top of the growler. Foam is good, you do not want any head space in the top as oxygen will shorten the shelf life of the growler.

- **CAP ON FOAM** - get the cap on right away, capping on top of foam. Once the foam dies down, the headspace will contain mostly CO<sub>2</sub> which is what you want.
- Dry the growler with the paper towel.
- Tape the cap to form a seal. This may or may not be a requirement in your jurisdiction. If the growler is being sold through a third-party delivery company, you should seal it with the tape.

### Present:

- As you would with a pint order, you fill it last, just before the order sells.
- If the guest is picking up the order, let them know that it has a shelf life of 72 hours, only 24 after they open it.
- Record their information if needed - use the same procedure you use when you sell other alcoholic beverages for take-out.

### CO<sub>2</sub> Purge

There has been some online chatter recommending that you purge your growlers with CO<sub>2</sub> prior to filling. **Don't do it.**

Taprooms (a retail outlet connected to a microbrewery) have been selling growlers for years and have special equipment to fill growlers which purges them with CO<sub>2</sub> before filling. This removes all of the oxygen and ensures a longer shelf life. People who buy growlers from a taproom usually buy more than one, and consume them over the course of the week. Your guests probably aren't doing that; they are consuming upon arrival.

It has been recommended that you store a 20# cylinder of CO<sub>2</sub> behind the bar and manually purge them prior to filling. Free-flowing CO<sub>2</sub> behind your bar can be a dangerous situation. Don't do it.

## Growlers

Growlers are available for purchase through Brand Concepts.

Giulio Accardi - [glassman@brandconcepts.com](mailto:glassman@brandconcepts.com) 905.405.5633



Brand Concepts has been in business for 20 years, Giulio came for the glass business having worked with Libbey Glass for 8 years prior to taking over Brand Concepts.

Brand Concepts focuses on breweries and food service operators; they have advanced printing equipment with multi-colour capacity. They have many growlers in stock, ready to print.

### Available sizes

Traditional 32oz and 64oz and a 2L Palla swing top.

### Turn around time

Typically about 1-2 weeks.

### Brand options

- Up to 5 colours combined.
- Lots of canvas
- Use all the canvas and use colour for great brand value.
- Typical 2 sides
- Side 1 - logo
- Side 2 - Message or co-brand

### Price

Price ranges depending on order quantity and decoration. Please email Giulio directly for pricing.

## Getting Started Quickly

We recommend that you order several dozen blank growlers right away to get started while you are waiting the 5-10 days for yours to be branded. This way, you can start to sell draught to-go in only a day or so.

## To order your Draught To-Go Kit:

[BetterBeer.com/draught-to-go-kit](https://www.betterbeer.com/draught-to-go-kit)



Individual items all available à la carte.



## Links & Contact Us:

Cost / Margin Calculator

[btbr.co/growlermargin](https://btbr.co/growlermargin)

Draught To-Go Kit

[BetterBeer.com/draught-to-go-kit](https://www.betterbeer.com/draught-to-go-kit)

How To Use Kit, Clean Filler Tubes and Growlers, and the SDS sheets for the cleaners contained in the kit:

[BetterBeer.com/draught-to-go-kit/dtk-how-to/](https://www.betterbeer.com/draught-to-go-kit/dtk-how-to/)

Better Beer Support Email

[support@BetterBeer.com](mailto:support@betterbeer.com)

Better Beer Toll Free Support

(888) 811- 2337 ext 704

Order Growlers & Caps

[BrandConcepts.com](https://www.brandconcepts.com)



Notes: