



BetterBeer.com

New Client Onboarding Manual

Better Quality = Better Sales = Better Profits

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Welcome to the program!

To give you full value, we designed this short manual to highlight how to use some of the key components of our program.

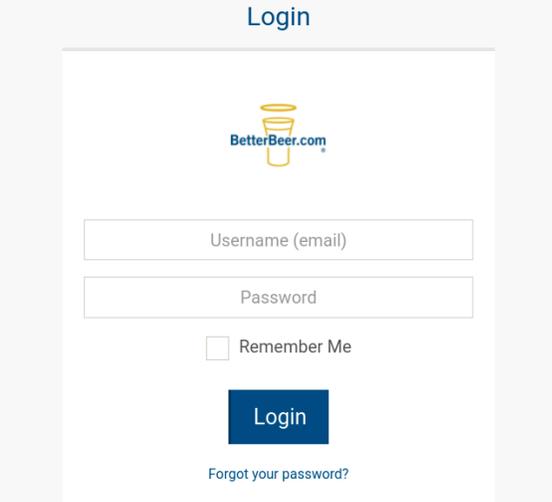
Several short help videos are located [here](#).

Changing your password

If you don't have your welcome email or you can't recall your password, here's what you do:

1. Click on ADMIN LOGIN from any page on our site (top navigation bar).
2. Click on FORGOT YOUR PASSWORD?
3. Enter in the stores/your email address.
4. You will be emailed a link that you can click on to change your password.

Need to see it in action? Watch the help video [here](#).



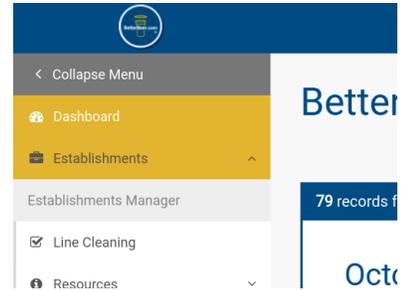
The image shows a screenshot of the 'Login' page for BetterBeer.com. At the top, the word 'Login' is displayed in a grey header. Below this is the BetterBeer.com logo, which consists of a yellow beer glass icon and the text 'BetterBeer.com'. There are two input fields: 'Username (email)' and 'Password'. Below the password field is a checkbox labeled 'Remember Me'. A blue 'Login' button is positioned below the checkbox. At the bottom of the form, there is a link that says 'Forgot your password?'.

Viewing your Review Results

Upon completion of each review you will receive an email with the results. These results are also stored online, on the backend of our site which is password protected. The public does not have access to these results, only you and your team do.

Here are the steps:

1. Once you are logged in to the backend of our site using your email and password, you will be taken to the dashboard. Click on ESTABLISHMENTS MANAGER on the menu on the left.
2. There you will see all the establishments that you are linked to. It may be one if you are a Store Manager or several if you are a Regional Director.
3. Click on the Establishment name.

A screenshot of a table showing a list of establishments. The table has columns for 'Establishment Name', 'City/Town', 'Establishment Group', 'Status', and 'Last Review'. There are three rows of data. The first row is highlighted in red and shows 'Red Maple - Oakville' in Oakville, Red Maple, Active, with a last review on Oct 27, 2021. The second row is green and shows 'Red Maple - Toronto' in Toronto, Red Maple, Active, with a last review on Sep 8, 2017. The third row is green and shows 'Red Maple - Whitby' in Whitby, Red Maple, Active, with a last review on Jan 12, 2021. Above the table, there is a legend with color-coded boxes for '89%-100%' (green), '80%-88%' (yellow), and '0-79%' (red). There are also checkboxes for 'Show on Website Map?' and 'Review Required'.

4. Scroll down to REVIEW HISTORY. You will see a list of the past reviews in chronological order, newest first.
5. Click on the gear icon to the right of the review you would like to look at, then REVIEW RESULTS.



Assigning Passcodes

This function is for Store Managers only.

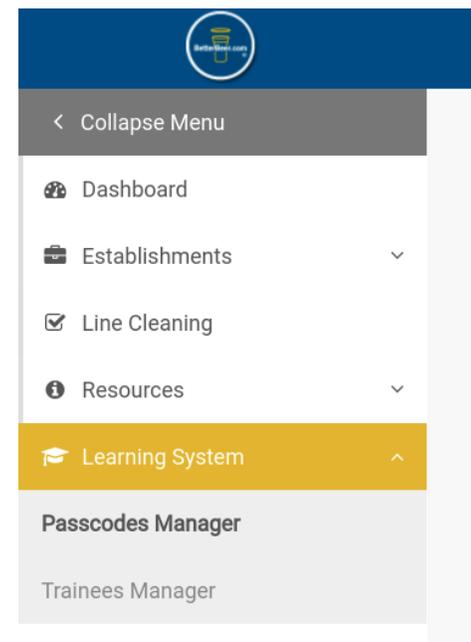
If you were issued passcodes for our Serve Better Beer Online Course, you need to assign them to your staff. This course helps staff learn the importance of proper pour and how quality affects profitability, sales, and tips.

What you need to know about the course:

- Staff have 30 days to complete the online course, which takes most people about 2 hours. It is over 60 minutes of video split into 12 lessons, with a test after each lesson.
- They can log in and out as many times as they like and just pick up where they left off.
- The course is optimized for tablets, iPads, and phones in case they don't have use of a computer.
- You can track their progress through the course, see the info on page 7 - Tracking Your Staff's Progress.

Assign A Single Passcode To One Of Your Staff

1. Click on ADMIN LOGIN from any page on our site (top navigation bar).
2. On the menu on the left side of the page click on LEARNING SYSTEMS, then PASSCODE MANAGER



- There are only 50 passcodes per page. If you have more than 50 passcodes, you may need to move to the next page by using the page buttons at the top of the passcode section. **PRO TIP - You can also use the drop-down boxes to drill down by course and available or assigned passcodes.**

The screenshot shows the 'Passcodes Manager' interface. At the top, there's a header with 'English (EN)' and 'Hello, Steven'. Below the header, the title 'Passcodes Manager' is followed by the subtitle 'Issue, assign and manage passcodes'. There are buttons for 'Multiple Assign' and 'Options'. A 'Filters' section includes dropdowns for 'Language' (set to 'English'), 'Type', 'Course', and 'Establishment', along with a search bar. Below the filters, it says '12 records found' and '50'. The main table has columns: 'Passcode', 'Created On', 'Course', 'Course Language', 'Establishment', 'Assigned/Sent', and 'Expires'. The table contains several rows of passcode data.

- Find an unassigned passcode and click on the gear icon. Click ASSIGN PASSCODE

This close-up shows a gear icon in the 'Expires' column of the passcode table. Clicking it opens a dropdown menu with two options: 'View Details' and 'Assign Passcode'.

- Enter in a staff's email address, then click the ASSIGN button.

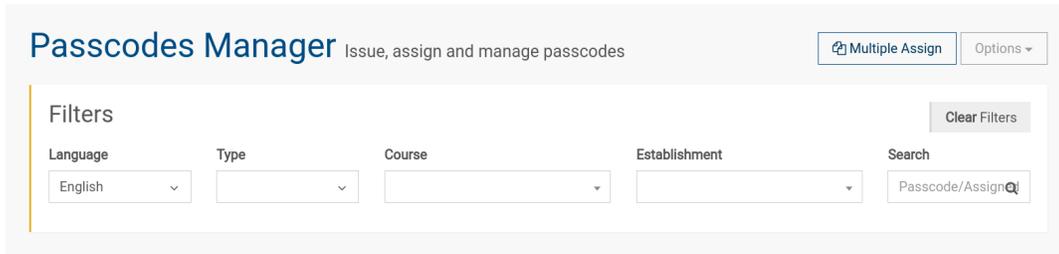
The 'Assign Passcode' form is shown. It has a title 'Assign Passcode' and a subtitle 'Passcode Profile'. The form includes fields for 'PASSCODE', 'COURSE', 'ESTABLISHMENT', and 'EMAIL ADDRESS'. The 'EMAIL ADDRESS' field is currently empty. At the bottom, there are two buttons: '+ Assign' and 'Cancel'.

Need to see it in action? Watch the short [help video here](#).

Assigning Multiple Passcodes To A Group

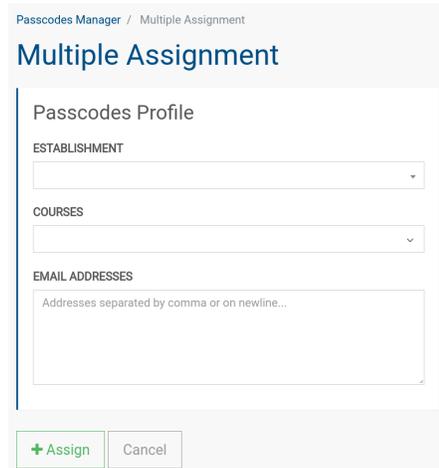
Do this when you need to assign the same course to multiple staff:

1. Click on ADMIN LOGIN from any page on our site (top left).
2. On the menu, click on LEARNING SYSTEMS, then PASSCODE MANAGER
3. Click on MULTIPLE ASSIGN top right



The screenshot shows the 'Passcodes Manager' interface. At the top, it says 'Passcodes Manager Issue, assign and manage passcodes'. There are two buttons: 'Multiple Assign' and 'Options'. Below this is a 'Filters' section with four dropdown menus: 'Language' (set to 'English'), 'Type', 'Course', and 'Establishment'. There is also a 'Search' field with the placeholder text 'Passcode/Assign' and a 'Clear Filters' button.

4. Select the Establishment that you wish to assign passcodes to from the dropdown list.
5. Select the Course that you wish to assign passcodes to from the dropdown list. **PRO TIP: You can select multiple courses by holding shift while clicking the course you want to assign.**
6. Using a list of your staff's email addresses that you wish to assign passcodes to (Excel or Word work great for this), highlight and copy their email addresses, (ctrl + C)
7. Paste (ctrl + V) their email addresses into the textbox.
8. Click ASSIGN



The screenshot shows the 'Multiple Assignment' form. It has a breadcrumb 'Passcodes Manager / Multiple Assignment'. The form is titled 'Multiple Assignment' and has a 'Passcodes Profile' section. It contains three dropdown menus: 'ESTABLISHMENT', 'COURSES', and 'EMAIL ADDRESSES'. The 'EMAIL ADDRESSES' field has a placeholder text 'Addresses separated by comma or on newline...'. At the bottom, there are two buttons: '+ Assign' and 'Cancel'.

NOTES: If you attempt to assign more passcodes than you have, no passcodes will be assigned and you will receive an error message.

The system will not allow you to assign a second passcode of the same course to an email address that has already been assigned the same course - a student can not have two passcodes to the same course.

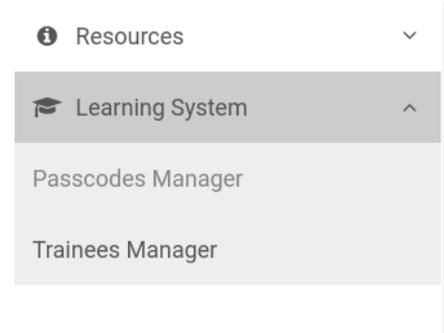
Need to see it in action? Watch the short [help video here](#).

Tracking Your Staff's Progress

This function is for Store Managers only.

As your staff work their way through the course, you can track their progress. Want to know when they were online last? Their test scores? Or how many test attempts it took to complete a lesson?

1. On the menu on the left of the page, click on LEARNING SYSTEMS, then TRAINEE MANAGER
2. You will see a list of all your staff who have been assigned passcodes for the course. Note: there are only 50 passcodes per page. If you have more than 50 passcodes, you may need to move to the next page by using the page buttons near the top of the passcodes. **PRO TIP - You can also use the drop-down boxes to drill down by course and/or stage of completion.**



Filters Clear Filters

Language English	Status	Type
Course	Establishment	Search Trainee Name/Email/Phone

8 records found | 50

Trainee Name	Email Address	Phone Number	Establishment	Last Online	
Bar Manager, Steve	steve+bar@betterbeer.com		Red Maple - Oakville	Oct 10, 2016 - 7:44 am	⚙️
Barkeep, Jenny	JennyBarkeep@Gmail.com		Red Maple - Toronto	May 27, 2013 - 12:17 pm	⚙️
Doe, Jenny	foursquare@betterbeer.com		Red Maple - Toronto	Jun 24, 2013 - 7:01 am	⚙️
Doe, John	jointheteam@betterbeer.com		Red Maple - Whitby	Jun 25, 2013 - 2:50 pm	⚙️
Hatchell, Ted	demo+44@betterbeer.com		Red Maple - Oakville	May 27, 2015 - 10:05 am	⚙️

3. Click on the gear icon beside the staff members name, then VIEW DETAILS to see their account details.
4. Scroll down to see progress, test attempts, when they were on-line, etc.

If you need (more) passcodes, please email support@BetterBeer.com
Additional charges may apply.

Unlocking Staff

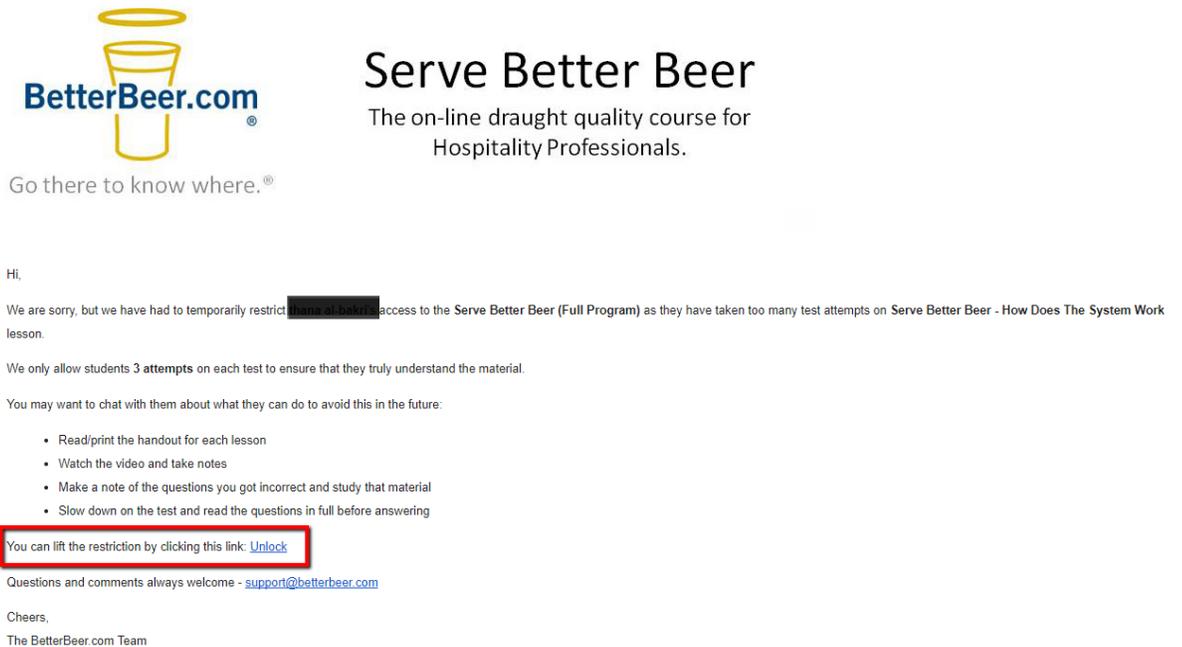
This function is for Store Managers only.

To let you know who is struggling with the tests and to curb cheating on the tests we have a three-fail test limit. If staff fail a test four times, they get locked out on the fourth failed attempt.

Staff are required to get at least 80% on each test. Four attempts at getting 80% is more than enough for those who read the material and watch the video.

When a staff member gets locked out, the following sequence of events happens:

1. They get a message on the screen informing them what has happened.
2. The Store Manager gets an email (Image below) that has the staff member's name and which lesson they are struggling with. In that email is a link that the Manager must click on to unlock the staff.



3. The staff member also receives an email informing them what is going on.

There are two ways to unlock staff. You can click on the link in the email, as listed above, or the following steps if you have deleted the email:

1. In the ADMIN section, on the menu on the left, click on LEARNING SYSTEMS, then TRAINEE MANAGER
2. Scroll down until you find the staff member who is locked out. You can use the dropdown boxes at the top of the page to narrow your search results as well.
3. Click on the gear icon to the right of the person's name, then VIEW DETAILS.
4. Scroll down until you see the UNLOCK ACCESS button.

#	Lesson Title	Completed	Score	Tries #
1	Serve Better Beer - Introduction	Jul 11, 2017 - 12:15 pm	100%	2
2	Serve Better Beer - How Does The System Work	Jul 11, 2017 - 12:44 pm	63%	6

5. Click that button and they will be unlocked.

Upon unlocking, the Manager and the staff member each receive an email letting them know that they have been unlocked and may now continue the course.

Again, the purpose of this is to let you know who is struggling with the tests as well as to curb cheating. This is a good coaching opportunity.

Line Cleaning

Draught Line Cleaning is one of the most misunderstood topics in the industry. Neglecting line cleaning has a huge impact on draught quality, sales, and profitability.

Two things that you should do:

1. [Download and read our article on Draught Line Cleaning.](#) This will give you a better understanding of what the line cleaners should be doing.
2. Ensure that line cleaners are recording their cleans with the online Line Cleaning Tracking. There is a QR code posted outside your walk-in that they simply need to scan to record their cleans
3. We are looking for a 4-week frequency for caustic cleans and a quarterly (3 month) frequency for acid cleans.



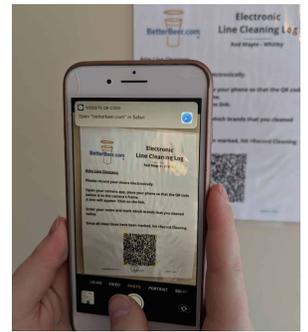
Line cleaning makes up a significant part of your review score. Ensuring that line cleaning is done on a regular schedule *and* each clean is recorded will help ensure your review score stays high.

If line cleaners forget or claim they can not record their cleans, you can do it for them one of two ways:

1. If it is at the time of the clean, you can scan the QR code and record them in real time.
2. If time or a day has passed, then you can login to the ADMIN section and record it through there.

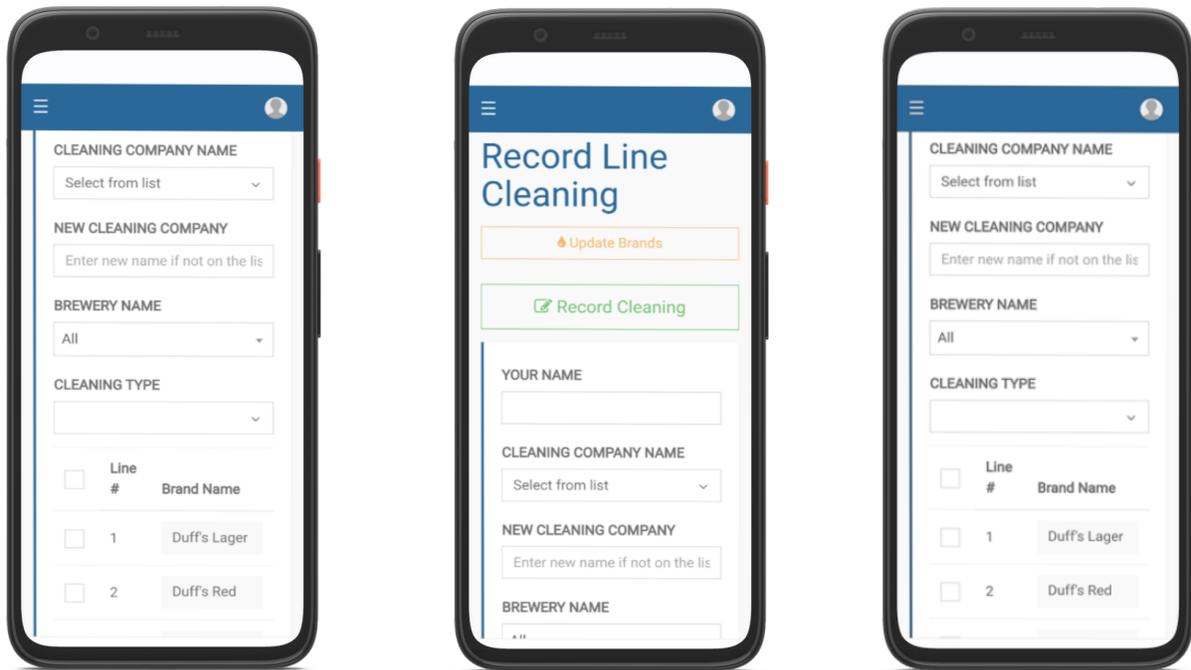
Recording Cleans With QR Code

1. Open your camera app.
2. Place your phone so that the QR code on the sheet is in the camera's frame.
3. A link will appear. Click on the link.
4. Type in **your name**.
5. Select your **Cleaning Company** from the dropdown. If it is not there, add it in the box below titled New Cleaning Company.
6. If you would like to search for only lines from a particular brewery, use the **Brewery Name** Dropdown
7. Under **Cleaning Type** select if you'd like to record a Caustic or an Acid cleaning.
If you are doing both types of cleans today, you will need to record both cleans separately.
8. Check off which lines you cleaned.
9. Tap on **+Record Cleaning**
10. **OPTIONAL:** you can add a note at the bottom of the form that will be sent to the establishment's management as well as the team at Better Beer.
11. If you would like to Update Brands because of a new brand on the line, click on **Update Brands**.



All phones with current Android, iOS, Windows, or Blackberry operating systems should be able to recognize and capture the QR code within your camera app.

In the very rare occurrence that it doesn't, you can download a QR Reader from your app store.



For help with using the QR code: btbr.co/QR

Recording Cleans Through Admin

1. Login through ADMIN LOGIN (top nav bar on any page on our site).
2. Click on **Establishments Manager** on the main menu, left hand side. Click on the Establishment name you'd like to record the cleaning.
3. Click on **Line Cleaning History** button, top right.
4. Click on **+Record Cleaning**
5. Select the date of when the cleaning was done. Select the time of the cleaning.
6. Pick the name of the company who did the cleaning. If they are not in the dropdown, you can add them in the New Cleaning Company text box.

Line Cleaning History		Options
Type	Days Since	
A	336	

- Select which type of clean they did. If they did both a caustic and an acid clean they you will need to record each clean separately.
- Once the information has been filled in, then check off each line that was cleaned.
- Click on the **+Create** button on the bottom of the page to record the clean.

Establishments / Line Cleaning / Record Line Cleaning

Record Line Cleaning: Bill's Tavern

DATE: 2021-11-12 TIME: 11:54

CLEANING COMPANY NAME: Steve's Service Co NEW CLEANING COMPANY: Enter new name if not on the list CLEANING TYPE: C - Caustic

<input type="checkbox"/>	Line #	Brand Name	Brewery Name	Date Cleaned	Time Cleaned	Type
<input type="checkbox"/>	1	Duff's Lager	Duff's			
<input type="checkbox"/>	2	Duff's Red	Duff's			
<input type="checkbox"/>	3	SD IPA	The Salty Dog Brewing			

Need to see it in action? Watch the short help video [here](#).

Note that on the Establishment Page you can click on the line number to view that line's cleaning history.

Line Cleaning History				
Line #2				
Date/Time	Brand Name	Type	Days Between Cleans	Recorded By
Mar 29, 2021 - 9:13 am	Duff's Red	C	12	Service Manager Demo
Mar 16, 2021 - 10:59 am	Duff's Red	C	14	Service Manager Demo
Mar 1, 2021 - 12:36 pm	Duff's Red	C	16	Service Manager Demo
Feb 12, 2021 - 2:25 pm	Duff's Red	C	16	Service Manager Demo
Jan 27, 2021 - 2:24 pm	Duff's Red	C	11	Service Manager Demo
Jan 16, 2021 - 1:05 pm	Duff's Red	C	17	Service Manager
Dec 30, 2020 - 8:27 am	Duff's Red	A	8	Service Manager Demo

Beer Clean Glasses

Hands down, the biggest problem with draught beer quality is dirty beer glasses. Good news - it's the easiest fix.

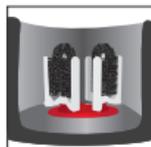
Our Beer Glass Cleaning Kit will help you ensure better head retention.

To find out **why you need a weekly beer glass program**, click [here](#).

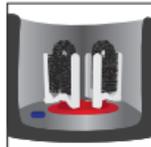
To download the instruction sheet below and the cleaner MSDS, click [here](#).



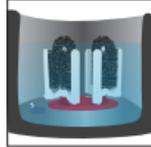
Beer Glass Cleaning Instructions



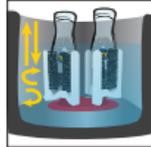
1. Place brushes into clean sink.



2. Drop in one blue tablet from your BetterBeer.com Beer Glass Cleaner container.



3. Fill 3/4 full with hot water.



4. Scrub each glass on brush. Fully rotate & scrub.



4. Place glasses into glass washer to sanitize.

Better Beer starts with a *Beer Clean Glass*



Beer Clean Glass

- Dime sized head
- Lasts for whole pint
- Properly balanced carbonation
- Won't go flat
- Leads to increased sales
- Increases profits & yields
- Tastes great!



"Near" Clean Glass

- Head is lost in 20 seconds = flat pints
- Carbonation sticks to film of grease inside glass. *Caused by: putting fingers, napkins, milk, or pop in beer glass.*
- Causes lost sales, profits, & tips.
- Clean weekly to avoid.

Only use brushes for cleaning beer glasses. Store brush in a clean & dry location. Replacement brush stems & additional glass cleaner available by visiting: BetterBeer.com/store



Updating Your Brands on Tap

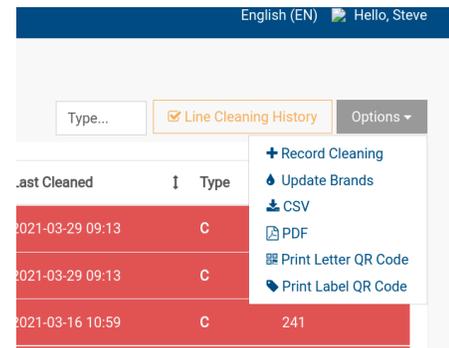
This function is for Store Managers only.

The brands you have on tap need to be kept up to date as this is what the line cleaners use to record their line cleans.

If the Moosehead technician comes in and there is no Moosehead line listed, they don't know which line to record as cleaned.

Updating your brands on tap is easy, here's what you need to do:

1. Click on the Establishment Name you'd like to update the tap listings.
2. Click on **Options**, top right.
- 3. Update Brands**
4. Select the time and date if it is different from now.
5. Click on the line you'd like to update. Change the name and select the brewery from the Brewery Name dropdown.
6. Hit **Save** when finished.



You can click on the blue **Best Practices** button to see the best practices for recording your brands - which direction, how to record seasonals, Sub Zero, direct draw,...

To see a short video on how to do this, click [here](#).

Resources

Possibly the world's largest bank of draught quality articles, videos, how-to manuals, and more.

From your dashboard, click on Resources, the Resources Manager and you'll find several categories of resources. With the categories you will find valuable resources that you can reference and print:

- Beer Glass Cleaning Instructions
- Beer Glass Cleaner MSDS
- Printable FOB Instruction Sheets (all three models of FOBs)
- Printable Proper Pour illustrations
- Troubleshooting techniques
- Review Criteria Solutions - What to do when there are issues discovered during a review
- Seminar handouts
- Keg Shelf Life details
- How to Change a Keg Manual in English, French, Mandarin, and Cantonese.
- Insider's videos
- plus, more - we continuously update this section

