

# Quality

## Beer temperature

### Why is it important?

Customers will walk away - 34% of consumers will go to a **different outlet** if quality is poor

Customers will order something else - 49% of consumers will **not order** the same drink if quality is poor

Customers will **pay** for the best - 53% of consumers will pay more for a good quality product

Research has shown that when you have this knowledge on the handling and serving of beer, sales can increase by 3% (British Beer and Pub Association) and yields improve by up to 7% (Cask Marque). (3)

## Cask Ales

To experience all the aromas and tastes that the brewer wants you to, cask ale must be dispensed at the correct temperature. If the beer is too warm, then unpleasant and unplanned aromas will be given off, too cold and the clean, fresh, vibrant tastes will be lost.

The recommended dispense temperature of the majority of brewers is between 11 - 13°C. Cask Marque audits to a required range of 10-14°C allowing a little leeway.

Some cask ales are meant to be dispensed at lower temperatures, particularly summer beers. These have been specially brewed in order that no chill haze occurs at temperatures where other cask ales might be affected. (4)

Chilled cask 7 -11°C

## Standard lagers and keg products

Standard lagers and keg should be dispensed around:

- Lager and cider 5 - 9°C
- Keg ale and mild 6 -12°C
- Stout 5 - 9°C

## Extra Cold Products

The trend these days is towards colder products and many pubs and bars will be using glycol cooling systems and flash coolers in order to dispense 'extra cold' products. These are normally dispensed between 1 - 5°C depending on the equipment. (4)

**These temperatures are only a guide.** It is expected that all brand specifications will fit within these ranges but if in doubt, consult the individual brewer's specification. They will vary with throughput.



**Tips:**

1. iDraught can identify any drinks served too warm, pinpointing any issues with brands or warm dispense at certain times.
2. Are the warm beers due to faulty equipment or cellar cooling? If so iDraught will be highlighting to you the equipment (if monitored) that is causing the issue.
3. iDraught will send you an alarm if your equipment or cellar cooling fails, allowing you to then proactively address the issue before your customers are aware.
4. Are the temperatures the cause of any over pouring/wastage issues – iDraught reports on the temperature of every drink, so you can identify any link!