

# Proper Pour GLASS PROGRAM



## OPPORTUNITY:

Build House brand awareness, improve brand perception and improve rate of sale at key accounts.

## PLAN:

Identify 5-10 draft accounts who would be interested in House glassware

## LA EXAMPLES:

Rose Café, Dagwoods, Fig @ Fairmont, North Italia, M Street Kitchen, Bare Burger, Baby Blues, Surf Side, Jame's Beach

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**Bring a sample glass by the account and show them how to properly pour House into the glass:**

The process for pouring beer into a glass is the same whether you're doing it from a bottle, a can, or a tap. It's also the same no matter the style of glass. Keep in mind that the process may vary slightly depending on the carbonation of the beer. India Pale Ales and Belgians will be a bit foamier than stouts or porters, so adjust accordingly to always get that perfect "head" (the foam on top).

### 1. Hold the Glass at 45 Degrees

Make sure you have a clean glass and hold it at a 45-degree angle while pouring.

### 2. Pour Beer at Midpoint of the Glass

Begin to pour your beer, and aim for about halfway down the glass. Don't be shy; if you're too slow, you'll end up with no head, and none of those wonderful aromas that enhance the flavor.

### 3. Tilt Glass Upright as You Reach the Halfway Point

When you tilt the glass upright, you'll notice the head start to form. Finish pouring with half an inch to an inch and a half of head.





## **THE IMPORTANCE OF GLASSWARE:**

Glassware is an important and often overlooked component of the draught beer ritual. Clean, cool (but never frozen) glassware will increase the presentation value of the beer you serve and enhance the consumer enjoyment of their favorite beer brand.

## **PROTECT YOUR INVESTMENT AND MAXIMIZE YOUR PROFITS:**

Draft beer is the second greatest profit maker for bars/ restaurants offering 80+% profit margin. Draught dispense can be environmentally friendly because kegs save 165 12oz bottles with each turn and they are typically reused.

### **CASE STUDY #1:**

Total Profit in a ½ BBL of House retailed at \$7/glass

Cost of ½ BBL of House = \$145

Refundable deposit = \$30

Number of 16oz glass servings with ¾" of foam and 15oz of beer = 132

Retail price = \$7

Total gross profit = \$924

Net profit per keg = \$779

The bar is buying the beer for roughly \$1/pint and making \$6/pint

### **COMPARISON: IMPORT LAGER (13.2 Gallon Keg)**

Cost of 13.2 Gallon Keg = \$160

Refundable deposit = \$30

Number of 16oz pours = 105

Retail price = \$7

Total gross profits = \$735

Net profit per keg = \$575

The House Profit Difference Per Keg Turn

Net Profit Per Keg = House \$779, Import \$575

House Kegs = \$204 MORE PROFIT PER KEG TURN!

3 Keg Turns = \$204 x 3 = \$612 More profit than imports

5 Keg Turns = \$204 x 5 = \$1,020 More profit than imports

10 Keg Turns = \$204 x 10 = \$2,040 More profit than imports

15 Keg Turns = \$204 x 15 = \$3,060 More profits than imports

12 Months = 3 turns/month x 12 x \$204 = \$7,344 More profits than imports

## **WANT TO MAKE MORE MONEY FOR YOUR BAR?**

- Sell House and pour with proper amount of foam
- Provide a fresher, higher quality and better tasting beer, all while increasing profitability per keg
- Decrease the bloated customer, increase the rate of sale
- Less foam = Less rebuys