

THE GUINNESSentials



YOUR TOOL TO

DELIVER GREAT PINTS & INCREASE PROFITS

GREAT GUINNESS® IS THEATER

ACT I
Welcome To The Show!

ACT II
"Alive Inside!"

INTERMISSION
119.5 Seconds

ACT III
Pour proud of rim.

ACT IV
Go For The Encore!

POUR 3/4 **SURGE & SETTLE** **TOP OFF** **PRESENT**

TOP TIPS

GUINNESS drinkers may settle up **lower checks**, leave **smaller tips** and **choose other pubs** if...

Serve a **great pint** experience and GUINNESS drinkers are likely to:

- The glass is not held at 45° to the tap.
- Order another round plus food (where served)—**bigger checks!**
- They get a one shot pour.
- Leave **bigger tips** in \$\$\$s and percent.
- The head is not proud of the rim.
- Come back more frequently—**regulars!**
- The GUINNESS Draught overfills.
- Recommend the pub to 9 friends—**new customers!**

Source: Perit Consumer Research 2007

Please serve responsibly.

THE UPSIDE OF SERVING GREAT GUINNESS® DRAUGHT



SELL MORE BEER

Serve a great pint, **26%** of GUINNESS drinkers will stay longer and spend more money on drinks.

\$40 profit/week/keg

12 GUINNESS drinkers ordering 1 more pint.



BRING IN MORE CUSTOMERS

If served a great pint, **4-out-of-5** patrons will return more often. Three-quarters will recommend the pub to **9 friends**.

\$30 profit/week/keg

1 additional visit by regular customer, 1 visit by friend, each spending \$25 on drinks.

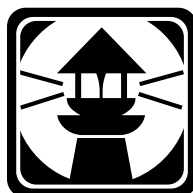


INCREASE PROFITS WITH FOOD

GUINNESS drinkers' check sizes are **75% higher** when food is also purchased.

\$10 profit/week/keg

75% more cash takings on food, (where served)



GUINNESS DRAUGHT IS THE LIGHTHOUSE BRAND FOR PUBS

Attract more GUINNESS drinkers – draught quality is the #1 factor in choosing which pub to visit.

Drive traffic, as GUINNESS drinkers choose/influence destination 98% of time, and usually drink with 2-3 friends.

See overall house sales and traffic increase as the pub's reputation is spread by word-of-mouth among GUINNESS drinkers, their friends and friends' friends.

Great Pubs are known for Great GUINNESS Draught!

CORRECT GAS MIX & PRESSURE



STANDARD 25% CO₂ – 75% N₂
35 psi. 30-40 psi acceptable range,
 depending on draw & temperature.

LOOK FOR 1/2" - 3/4" head height.
 Tight, uniform head texture, retained to bottom of pint.
 Characteristic loud "hiss" of spout.
 Flow rate of 10-12 sec. for 1st part of 20 oz. pour.
 Blender box with correct inlet pressure.

**GET THE QUALITY
 RIGHT AND SEE...**

\$15 INCREASE
 profit/week/keg*

TOO MUCH CO₂

10-15% of keg
 is wasted when
 staff pour off
 then top up glass.**

FOAMY HEAD

PRESSURE TOO LOW

10-15% more
 beer in glass for
 the same price.**

THIN HEAD



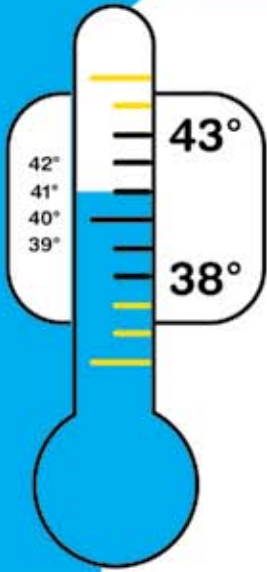
68%* CONSUMERS
 WILL REJECT
 THESE PINTS

CONSUMERS
 WANT
 THIS PINT **96%***



*Part Consumer Research 2007
 **Industry Estimates 2007

CONSISTENT TEMPERATURE



STANDARD Serve at 38°F - 43°F.
Store at 38°F.

LOOK FOR No waste or foaming, especially on ales/lagers.
Dedicated beer cold box (no food).
Backup keg chilled for up to 3 days (keg cools at 10°F per day).
Clean, well maintained refrigeration system.

GET THE QUALITY RIGHT AND SEE...

\$15 INCREASE profit/week/keg*

NOTE:
If cooler or refrigeration is causing the issue, waste is 10-15% on **every** draught line.

WARM BEER

10-15% of keg is wasted when staff pour off then top up glass.**

FOAMY HEAD



96%* CONSUMERS WANT THIS PINT

CONSUMERS WILL REJECT THIS PINT **80%***

*Perit Consumer Research 2007
**Industry Estimates 2007

CLEAN BEER LINES AND SPOUT

STANDARD Clean beer lines at least every 2 weeks.
Soak spouts overnight in soda water.

LOOK FOR Head retains firm white texture.
No butterscotch or popcorn aftertaste.
Spout "safe" or glass for spout storage by sink.
No yeast build-up on beer line wall or in spout.
Visible record of most recent line-cleaner visit.
More frequent cleaning in draws over 25 ft.

| EVERY MONTH | | | | | | |
|-------------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |



GET THE QUALITY RIGHT AND SEE...

\$ INCREASE profit/week/keg*

DIRTY LINES

Resulting in brown head and off-flavor.

BROWN HEAD



GUINNESS DRINKERS REJECT THIS PINT, BUT ONLY HALF WILL COMPLAIN.*

58%* CONSUMERS WILL REJECT THIS PINT

CONSUMERS WANT THIS PINT **96%***



*Perit Consumer Research 2007

CORRECT BEER-CLEAN GLASSWARE



STANDARD Air-dried, non-stacked glasses.
 Room temperature.
 Passes "drip test."
 Adds no off-flavors to beer.

LOOK FOR Head retained to end of pint.
 Lacing on glass at each sip.
 White head with no off-color or taste.
 Absence of oil films, streaks on inside of glass or bubbles in the head.
 Staff awareness of glassware management.

GET THE GLASS BEER-CLEAN AND SEE...

\$ INCREASE profit/week/keg*

NON BEER-CLEAN GLASSWARE

NON-RINSING FILMS

POOR HEAD RETENTION



CONSUMERS WILL REJECT THESE PINTS **82%***

96%* CONSUMERS WANT THIS PINT

*Pert Consumer Research 2007



CORRECT 20 oz. TULIP GLASS

STANDARD 20 oz. Tulip.
GUINNESS® branded (where legal).

LOOK FOR Variety of glassware for different beers, wines, cocktails.
Staff trained on "right glass for the right occasion."
Staff look for brand, as well as right glass shape.
Glassware separated by brand and stored in dedicated area(s) for ease of serving.



**GET THE GLASS
RIGHT AND SEE...**

\$30 INCREASE
profit/week/keg**

16 vs. 20 oz. SIZE

Lost profit of
25¢ per glass.*

**INCORRECT
GLASSWARE**

TRADE GUINNESS DRINKERS UP TO 20oz. SERVE

84% will drink by the serving, not by
the ounce.*

Quality (#1 rank) not price (#11 rank)
influences choice of pub.*

NOTE:

Tulip shape helps create head that starts
proud of the rim and lasts to end of pint.

*Part Consumer Research 2007
**Assuming \$.50 increase in price/pint



30%* CONSUMERS
WILL REJECT
THIS PINT

CONSUMERS
WANT
THIS PINT **96%***





CRAFTED PRESENTATION

STANDARD

Glass held at 45° and tap opened fully.
1st part of pour set in view to surge & settle.
Tap pushed back for 2nd part of pour.
Served proud of the rim with no overspill.

LOOK FOR

Spout not dipped in the beer.
Absence of "fisheyes" in the head.
Head and glass not compromised by pouring or scooping out excess.
Pour not rushed, even during busy times.

**GET THE POUR
RIGHT AND SEE...**

**\$10 INCREASE
profit/week/keg***

RUSHED PRESENTATION

5-10% more
beer in glass for
the same price.*

Customer
complaints.

ONE-SHOT POUR

SHORT POUR



CONSUMERS
WILL REJECT
THESE PINTS **80%***

96%* CONSUMERS
WANT
THIS PINT

*Perit Consumer Research 2007

