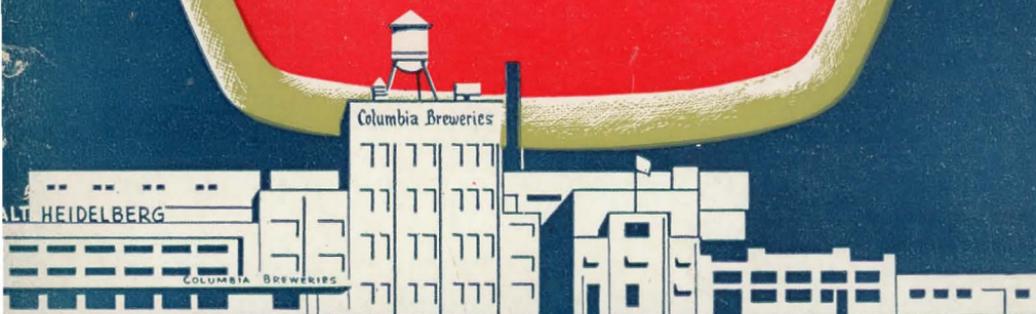
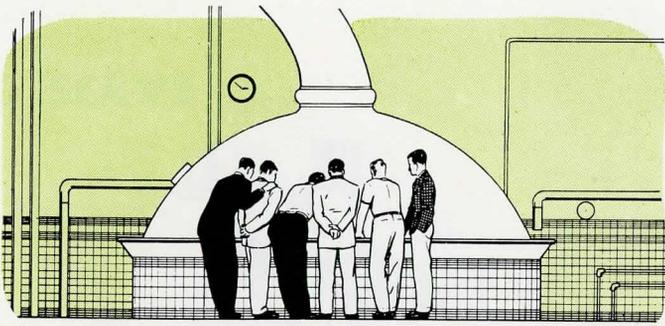




# Alt Heidelberg

*Draught  
Manual*





**T**HE BREWING of malt beverages is one of the earliest skills practiced by man.

Columbia Breweries, Inc. was established just before the turn of the century. In this relatively brief period it has become a leader in the brewing industry.

This leadership, in which we take great pride, has been gained with no little effort. First, it calls for an investment in a modern plant, which includes a complete analytical and control laboratory. Second, it calls for the use of only the finest brewing ingredients. Our Master Brewer, with his organization of seasoned technicians, may then practice his skill, and brew a beer which in uniformity and quality is perfection.

Draught beer is delicate and perishable, and most sensitive to outside influence. Quite often the distributor or dispenser unknowingly uses methods which may deprive his customer of the full enjoyment of Alt Heidelberg beer in its original perfection.

The instructions and recommendations in this booklet embody Columbia Breweries' desire to deliver to the consumer a delectable glass of beer "brewery fresh". Our one ambition and desire is to create a glass of beer which, when served to the customer, will be an asset to our brewery, to our distributors and dispensers and to the critical and intelligent public of today.

NORMAN DAVIS, President  
Columbia Breweries, Inc.

# GLASSES



In order for a glass of beer to retain its "collar", the glass must be immaculately clean. Any

film of grease or oil will cause the carbonic gas to be dissipated quickly, resulting in a flat appearing drink. The following pointers will help you avoid this.

Use only a recognized and proven detergent which contains no grease and breaks down surface tension.

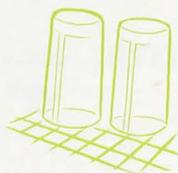
Pour all leavings down a separate drain, **not** into the washing sink.

Use a clean sink brush in your washing sink. Allow an inch of the brush to extend above the clean water and sprinkle the detergent over the top of this brush.

The law requires a sterilizer to be used in the second or third sink. Use an odorless sterilizer in order not to molest the bouquet of the beer.

Rinse glasses in clear, cool, running water and be sure to scour all sinks daily to remove all grease.

After rinsing, drain glass in an inverted position on a perforated or corrugated surface for air circulation. Serve the beer in a wet glass.



## EYE APPEAL

An artist always paints a glass of beer as a clear, brilliant amber liquid, topped with a rich, creamy head, to present the most appetizing picture. You will find it profitable to note the appearance of the glass of beer before you set it before your customer. If it looks good, the customer will enjoy several glasses before he leaves.

Always serve draught beer with a full inch of rich, creamy foam. Use a larger glass to accommodate this, rather than a small glass containing the same amount of beer with no head.

# TEMPERATURE

All draught beer is unpasteurized and highly perishable. It must be handled with utmost care in order to preserve its quality and full flavor.

Distributors and dispensers must take every precaution to see that beer is properly stored. The refrigerated box in both cases should be

## SERVING TEMPERATURE

set to cut in at 38° and cut off at 36°. In the dispenser's case, if his box is maintained at 36° to 38°, he is in a position to reduce the temperature of a keg in case it is delivered too warm. Thus,

## STORING TEMPERATURE

if his box will reduce the temperature of the keg to 38°, the beer will normally be set before the customer at the accepted 40° to 41° temperature. There is always a variation of 2 to 3 degrees in drawing the beer in a glass at room temperature and serving it to the customer.

41°

40°

38°

36°

# EQUIPMENT

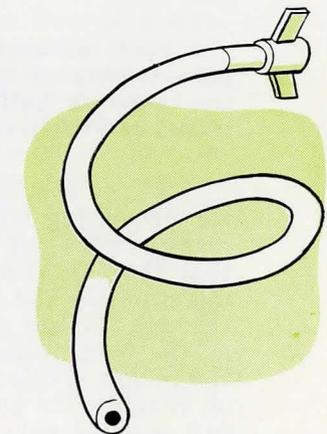
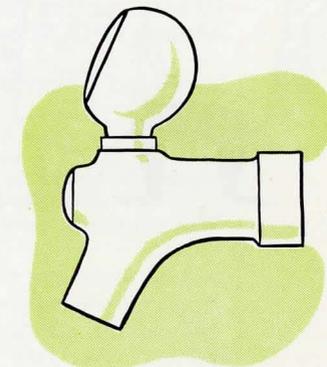
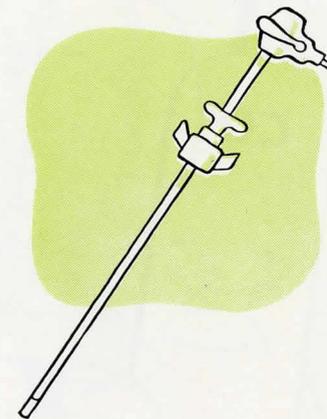
The entire dispensing unit must be **cleaned daily**. It is true you can rely on an equipment cleaner to take care of your unit once or twice a week, but if you wish to serve the finest glass of beer in your community, you will put forth that little extra effort to go through your equipment with a satisfactory cleaner during the quiet hours of the day, early in the morning or the last thing at night. This applies to the hose, coils (if used) and faucet.

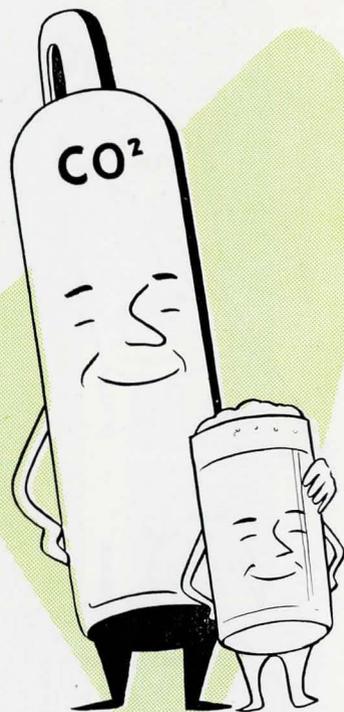
But, when it comes to the most flagrant violator of clean beer, the tap rod, one or two spare rods should be kept on hand at all times.

Even the running-off of two or three kegs through a rod which has only been rinsed with water will change the delicate flavor of keg beer. In order to keep your "brewery freshness", insert a clean rod at each tapping. Then in your leisure moments, screw the cap off the used rod, brush it well with any given beer detergent, in solution. Rinse the rod well and lay aside ready to be used at the next tapping.

Always flush the equipment with clear, cold water after cleaning. When a line is in continuous use and a fresh keg of beer is tapped, always draw off at least one glass of beer to clear the line of the old beer foam.

**To draw the finest glass of beer, clean your equipment daily.**





## CARBONIC GAS

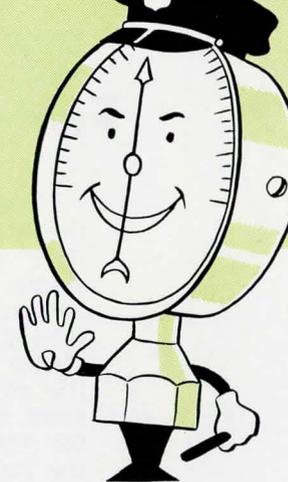
CO<sup>2</sup> gas is a natural property of beer itself and when applied from a cylinder, is tasteless, odorless and clean, a seasoner and preservative of beer. It will not alter the flavor of your beer and helps to preserve and maintain the natural gas that is put into the beer by the brewery.

The use of air to dispense beer is detrimental to the quality and flavor of the beer. Beer, being extremely sensitive, readily picks up any foul odors and grease brought in from the air intake. Also, air contains humidity and when you compress it you wring moisture out of it just as you would out of a damp sponge, which moisture is sprayed over the top of your beer in the keg, tending to flatten it and alter the color.

From an accounting standpoint, a cylinder of gas—twenty or fifty pounds—will cost you about ten cents per half-barrel, or will use about one-half pound of CO<sup>2</sup> to draw a half-barrel of beer.

At the cost of ten cents per half-barrel of beer for dispensing with gas, you will draw about ten glasses more out of a keg of beer. The reason is that the CO<sup>2</sup> pressure on top of the beer keg will maintain the full natural content of CO<sup>2</sup> in the beer through the last gallon, whereas under air pressure, as the beer drops down in the keg upon drawing, the pocket is filled with air. There is always a waste of, roughly, ten glasses of beer, mostly from the last two or three gallons of beer under air pressure.

## PRESSURE CONTROL



When the pressure in the keg equals the pressure on the regulator you have balanced pressure.

Under balanced pressure you should draw a clear glass of beer, with a light feathery foam. Then to get the beer to “head up” in the glass (which means foam of a creamy, even texture) add three to five pounds on the regulator.

A balanced system plus for drawing beer has three purposes.

- (1) It insures the full amount of carbonic gas will always be retained in the beer.
- (2) It eliminates any possibilities of wild or flat beer.
- (3) It renders a sustained rich creamy collar.

There is a direct relation between pressure and temperature in a keg of beer.

The warmer the beer, the more pressure in the keg. The colder the beer, the less pressure. Thus, beer at too low a temperature, that is, under the 36°-38° margin, will tend to draw flat and lose its bouquet or aroma. Beer drawn at high temperature, that is, from 45° to 50°, tends to be wild.

If your refrigeration unit is set too low, i.e., under 36°, and carbonic pressure is used, the molecular change mentioned before with an air draw will prove to be the reverse in this case. Beer at a temperature of 32° to 36°, in a keg will tend to “gas up” and become wild, particularly the bottom of the keg or the last two or three gallons. This condition can easily be remedied by calling your refrigeration man and having him set your box up to 36° to 38°. In an emergency where this condition has prevailed and the last two or three gallons have simply turned into foam, it is possible to cut off the pressure, bleed the keg of gas, draw the rod and allow the beer to stand for several minutes to settle. Then insert the rod, turn up the regulator to a high 25 to 35 pounds balancing pressure and draw that keg off immediately, or as fast as you can sell it. Don't forget to put your regulator back to normal when you tap a fresh keg.

## For smooth-operating

On tapping a keg, remove the metal ring from the bung. Also remove a piece of the stamp the size of a quarter where the tap rod is thrust through. Don't mutilate the stamp and its serial number as the government demands it remain intact on the keg, except for the perforated hole where the rod goes through.

Be sure your bottom lug on your Peerless Tap is free from paper and not worn. If there is excess paper on the bottom, or the lug is worn you cannot get a tight seal and you are apt to lose a keg of beer, plus some valuable gas.

In case of worn lugs, equipment companies manufacture two thicknesses of bottom washers. The thin one should be used normally. When necessary, due to the wear on the lugs themselves, insert a thicker washer.

Never install two thin washers to take up slack. Inserting two washers will often lap over the pressure intake, preventing the gas or air from entering the keg.

Inspect hose washers daily.

Inspect Thomas valve and washer at least every thirty days.

See that the Thomas valve is of normal size and flexible at all times.

In the case of an air draw, the rubber Thomas valve deteriorates very fast, and will swell and distort and allow the beer to flow back into the air line.

## EQUIPMENT

In the case of gas draw, simply inspect for the flexibility of the Thomas valve, as there is no foreign matter in the clean CO<sup>2</sup> that come out of the cylinder, and a valve used with a gas draw will last much longer.

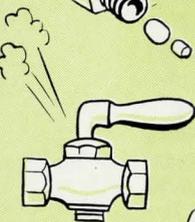
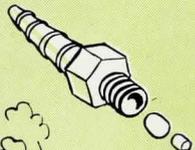
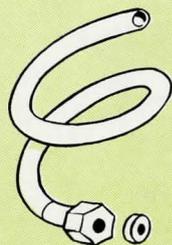
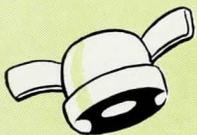
Inspect regularly for gas or air leaks. In case of a gas leak, it will cost you money for lost gas. In case of an air leak you cannot keep sufficient pressure on the beer itself and you will flatten out the beer in the keg.

Inspect your rod, your draw line and your faucet daily for foreign particles. A small piece of cork, paper or wood lodged in a faucet or line will "crack" the beer, making it wild.

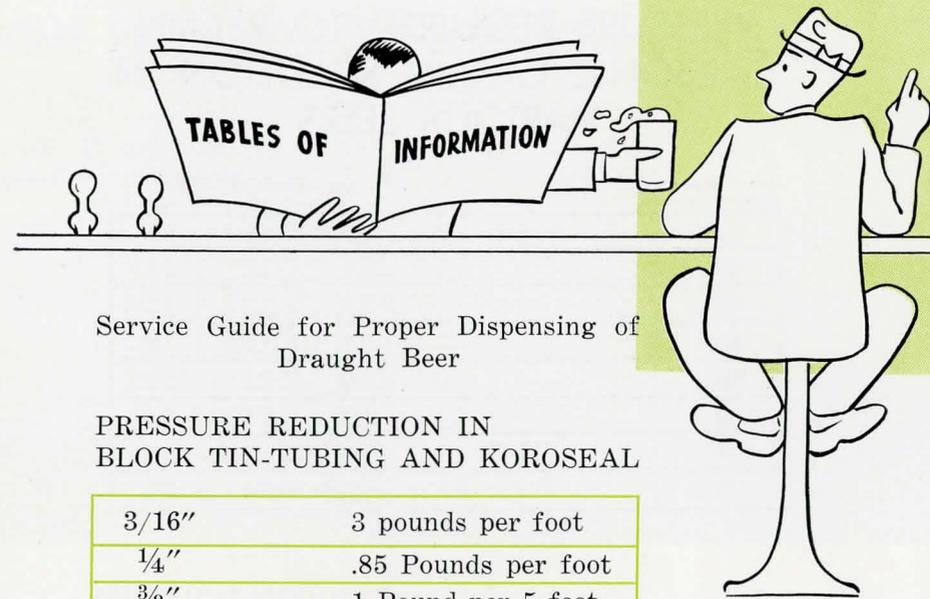
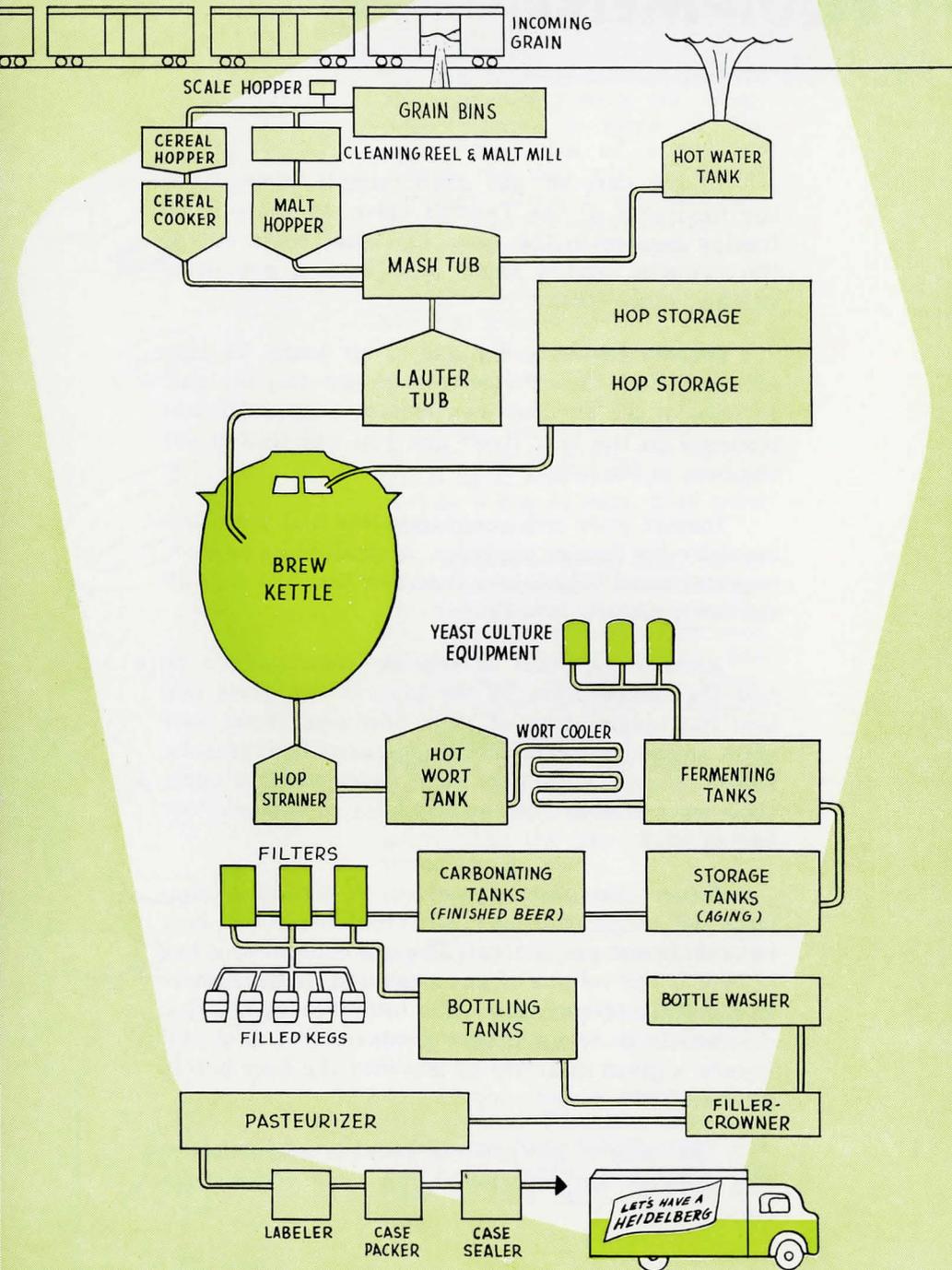
Always maintain a reliable thermometer to test the temperature of the beer in the glass and also the temperature of your beer box. Your beer glass thermometer, without additional instruments, will allow you, with very little experience, to apply the proper pressure on the regulator to balance your keg of beer.

Inspect the regulator often. A creeping regulator will cause wild beer. Different brands of beer have different gas content. The gas content of a keg of beer is the volume of gas measured by the brewer at a certain temperature. The brewer does not deal necessarily in terms of gas pressure in a keg, but injects a given quantity of gas into the beer before it is racked.

The table of gas pressures and temperatures in this booklet are mentioned for your convenience only.



# STEPS IN THE BREWING OF *the beer*



Service Guide for Proper Dispensing of Draught Beer

## PRESSURE REDUCTION IN BLOCK TIN-TUBING AND KOROSEAL

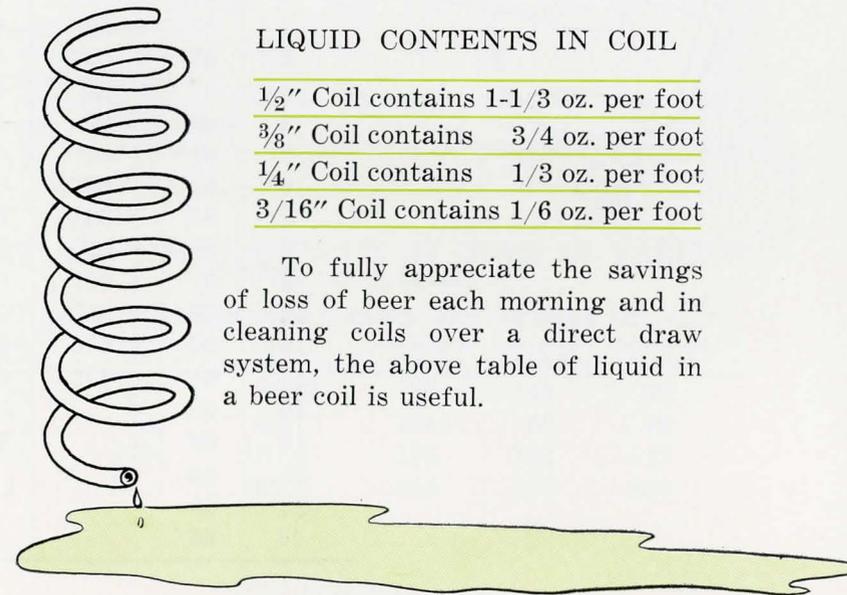
3/16"	3 pounds per foot
1/4"	.85 Pounds per foot
3/8"	1 Pound per 5 feet
1/2"	1 Pound per 40 feet

In addition to the above restriction figures, it is necessary to include the resistance per foot of vertical rise, which is .45 pounds per foot, regardless of tube size.

## LIQUID CONTENTS IN COIL

1/2"	Coil contains 1-1/3 oz. per foot
3/8"	Coil contains 3/4 oz. per foot
1/4"	Coil contains 1/3 oz. per foot
3/16"	Coil contains 1/6 oz. per foot

To fully appreciate the savings of loss of beer each morning and in cleaning coils over a direct draw system, the above table of liquid in a beer coil is useful.



**W**E CORDIALLY invite you, the dispensers of Heidelberg beer, to visit our brewery. You and your party will be conducted on an interesting tour of this sparkling modern plant. You will see Heidelberg in the actual brewing process, mash mixing, cooking, brewing and fermenting. You will see tremendous quantities of select incoming grains; brew kettles two stories high; giant filtering equipment; rows of huge storage tanks. You will see the spotless cleanliness and infinite care that, along with your attractive serving of "the Beer", keeps more people saying,

**LET'S HAVE A  
HEIDELBERG**



