

THE PERFECT BOTTLE POUR



1



Popular way to drink, but taste is trapped. Natural carbonation remains “bottled up”. Customer feels bloated.

2



Do Not Pour Down The Side

Pouring down the side minimizes foam, trapping natural carbonation. Beer may look flat, taste gassy. Customer feels bloated.

3

CORRECT



Pour Down The Middle

Pouring down the middle allows beer to agitate, releasing natural carbonation. Aromas escape so customers taste true flavor.

Lowering angle of bottle as it's poured reduces flow and creates a perfect 1" head of foam.

POUR IT LIKE YOU MEAN IT!

THE PERFECT DRAUGHT POUR



1

No head of foam



Beer looks flat, unappetizing, may taste gassy. Fewer servings per keg. Less profits.

2

Head of foam too large



Visually unappealing. Perceived as getting less beer for the money.

3

Head of foam just right



Perfect 1" head allows natural carbonation to release true aromas and flavor for the most enjoyable taste.

**POUR IT LIKE
YOU MEAN IT!**