



**The Benefits of Proper Glassware
on Beer Sensory**

Draught Beer Sensory

- Draught beer sensory will be improved if it is:
 - Served at 36 - 38 degrees
 - Served from a properly balanced draught system
 - the right gas and/or gas blend
 - the correct applied pressure
 - Served from a regularly cleaned draught system
 - every 2 weeks
 - couplers, lines, faucets and FOB's
 - Served in a great glass
 - “beer clean” glass
 - a glass meant for that style of beer
 - a room temperature glass

Room Temperature vs. Frozen Glassware

- Benefits of room temperature glassware
 - Beer will pour easily into the glass
 - This will minimize waste
 - This will minimize bartender time and save money
 - The beer will not be “shocked” and will gradually warm up, allowing the true flavors and aroma of the beer to shine

Room Temperature vs. Frozen Glassware

- Disadvantages of frozen glassware
 - Glass is usually colder than the beer, causing the beer to foam excessively when poured into a frozen glass
 - Increases waste
 - Increases bartender time
 - Sanitizer may have frozen on the glass if the glass was put into the chiller wet
 - This will result in an off-taste, dissatisfied customers and lost revenue
 - Ice on the inside of a frozen glass will melt off the sides and eventually rise to sit on the top of the beer
 - This will dilute the flavor of the beer, potentially resulting in dissatisfied customers and lost revenue
 - Beer served too cold actually has less flavor
 - Beer aficionados, craft and import drinkers appreciate full flavored beer and frozen glassware minimizes that flavor