

► Draught Beer Handling

Stock Rotation and Temperature

The procedures for handling draught beer are similar to packaged beer.

Rotate your stock – always sell the oldest kegs first.

- Do not stock new deliveries on top of or in front of barrels already in the cooler
- Regularly check “Born-On” dates.
The shelf life for Anheuser-Busch draught kegs is 50 days from the “Born-On” date.

Draught beer should be kept cold at all times.

- The ideal temperature range for draught coolers is 36°F to 38°F.
- If draught storage is too cold (below 36°F), beer will pour slowly with very little foam and will have less flavor and aroma.
- If stored over 42°F, draught beer will draw wild or foamy, sacrificing the taste and freshness of the beer.

Keep your cooler cold and clean.



- Check cooler temperatures daily by placing accurate thermometers in glasses of water that are chilled overnight.
- Use clear plastic airflow curtains to help keep cold air inside the cooler.
- Place kegs in cooler immediately after delivery.
- Remind employees and delivery reps to keep the cooler door closed to minimize temperature loss.
- Avoid stacking warm goods near cold kegs.
- Never stack anything on top of full kegs.
- Avoid storing kegs against the wall of the cooler which can reduce air circulation around the barrels.
- Ideally, coolers should be used only for draught beer, not for food or other goods.

