

## Craft Beer Programs for Pizzerias: The Next Step

Julia Herz  
Craft Beer Program Director  
Brewers Association/CraftBeer.com  
@HerzMuses

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RESPONSIBLY®

## Craft Beer Program

Ambassador who advocates  
and educates about today's  
U.S. craft brewers

CRAFTBEER.COM

(savor)



## Craft Beer Program

Segment data,  
tastings,  
seminars,  
media relations  
and more.



## Small & Independent Craft Brewers

- 99% of today's 3,400+ breweries
- Passionate and innovative
- Amazing community citizens
- Amazing stories
- Small (Less than 6 Million Barrels)
- Independent (No more than 25% ownership)
- Brand centric

Full [definition](http://BrewersAssociation.org): [BrewersAssociation.org](http://BrewersAssociation.org)



## Agenda

- Pizza & Craft Beer
- Big Picture
- Who Are U After?
- Beer Service
- Glassware
- Pairing





## Pizza & Craft Beer

### Pizza and Craft Beer

- Craft Brewers...and independent pizza operators have *synergy*
  - Hand crafted
  - Artisanal
  - Strategic ingredients
  - Small Businesses



### Pizza and Craft Beer

- Craft beer...is a link to authenticity
- Expanded beer selection will help expand customer base

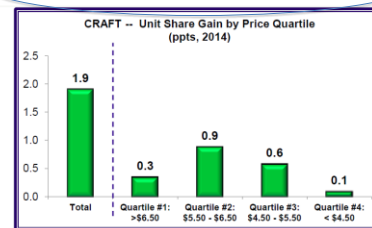


### Your Identity

- How does beer tie into the **IDENTITY** of your concept?
  - Beer is NOT a commodity
- Work for that 'reputation' of having a great beer menu.



Looking at Craft's 1.9 point gain of beer volumes in 2014, 65% of those gains have come from the more expensive Craft brands...showing there is actually significant willingness among consumers to pay more for beer when there is a compelling value proposition

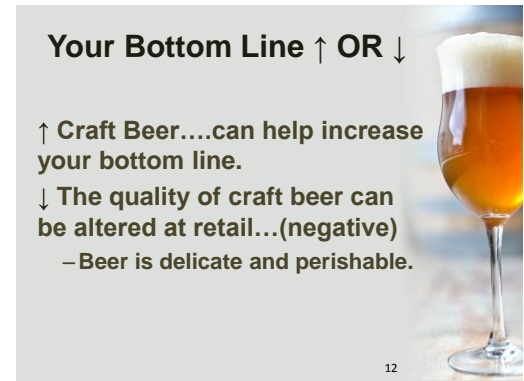


QUEST METRICS

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### Your Bottom Line ↑ OR ↓

- ↑ Craft Beer....can help increase your bottom line.
- ↓ The quality of craft beer can be altered at retail...(negative)
  - Beer is delicate and perishable.



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## Your Identity

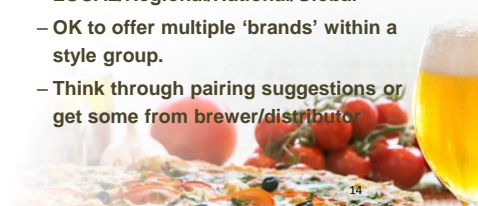
- Treat BEER as you treat all other items on your menu.
  - List it on the menu!
  - Servers should have talking points
  - Servers should have tasted it
  - Serve it in a glass!
  - Store it properly
  - Check freshness codes



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## Become a Destination

- Offer multiple 'styles'
  - An even mix of LOCAL/Regional/National/Global
  - OK to offer multiple 'brands' within a style group.
  - Think through pairing suggestions or get some from brewer/distributor



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## The Big Picture

### Overall Sales

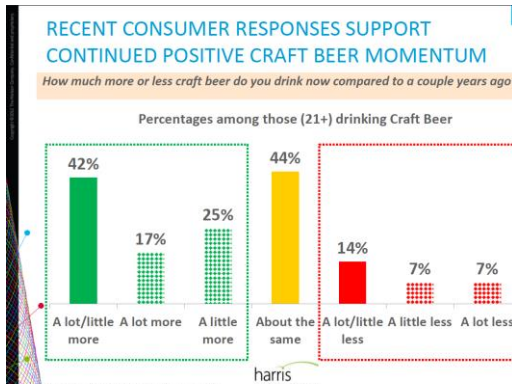
- Wine \$36 Billion\*
- Spirits \$65 Billion\*
- Overall Beer \$101 Billion
- Craft is 19.6B of this
- (\$14.3 B in 2013)

\*Estimated

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## WHO Are U After?



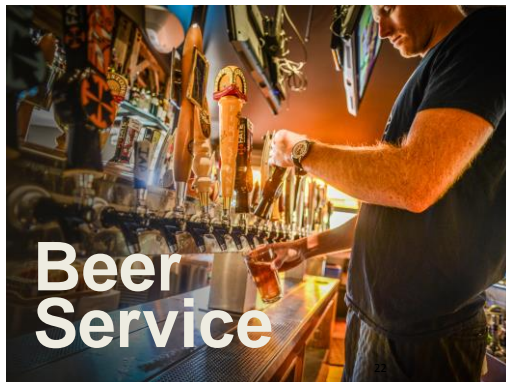
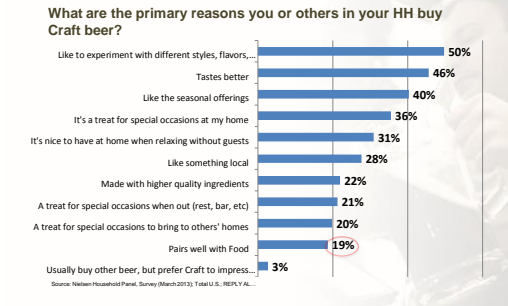
## Who Are U After?

Beer Beginner  
Beer Enthusiast  
Beer Geek



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## Among multiple reasons for buying craft beer, Variety, taste, and a “treat” top the list



## Education Leads To Sales!

- Education is key.
- CraftBeer.com Beer 101, BJCP.org, Cicerone®, MBAA Beer Steward Program
- Regular staff tastings
- Train on both the liquid and the story behind the brewery

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“There is no replacement for passionate, informed servers.” – Julia Herz

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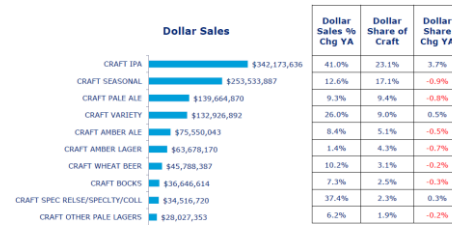
## Styles Education

- 77 U.S. Beer Styles-CraftBeer.com
- Ales and Lagers



## TOP 10 CRAFT BEER STYLES TOTAL U.S. SUPERMARKETS

- Craft IPA increased its share of Total Craft Dollar Sales by +3.7 in 2014.
- Craft Special Release moved up to #9 based on double-digit growth at +37.4%



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## Draught

- How does your bartender pour?
  - 1" foam is recommended to showcase full aromatics.
- Are your lines getting cleaned every 2 weeks?
- Do you refrigerate your back stock?

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## Draught Beer Quality Manual

- www.draughtquality.org
- Storage and Handling
- Components
- Proper Dispense Practices
  - Line Cleaning Guidelines



## Tips

- Brewers Association Technical Committee *Storage* recommendation
- Cases under 50F
  - Kegs under 40F

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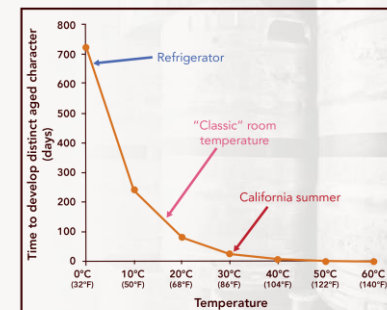


Figure 1.5: Expected time to beer spoilage vs. beer storage temperature. The colder it is, the longer it will stay fresh (courtesy of Charlie Bamforth, UC Davis).

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## Tips

A balanced draught system is key!  
–Foam is 25% beer!

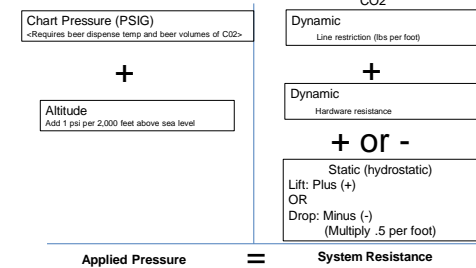
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## Do You Know If Your System Is Balanced?

- CO<sub>2</sub> breaks out of solution in a non-balanced system
- Balance = Applied Pressure matches system resistance

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## Direct Draw



To achieve a balanced system and flow rate of 1 gallon per minute/2-ounces per second

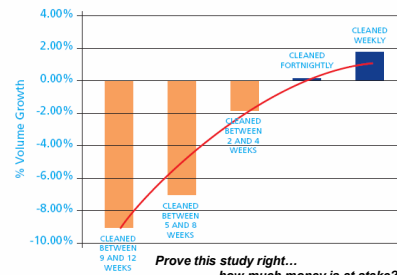
## CraftBeer.com Poll

23% of 5,300 survey say dirty beer lines is biggest red flag.

\*2013 CraftBeer.com Poll: 5 Cardinal Sins of Craft Beer Service

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## Economics of Draught Quality



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## Impact on the Market

- Extending cleaning frequency past 2 weeks
- Lose 2% - 7% (or more) sales
- Improve cleaning frequency
- Increase sales 4% to 7% (or more)

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Glassware sells and matters!  
Which would you want?

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Reference for pairings is a great tool.

- Sweetened iced tea=Oak aged Barleywine
- Pickle with your corned beef sandwich=acidic/lactic Lambic/Wit/Roastie Stout with same sandwich

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## Julia's Pairing Tips

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Don't just pair to the protein. Pair to the protein, preparation, and ingredients.

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Generally like calms like.

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Sweet (beer or food) calms a sweet food or beer.

Sweet Eisbock or Old Ale or Imperial IPA will calm and stand up to a sweet dessert.

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Acidic matches acidic.

American-Belgo style sour ale (with lactic acidity) matches acidity of ceviche.

\*Bonus: Acidic also can calm sweet.

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## The Right Glass



Ideally the right glass for the right style.

Often smaller glass for higher ABV



Hybrid: Belgian Style Tulip



8 to 10 ounce / ½ glass option



## American Craft Beer Week

SAVE THE DATE! MAY 11-17, 2015

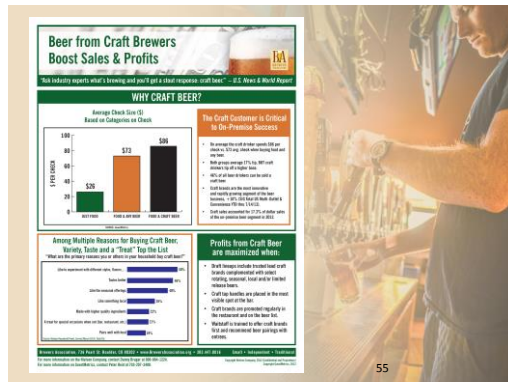
We will promote your establishment's participation and drive beer lover interest.

Largest beer week with more than 1,500 events in ALL 50 states!



## Resources





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**THANK YOU!**

Julia Herz  
 julia@brewersassociation.org  
 303.447.0816 x113  
 @HerzMuses (Twitter)  
 Facebook.com/craftbeers

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## Malt (Complement and can be Contrast)

### Complement:

Kilned/roasted flavors  
 (caramel/roast/coffee/chocolate)  
 harmonize with grilled, roasted and  
 smoked foods

### Contrast:

Sweetness from malt soothes heat in  
 food.

### Contrast:

Roast calms sweetness in foods.

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## Hops (Cut, Contrast and Complement)

### Cut: Through rich foods

### Contrasts: Sweet of malt and food

### Complement: Flavor of hops (herbal/citrus/floral)

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## Alcohol (Contrast and Complement)

### Contrast: Against capsaicin spice

- Alcohol is a solvent. It opens  
 pours on your tongue intensifying  
 heat.
- 12% ABV wines are train wrecks  
 with spicy food dishes and lower  
 ABV craft beers shine as they  
 soothe.

### Contrast: Against sweet of malt

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## Carbonation (Cleanse/Cut)

Cleanse: Scrubs tongue  
prepares palate for next bite

Cuts through food richness

Along with malt it balances hop  
bitterness

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