

# Craft Beer Retailer Temperature Cheat Sheet

## Beer Storage Temperature

### Do

Refrigerate when storing all bottled and kegged beers to maintain beer freshness, flavors and aromatics.



### Don't

Don't forget to cool beer not only when serving, but when storing!

### From Industry Experts

We do not pasteurize any of our products. Storing our beer cold will help ensure that the beer lover enjoys our beers as we intended.

*Justin Clark | Vice President | Cigar City Brewing Company | Tampa, Florida*

The other major effect of high temperature on any beer is oxidation. In the chemical sense, it is naturally occurring compounds reacting with trace amounts of oxygen in the beer to form other 'oxidized' compounds that we can taste. If you've ever smelled or tasted cardboard/wet paper, sherry, almond, honey or a metallic flavor in your beer, there's a good chance this is from oxidation.

*Fred Kraus | Owner | Oak Creek Brewing Company | Sedona, Arizona*

Storing beer warm for extended periods of time will shorten the beers shelf-life. This is especially true of non-pasteurized and full-flavored beers, which most craft beers are.

*Joe Katchever | Founder and Brewmaster | Pearl Street Brewery | La Crosse, Wisconsin*

Refrigerated storage is best for all beers at all times. Required for draft beer and many craft beers. Non-refrigerated storage accelerates aging and development of off flavors.

*Cicerone Certification Program*

In a study conducted by one of the large breweries on flavor loss in bottled and canned products resulted in the 3-30-300 Rule. The same flavor loss results from beer being stored in your car's trunk for three days at 90°F as beer being stored at room temp (72°F) for 30 days and beer being stored at 38°F for 300 days.

*Tom Geordt | Technical Director | Micro Matic USA*

## Beer Carbonation

### Do

Store draught beer cold once it is tapped, this helps preserve carbonation.



### Don't

Don't let tapped draught beer temps rise above 38°F unless your draught system is balanced for higher temperatures.

### From Industry Experts

The Draught Beer Quality Manual is an 80-page document drafted (no pun intended) from brewers of all sizes, as well as equipment suppliers, installers and servicers. It covers storage and handling components of a draught beer system, system gas guidelines, proper dispense practices and line cleaning. This document is an essential resource for any bar manager and can help you troubleshoot when your line cleaning service or distributor is not available. This document also explains beer carbonation in relation to temperature. [www.DraughtQuality.org](http://www.DraughtQuality.org)

*Draught Beer Quality Manual*

Beer stored at 38°F will retain the level of carbonation that was created during the brewing process. Translation: CO2 expands as it heats up, so beer stored above a brewery's suggested temperature will lose CO2 over time as it expands out of solution.

*Micro Matic USA*

## Beer Glass Temperature

### Do

Serve beer in room temperature or slightly chilled glassware.



### Don't

Please don't serve craft-brewed beer in frosted glasses stored in a freezer.

### From Industry Experts

Frozen glasses result in ice crystals that cause foaming problems during filling. If you chill your beer glasses, be sure to avoid frosting. And beer served at near-frozen temperatures blinds the taste experience (taste buds are "numbed," resulting in a bland taste experience) in comparison with beer served at recommended temperatures.

*Draught Beer Quality Manual*

In a freezer, frost picks up the flavors of other things in the freezer, or in the air which can get into the beer. Don't believe me? Chip some frost off the wall of your freezer and melt it in a glass and drink it. When serving craft beers, a room temperature glass is always more desirable.

*Joe Katchever | Founder and Brewmaster | Pearl Street Brewery | La Crosse, Wisconsin*

## Beer Serving Temperature

### Do

Be open to serving some beers above 38°F. Experiment and see what temperatures are best for your offerings.



### Don't

Assume that the higher the ABV, the warmer the serving temperature.

### From Industry Experts

Beer served at near-frozen temperatures retains more CO2 gas (resulting in a more filling experience for the consumer) and blinds the taste experience (taste buds are "numbed," resulting in a bland taste experience) in comparison with beer served at recommended temperatures.

*Draught Beer Quality Manual*

More flavorful beers should be served even warmer to allow a full appreciation of their offerings: 45 - 50°F are very common for many styles of beer.

*Bill White | Better With Beer*

Cold masks flavors, we want you to be able to taste our beer.

*Justin Clark | Vice President | Cigar City Brewing Company | Tampa, Florida*