·SAVE THE DATE·

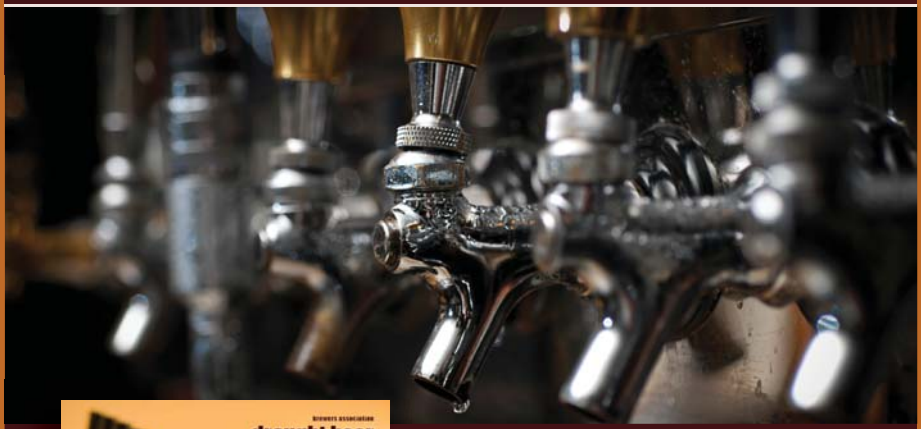
• BREWERS ASSOCIATION DRAUGHT BEER QUALITY MANUAL SEMINAR •

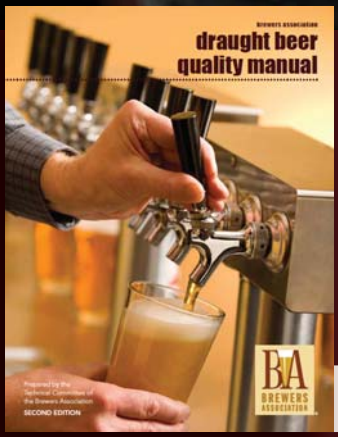
"BRINGING THE DRAUGHT MANUAL ALIVE"

Practical Ways to Improve Draught Beer Sales & Quality in Your Local Market!

Thursday, May 17, 2012 • 10am - 4pm

Four Points by Sheraton Milwaukee North - 890 Kildeer Court - Brown Deer, WI





Members from the Draught Quality Working Group presenting interactive demonstrations based on draught quality topics in the market.

PRESENTERS

Jeff Schaefer - *New Glarus Brewing Co.*
New Glarus, Wisconsin

Rob Gerrity - *Sierra Nevada Brewing Co.*
Chico, California

Matt Meadows - *New Belgium Brewing Co.*
Fort Collins, Colorado

SPACE IS LIMITED REGISTER ONLINE
www.wibrewersguild.com

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EVENT COST

Guild/Affiliate Member: $75.00 per person
Non-Member: $95.00 per person
**Space limited to first 200 paid registrations*

Includes Lunch & Educational Materials

- Vol. 2 Brewers Association Draught Quality Manual
- One Pagers
- Quality Studies

Hands On Demos

- Recirculation Draught Line Cleaning
- Detection of Off Flavors in Draught Systems
- Proper Pour
- Stainless Steel vs. Brass Parts in Draught Systems
- Blended Gases 101

AGENDA

8:30 AM	Registration
10:00 AM	Quality Panel
NOON	Lunch *(included in cost)*
1:00 PM	Quality Demonstrations
3:00 PM	Q&A Panel
4:00 PM	Depart/Social in Hotel Bar

WHO WILL BENEFIT

Draught Specialist
Draught Installers
Draught Cleaners
Gas Suppliers
On Premise Retail Accounts
Industry Suppliers

LOCATION

Four Points by Sheraton
Milwaukee North
8900 Kildeer Court
Brown Deer, Wisconsin 53209
414.357.1604
Room rates available:
www.starwoodmeeting.com/book/newgla

PRESENTED BY

WISCONSIN BREWER'S GUILD

SUPPORT OPPORTUNITIES OR QUESTIONS

Wisconsin Brewers Guild 608.441.1992