

At B.U.F.F. Brothers, we take extra steps to ensure you get the freshest, best tasting beer around. To do this, we created our **B.U.F.F. Brothers Better Beer Program**. This consists of 3 major factors: *Staff Training, Glassware and Product Packaging*.

## **Staff Training:**

We require our front of house staff to go through a bit of extra training we like to call “Beer Clean”. The folks from Budweiser are the ones who started us with this a few years ago. They explained the importance of proper techniques in beer pouring, storage, and glass cleaning. We incorporated these ideals into our staff training.

### **Glass Cleaning & Storage:**

- We use automatic glass washers to attain the cleanest glasses possible.
- Glasses are air dried so no residual water or chemicals are left on the glass.
- We never freeze our glasses, or keep them in an ice bath, as this waters down your beer.
- Our beer clean are stored in their very own chillers to ensure they are as cold as the beer we pour into them.
- We never store beer or beer glasses with food products, so they don’t take on any food odors.

### **Pouring:**

Proper beer pouring is essential when serving a draft beer. The “head” on a draft beer is important for proper flavor and aroma. Without a nice collar of foam on your beer; you get a flat, more filling, less flavorful beer, which not what the brewer intended (have you EVER see a flat beer on a beer commercial?!) We always pour the draft to produce the proper amount of foam– about 1/2 to 3/4 inch– on top of your refreshing beer. This is how beer is supposed to be poured. We won’t budge on this, we want you to enjoy the great taste of your beer, just as the brewer intended!

## **Glassware:**

**B.U.F.F. Brothers** uses only “Nucleated” Beer Glasses.

A “Nucleated Beer Glass” has a laser etching on the inside bottom of the glass. This etching creates small bubbles of CO<sub>2</sub> in your beer which releases the aroma and flavor. Without this nucleation, gasses get trapped in your beer, which makes it flat and not nearly as tasty. This is another contributor to the nice collar of foam on your beer. No BS, it tastes better and is less filling!

## **Packaging:**

### **“Can” the bottle!**

There are several factors that can kill the flavor and aroma of beer: air and light are two biggies. Bottled beer has the possibility to let these determining factors change the flavor of your favorite beer.

**Air:** Although a bottle is capped, it still allows air to seep into the bottle. Caps can also rust in damp environments, resulting in a metallic taste on the lip of the bottle.

**Light:** UV rays and fluorescent lighting can drastically change the flavor of your beer. Glass bottles allow light to reach the beer. Brown bottles let in about 20%, green bottles about 50%, and clear bottles are the worst, 100%.

**B.U.F.F. Brothers** is getting “Canned”!

After learning the effects of air and light on bottled beer, we decided to change a considerable amount of our bottled beer stock to cans. Canned beer does not let any light in which can affect the flavor or aroma of the beer. There is no chance of a rusted cap, and it doesn't go flat because air can't get to it. On top of all that, cans recycle much easier.

As an added bonus, we have B.U.F.F. Brothers Koozies so you can keep your beer cold and your hands warm. Just ask your server or bartender for a Koozie!

B.U.F.F. Brothers takes beer seriously. You'll taste the difference with our Better Beer Program.