



Clean Glasses make Customers happy and Owners a lot more money.....

EXAMPLE: The profit difference between clean and “not so clean” glasses:

You get 165 glasses of beer per barrel with no head of beer on a 12oz Pilsner glass. With just 1/2” head of beer you get an additional 24 glasses of beer per barrel.

At \$4 per beer your customer realizes an additional \$96 profit per barrel.

5 barrels a week generates an additional \$24,960 profit annually.

The last link between a billion dollar industry and your customer is the glass.

The best beer is visually and tastefully appealing and has a solid head. It has no bubbles sticking to the sides and tastes as good as it looks. A nearly clean glass imparts odors and taste into the beer. It rapidly loses its head, eye appeal, carbonation and intended flavor. This effects all carbonated drinks. *Which glass would you rather drink from?*

The best draft beer in town is also the most profitable

Per barrel	12 oz Pilsner	12 oz Mug	12 oz Goblet	60 oz Pitcher
No head	165	165	165	33
1/2" head	189	176	204	1" 39
1" head	220	203	248	1.5" 42
Extra Glasses	24 to 55	11 to 38	29 to 88	6 to 9

