

HANDLING GUIDELINES

SHIPPING AND HANDLING

- All shipping arrangements and freight charges are the responsibility of the Distributor.
- Pickup at the designated Bell's location shall be scheduled at least 24 hours in advance.
- Any trip in excess of 6 hours must be shipped via refrigerated container.
- Excessive heat and/or cold can and will damage product.
- Rougher handling of beer will require greater settling time for product (steps, keg drops).
- Kegs should never be dropped intentionally without proper assistance (pads, etc).

WAREHOUSING

- All products and packages must be stored at a temperature between 33° and 50°F in all portions of a warehouse and for delivery.
- Rotation of inventory is critical. First in, first out is essential to maintain fresh beer in the market.
- All Bell's products delivered to retailer from Distributor's warehouse must have a minimum of 30 days of shelf life remaining unless delivery is approved in advance by Bell's and retailer receiving delivery.
- Any Out-of-Code beer in Distributor's warehouse must be destroyed.

RETAILER

- All products and packages must be stored at a temperature between 33° and 50°F in all portions of a retail account.
- Bell's package products are granted a 30-day grace period for room-temperature (maximum 77°F) storage at retail accounts only and must be kept out of direct sunlight.
- Proper rotation of product on retail shelves and in retail storage areas is critical. Oldest product must be placed at front of shelves facing consumers.
- Avoid extreme temperatures, or temperature swings.
- Allow draught beer to settle 24 hours after delivery before serving.
- Draft systems must be maintained in accordance with the Brewer's Association Draft Quality Manual which can be downloaded from <http://www.draughtquality.org/>.
- Any out of code beer at retail must be picked up and immediately returned to distributor for destruction.

CONSUMER

- Bottles must be stored upright.
- The more constant the temperature the better quality of the product.
- Serving suggestion is to pour gently into a glass, leaving sediment behind.

PROPERTIES OF UNFILTERED BEER

- Draught beer may have a range of clarity from slightly cloudy to clear and bright.
- Draught beer will increase in clarity as it settles. Bottled ales will contain slight yeast sediment at the bottom of the bottle.