

PRODUCT CARE AND HANDLING

PACKAGE VS. DRAFT BEER

Comparing	Package Beer	Draft Beer
Ingredients	Same	Same
Quality assurance	Same	Same
Checks and tests		
Pasteurization	Pasteurized or cold filtered	Not pasteurized
Storage	Can be stored at room temperature	Must be kept refrigerated. (Miller recommends 38°F as the ideal storage temperature.)
Shelf life	Must be sold by the "don't sell date" or within 17 weeks after the packaging date.	Must be sold by the "don't sell date" or within 9 weeks after the racking date.

WHAT IS PASTEURIZATION?

After bottles and cans have been filled, they're run through a pasteurizer where water is sprayed on the containers. Over a period of half an hour, the temperature is allowed to rise to 140° and then cooled back down to room temperature. This extra process not only extends the shelf life to 17 weeks, but also allows packaged beer to be stored at room temperature without damage to the product.

WHAT IS COLD FILTRATION?

In order to deliver draft beer flavor in a packaged beer, Miller uses an exclusive Cold Filtering process on MGD and MGD Light. For more information on Cold Filtration, see the Product Knowledge section of this manual.

WHAT HAPPENS WHEN BEER IS EXPOSED TO LIGHT?

Any light will damage the beer. Ultraviolet rays from the sun react with the beer to cause a release of sulphur. The sulphur causes a "skunky" smell.

WHAT HAPPENS TO KEG BEER WHEN IT BECOMES WARM?

While warming is not desirable, keg beer that has been warmed to a high temperature is not automatically unsaleable.

The key concern is the microbiological conditions of the keg. Unless extra bacteria are found in the keg (conditions of the beer are constantly monitored by the brewery), immediate spoilage is unlikely.

If kegs are delivered warm, the distributor should immediately put them in a cooler, and after cooling, check the contents for taste and clarity. In the majority of cases, even if the keg has been warmed up to 70° or 80° F, the beer should still be saleable. We ask, though, that you do notify Miller Quality Assurance about the incident via the Quality Assurance Hotline (see phone number listed below).

If, after cooling and tasting the beer, you still have concerns about its quality, Miller Quality Assurance will be glad to send a representative to assess the product.

