



DENNY CONN
EXPERIMENTAL BREWING BLOG
February 2015

“ Craftmeister is now my cleaner of choice! Sure, it costs more than Oxiclean, but it's cheaper than PBW and more effective and easier to use than either. Between the fast and easy dissolving and rinsing and the amazingly effective cleaning power, it's worth every cent of what it costs. Try it! ”

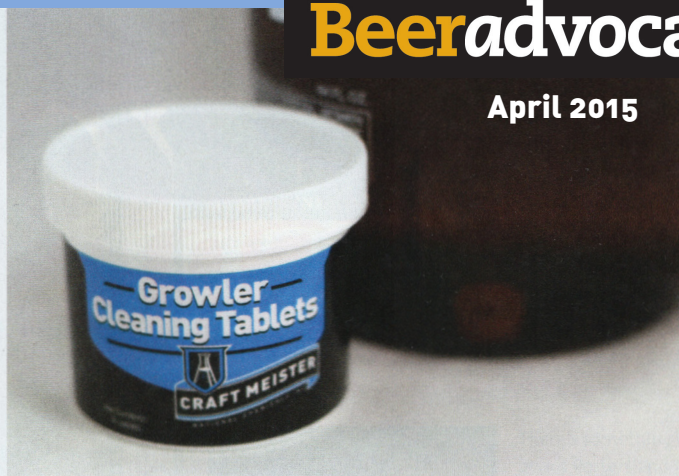
PHIL GOWLING
BEER INFINITY BLOG
January 2015

“ ...Per the instructions I filled the carboy with hot water and added 2 tablets then left it to soak for an hour. Once the time was up I then used the cleaning brush and found that the dried on yeast and foam came off very easily with next to no effort...

My overall verdict is that these Keg & Carboy Cleaning Tablets provide an easy alternative for effectively cleaning kegs and carboys with tough trub and dried on yeast and foam.... ”

Beeradvocate

April 2015



INNOVATION

BY LISA MORRISON

Cleaner, Greener Growlers

While convenient, environmentally friendly and cost-effective, the increasingly popular growler can present problems to brewers and tap houses: No matter how incredible the beer, it's ultimately influenced by what's going on inside the growler. And breweries and bars that serve beer for on-site consumption in spotless, properly prepared draft-ready glassware find that customers' growlers aren't always as clean.

“Pouring lovingly crafted beer into a dirty growler risks compromising the quality of the beer and the brewery's reputation in the process,” says Jonathan Ettlie, brewing ambassador for National Chemicals, Inc., a company that manufactures a number of cleaning items for brewers and beer bars. That's why they created the Craft Meister Growler Cleaning Tablets.

A bartender can fill the customer's icky 64-ounce growler with hot tap water, drop in a cleaning tablet, and in about 20 minutes—the time it takes to enjoy a quick pint at the bar—the growler will be spotless. After following any additional health department sanitation requirements, the growler is beer-ready. All this, without a lot of scrubbing from the bartender.

“The tablets clean with a mixture of specialty detergents and active foaming oxygen,” Ettlie says, adding that other products can leave deposits that can affect the aroma and head retention of the beer. “We formulated the tablets with draft-ready glassware detergents that rinse clean with no residues, dyes or fragrances left behind.” The tablets also are non-caustic and safe on skin, plus the active ingredients break down into naturally occurring minerals and compounds that don't affect municipal water supplies.

At 20 cents per use, a soaking with a Craft Meister Growler Cleaning Tablet is no doubt cheaper than a bartender's time to wash the growler, too. Tablets are available at many homebrew shops, online stores and in packages of 25 for \$4.99 at craftmeister.com.

Lisa Morrison is the co-owner of Belmont Station in Portland, Ore. Send her innovation leads at real.beergoddess@gmail.com.

Better beer through better chemistry.

CRAFTMEISTER.COM

PO BOX 32 WINONA, MN 55987 800-533-0027
© 2014 Craft Meister – A Division of National Chemicals, Inc – All Rights Reserved