



Hey, true brew

A two-week shelf life makes Carlton Draught unpasteurised tank beer as fresh as it can get

WHEN THE BREWING PROCESS for beer is finished, the brewer taste-tests his creation to ensure it's ready for packaging. It's at that point that the beer is at its freshest, and it's how brewers would ideally like their beer to be tasted by consumers, says Jaideep Chandrasekharan, chief brewer at Carlton & United Breweries.

Unfortunately, the process of supplying beer to consumers in bottles and cans, and to venues in kegs, requires a process called pasteurisation, where the beer is quickly heated, then cooled, in order to remove any impurities and bacteria, and to prevent

the beer from going sour. This process slightly affects the taste of the beer.

A new process is now allowing beer drinkers to get closer to that moment of ultimate freshness, with tankers delivering unpasteurised Carlton Draught directly to venues. Those bars and pubs can then serve the fresh draught beer to consumers from large copper tanks on their premises.

"It's the same Carlton Draught," says Jaideep, "but the essential difference is in the freshness of the beer. There are businesses in the Czech Republic who distribute beer this way, one of which is Pilsner

Urquell. I suppose that's where we got our inspiration.

"This is another way for us to emphasise the fact that consumers can get brewery-fresh beers," he says. "The brewers normally taste the beers in the morning at the brewery, and release that beer for packaging."

It's at this stage that the beer would normally be pasteurised and packaged. The tank beer, however, skips this step.

"Once the brewers have released the beer, it is filled into a tanker and shipped to the pub," says Jaideep.

The fact that it is unpasteurised presents logistical problems in the ➤



DIRECT ACTION
The beer flows straight from tank to glass at Naked in the Sky, where it's a big seller



distribution of the beer, which must be consumed within 14 days. Delivery to Melbourne venues is easy enough; the difficulties arise when delivery is to cities further away.

Cleanliness and hygiene become more pressing concerns with unpasteurised beer, from the brewery right to the consumer's glass.

"There's a quality-assurance process that we have with our brewery-fresh team," says Jaideep.

So what are the benefits of dispensing beer in this way? Does it taste different?

"I think a couple of things are different with the tank beer – the vibrancy of the aroma gets retained, and the beer has a smoother taste on the palate," says the brewer.

With the growth of craft beer and the expansion of beer-drinkers' tastes, perhaps this new offering is not surprising. Says Jaideep, "We've found that consumers' repertoire and choice is increasing, and certainly this is a way of providing consumers with something different."

The feedback from venues is glowing: "I think the idea that the beer is unpasteurised and has come straight from the brewery has a big appeal," says Max Fink, owner of Naked in the Sky. "It's one of the strongest selling beers we have."

"Tank beer retains a vibrant aroma and has a smoother taste"

The Terminus Hotel in the Melbourne suburb of Abbotsford started stocking the beer in August.

"The (CUB) brewery is 400m down the road from us," says Scott Elvery, general manager of Sand Hill Road, which owns the Terminus. "The volumes we go through are great. We have capacity for 3,000 litres on site,

and we're filling those about 1.5 times per week. At the Terminus, it's the leading seller, and lots of customers comment on the freshness."

While CUB has focused on Melbourne for the initial distribution of the beer, it's keen to look further afield, with more venues stocking the tanks in Sydney and Adelaide. *

Carlton Draught tank beer is stocked in venues around Melbourne, Sydney and Adelaide with more venues to come; visit cub.com.au

* **Feeling Thirsty?**
Check out our inflight menu and drinks selection on **page 146**