



**Changing the Way the World Drinks  
One Tube at a Time!**

## **Serving Beer Tubes**

### ***Beer Tubes Service Regulations***

Many states, cities, and counties have a maximum amount (in ounces) you may serve each guest at one time. Be sure to know and follow all local alcohol regulations regarding serving Beer Tubes. Beer Tubes are simply beverage dispensers, like pitchers, and should be expected to fall under the same guidelines that exist in your local alcohol regulations for pitcher service.

### ***Beer Tubes Customer Service***

- Servers should ask who will be drinking from the Beer Tube and bring the appropriate number of glasses to the table. Most establishments will I.D. all guests who look 35 or younger.
- Bring out the glasses and base of the Beer Tube first, then go back and deliver the filled Beer Tube.
- For optimum customer service, offer to refill each guest's beer from the Beer Tube when their glass is half-full or less.
- Servers should be instructed to notify a manager if they witness or believe proper alcohol service is compromised.

### ***Beer Tubes Knowledge***

- Know that Beer Tubes keep beer colder longer than pitchers.
- Know that the "Beer Tubes Experience" is contagious and when one table of guests sees another table enjoying their Beer Tube and your service, they will want one.

### ***From a Beer Tubes Supporter***

*"Each group of guests that order a Beer Tube are looking for a fun-filled experience. Service of Beer Tubes should have you visiting the table more often to engage your guests, enhance their experience, to refill their beers, and also to monitor their consumptions. Avoid the temptation of visiting the table less frequently because the guests have been served a larger quantity of beer. The energy, fun and enthusiasm that goes with the Beer Tubes purchase should be enhanced by your service to create the "Beer Tubes Experience". "*

***As a reminder, be sure to follow all local alcohol regulations in respect to serving your guests and to encourage responsible and enjoyable drinking of alcoholic beverages.***

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