

Competitive Code Dating

Each brewery marks their bottles, cans or kegs with either:

The pull date

- The date to be pulled

The packaged date/born on date

- The date the beer was packaged

The pull date is located in different places depending on the brewer

The majority of brewers place the actual pull date of the beer on the package. This lets the retailer and consumer know when the beer no longer meets the brewer's quality standard



Competitive Code Date (cont'd)

Packaged Date / Born on Date:

A few brewers place the date that the beer was packaged on the beer

It is difficult to know when this beer is out-of-code unless you:

- Know the shelf life of the beer

- Have a calendar to calculate the pull date



Out-of-Code Product

Beer that is past its pull date is called *out-of-code* beer. It is our objective to have zero out-of-code beer in the market.

When beer is found to be out-of-code in the market, where legal:

Pull it from the shelf or cooler

Place it in a warm storage area out of the consumer's and retailer's reach

Render it unsalable by:

- Tagging the packaging
- Tearing the packaging
- Marking packaging in permanent ink if you do not take it with you

Note: MillerCoors products are considered to be out-of-code at 12 midnight of the pull date.



What is Rotation?

Rotation is the management of the proper amount of beer inventory in conjunction with the movement of our beer products at regular intervals through a retail account to ensure the oldest product is sold first

This guarantees that the consumer always has the freshest product available and is never exposed to out-of-code beer



Rotation – Our Commitment to Quality

As we have seen, the longer the time between packaging and consumption, the less brewery-fresh the taste

Thus, we strive to keep beer in an account as brewery-fresh as possible

To do this we rotate the beer





Oldest Product Sold First (OPSF)

We use the simple rotation process of

“Oldest Product Sold First” (OPSF)

This means that the:

Oldest beer (that is in code) is sold first

The next oldest beer second

And so on



Why Rotate?

The purpose of a rotation system is to:

- Keep the beer in the market as brewery-fresh as possible

- Eliminate all out-of-code beer in every retail account — our ultimate goal

Each distributor must implement a written rotation system that:

- Works for its market

- Is understood and utilized by its entire product handling staff

Out-of-Rotation

When beer in an account is not in proper rotation, it is considered *out-of-rotation*

When beer gets out-of-rotation, it is not following the Oldest Product Sold First rotation system

This can lead to product being left on the shelf until it goes out-of-code





Educate the Retailer

Many retailers are not aware of freshness concerns related to brewed beverages. Some retailers are not even aware of the consequences of selling out-of-code beer. Informing retailers about ways in which selling out-of-code product may negatively impact them such as:

- Lost sales because of loss of brewery fresh flavor
- Loss of repeat business
- Loss of brand and store loyalty

Educating the retailer is an effective way to enlist their support in your distributorship's ongoing rotation program.



It's All About Quality

MillerCoors and our distributor network take great pride in presenting and selling the highest quality and most brewery-fresh products. The consistent rotation of our products, moving products that are close to their pull date to higher volume accounts, and pulling products once they reach their pull date are critical to maintaining brewery-fresh quality.

