

# Sports Bar Marketing Director Stephanie Gray of Chattanooga Shares How to Master Cold Beer & Cocktails in HelloNation

*How do the most successful sports bars consistently deliver ice-cold draft beer and hand-crafted cocktails, even on the busiest game nights?*

CHATTANOOGA, TN, UNITED STATES, January 8, 2026 /EINPresswire.com/ -- How do the most successful sports bars consistently deliver ice-cold draft beer and hand-crafted cocktails, even on the busiest game nights? A [HelloNation article](#) explores this question, highlighting the behind-the-scenes craft that sets leading sports bars apart. The article centers on insights from Stephanie Gray of Twin Peaks in Chattanooga, TN, whose location is known for serving some of the coldest beers in the sports-bar industry.

The HelloNation feature takes a closer look at how 29 degree draft beer, equipment precision, and a commitment to hand-crafted beverage programs work together to elevate the modern game-day experience. It explains that serving beer at a true 29 degrees, a temperature that sits below freezing point, requires intentional engineering, constant monitoring, and rigorous staff training. It's a level of execution that goes far beyond what most guests see, and far beyond what most sports bars attempt.

The article notes that guests immediately notice the difference. "A 29 degree pour isn't just a number, it's part of our brand DNA," says Stephanie Gray, Director of Marketing for a sports bar in Chattanooga. "People walk in expecting the coldest beer in town, and we take that seriously. There's a lot of work that happens behind the scenes to make sure every draft hits the table at that ice-cold, peak-refreshment temperature."

The article explains that peak refreshment temperature affects everything about the beer, its crispness, carbonation, and the frosty ice crystals that fans associate with a perfect game-day



Stephanie Gray

pour. Even a slight increase in temperature dulls the flavor and causes beer to warm too quickly in the glass. Maintaining a consistent 29 degree ensures the beer stays refreshing from the first sip to the last.

HelloNation also highlights how maintaining ice-cold draft beer requires full-system control using propylene glycol cooling technology, calibrated coolers, monitored keg storage, and a draft tower that keeps temperatures stable during long, busy nights. When any piece of the system falters, the beer's temperature, and quality shift instantly. That precision is what separates top-tier sports bars from everyday establishments.

Pouring technique also plays a major role in delivering 29 degree draft beer. When the pour is too slow or the glass sits for too long, the beer begins to warm before it reaches the customer. Bartenders pay attention to angle, speed, and foam so the drink remains cold and crisp. A well poured 29 degree draft beer helps maintain the peak refreshment temperature that fans appreciate. A bar that values pouring technique treats the process as part of the craft and understands that guests notice the difference.

While the 29 degree beer program is a standout, the article emphasizes that hand-crafted cocktails are equally essential to building a best-in-class beverage experience. These drinks rely on fresh ingredients, house-made syrups, premium spirits, and balanced recipes, offering an elevated option for guests who want more than beer without leaving the casual sports-bar atmosphere. Crafting cocktails in a high-volume environment requires fast, precise execution, shaken quickly enough to stay cold, served immediately to avoid dilution, and balanced even during peak hours.

The HelloNation feature concludes that the strongest sports bars excel by bringing all these details together. Ice-cold beer sets the tone; hand-crafted cocktails add depth and variety and the consistent quality builds guest loyalty. Fans notice when their beer stays cold deep into overtime. They notice when a cocktail arrives freshly shaken and perfectly balanced. Those details create an atmosphere filled with energy, ritual, and return visits.

Behind the scenes, the work starts long before the first guest walks in. If a sports bar is committed to serving true 29 degree beer, Gray tells us that it relies on daily maintenance, rigorous systems, precise equipment calibration, and continuous training to protect that standard. Very few bars operate at this level of temperature control, which is why a 29 degree pour remains such a defining part of the sports bar experience. Guests may never see the complexity required to keep beer at the edge of its freezing point, but they experience it in every ice-cold sip.

The article, [How Great Sports Bars Master Cold Beer and Cocktails](#), features insights from Stephanie Gray of Twin Peaks in HelloNation.

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