



eCommerce Guide

*Easy step-by-step navigation
and tips for using Yeastman*

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Introduction

This user guide has been created to help you navigate Yeastman.com. Yeastman.com is the store end of Whitelabs.com, where you can order everything from yeast to lab equipment and even gifts and novelties. Yeastman.com is tied directly to staff production. When orders are placed 24 hours a day, those orders take out yeast from availability for other orders. Additionally, new lots clearing QC are added every day for availability.

In order to access this site, you will need to create an account and be registered with the website. (If you have ever ordered from White Labs, including by calling in an order, you will already be in the system; follow the link “I am a customer but I have not signed in before”). Once you have done so you may begin ordering for yourself, your homebrew store, your brewery, or other professional operation.

Create an Account

1. Go to yeastman.com.
2. On the bottom right of the webpage select the link that says “I am not currently a customer.”
3. You will arrive at a page that is a form asking for your information.
4. Once you have filled out the form, press the “Submit Application” button at the bottom.
5. If there are any errors you will be asked to correct them, otherwise your account will be created. You will be order to order right away.

Already an Existing Customer

Assuming you have not ordered online before.

1. Go to yeastman.com and follow the link “I have not logged in before.”
2. Your login code is your White Labs account number without any dashes. To verify your account number or for any other questions, please write us at info@whitelabs.com.
3. Enter the email you have on file with us (this must be an exact match).
4. Enter your name and create a password. Ignore the question about your tax ID number.
5. Hit enter.

Website

1. Account

Selecting the Account tab will bring you to a page that lists information about you divided into three sections: My Addresses, My User Information, and My Orders. You can select any of the sections to view its relevant information.

My Addresses:

Under the My Addresses tab you are shown information relevant to your shipping and billing addresses. Your main shipping and billing address cannot be altered directly in Yeastman.com. Please write info@whitelabs.com to change these addresses. You can set up alternative shipping addresses in Yeastman.com.

To use an alternative ship to address:

1. Switch “Ship To:” to a location other than “MAIN” or New Address
2. Once you’ve done that the address information will change accordingly

3. You can now enter in or change any information that you want
4. Once done hit the button Save Address
5. You can also Delete an Address using the same button when on a location other than Main

If you have any coupons to redeem (stores only; coupons related to orders are entered during the order entry process described below) they can also be entered on this screen by selecting the Register Coupons tab and entering the coupon information in the following screen.

My User Information:

In the My User Information section you can change your e-mail address, first name, last name, and password. To complete those changes make sure you enter your current password and then select the button “Save User Information”.

My Orders:

To edit an existing order, you must contact White Labs directly at info@whitelabs.com or 1-888-5-YEAST-5.

2. Analytical Lab Services

Selecting the Analytical Lab Services tab will bring you to Yeastman’s Quality Control Reporting main page. Here you are informed about Big QC Day and are given three buttons: Yeast QC Reports, Analytical Reports, and Test Kit Entry.

On the Yeast QC Reports page you can enter a lot # and select the “View Report” button to view relevant data about that batch’s QC testing.

On the Analytical Reports page you can view reports on samples that you’ve sent into White Labs to get tested. To view an analysis report please select a sample from the drop down menu and then select the “View Report” button.

On the Test Kit Entry page you can enter a kit # from one of our test kits and validate it.

3. Products

Selecting the products tab will bring you to Yeastman’s main store screen. It’s here where you will be shown a customized selection of items that are made to suit your needs. There are 5 main sections available: Yeast, Other Merchandise, Laboratory Supplies, Search, and Your Most Ordered.

The Yeast section contains a list of yeast, nutrients, and enzymes for order. Here you can select the name of yeast in most cases to view product information about the yeast. You can also select “Tasting Room Data” to view relevant tasting room data for the yeast strain. Entering a value for quantity will add that much of the item you selected to your cart when you select the “View Cart/Checkout” button. Similarly the Other Merchandise and Laboratory Supplies sections will act the same way.

The search section is allows you to search by the full or partial name of the item or strain number to help speed up your shopping.

The Your Most Ordered section will show the items you’ve ordered the most in the past to allow you to quickly reorder them. Filling out numbers for the quantities and selecting the “View Cart/Checkout” button will allow you to order them.

Quantity numbers will persist between tabs so only hit the “View Cart/Checkout” button when you are finished shopping.

Ordering non-yeast is like any other website. However, ordering yeast in commercial sizes is slightly more complicated. Yeast is either available in finished goods, meaning it has cleared QC testing and is available for ordering, or is in the process of growth and can be ordered with a future ship date based on the expected clear date, or is not in production. When you are done with your order, Yeastman will produce a ship date using availability logic, with the additional qualification of best practices for shipping live cultures. For instance, we do not ship commercial yeast for overnight shipping on Fridays for domestic customers. This is done to prevent the yeast from sitting at a brewery that is not open until Monday.

Customers can receive their yeast in PurePitch® or Custom Pour packaging. PurePitch is the container the yeast was grown in, with no transfers, a patented White Labs process. Custom Pour involves aseptically pouring the yeast into a sterile container with additional processing and handling charges included.

Yeastman simplifies the ordering into three easy steps:

Step 1: Pick the pitchable batch size desired.

SET STRAIN ORDER TO THE QUANTITY INDICATED BELOW:

Pitchable Batch Size Desired: 5BBLs/HL

Quantity: Homebrew Pack
Slant
2.5BBLs/HL
5BBLs/HL
7BBLs/HL
10BBLs/HL
15BBLs/HL
20BBLs/HL
30BBLs/HL
40BBLs/HL
50BBLs/HL
60BBLs/HL
70BBLs/HL

Package As: PurePitch

Remove From Cart

WLP002 English Ale Yeast
WLP003 German Ale II Yeast
WLP004 Irish Ale Yeast PurePitch
Order Soon - Under 10 pitchable
WLP005 British Ale Yeast PurePitch
WLP006 Bedford British Ale Yeast

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Tasting Room Data

Step 2: Pick the desired quantity (defaults to "1").

Step 3. Pick the desired packaging, PurePitch or Custom Pour.

SET STRAIN ORDER TO THE QUANTITY INDICATED BELOW:

Pitchable Batch Size Desired: 5BBLs/HL

Quantity: 1

Package As: PurePitch
PurePitch
Custom Pour

Remove From Cart

WLP002 English Ale Yeast Tasting Room Data

- If you select PurePitch, we may send you multiple PurePitch packages or deliver your order in sterile container(s) based on our current packaging options for that strain. If you picked PurePitch but receive your order in sterile containers, you will not be assessed the additional processing and handling charges. For example, blends, wild yeast and bacteria as well as some small batch strains are packaged in sterile containers.
- Private and specialty strains require a minimum order of 7 BBLs (or slants).

Prices shown do not reflect volume pricing, which will be applied during checkout.

To view items in your cart, but still remain in the Products section in order to view and order more parts, scroll to the top of the Products page. You will see “Items Ordered” with a number and an expand graphic next to it. Hit the expand button and the descriptions of the items in the cart will appear.

Most products in the listings are highlighted, and if you click the product name, a full page dedicated to that product will appear with more details. For instance, clicking on a yeast type will allow you to read full descriptions, FAQs and customer reviews.

4. View Cart

Selecting the View Cart tab will bring you to your online cart listing information on the items you have pending purchase. Here you can return to the products page, clear (empty) your cart, or check out and finalize your purchase. You can also apply your coupon codes here. Before going to checkout you must accept a Limitation of Liability, we do stand behind our product and will do our best to deliver the best to you.

5. FAQs

Selecting the FAQs tab will bring you to our Frequently Asked Questions page. Here you can browse questions related to Yeastman.com and the ordering of yeast from us in general.

6. Specials

Selecting the Specials tab will bring you to a page that simply informs you that we give specials on yeast that we’ve created too much of. You can see this yeast on the products page denoted with “we made too much yeast” underneath the name of the strain.

7. Retail Prices

Selecting the Retail Prices tab will bring you to a pdf with the suggested prices for different strains of yeast, nutrients, and enzymes.

8. CBQ News

Selecting the CBQ (Craft Beer Quarterly) tab will bring you to a page with an archive of different issues of the Craft Beer Quarterly periodical. Here you will be given dates and links to pdfs where you can view past issues of the CBQ.

Tips and Tricks

Here are some tips in order to speed up your ordering process.

- When first logging into to Yeastman.com you can select the “Take Me Directly To My Last Order” checkbox to quickly reorder your last order

- You may also reorder previous orders quickly by going to Account tab and selecting My Orders and selecting the previous order by date or order # and then selecting Reorder.
- On the products page you can quickly reorder your most ordered items by selecting the Your Most Ordered section and putting quantity values in for the items listed there
- On the products page while ordering, at any point you can view your current cart by selecting the image of fanned packaging next to the Items Ordered box at the top.

FAQs

How does Yeastman know when yeast is available?

- The system communicates directly with a tracking system used in the laboratory and production department. This hand-held tracking system monitors each stage of a yeast strain's growth, and can thus predict when it will be available based on normal production schedules. However, because the yeast must clear rigorous QC testing, this ship date may change and this information would be conveyed to the brewer.

Is the Yeastman online ordering system secure?

- Yeastman online uses a secure SSL connection from the moment you begin the login process. Your data is encrypted with high-grade 128-bit RC4 encryption using a certificate verified by The User Trust Network; thus preventing other users from interpreting or reading it.

Help with Big QC Day?

- Log into your account on yeastman.com. If you have not logged in before, but have signed up for Big QC Day already, or if you are a White Labs customer and are seeking to sign up for Big QC Day, click "I have not logged in before." If you are not a customer and have not signed up for Big QC Day, follow "I am not currently a customer." After signing in, order a new "Big QC Day" under products/lab services. If you already signed up and looking to enter your data or consult your data, look to the toolbar on the top of the page. There you will find a button for QC Day. Follow this link and the rest should be self-explanatory. If you would like help entering your information, call 1-888-5-YEAST-5 or email us at info@whitelabs.com.