



Helping you put your
beer where your
customers are.

Welcome to Cask Brewing Systems

www.cask.com

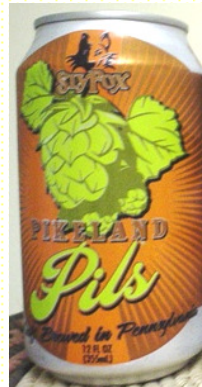
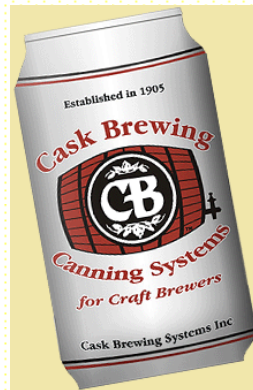
Affordable Canning Solutions





Helping you put your
beer where your
customers are.

Why should you consider canning your beer?





Helping you put your
beer where your
customers are.

Increase sales... canned craft beer sales increased 160% in the last half of 2008



IRI reported that in U.S. supermarkets, craft beer sold in **cans had an annual growth rate of 28.7% from 2003 to 2008**, far outstripping the 6 pack bottle sales growth of 2.8% year over year in the same period.

"It's no secret that the on premise channel (draught beer) is likely to suffer throughout 2009 in this economy... it's going to make it **even more critical for craft brewers to execute successfully in the key off premise channels...**", says Dan Wandel, SVP, Beverage Alcohol Client Solutions of IRI.



Helping you put your
beer where your
customers are.

Increase sales...how?





Helping you put your
beer where your
customers are.

Entrance into new markets



www.cask.com

Affordable Canning Solutions





Helping you put your
beer where your
customers are.

Put your beer where your
customers are!



www.cask.com

Affordable Canning Solutions





Helping you put your
beer where your
customers are.

Maui Brewing Company



www.cask.com

Affordable Canning Solutions





Helping you put your
beer where your
customers are.

Anderson Valley Brewing leaving the traditional packaging format of 22 oz bottles and now moving to **cans**



Located in Boonville, California, Anderson Valley Brewing Company (AVBC) opened the doors to its brewpub in late 1987. They quickly became one of the first craft brewery success stories in California while pioneering the use of the 'bomber' as a package for the industry.

They built a new facility and now brew their world-class ales in copper vessels salvaged from two defunct German breweries. After celebrating their 21st (legal drinking age) anniversary in 2008, **they've decided that cans represent the new state of the art package for their beers.**



Helping you put your
beer where your
customers are.

Brick Brewing Co. to **can** 60 CPM with twin canning lines



We Listen. We Brew.

Brick Brewing Co. Limited is Ontario's largest Canadian-owned and Canadian-based publicly held brewery. The Company is a regional brewer of award winning premium quality and value beers. The Company was the first craft brewery to start up in the province of Ontario in 1984 and is credited with pioneering the present day craft brewing renaissance in Canada.

They are continuing their pioneering nature and adding a twin canning line in order to get into the can packaging segment.



Helping you put your
beer where your
customers are.

Your market is limitless



www.cask.com

Affordable Canning Solutions





Helping you put your
beer where your
customers are.

Why cans?





Helping you put your
beer where your
customers are.

Safety – cans don't shatter



They're safer:

- in your brewery
- when you ship them
- when your customers handle them

Empty cans can't be hurled like
missiles onto the playing field or
concert stage.

That's why event coordinators ban
glass - but not cans.



Helping you put your
beer where your
customers are.

Wynkoop Brewing is using **cans** to promote their brands at local fundraising and special events



Denver's oldest brewpub was opened in 1988 by John Hickenlooper, who became the mayor of Denver in 2003. Occupying a renovated warehouse across from Union Station and close to Coors Field, Wynkoop is one of the country's model brewpubs.

And now they are introducing cans using our new manual can seamer. "We felt the cans were much better promotional value to us at the charity events that we sponsor around town. **There is much more exposure for our brand when people are wandering around with our package and logo in their hand instead of a plastic draft cup,**" explains Ron Robinson, GM of Wynkoop.



Helping you put your
beer where your
customers are.

Environmentally friendly



- The average aluminum can is made from 70% recycled aluminum can.
- It is the most recycled package in the world.
- It costs a fraction of the energy to produce, to ship, and to recycle than glass.



Helping you put your beer where your customers are.

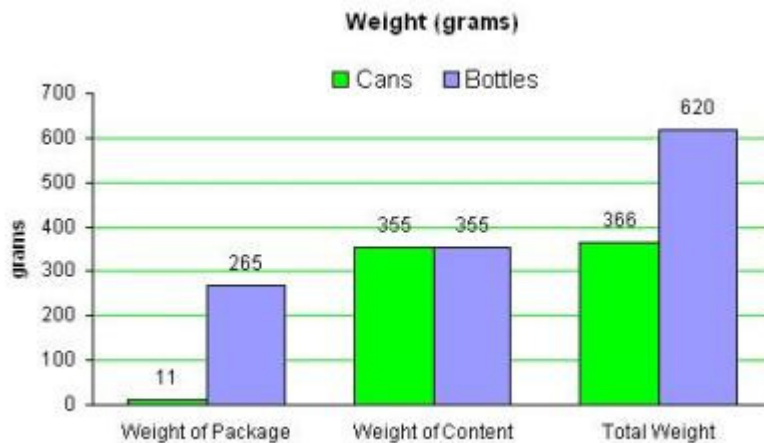
Save the environment

Twice as many cans are recycled than bottles:

Aluminum can recycling rate: 45%

Glass bottle recycling rate: 20%

and shipping costs too! CAN do.



Average weight of a full **12oz bottle**: 620 g

Average weight of a full **12oz can**: 366 g

96 cases (one full 48" x 40" pallet) of 12 oz glass **bottles**, full weighs **3143 lbs** (not including pallet).

The equivalent 96 cases of beer in 12 oz **cans** would weigh **1855 lbs**.

A saving of 40% on your cost to get your product to the consumer, is a big number.

Note: Statistics are for LTL shipments (less than truck lot shipments).



Helping you put your
beer where your
customers are.

New Belgium Brewing – reducing their carbon footprint



Last year New Belgium Brewing had a lifecycle impact assessment conducted on the carbon footprint of a six-pack of their flagship Fat Tire Amber Ale.

Some of the results were surprising and demonstrated that energy efficiency lurks in areas where you don't always expect to find it.

Glass manufacturing was the second biggest source of emissions in the product lifecycle, so New Belgium has begun switching to cans.

Excerpt: The New Brewer Jan./Feb. '09



Helping you put your
beer where your
customers are.

Maintain quality



- Beer in cans lasts longer and tastes better.
- Extremely low oxygen pickup during the canning process helps extend beer shelf-life.
- Cans offer 100% protection from UV light.
- Craft beer will taste just as fresh as it did from a keg.



Helping you put your
beer where your
customers are.

21st Amendment named best canned beer in America!



Draft Magazine, a bi-monthly lifestyle magazine for beer enthusiasts, rated the top 10 beers to drink from a can in their new May/June 2008 issue. **9 of the top 10 winners are using a canning system from Cask Brewing Systems.**

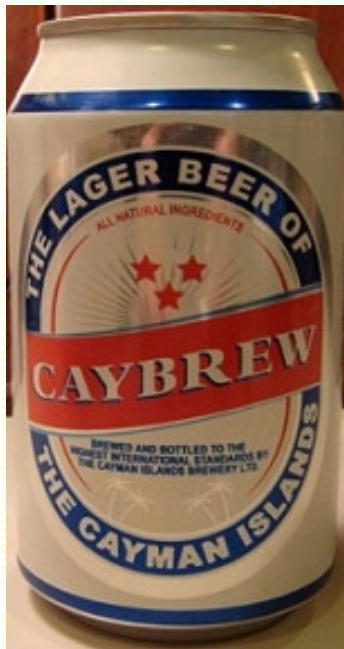
Here's what was said about our customer, 21st Amendment's, Watermelon Wheat Beer that took the number one spot!

"...With 400 pounds of the fresh fruit used in each batch, this beer might be the best summertime invention since years of important scientific research gave us the seedless watermelon."



Helping you put your
beer where your
customers are.

Cayman Islands Brewery wins an international Gold Medal for it's Caybrew beer



CIB, Grand Cayman, entered their beer into the Monde Selection Awards 2008, (International Institute for Quality Selections) an internationally recognized and leading global standard, and the beer came out on top with a Gold Medal.

In order to achieve this award those entering must achieve very high standards which is why Oliver Wesseloh, CIB's Technical Manager, was delighted with the Gold Medal.

"This is such an important award for us to have received and it **confirms the quality of Caybrew beyond doubt.** We at CIB knew we had created a great beer and the people of Cayman knew they had a great beer, but **now the world knows we have a great beer!**" he exclaimed.



Helping you put your
beer where your
customers are.

Customer convenience



- Cans are lighter and easier to handle, transport and recycle.
- A 6-pack of cans is “the ultimate grab and go” retail package catering well to the impulsive consumer.
- Pack ‘em in, pack ‘em out.



Helping you put your
beer where your
customers are.

Archibald Microbrasserie & Restaurant - first automated canning system in Quebec starting off with five labels



Archibald Brewery, known especially for its microbrewery beers such as La Ciboire, La Chipie and La Matante, is a "Brewpub" at Lac-Beauport, a suburb of Quebec City. After returning down the Tewkesbury kayaking or having skied at the slopes of Stoneham and the Relais, Archibald is a popular destination.

And now they are expanding. They are building a production brewery and **entering the retail market with a 16 oz can.**



Helping you put your
beer where your
customers are.

Product differentiation



- The craft beer shelves are increasingly crowded with 12 oz bottles.
- Canned craft beer gets noticed and, with all these benefits, makes for a great story!



Helping you put your
beer where your
customers are.

Steamworks Brewing uses Ball's new can graphic technology - Eyeris®



Ball recently introduced Eyeris®, a proprietary, enhanced printing technology that enables near photographic quality graphics on cans. It brings improved definition and fine detail to beverage can graphics creating premium, on-shelf differentiation.

“...Third Eye Pale Ale (PA), now can “seek enlightenment” in a can - a 12-oz. aluminum can. The Third Eye PA is now being offered for **off-premise sales in six pack cans**, in addition to the 12-oz. bottle six packs.”



Helping you put your
beer where your
customers are.

Budget incentives on 2009 capital expenditures



BreweryFinance

U.S. Congress has recently extended the write-off for Section 179 of the IRS tax code to \$250,000. Better yet, they've also added a 50% bonus depreciation for 2009.

Section 179 allows for businesses that acquire equipment to write-off the entire purchase in one year rather than over several years. The immediate tax savings can be substantial.

As an example, if a brewer purchases \$300,000 in equipment this year, their 1st year tax savings could be as much as \$202,000.

If the customer chooses to finance the equipment, they can still take advantage of Section 179.



Helping you put your
beer where your
customers are.

Create your own tax break in 2009

Tax Savings Example - Section 179 Deduction

Cost of Equipment:	\$ 100,000
Section 179 Deduction if Purchases are \$800,000+ (Dollar for dollar phase out if over \$800,000)	\$ -
Section 179 Write-Off Amount:	\$ 100,000
50% Bonus Depreciation:	\$ -
Regular First Year Depreciation Deduction:	\$ -
Total First Year Deduction:	\$ 100,000
Cash Savings on your Equipment Purchase: (Assuming a 35% Tax Bracket, Depreciation 5 years)	\$ 35,000
Lowered Cost of Equipment after Tax Savings	\$ 65,000



BreweryFinance



Helping you put your
beer where your
customers are.

What are you waiting for?



www.cask.com

Affordable Canning Solutions





Helping you put your
beer where your
customers are.

Cask Brewing Systems



- We offer affordable canning solutions for the craft brewing industry and small scale packagers worldwide.
- We are the official supplier of the world's largest producer of aluminum cans, Ball Corporation, for the supply of printed aluminum cans to the Craft Brewing industry.



Helping you put your
beer where your
customers are.

Our newly enhanced automated canning system - The ACS V3 12/08



*An affordable canning solution that just got
better – Excelled Performance in a
Compact System*

“We’ve been making small improvements to the existing system ever since the first one was shipped back in Sept. ’04. However, we feel the changes in this new machine bring it to a whole new level of streamlined operating performance. The new touch screen really changes not just the look but the way the operator interacts with this machine.”

Mike Symcox, Service and Support Technician



Helping you put your
beer where your
customers are.

The ACS V3



Easier to Operate

- **Touch screen programming** - This is a much improved and simplified way for the operator to control the operation, cleaning, testing and set up of the equipment.

Better Control

- **Air cylinder adjustments** - Cylinder speeds are now controlled more easily with air flow adjustments right on each cylinder for easier set up and adjustment on the fly.
- **Clutch/Brake replaced with VFD control of seamer motor** - Improved seam dimensions - the lower speed of rotation provides better control and reduced seam widths.



Helping you put your
beer where your
customers are.

The ACS V3



Easier Maintenance

- **Simplified electrical panels** - The touch screen and improved I/O to the PLC allowed us to reduce the electronics into one stainless steel cabinet from the previous three. This makes maintenance and servicing much easier.
- **Conveyor drive system** - New system is direct drive so we've eliminated the drive belt to reduce maintenance issues and provide easier servicing. It has also been relocated to the back of the machine to keep the front of the machine open and easier to rinse off and clean.



Helping you put your
beer where your
customers are.

The ACS V3



Even MORE Can Size Flexibility

- **24 oz cans** - We've added 24 oz cans to the line up of can formats that this little machine will now convert between. Fill heads for different can formats will take minutes to change out.
- **Improved flexibility** - The ACS V3 can be converted in minutes to handle all can formats: 250 ml energy drink, 12, 16 and 24 oz cans as well as 500 ml European.
- **Lid slide assembly** - The lid slide tray is now fixed right to the frame instead of the conveyor rail. This improves its stability and also makes it much quicker to adjust the height for different can formats.



Helping you put your
beer where your
customers are.

The ACS V3



Smaller Foot Print

- Almost 2 feet shorter
- **The ACS base unit is 10'6" length** - An already compact system just got smaller and easier to fit into tight spaces.



Helping you put your
beer where your
customers are.

Four Peaks Brewing - first newly enhanced ACS V3 system in operation



Arizona's Premier Brewery & Restaurant has two locations - the brewpub in Tempe and The Grill & Tap in North Scottsdale. Both boast the same great fresh local beers.

They will soon be ramping up production and putting their award winning beers in cans utilizing Cask Brewing System's newly enhanced automated canning system – the ACS V3.



Helping you put your
beer where your
customers are.

Manual canning system



Leavenworth, Kansas



Myrtle Beach, South Carolina

www.cask.com

Affordable Canning Solutions

