



Helping you put your  
beer where your  
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# Welcome to Cask Brewing Systems

[www.cask.com](http://www.cask.com)

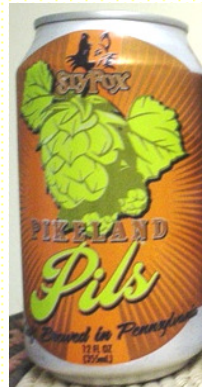
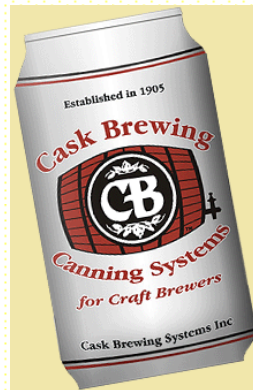
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# Why should you consider canning your beer?





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# Increase sales...how?





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## Entrance into new markets



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Put your beer where your  
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# Maui Brewing Company



“The main formula in the  
company’s success –  
good old fashioned cans  
of beer”

Garrett Marrero, Owner,  
Maui Brewing Company

Interview by Inc. Magazine

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Sun King Brewing Company, IN can now take  
cans of their beer out and about to enjoy!



“Canning beer has been a goal for Sun King since our inception. Both of our Brewers/Founders believe that cans are a superior package for beer, especially considering the incredibly low oxygen pick up on the automated line. As an environmentally conscious company, cans offer us lower shipping costs, to and from our brewery, and a higher level of recyclability. Plus we are selfishly excited for the opportunity to take cans of our beer out and about to enjoy,” states Clay Robinson, Brewer/Owner.

They are in a state that allows for self distribution, so they plan on marketing and distributing their own beers. “Currently we solely distribute draft beer to bars and restaurants in a 50 mile circle around Indianapolis, **so cans will open up doors for us in a lot of places that don't have draft lines,**” states Clay.



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You can't swing a cat without hitting a golf course in Myrtle Beach - New South Brewing made the leap straight from draft into cans



There are over 100 courses within a 20 minute drive. There are more golf courses per square mile in this part of South Carolina than any other part of the world. **“If you don't sell beer in cans there, you don't sell beer”** explains the owner, David Epstein. “Also, it's such a popular tourist destination that we want our beer to be available on the beaches, at the marinas and for tourists to take home.”

Last year they purchased a manual canning system to start canning their famous White Ale – the microbrewery's “flagship” brew. “We liked the ease and simplicity of the canning system versus a bottling line” states Dave “and we just knew we needed to be in cans.”





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# Your market is limitless



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## Why cans?





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## 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.





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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.



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## Environmentally friendly



- The average aluminum can is made from 44% 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.



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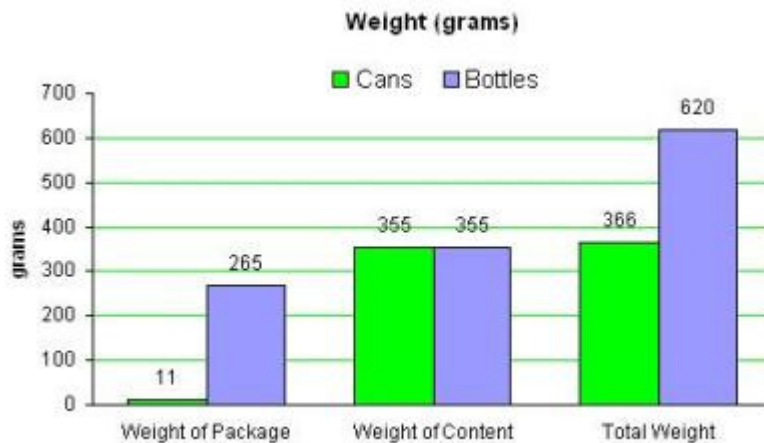
# Save the environment

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).





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# 75% of glass nationwide ends in landfills...



Metal has experienced great recycling success. Recycling metal pays because it saves on limited resources and energy. Glass recycling is not experiencing the same success and there are concerns over the **stock piles of glass** waiting to be processed.

In a recent article about Long Island, A. Esposito, executive director of the Citizens Campaign for the Environment, said problems in recycling glass are "not just on Long Island. This is national." According to their report, **75 percent of glass nationwide ends in landfills.... There's not enough demand or application to offset the volume of material in the market.** "

*(Excerpt from: <http://www.allbusiness.com>)*

And Canadian cities are experiencing the same issue. "The price of sand is simply too cheap, and the impracticality of reusing bottles of varying quality and colour is too big a headache to make it marketable." stated Bill Stitt, GM of Metro Waste Paper Recovery Inc., Calgary, AB. *(Excerpt from: <http://www.nationalpost.com>)*



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## 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.



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## Blue Mountain - First Virginia microbrewery to can its beer



"People say, 'What about the metallic taste?' But that problem was solved years ago," owner, Taylor Smack says, noting that **cans are lined with an epoxy-based resin**. He enumerates the advantages: Cans are opaque, so there's no need to worry about skunky, light-struck beer. They're lighter and more compact than bottles, making them a convenient tote for bikers, backpackers and the beach crowd.

"I'm a huge believer that this will be a big medium for craft brewing," he says.

Smack also states that cans are environmentally friendly. This is even more important in Nelson County since the county discontinued its glass recycling program last year due to market conditions. However, its can recycling program remains intact.

*(Excerpt from: [www.washingtonpost.com](http://www.washingtonpost.com),  
June 17, 2009)*

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## CANFEST – Reno, Nevada International Canned Beer Festival

Buckbean Brewing Company held the first ever CANNED Beer Festival. The event featured beer sampling and judging with one rule: Every beer must come straight from a can.



The Buckbean owners decided to implement the cans-only rule to tear down the myth that great beer comes only from bottles. **"If good beer goes into a can, you get good beer out of the can,"** said Kahn, the Buckbean brewmaster. "That's the problem with people's perception. They've seen so much bad beer put into a can that when the bad beer comes out, they blame it on the can instead of the beer."

Kahn said Americans developed the notion that beer was better when served from a bottle because that's the way the best craft brewers packaged their products for years. But the only reason they bottled, he said, was because small breweries weren't able to afford canning machines.

*(Excerpt from: <http://reno.metromix.com/t>)*

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## CANFEST – Reno, Nevada International Canned Beer Festival Winners

### **Pale Ale/IPA:**

Gold Can Award: Anderson Valley Brewing, Poleeka Gold Pale Ale

Silver Can Award: Surly Brewing Co., Furious

Bronze Can Award: Rochester Mills Brewing, Cornerstone IPA

### **Dark Ales:**

Gold Can Award: Oskar Blues, Gordon

Silver Can Award: Oskar Blues, Old Chub

Bronze Can Award: Guinness, Guinness Stout

**Note that Oskar Blues beat out Guinness!**

### **Other Ales:**

Gold Can Award: Bavik, Witterke

Silver Can Award: Four Peaks Brewing, Sunbru Kolsch

Bronze Can Award: Bavik, Rose

### **Lagers:**

Gold Can Award: Capital Brewing, Wisconsin Amber

Silver Can Award: Oskar Blues, Little Yella Pils

Bronze Can Award: Coors, Coors Light

“It was an excellent event - very well organized and attended,” stated Jamie Gordon from Cask Brewing who attended the inaugural Canfest, **“and 21 out of the 23 North American participants can their beer using our canning equipment – what more can I say?”**



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## 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.





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According to GQ: Cans - it's the fashionable  
way to drink beer now...



LOOK SHARP//LIVE SMART

For over 50 years GQ has been the premiere men's magazine, providing definitive coverage of men's style and culture. GQ reaches millions of leading men each month. In their October 2009 issue they did a review of some canned craft beers and here are some excerpts on what they had to say...

“Think canned beer's cheap and crappy? Not anymore. Regional craft brews are now available in easy-to-ship aluminum cans, meaning you can crack them no matter where you live.”

“Plus, they get your beer colder faster and travel easier, too. And that's really the best part: You'll never have to sacrifice taste for convenience.” Howie Kahn, GQ, October, 2009

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## Bon Appetit: Brewers are discovering that the secret to freshness is in the can...



Still think of aluminum cans as the red-headed stepchild of the beer container industry? *Bon Appetit* magazine suggests that it may be time to take a second look. According to the publication, nearly 75 breweries in the United States and Canada have switched their premium beers from glass to aluminum cans. Among reasons cited for the move: Delivering a fresher and better-tasting beer, the versatility of the can, and – yes! – a lower environmental impact.

The article (“The Beer Can Revolution”) includes the results of an in-house taste test with Matthew Lenning, *Bon Appetit*’s design director and avowed beer aficionado.

**“I was completely preconditioned to think that canned beer equaled bad beer,”** Lenning said. **“Tasting is believing, however.”**

(Excerpt from *Right Now Reports*)

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## 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!

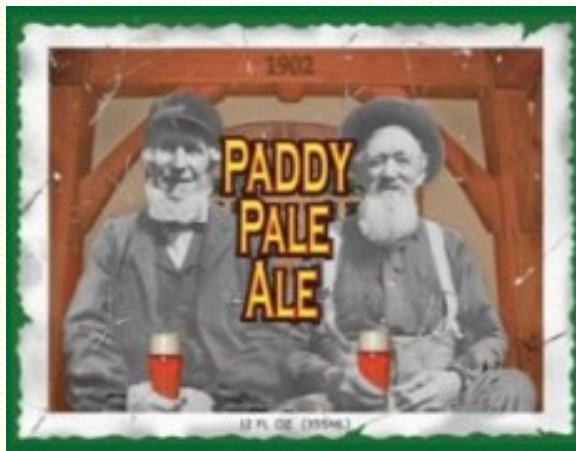






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## Wild Onion Brewing Co., IL - first to can in the Chicago area



Located on Lake Barrington, the main restaurant and bar are connected to a banquet facility overlooking an 11 acre lake and waterfall, with a large patio and hop garden for outdoor dining. They craft their own interpretation of world-class beer styles in their state-of-the-art brewery and cellar complex.

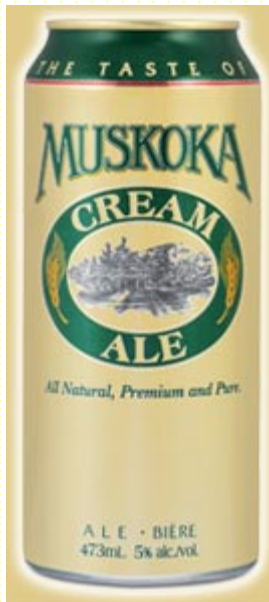
They decided to start canning in order to differentiate themselves from the other breweries in the area in being the first to can. They also wanted to be able to have off sales and self distribute and still provide the same freshness you get from draft. They had seen numerous articles on the increasing popularity of canning and Cask Brewing Systems and decided it was time. The compact size of the Cask system complimented their operations.





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## Lakes of Muskoka Cottage Brewery, ON, Canada – The industry standard bottle has a commoditizing effect on brands...



Through the years they have seen the resurgence of the micro-brewing industry in Ontario and are proud to be part of it. And this year they decided on a wholesale change in packaging: they've dropped glass bottles altogether and replaced them with 12 and 16 oz cans.

“The industry standard glass bottle has a commoditizing effect on brands...” says Gary McMullen, President / Brewmaster at Muskoka Cottage Brewery, **“Cans improve the overall package – great branding on the can with more labeling space than a bottle, consistent and low D.O. levels, zero chance of the beer getting light struck and better shipping efficiency.”**

They also now have access to the cottage market – “as cottagers do not want glass on their docks - period.” states Gary.





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## Tree Brewing Company, BC, Canada - First in Western Canada to brew up 500 ml CANS



Tree Brewing Company may be a small craft brewer, but they have big cans! As the only brewer in Western Canada to domestically produce the 500 ml can in the marketplace, Tree continues to lead the charge in creative brewing and innovation.

“This is a BIG day for Tree,” says Tree Brewing President Tod Melnyk. “The can segment is the largest segment in Western Canada, and we are proud to be the first Western Canadian brewer in market with the 500 ml cans.”

Tree decided on the 500 ml European can instead of the domestically produced 473 ml because the BC liquor board determined that this was the minimum format for selling single cans in their stores. Single can sales are a fast growing consumer preference. **With the can segment comprising approximately 73% of the package segment in Western Canada, Tree's venture into this category was a natural progression.**



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## Half Acre Beer Company, Chicago, IL always had cans in their plans



They began in 2006 when some friends got together to figure out how to create a new beer company in Chicago. They knew they couldn't afford a brewery in the city at the onset, so they worked with Sand Creek Brewing Co. to brew their beer. This enabled them to begin making Half Acre beer to gain awareness and create production numbers that could support a future brewery. They started working with a local distributor in 2007 and quickly built up distribution. In 2008 they built their new brewery.

In 2010 they started canning. **“When we set out to build our brewery, we were already thinking cans. We like the ascetic, lighter weight, portability, and light blocking ability of cans”** states Matt Gallagher, Owner. “We plan to distribute our cans throughout the Chicagoland area, selling them in 16 oz 4-packs to all of the places that currently carry our bottled beer.”



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## Financing programs for the craft brew industry



BreweryFinance

Brewery Finance offers many finance programs that are geared specifically toward the craft beer industry. Below are some of the programs that they have put together for the small brewer.

- Up to \$150,000 "Application Only" (No tax returns necessary)
- Start-Ups
- Commercial Lease (\$100,000+ with full financial disclosure)
- Keg Financing Program

Brewery Finance Corp.  
2629 W. Main Street, Ste #180  
Littleton, CO 80120  
ph: 800.930.0570 ext 1063  
[www.breweryfinance.com](http://www.breweryfinance.com)

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What are you waiting for?



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# 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.



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## Our newly enhanced automated canning system - The ACS V3.5



*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





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## The ACS V3.5



### 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.



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## The ACS V3.5



### 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.





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## The ACS V3.5



### 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 V3.5 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.





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## The ACS V3.5



### 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.



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## Manual canning system



Leavenworth, Kansas



Myrtle Beach, South Carolina

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