



**We told you earlier in the month that things were still hopping in the Craft Brewing market, despite the recession and here's some news from some of our New Customers that proves it...**



**Four Peaks Brewing Company - Tempe, AZ, 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. ([www.fourpeaks.com](http://www.fourpeaks.com))



*We Listen. We Brew.*

**Brick Brewing Co. - Waterloo, ON, Canada, to Can 60 CPM with twin canning lines**

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



**Wynkoop Brewing Company - Denver, CO, 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, the 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. ([www.wynkoop.com](http://www.wynkoop.com))



**Anderson Valley Brewing Company - Boonville, CA, leaving the traditional packaging format of 22 oz bottles and now moving to Cans – the leading new packaging format**

Located in Boonville, California, in scenic, Mendocino County, 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 21<sup>st</sup> (legal drinking age) anniversary in 2008, they've decided that cans represent the new state of the art package for their beers.

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



**Steamworks Brewing Company - Durango, CO, utilizes new Can graphic technology developed by Ball Corporation – Eyeris® on it's Third Eye craft brew**

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.

(<http://www.ballamericas.com/page.jsp?page=120>)

"Aficionados of Steamworks Brewing Co.'s "high minded" brew, 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." ([www.steamworksbrewing.com](http://www.steamworksbrewing.com))



**Archibald Microbrasserie and Restaurant - Lac Beauport, QC, 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.

We think that a lot of breweries are augmenting their packaged-to-draught beer ratio as a hedge against this recession. Typically packaged beer sales do very well in an economic downturn where as draught sales can stagnate or suffer. Our automated and manual canning systems offer a cost effective way to enter the can packaging segment. To learn more you can go to [www.cask.com](http://www.cask.com) and see a demonstration of our automated system and learn about all of the benefits of canning.