



## CASK BREWING SYSTEMS INC.

### Colorado Brew Pub First to Can Craft Beer

*Micro Canning system enables any small brewer to can their beer*

Cask Brewing Systems is pleased to announce the sale of their first “Micro Canning System” in America to a Colorado brew pub.

“We’ve sold 60 of these systems worldwide but this is our first U.S. sale” says Cask Brewing’s Jamie Gordon. “We’re enthusiastic about the possibilities for the U.S. market. There are over 1000 small brewers that have never been able to even consider canning beer because of the high capital cost. This is a system that costs under \$10,000 and fits on a counter top”

As Dale Katechis, owner of Oskar Blues Brew Pub in Lyons, Colorado puts it “We like hearing something can’t be done and then doing it. That’s what craft brewing is supposed to be about.”

Dale and partner Brian Lutz, who together own both **Oskar Blues** and **Redfish New Orleans Grill and Brewery** in Boulder, went to Cask for help in launching their flagship **Dale’s Pale Ale** in cans.

“Cans just make sense from the customer’s point of view”, Brian explains. “We see cans as the beer industry’s most popular package and the premium *and* convenient way to present our beer to the public. Unlike bottles, cans eliminate the risk of light damage and oxidation to our beer. They offer the best long term flavor protection”

Rather than viewing the fact that craft breweries had never sold beer in cans before as a drawback they looked at it as a huge opportunity. Many beer distributors agree. There are markets like golf courses, sports venues, airlines, beaches in which bottled beer is either not permitted or heavily discouraged. “Cans are far more environmentally friendly than bottles. They’re much easier to recycle. They also make it easier for outdoor enthusiasts to take great beer into the backcountry, in the canoe, the ski-pack, anywhere they want to go” Brian and Dale decided to launch their flagship **Dale’s Pale Ale** brand as the first canned product. “We’re thrilled with the way the graphics turned out. There’s no mistaking that this is a craft brewed beer”

To can their beer the partners turned to Cask Brewing Systems of Calgary, Alberta who developed a counter top 2 head filler and seamer system that sells for under \$10,000. “With this system, one operator can easily fill six to eight beers a minute. They can even ‘six pack’ them” says Jamie Gordon of Cask Brewing. “It’s a low cost way for any microbrewery or brew pub to explore the impact that this retail package can have on their sales and their brand exposure. How many craft breweries wouldn’t benefit from getting into markets where bottles can’t be sold?”

The perception that canned beer is ‘discount’ beer has held back some brewers, but that has changed as more and more expensive European and British import beers have discovered the benefits of exporting their premium brands in the more durable, light protected can. Because of this change he foresees big growth for craft beer can sales.

If craft breweries do begin launching their beer in cans it will be driven in large part by the availability of these new small canning systems. But, as Dale Katechis explains, there’s another simple and compelling economic reason: “We buy \$13000 worth of cans and they generate \$133,000 worth of revenue for us at a \$1.00 per can. That math works well for us.”

***For more information contact Cask Brewing Systems Inc  
1-800-661-8443***