



**We invented  
micro-canning**

**Helping you put your  
beer where your  
customers are.**

# Welcome to Cask Brewing Systems

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

**Affordable Canning Solutions**





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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  
customers are!



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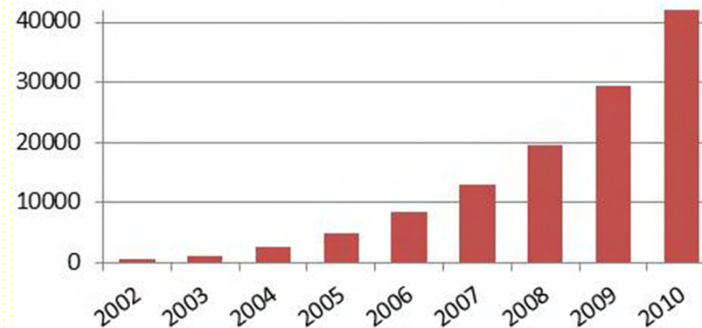
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## Oskar Blues on the 2009 Top 50 Producing Craft Brewing Companies list in the US



They have achieved this level of production with a compounded annual sales growth rate of 61% since they first introduced their beer in aluminum cans! The list is compiled by the Brewers Association.

Production (barrels)



(Source: <http://www.brewersassociation.org/pages/media/press-releases/show?title=brewers-association-releases-2009-top-50-breweries-list>)

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## SanTan Brewing Company signed a historic deal with Crescent Crown Distributing



Their beers will be sold in cans, kegs and growlers at select Crescent Crown accounts in AZ – hotels, resorts, golf courses, bars, restaurants, convenience stores, retail outlets.

“Crescent Crown is the premier craft beer distributor in the state,” said A. Canecchia, Owner, SanTan Brewing. And the 5<sup>th</sup> largest distributor in the US.

“Crescent Crown is very excited with this partnership,” said J. Cotroneo, EVP/GM, Crescent Crown. **“Local is in with craft beer & SanTan is at the forefront, making great beers that more local consumers will get exposed to & enjoy.”**

*(Excerpts from:  
<http://beernews.org/2010/07/santan-brewing-cans-to-debut-as-brewery-announces-distribution-partner/>)*

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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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## Environmentally friendly



- The average aluminum can is made from 44% recycled aluminum can.
- It is the most recycled package in the world.
  - Aluminum can recycling rate: 57%
  - Glass bottle recycling rate: 39%
- It costs a fraction of the energy to produce, to ship, and to recycle than glass.



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## 2009 U.S. Recycling Rates - Aluminum can most recycled beverage package



Americans recycled nearly 55.5 billion aluminum cans last year, increasing the recycling rate to 57.4 percent - its highest level since 2000.

Cans go from the recycling bin to store shelves within 60 days. Making cans from recycled metal takes 95 percent less energy and 95 percent less greenhouse gas emissions than using new metal.

The aluminum can is the only package that more than covers its recycling costs, helping to finance the collection and recycling of other materials such as glass and plastic.

*(Source: Ball Corporation)*

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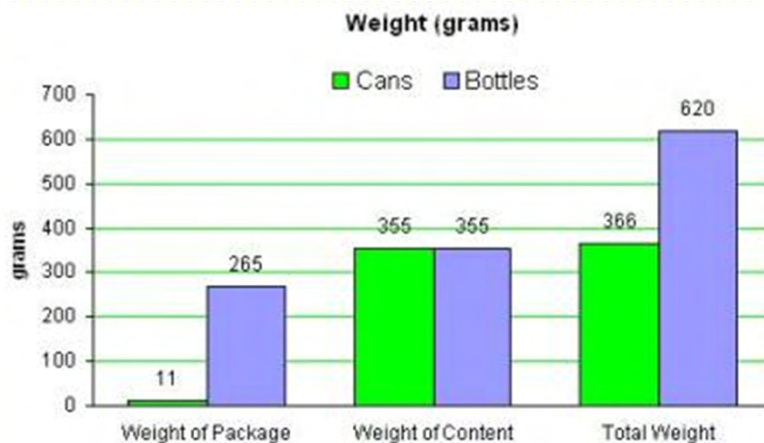




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Save the environment and shipping costs  
too! CAN do.



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...



Glass recycling is not experiencing the same success as metal. There are concerns over the **stock piles of glass** waiting to be processed.

In an 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/waste-management/materials-recovery-recycling/13387230-1.html>)

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## Tallgrass Brewing Company (KS), founder, Jeff Gill, reveals their “Tallgrass Canifesto”



What started it?

“After a little research, I found out that bottles with paper boxes are just about the most wasteful, energy intensive, and hard-to-recycle things that can hold beer. On top of that, they are not even the best choice for the quality of the beer!” states Jeff Gill.

Tallgrass made a full switch from bottles to cans. Some breweries went with cans from the start and others offered cans in addition to bottles. Gill ditched the bottling line altogether. And they went with 16 oz. cans - 1 full pint in a can. **“Think of them as little recyclable kegs that can fit in a backpack,” states Gill.**

(Full “Tallgrass Canifesto” at:  
<http://www.tallgrassbeer.com/>)

[www.cask.com](http://www.cask.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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## Baxter Brewing Company - first craft brewery in New England to can entire line of beers



Located in Lewiston, Maine, Baxter beers will be distributed throughout the state of Maine and are expected to expand into the rest of northern New England in 2011-2012.

Why did they choose cans? One of their reason's:

**Cans are better for the beer. Beer in cans has never seen UV light, which spells death for fresh beer.** Every glass bottle, regardless of the color of the glass, will let some UV light in over time, resulting in spoiled or "skunked" beer. Their dissolved oxygen levels are much lower than similar beers in bottles (again, helping the beer maintain freshness).

(Excerpt from:  
[www.baxterbrewingcompany.com](http://www.baxterbrewingcompany.com))

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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...**



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

*(Source: GQ.com, “Yes, We Can!”,  
October, 2009)*

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



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 included 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, Bon Appetit Magazine, “The Beer Can Revolution”, Jan. 2010)*

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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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## Customizable Can - Sun King designed multipurpose labels for multiple specialty cans



When Sun King Brewing, IN, bought a used 15 barrel brew house in 2009, they had a 5 year plan to reach capacity. In their first year they hit capacity, produced 50+ different beers and canned 3 separate labels. Now they are expanding with a brand new 30 barrel brew house.

And they will continue to grow due to their innovative out of the box thinking... ***the customizable specialty can.***

They designed a multipurpose label to which they can adhere a specialty label to. They left a 2 inch spot on a generic printed Sun King can to put a clear Mylar label (good for cold and wet) with the name of the beer. This gives them flexibility to can seasonal brews without a large can print run for each label.



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## Oskar Blues' Dale's Pale Ale was named one of America's Hottest Brands in 2010

**AdvertisingAge.**

SPECIAL REPORT

America's Hottest Brands 2010



along with a few lesser known  
brands...Android, Ipad, Conan O'Brien!

### **America's Hottest Brands 2010 by AdvertisingAge**

"From marketers that relied on clever old-school marketing with big campaigns to the upstarts that have broken through with a combination of ingenuity, luck and word of mouth, these brands helped put the sizzle in 2010.

### **Dale's Pale Ale**

Dale Katechis, Founder, Oskar Blues Brewery  
Dale's Pale Ale, which first made as a home brew by Mr. Katechis while in college, is one of the hottest beers in the sizzling craft category."

(Source:  
<http://adage.com/americashottestbrands2010/>)

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## Mill Street Brewery, Toronto, ON, introduces Lemon Tea Beer



This refreshing brew is made by adding several kilos of black tea to the cold-aging tank to infuse flavour. Lemon is added after filtration to give it a bright, citrusy flavour that begins subtly and grows with each sip.

Mill Street took a unique approach in promoting Lemon Tea Beer. Part of their marketing plan optimized the increasingly interactive online community. They taped customer testimonials at events or allowed people to upload video testimonials to their website and then people voted online for their favourites.



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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've been building canning systems since 1999.
- 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 V4.0



*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 V4.0



### 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 V4.0



### 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 V4.0



### 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 V4.0 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 V4.0



### Smaller Footprint

- 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



### Another Affordable Canning Solution

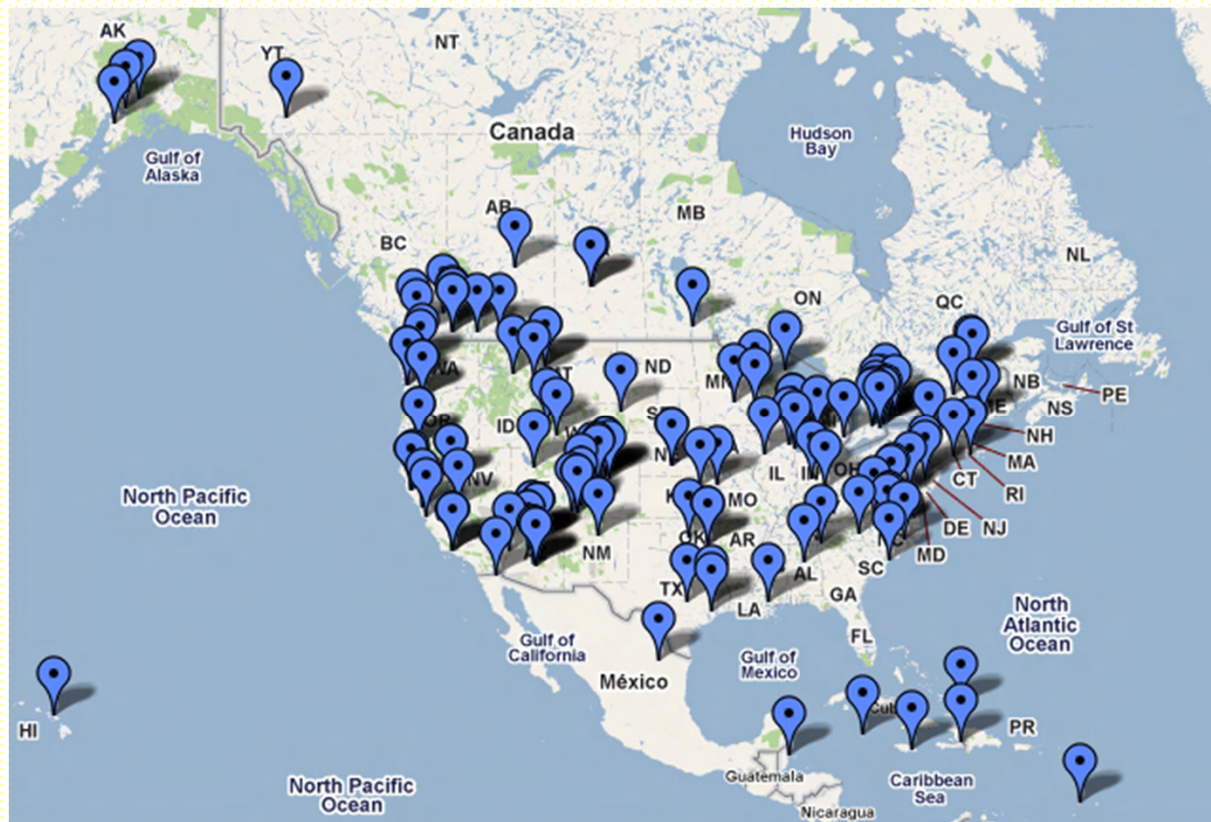
- Compact design
- Low capital cost to enter the packaging market for cans
- Easy to operate
- Fill speed of 8 cans per minute



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## Our Customers



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