

# The secrets behind successful employment of One-Way Kegs

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Sharing key lessons



# From low to high interest

- Supply chain more aware of the different types of kegs
- One-way kegs perceived as essentially different
- Growing interest and discussion among consumers
- Opportunity: Start listening and contributing to these discussions in your supply chain



# Growing preferences

- One way kegs: advantages for the total supply chain
- Hospitality and distributors are developing preferences
- The choice for kegs start to shift from push to pull
- Opportunity: translate preferences to keg-product combinations



# Two categories of kegs

- Spear technology
- Bag-in-Ball technology
- Important differences in handling
- Satisfaction depends upon knowledge
- Opportunity: communicate with your total supply chain on the handling of your kegged beer





# Support is waiting for you

- One-way keg producers communicate intensively
- A lot of great communication materials
- Many brewers start communicating themselves
- Satisfaction with the beer-keg combination is even higher with the right communication
- Opportunity: make optimal usage of existing communication materials and tools



# The top 3 issues during transport

- Incorrect transport storage
- Too high temperatures
- Extreme rough handling
- Opportunity: Prevent any issue: use the know how and instructions of your keg supplier

# The top 4 issues during filling

- Machine settings
- New machine suppliers
- Incorrect filling by hand
- Wrong chemicals for cleaning
- Opportunity: 100% result by following the instructions of your machine and keg supplier for filling



# The top 3 issues at the bar

- No compensator
- Foaming
- Hygienic problems
- Opportunity: be alert on these issues in communication with your distributors



6-5-2016





# Optimal mileage out of branding

- More branding opportunities
- Against small extra cost
- Extra communication possibilities
- More visibility
- Opportunity: one-way kegs are effective and great brand and message carriers

6-5-2016



# Sustainability

- Hospitality: steadily growing interest for sustainability
- More and more requests for information from the supply chain
- One way kegs are for a good reason widely perceived as more sustainable
- Extra attention needed for recycling of plastics
- Opportunity: communicate actively with your supply chain on the sustainability of one way kegs as well



# In short

- Easily prevent issues during filling and transport
- Make optimal usage of the effective and cheap branding options
- Communicate on the sustainability of one way kegs
- Be alert to interest for the different kind of kegs in your supply chain
- Communicate with your total supply chain on the handling of your keged beer
- Make optimal usage of existing communication materials and tools
- Translate preferences to packaging-product combinations





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Are no secret anymore