



WELCOME  
TO  
  
DRAUGHTMASTER  
FRESH PRESSED BEER

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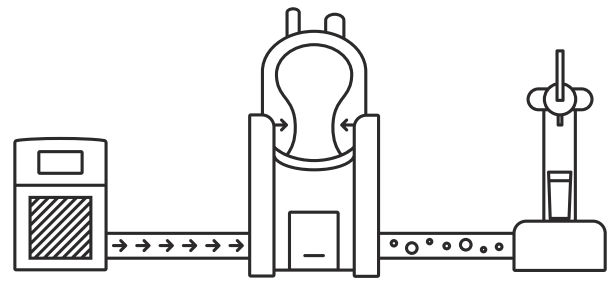
DraughtMaster is the biggest thing to happen to draught beer delivery for 50 years. The innovative system works by keeping beer sealed-in and untouched from the brewery to the moment compressed air squeezes it

out through the bar taps. Beer stays fresher 6x longer than it does in steel kegs, so we can now help our customers offer the variety beer drinkers demand, with less risk of any going to waste.

## HOW DOES IT WORK?

The innovative system works by keeping beer sealed-in and untouched from the brewery to the moment compressed air squeezes it out through the bar taps.

Whilst beer in steel kegs can go off after 7 days, the sealed-in system of DraughtMaster means beer stays consistently fresh for at least 31 days.



01

Compressed air is pumped into the pressure chamber.

By not adding CO<sub>2</sub>, your costs are reduced, there is less maintenance and nothing comes into contact with the beer, keeping it pure.

02

The keg is squeezed and fresh beer is pressed out.

DraughtMaster's closed system increases freshness from under a week to over a month when compared with steel kegs.

03

Beer is pushed through the tap to create the perfect beer.

With flexible, semi-automatic line cleaning and one-way kegs, DraughtMaster keeps the beer fresh and your life simple.

## WHAT CAN DRAUGHTMASTER DO FOR YOU?



### BETTER RETURNS

With less chance of beer going to waste, you can offer a greater variety of beers – and refresh your returns too.



### LASTING QUALITY

Whilst beer in steel kegs can go off after 7 days, the sealed-in system of DraughtMaster means beer stays consistently fresh for at least 31 days.



### MORE BEER, MORE SPACE, MORE TIME

Our lighter, recyclable kegs free up storage space and time that's usually spent cleaning lines and managing CO<sub>2</sub> levels.



### GREATER VARIETY

With DraughtMaster you can broaden your beer portfolio to offer a whole new raft of draughts, including Craft, Speciality, Premium or Seasonal varieties.



### EASY CLEANING, FRESHER BEER

DraughtMaster reduces the need to line clean every week as the lines only need cleaning every 28 days, reducing your cleaning time and costs annually by 75%.



### SIMPLE SYSTEM – NO ADDED CO<sub>2</sub>

No added CO<sub>2</sub>, not only means a simpler system to maintain, but also leads to reducing running costs and better quality beer.

**MORE VARIETY**

Better choice for consumers and better returns for customers

**WITH OUR BEER STAYING FRESHER FOR 6X LONGER THAN STANDARD, WE CAN OFFER CUSTOMERS A WIDER CHOICE OF BEERS ON TAP, WITHOUT THE WORRY OF IT GOING TO WASTE. SO, THEY CAN KEEP THEIR PROFITS FRESH TOO.**