



# CASE STUDY

## DRAUGHT GUARD TRIALS

### OVERVIEW

Beginning in the summer of 2018, Draught Guard set out to run a series of data collection trials to prove the effectiveness of the Draught Guard system in maintaining beer line cleanliness. Each trial, which consisted of at least an eight-week duration, began with a regular chemical cleaning of the selected lines. For the remainder of each trial, the selected lines were *only* treated by Draught Guard and did not have chemicals run through them. Cleanliness was monitored via ATP measurement and verification, recording the amount of ATP present in water that was flushed through each line. Measurements were taken at two-week intervals.

**TRIAL PERIOD:** *MAR. 2019–MAY 2019*



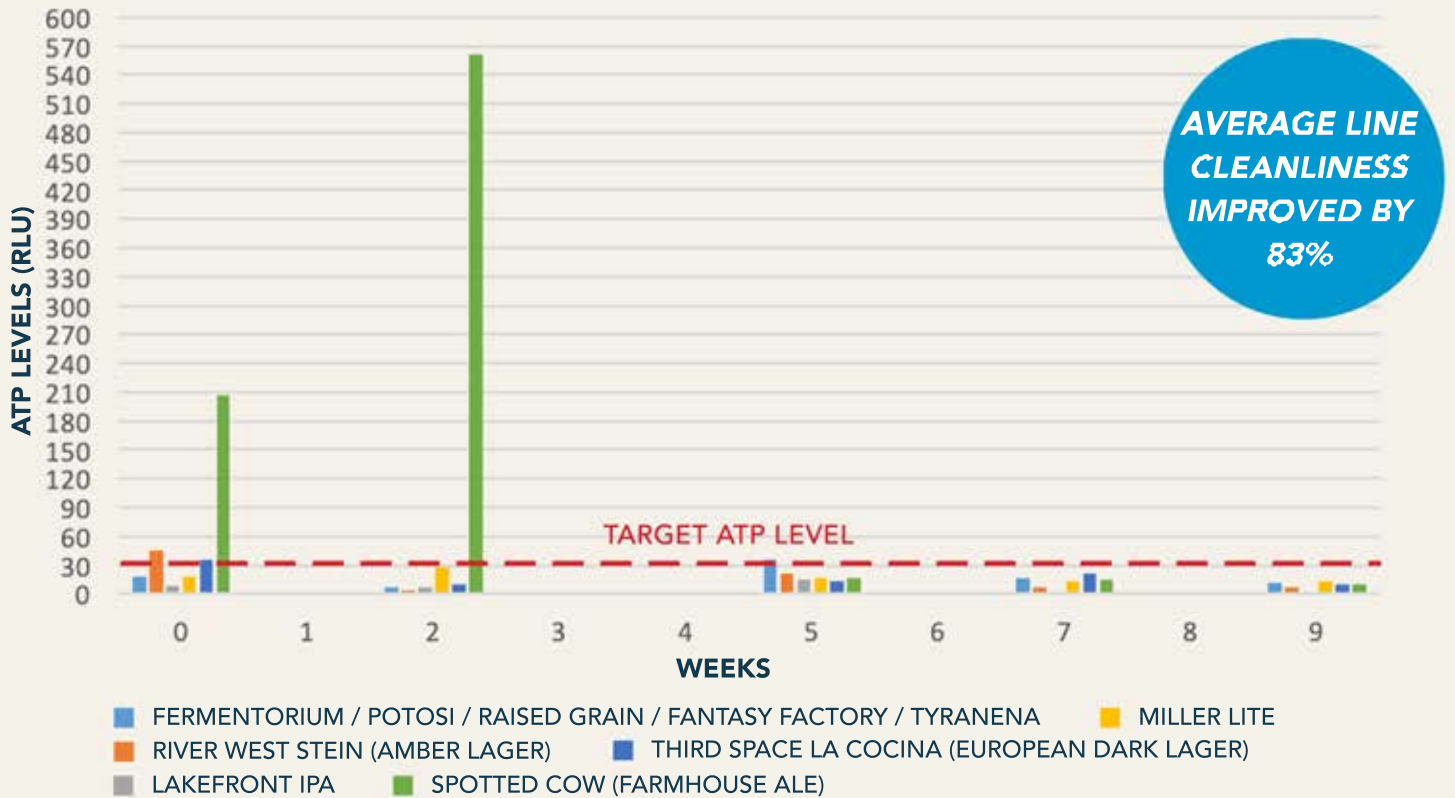
### TRIAL PARTNER

Located within Milwaukee's historic Pabst Brewery, and a partner of the Brewhouse Inn & Suites, Jackson's Blue Ribbon Pub is known for its lively environment, all-American pub food, and wide variety of drinks. Jackson's keeps things local keeping things local by featuring 13 Wisconsin beers on tap – ranging from some of Milwaukee's best craft breweries, to classic Miller Lite, to Wisconsin staples such as New Glarus Spotted Cow.

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# THE RESULTS

## DRAUGHT GUARD vs REGULAR CHEMICAL CLEANINGS



# PROJECTED SAVINGS

	WITHOUT DRAUGHT GUARD	
NUMBER OF BEER LINES	18	18
AVERAGE LENGTH OF LINE (FT)	100	100
AVERAGE COST OF BEER/1984 OZ KEG	\$150.00	\$150.00
AVERAGE BEER LOSS/FT LINE CLEANED (oz)	0.75	0.75
COST PER LINE CLEANED (\$)	\$5.00	\$5.00
NUMBER OF LINE CLEANINGS PER YEAR	26	6.5
BEER LOSS/CLEANING (oz)	1350	1350
BEER LOST PER CLEANING (\$)	\$102.07	\$102.07
COST PER LINE CLEANING	\$90.00	\$90.00
TOTAL LOSS PER LINE CLEANING	\$192.07	\$192.07
ANNUAL COST: BEER LOSS + CLEANING	\$4,993.73	\$1,248.43
TOTAL ANNUAL SAVINGS:	\$3,745.30	
COST OF DRAUGHT GUARD:	\$2,390.00	
RETURN ON INVESTMENT:	7.66	MONTHS
*1 DRAUGHT GUARD UNIT = 10 LINES		