



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: *OCT – DEC. 2019*



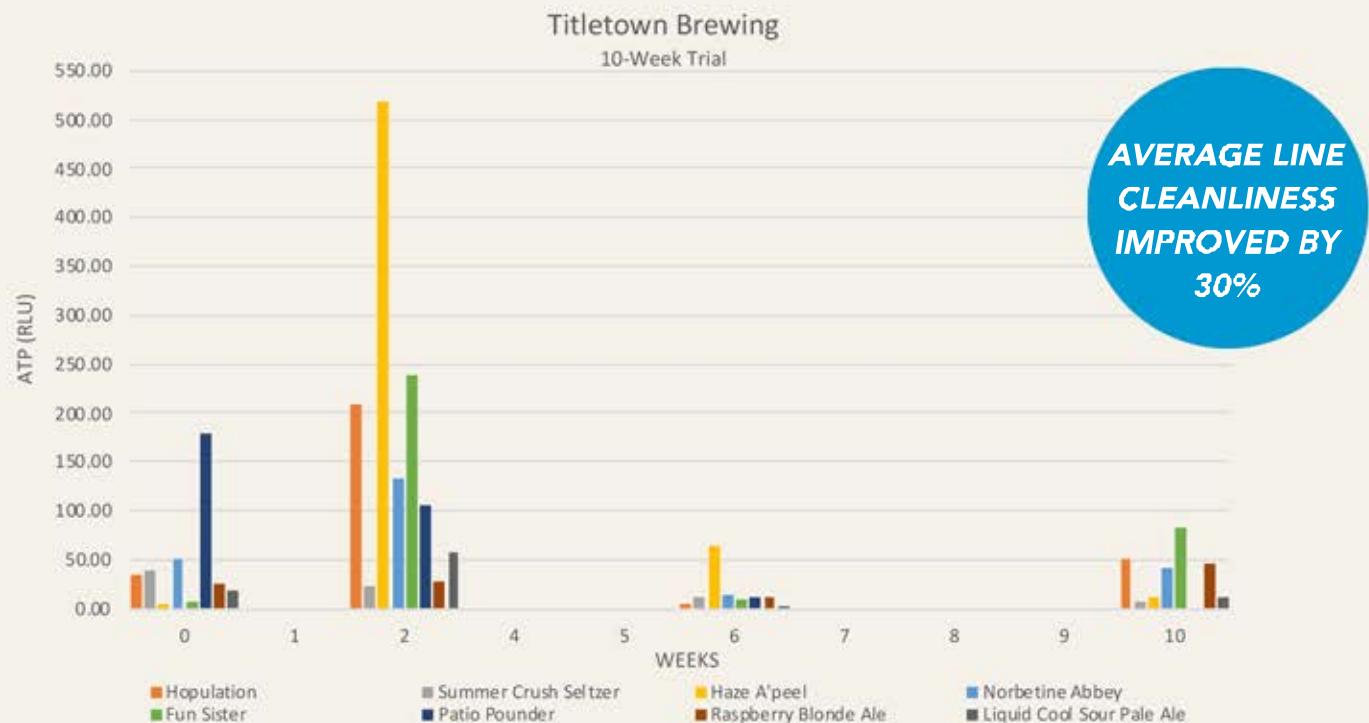
TRIAL PARTNER

Located in the heart of Green Bay, WI, Titletown Brewing Co. creates and serves up a line of award-winning beers. From hazy IPA's to German-style black lagers and honey ales, Titletown offers a strong selection of year round and seasonal brews, as well as exciting limited releases.

Titletown features 79 tap lines across 7 locations on campus, with runs as long as 120 feet.

WWW.TITLETOWNBREWING.COM

THE RESULTS



PROJECTED SAVINGS

	WITHOUT DRAUGHT GUARD	
NUMBER OF BEER LINES	79	79
AVERAGE LENGTH OF LINE (FT)	80	80
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 (\$)	\$10.00	\$10.00
NUMBER OF LINE CLEANINGS PER YEAR	26	6
BEER LOSS/CLEANING (oz)	4740	4740
BEER LOST PER CLEANING (\$)	\$358.37	\$358.37
COST PER LINE CLEANING	\$790.00	\$790.00
TOTAL LOSS PER LINE CLEANING	\$1,148.37	\$1,148.37
ANNUAL COST: BEER LOSS + CLEANING	\$29,857.54	\$6,890.20
TOTAL ANNUAL SAVINGS:	\$22,967.34	
COST OF DRAUGHT GUARD:	\$9,560.00	EIGHT (8) UNITS
RETURN ON INVESTMENT:	4.99	MONTHS
*1 DRAUGHT GUARD UNIT = 10 LINES		