



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: *NOV. 2019 – JAN. 2020*



**MILWAUKEE
BREWING CO**

TRIAL PARTNER

Milwaukee Brewing Company originally opened in 1997 as a brewpub, and has since grown into one of Wisconsin's largest craft breweries. In addition to a rotation of both staple and seasonal brews, Milwaukee Brewing Company maintains the same sustainable practices and beliefs it was founded on – crafting beers with the best local ingredients and suppliers in a sustainable, creative and innovative environment.

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THE RESULTS



PROJECTED SAVINGS

WITHOUT
DRAUGHT GUARD



NUMBER OF BEER LINES	32	32
AVERAGE LENGTH OF LINE (FT)	120	120
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 (\$)	\$7.00	\$7.00
NUMBER OF LINE CLEANINGS PER YEAR	26	6.5
BEER LOSS/CLEANING (oz)	2880	2880
BEER LOST PER CLEANING (\$)	\$217.74	\$217.74
COST PER LINE CLEANING	\$224.00	\$224.00
TOTAL LOSS PER LINE CLEANING	\$441.74	\$441.74
ANNUAL COST: BEER LOSS + CLEANING	\$11,485.29	\$2,871.32
TOTAL ANNUAL SAVINGS:	\$8,613.97	
COST OF DRAUGHT GUARD:	\$4,780.00	
RETURN ON INVESTMENT:	6.66	MONTHS
*1 DRAUGHT GUARD UNIT = 10 LINES		