

# Macro Brewery

Producing 3+ Million Litres per Year

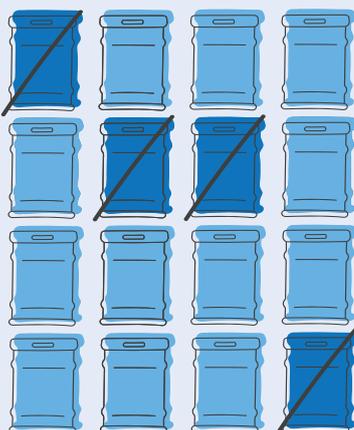
## Summary:

The brewery was having issues with **production delays** caused by a shortage of kegs at the brewery ready to be filled. They regularly bought new kegs, but this was a symptom of a bigger problem. Either they were losing more kegs than anticipated or their keg turns were much longer than predicted.

They were also concerned that if keg turns were **much longer** than predicted this would **affect beer quality**, and the **reputation** of the brewery, ultimately **costing sales**.

Keglink sensors were installed to 1% of their keg fleet and supply chain data was monitored for 90 days.

## So what's the issue?



**25%**  
of kegs were stale before delivery

**85%**  
of kegs didn't complete a full turn

## We provided a solution:

Goal	Identify sources of keg loss	Monitor beer quality (brewer to glass)	Identify inefficiency in the distribution chain
Action	Automated live keg tracking Automated reporting on KPIs based on time kegs spend at locations Alerts set to notify when kegs stall	Temp and freshness logged & reported live Alerts & reports allow intervention before stale beer is served	Collection report used to collect kegs from venues quickly Live stock-take to plan production and distribution Identify keg pooling to get kegs moving
Findings	24/7 keg tracking = No lost kegs 2% of kegs 'stalled' indefinitely over three months	25% of kegs stale before being delivered to the venue Identified places where temperature exceeded 30°C commonly	Only 15% of kegs completed a turn All warehouses underperformed their KPIs 3PLs were 'hoarding' stock
Benefits	Reduce overall capital expenditure Reduce stock loss & spoilage	Protect your company reputation Increase repeat customer sales Reduce waste / spoilage	Reduce keg turn times More capacity in existing fleet Reduce cashflow tied up in inventory



We provide accurate data to make better business decisions / stay connected to your fleet

