

# Mid-Size Brewery

15,000 – 30,000 Kegs in a Fleet

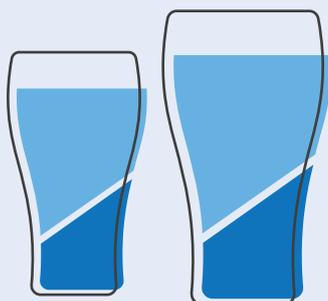
## Summary:

This brewer had excellent work-flow controls, yet kept running out of kegs. They knew there was extra capacity in their fleet but didn't know how to unlock it. Before they bought more kegs, they wanted to make sure their current fleet was working efficiently.

Also, much of their beer is sold in Northern Australia, so delays in getting beer to the venue and on tap could quickly lead to stale beer being served.

Keglink sensors were installed to a small percentage of their keg fleet and supply chain data was monitored for 90 days.

## So what's the issue?



20%

of beer served stale over summer

10%

of kegs dispatched never returned!

## 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. 10% of kegs 'stalled' indefinitely over three months.	10% of venues stored beer at room temperature for longer than 21 days before going on tap. 25% of venues didn't cool their kegs.	30% of transit routes take > 7 days to complete. 10% of kegs spend > 30 days at the venue. 25% kegs spend > 7 days at brewery per turn.
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 & insights to benefit your **WHOLE** brewery business

