



# CUSTOMER SPOTLIGHT

## Black Hog Brewing

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**Tom Sobocinski**  
Owner and co-founder

With good medal winning beers like Granola Brown, Black Hog Brewing stands apart with a unique and diverse flavor selection. They take pride in assuring excellence from the ingredients they source to the quality of the final, packaged product.

Coming out of the restaurant industry, owner and co-founder Tom Sobocinski, wanted to create beers that paired well with food. Making sure that the flavors they create taste the same in their canned beer was top of mind. To can their beer, they worked with a mobile canning company but had a difficult time scheduling once they increased their production. Next, they decided to purchase an inexpensive canning line, which ultimately could not keep up with their growth. To maintain their production schedule, they were running their machine with three people for twelve hours a day. In addition, that machine broke down frequently and caused major delays in their production schedule.



When they decided to buy a new canning line, the quality of the engineering was important to Black Hog. They run the system more than 4 days per week at their facility, and any downtime costs them customers. With the Wild Goose canning line, they have not had to worry about the machine breaking down, underfilling cans, or introducing dissolved oxygen, which can greatly impact flavor. When issues do arise, they count on the customer support team to help them through their problems.

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“After finding out the hard way about lesser quality machines, we decided to purchase a Wild Goose canning system”, said Sobocinski. “Wild Goose knows how to can. Their expertise and support combined with the quality engineering of their machines has saved us countless hours of downtime, lost revenue, and operator stress. On top of that, the final product is just better. Our dissolved oxygen is extremely low and the beer in the can is the highest possible quality.”

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Since Black Hog has been selling their award-winning beers in cans, they have been able to increase their production without having to increase their staff. Now they are realizing up to 70% of their revenue from their canned beer products and expanding to new markets regularly.



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