



CUSTOMER SPOTLIGHT

Bissell Brothers

Increasing sales capacity is what Portland-based Bissell Brothers Brewing Company was looking for when upgrading from a manual system to a more robust, automated system from Wild Goose. Filling. Although Bissell opened its doors just over a year ago as a 10-barrel brewhouse, due in large part to its wildly successful “The Substance” brew, it has already increased its brite tank capacity twice.

On an average Saturday afternoon, people start lining up at Bissell Brothers 30 minutes before the tap room opens its doors for on-premise sales because the cans generally sell out within an hour.



“When we were in the planning stages before we even opened, we were scheming ways to move the cans once we had them, like it was going to be a problem. It was just a genuine shock to watch such quantities of our beer move so fast,” mused Noah Bissell, Co-Founder and Head Brewer.



So now that Bissell has done everything to increase production, the bottleneck to throughput is at the final point: the canning process. Bissell had been using Wild Goose's entry-level manual canning system to produce roughly eight to ten 16-ounce cans per minute - or roughly 20 - 25 cases per hour. However, they needed to automate their process to keep up with demand. With multiple price points, it is attractive for new brewers who want to mitigate their capital investment costs when starting out to buy the least expensive system, but most soon learn that success swiftly creates the need for a faster system to can their "liquid gold."

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"We knew we had to make the jump to keep up with customer demand," reasoned Bissell. "And making the decision to move to a bigger machine than we initially budgeted for pretty much triples our output. We're confident our return on the investment will be a quick one, especially since the modularity of the Goose line allows us to realize some credit towards our upgrade purchase."

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As Bissell Brothers has experienced first-hand, choosing a canning system that has the modularity to grow with your business pays off.



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