



THE ROI *of* KEGS VERSUS CANS OR BOTTLES

BREWERS

HOW FAST WILL A
CANNING OR
BOTTLING LINE PAY
FOR ITSELF?



Average price for a craft
beer keg* (½BBL)?

\$172



Average price for that keg
by barrel* (1BBL)?

\$343



Average price if that amount
of beer (1BBL) is packaged in
a case (24, 12ounce cans or
bottles)?

\$506



Extra money in your pocket?

\$162

per BBL
(case versus keg)



If your canning line can
process 3 BBL per hour
That's

\$486

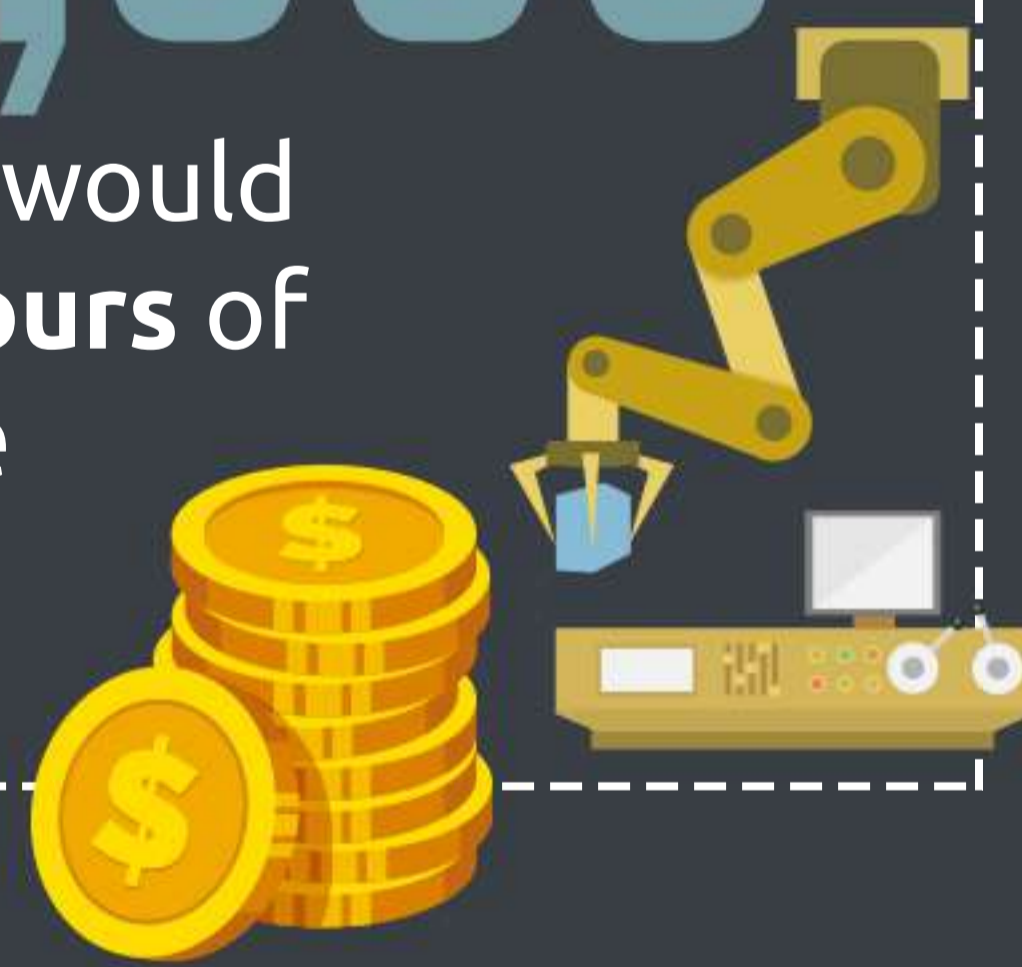
extra dollars
per hour.



To pay off a

\$60,000

machine, it would
take **124 hours** of
running the
system and
372 BBLs.



If you could run the machine a couple of days
per week, say 10 hours,
it would pay for itself in slightly
more than 3 months!

Have 20 hours a week?
It would pay for itself in
1 ½ months.

Upgrade the BBLs per hour to
pay it off even faster.

Once you have regained your initial
investment,
it's just Gravy after that.



*Based on our research of US breweries and local market averages



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