





WHY PACKAGE?

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

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.





CHANNEL SHIFT

MOVING OFF-PREMISE

Sustaining to-go, curbside pick-up, drive-through, delivery

- Off-premise alcohol sales ↑ 25%
- Online alcohol sales ↑ 441%
- Total craft ↑ 15.3%, independent craft ↑ 15.8%

“No one has ever seen the kind of channel shifting we’re seeing now. It’s totally unprecedented.”

- Danny Brager, Nielsen senior vice-president, beverage alcohol practices

“This most likely is the loyal craft consumer wanting to make sure they are stocked up on their favorite craft beer, and also represents the shift in purchasing for on-premise and breweries to the off-premise channels.”

- Danelle Kosmal, Nielsen vice-president, beverage alcohol

- 19% more households purchasing Beer/FMB/Cider (March 2020 vs. March 2019)
- Spending increase of 13%

Statistics from Nielsen, week ending April 4, 2020



PLANNING

- Determine your packaging format
- Build your sales strategy
- Create a budget
- Research equipment
 - Quality
 - Price
 - Lead time
 - Output
 - Size (footprint)
 - Maintenance plan
- Reserve the facility space (flow and layout)
- Source supplies
 - Price
 - Availability and lead time
 - Quantities/minimums
 - Design & decoration
 - Make room for storage
- Establish product storage
- Prepare your facility utilities
- Train your staff



CANS OR BOTTLES?

	PROS	CONS
	<ul style="list-style-type: none">• Lightweight• No light intrusion	<ul style="list-style-type: none">• High minimums
	<ul style="list-style-type: none">• Versatility• Low entry cost	<ul style="list-style-type: none">• Shipping weight• Breakage• Light intrusion

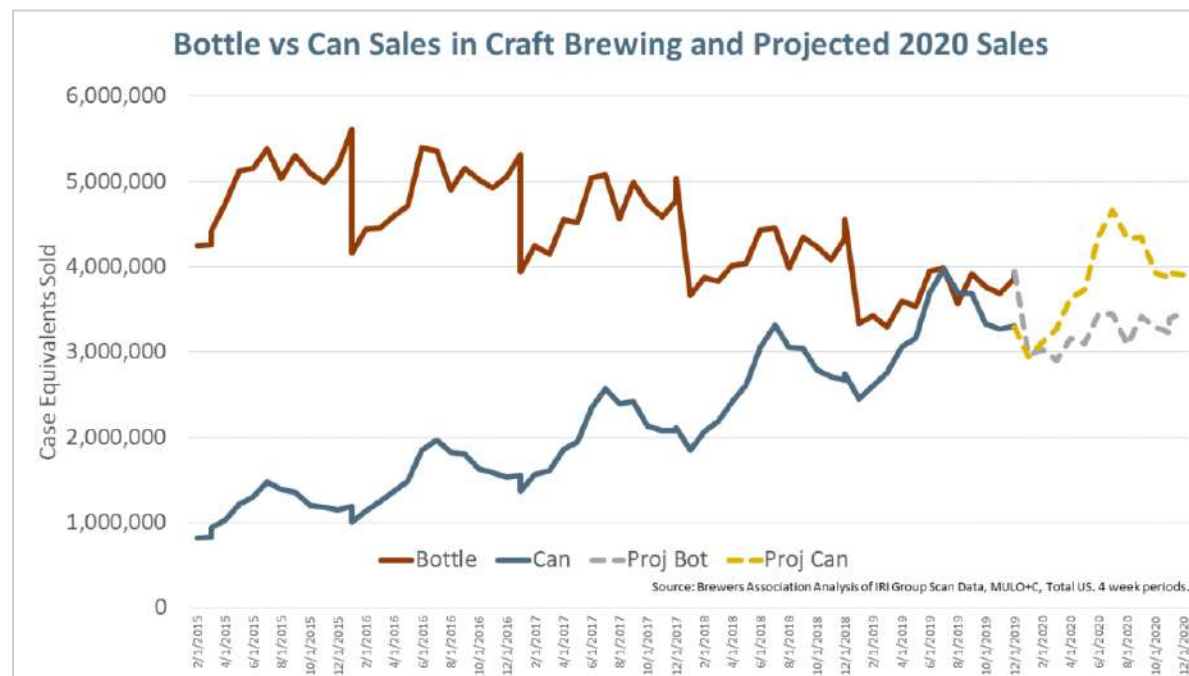
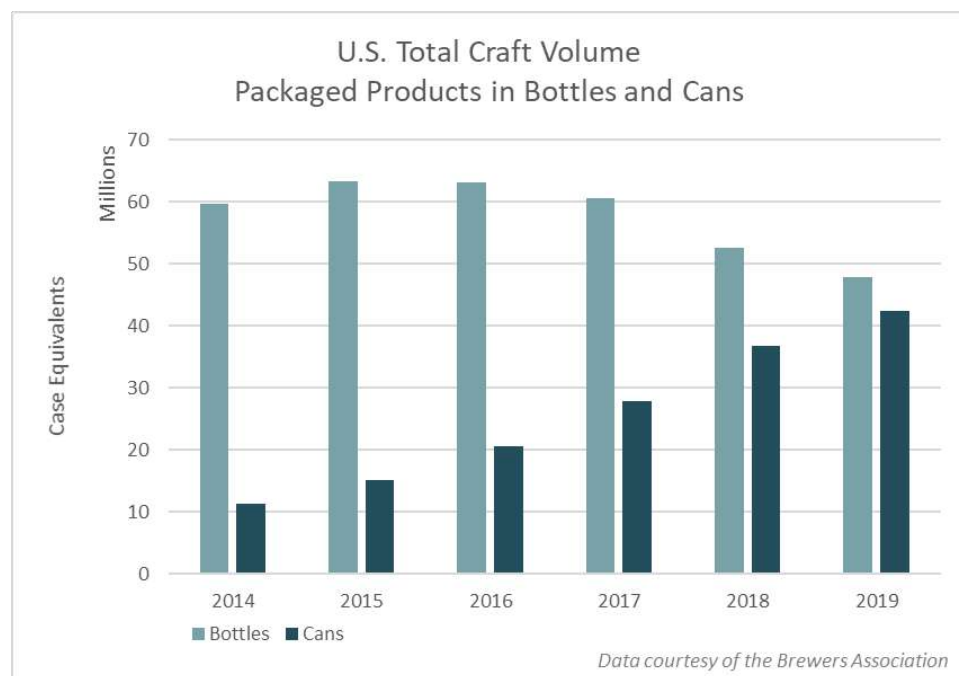
Conclusion: **BOTH!**



Cans and bottles both have their place. Use the advantages of each to suit your business model.

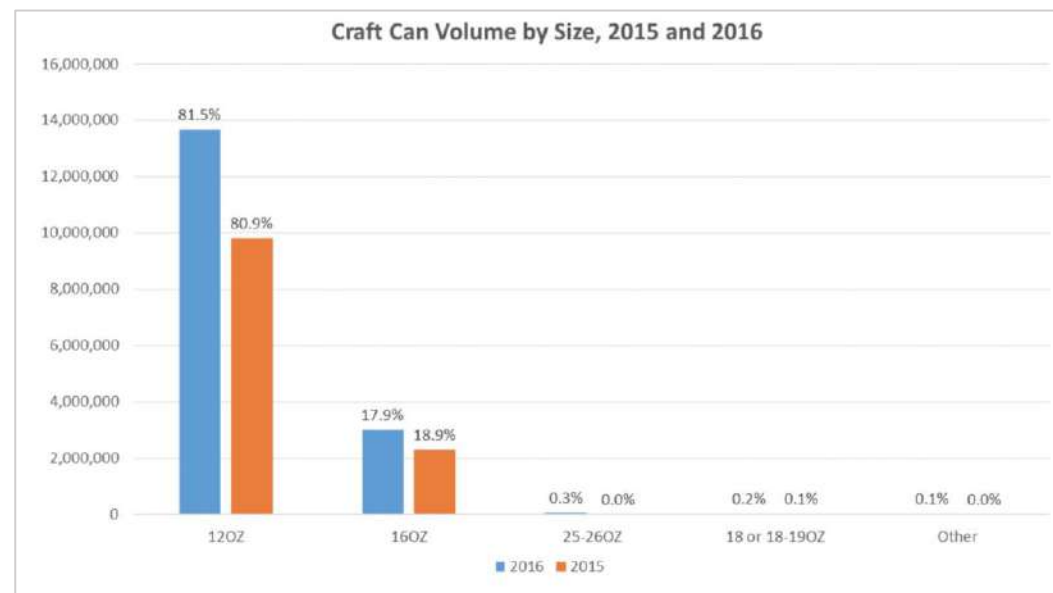
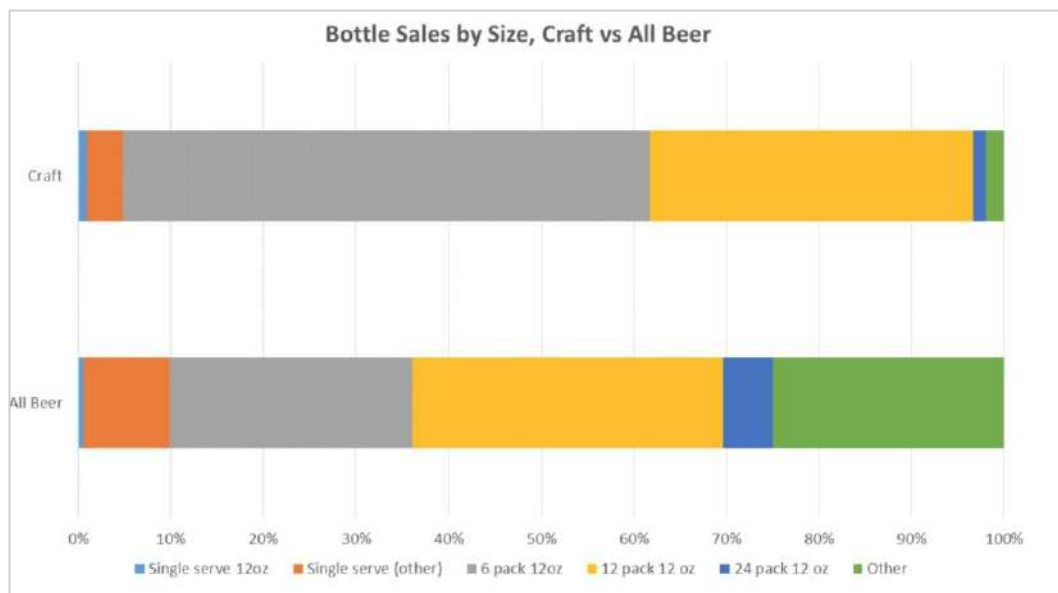


CANS OR BOTTLES?





CANS OR BOTTLES?





BUDGETING

- **PLANNING**

- New breweries always cost more than expected
- Packaging is often the last thing to be purchased
- Don't steal from your allotted packaging budget
- The best hops, malts, yeast, brewhouse and brewer will never shine if your packaging line doesn't work well

- **READY TO PURCHASE EQUIPMENT**

- Invest in your filling system first
- Understand the value, financing and installation
- Consider total cost of ownership after purchase: speed, uptime, downtime, training, support
- Plan for growth
- Labor savings will come with more automated add-ons





TRUE COST OF PACKAGING

The up-front cost of a filling machine will not be your true cost. **Consider 3 questions:**



What percent of the brite tank will get into a sellable package?

- Ensure packaged quality
- Minimize low-fills
- Reduce over-filling
- Avoid shredded cans or broken bottles



When and how will your machine need service?

- Customer service in local language
- Availability of spare parts
- Equipment provider's experience and familiarity with maintaining machines long term



What is the resale value of your equipment?

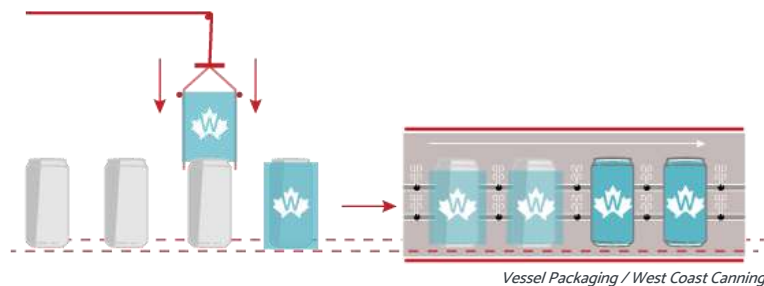
- Research potential resale value if you were to sell your equipment in the future (because hopefully you will outgrow your machine)

Buying new vs. used equipment



DECORATION

	CANS	BOTTLES
Shrink Sleeves	✓	
Labels	✓	✓
Pre-Print	✓	
Silk Screen		✓



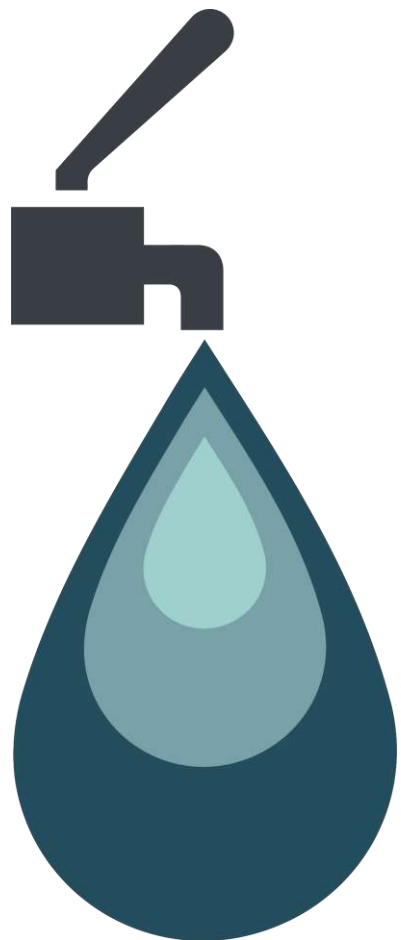


STAGES OF CANNING

	HAND	MANUAL	INLINE	ROTARY
Dissolved Oxygen	Very High	High	Low	Low
Labor	Very High	High	Low	Very Low
Shelf Stability	1-3 Days	< 6 Months	6 Months	6 Months
Cost	Very Low	Low	Moderate	High

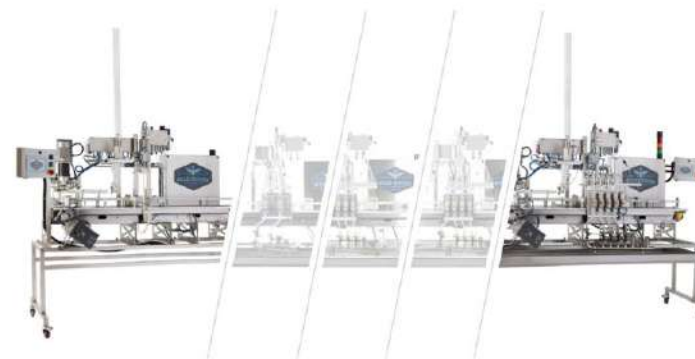


SIZING YOUR SYSTEM



- **BRITE TANK SIZE**

- Logistics of emptying the brite tank in one shift
- System expandability
 - Scaling fill heads
 - Changing package sizes
 - Multiple system redundancy



- **SIZING FOR GROWTH**

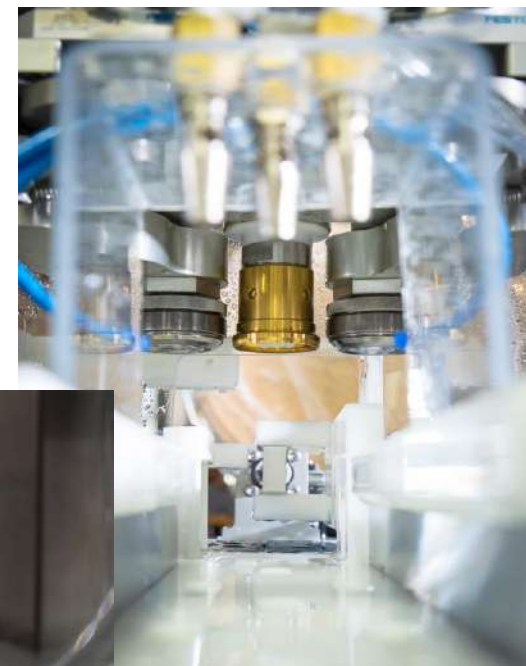
- When to consider packaging automation
- Employing the same infeed and outfeed conveyance and automation for expanded/rotary systems



SYSTEM DESIGN CONSIDERATIONS

- MORE THAN CANS/MIN/\$

- Machine layout – Transit times from fill to lid to seamer
- Machine construction – Materials, safety and certifications (UL/CE)
- Control system versatility
- Fill quality (accuracy, rate, foam)
- Seamer construction
- Serviceability
- Spare parts availability
- Service organization
- Experience



- KNOW WHAT THE NUMBERS MEAN WITH REGARDS TO THROUGHPUT AND D.O.

- Beverage style, brewery conditions, package size, connected automation, etc. all have an effect



INFEEED & OUTFEED

What to expect integrating equipment up front vs. in the future

- Manual (hand-loading)
- Depalletizing (manual or automatic)
- Packout (tables vs. conveyors)
- Date coding
- Fill checking (manual, x-ray)
- Handle application
 - PakTech (manual, semi-automatic, automatic)
 - Rings (manual, automatic)





SYSTEM REQUIREMENTS

COMPRESSED AIR

- Consider all uses

CO₂

- Consider all uses

GLYCOL

- Maintaining 32°F / 0°C
- Extra tanks
- Seasonality

POWER

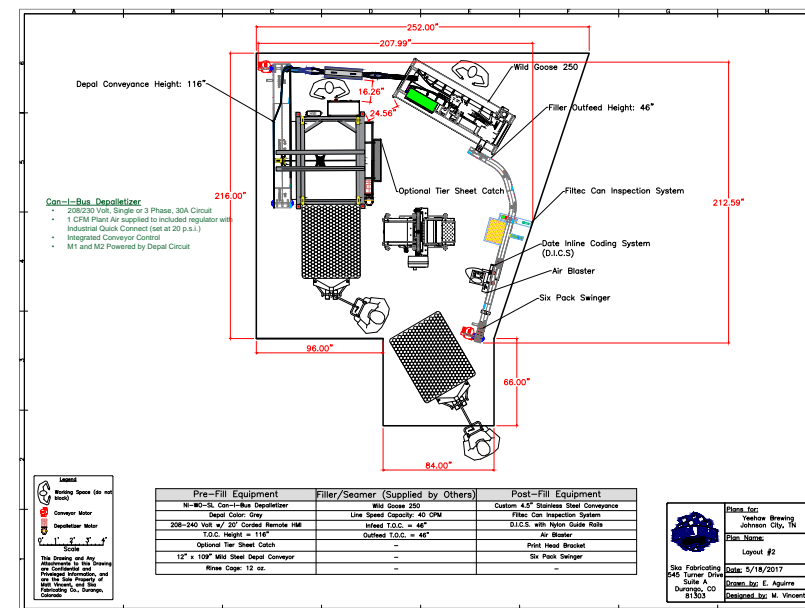
- Thoroughly read all specs
- Code requirements

PRODUCT FLOW

- In: Raw material and empty package
- Out: Finished product to cold room (pallets)

SPACE

- Allow for access to all sides of a system
- Conveyance





CONTRACT & MOBILE SERVICES



- **QUALITY SYSTEMS**

- Seam inspection
- Sanitization
- Dissolved oxygen

- **LOSS STATISTICS**

- Startup loss is typical but should not be high

- **PRICE**

- Lowest price is not always the best option

- **REFERENCES**

- Ask for them
- Check them!





EDUCATIONAL CONTENT





WHY GOOSE?

- **ESTABLISHED WORLDWIDE**

- 1,000+ canning systems installed
- 1,500+ bottling systems installed

- **SERVICE**

- Dedicated service staff on call (with more than 6 years average experience)
- Worldwide, local

- **RELIABILITY**

- Many systems have exceeded 10 million cans or bottles
- Only a handful of systems in the field are out of commission

- **REAL WITH REFERENCES**

- We promote real numbers ONLY
- Happy to provide references



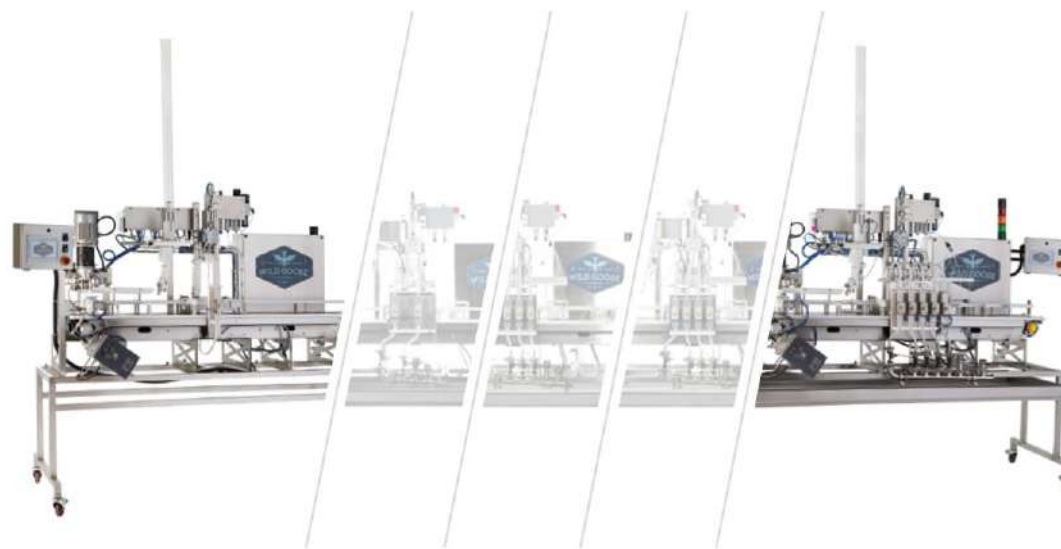


SYSTEM OPTIONS

Evolution Series™ Single & Dual-Lane Canning Systems [\[link\]](#)

With upgradeable 15 to 50 cpm or 80 to 100 cpm options, the automatic Evolution Series grows as your business grows.

- Patented pneumatically-actuated cam-driven seamer
- Multi-stage flow filling system with patented line restriction technology
- Accommodates a range of can sizes
- Modular platform expands to meet demand



Growing steadily? Upgrade stage by stage to meet your customer's demand.

Growing rapidly? Skip stages and upgrade your output all at once.



SYSTEM OPTIONS

Gosling™ Canning System [\[link\]](#)

An automated, entry-level beverage canning system designed for packaging and maintaining the quality of small product volumes.

- Professional canning at a price point suited for small brewers
- Patented seaming and filling technology to deliver same superior quality packaging as higher speed machines
- Protects shelf life and to-go product quality in ways bar-top canning appliances can't touch
- Run from keg or tank, with setup from smartphone, tablet or computer
- Built for any sized can on the market, including Crowler cans



[Watch the Gosling in action!](#)



SYSTEM OPTIONS

Meheen™ Bottling Systems [\[link\]](#)

Automated counterpressure bottling lines up to 40 bpm backed by 25 years of filling experience.

- Pre-evacuation, counter-pressure filling and crowning guided by intuitive machine interface
- Compact, upgradeable configurations
- Handcrafted to your glass or aluminum bottle for precision filling and product quality control
- Pneumatically powered for long-term reliability and low cost of ownership





QUESTIONS

