



How To Stay Ahead of Your Equipment Planning: Choosing the Right Partner

Brought to you by ProBrew™



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ProBrew: Proud Partner of Breweries Everywhere



Our team is made up of individuals with a long history in the brewing and beverage industry who maintain very high levels of customer focus, industry experience and knowledge. ProBrew can take on any application, whether it be soda, coffee, tea, wine, spirits, and of course, BEER!

We don't view our clients as just customers, but partners.

Agenda

What is the goal of today's Collab Hour?

- Discuss what trends are impacting brewery equipment
- Evaluating Your Equipment Planning
- The importance of customized solutions
- Choose the right partner for your equipment

2023: Year of Expansion

Expanded Product Offerings



The Shift to Canning Product



Expanding Product Offerings

Ready-to-drink (RTD) cocktails are set to see **11.43%** year-on-year growth in 2023.



Hop water sales totaled **\$5.5 million**, up a remarkable **142.5%** from just two years earlier.



NielsenIQ's data showed the market for nonalcoholic beer, wine and spirits grew more than **20%** in 2022.



The fermented drinks market is expected to record a **CAGR of 4.5%**.



Hard Kombucha expected to grow **42.4% CAGR** over the next five years.



**What is the next
product market I
want my brewery to
enter?**

The Shift to Canning Product

The beer cans market is expected to register a **CAGR of 3%** during the forecast period of **2023 - 2033**.

There is an extremely low dissolved oxygen pickup when canning.
(Less than 30 ppb)



Canning your beer leads to less wasted product, particularly with rotary fillers.



Canning your beer allows for more flexibility in production output, product size and allows for quick changeover between fills.



Beer cans are 100% recyclable and can be recycled indefinitely.



Beer cans today are 30% lighter than they were 25 years ago. This means less fuel to ship whether they are empty or filled.



What type of filling equipment is best for my brewery?

Units Per Minute vs. Labor Hours

Evaluating Your Equipment Planning



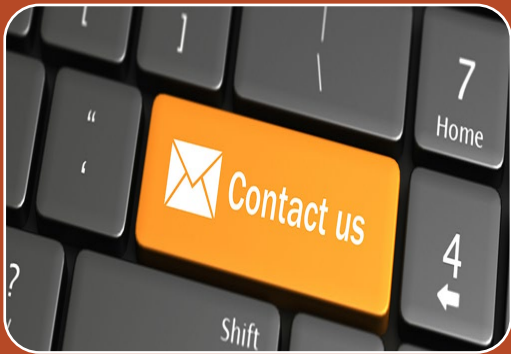
What is your organization's current
roadmap?

The Equipment Planning Roadmap



Searching Stage

- Sizing for each piece of equipment
- Capability of equipment
- Budgeting – setting amounts for Capital Spent



Contact Stage

- Reach out to representative from each company to develop budget spend, quotes and project timelines.
- Timelines can be long for equipment 24 - 48+ weeks. Planning needs to start well in advance of this.
- Visit current equipment in action to see production run and listening to operator's feedback.

The Equipment Planning Roadmap



Evaluating Value

- Size and speed of equipment vs. amounts to be produced.
- Equipment vs. your staff training
- Annual Service – Cost of ownership. What are the annual costs of Service visits and parts.
- Referral of equipment thru industry friends.
- Newer manufacturers value proposition / new great equipment.



Plan for receiving of the equipment

- What is each party's responsibility?
- Commissioning vs. Installation?
- Manufacturers ALWAYS speaks in terms of commissioning of equipment

The Importance of Customization



Customization is essential at every step of the brewing process, including:



At the Brewhouse

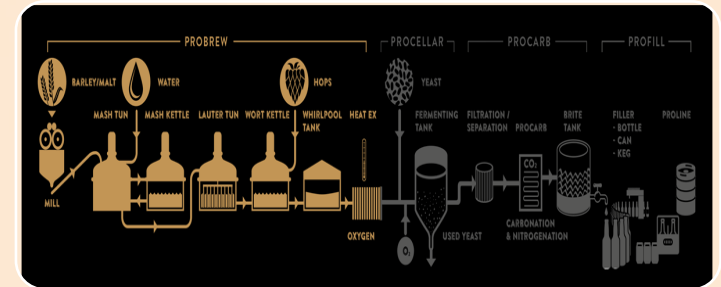
Customization at the Brewhouse



Matches Today's
Output While
Keeping the Future
in Mind



Automation that
Supports YOUR
Process



Easily Integrates
With Cellar,
Carbonating, and
Filling Equipment



With Your
Cellar
System

Customization: Cellar System



Need to be
Designed to
Perfectly Match
Brewery Output



Automate Even at
the Cellar Level



Positively Affects
the Bottom Line
While Delivering
Maximum Yield



Carbonating Provides Options

Mobile Carbonation

- Safe and Easy
- Moveable
- Perfect for Smaller Breweries
- Automation Still Needs to be Present to Ensure Consistency
- Carbonate inline tank to tank





Inline Carbonation

- Needs to match your carbonation schedule
- Includes carbonation and nitrogenation for flexibility
- Compact enough to not affect your building's footprint
- Accuracy and repeatability are crucial
- Larger applications
- Carbonated product goes direct to filler

Larger Carbonation Applications

More stable product with reduced foaming

Use less energy with carbonating at this scale for both the environment and your bottom line

Larger applications often cause wear on pumps, this is where customization is key

Carbonated product from clarification to product tank / brite





De-Alcoholization and Pasteurization



Pasteurization

- Quickly and effectively pasteurize your new Ready-to-Drink product
- Need customization that allows you to match your desired output
- Machinery needs to be able to integrate seamlessly with other equipment
- Produce precise and repeatable results



De-Alcoholization

- Quickly and effectively produce a non-alcoholic product
- Membrane technology produces great taste and avoids heating of product
- The machinery needs to be customized to allow for immediate packaging (kegging, canning, bottling)
- Customized to meet your brewery's output and needs
- Ideal solution can produce two streams of potential product from one stream of brewed product



Filling Your Beer

Sorting Through the Options



Mobile
Filling



Inline Filling



Rotary
Filling

Mobile Filling

Benefits

1. No need to buy your own equipment
2. Little impact on building footprint
3. Low initial cost

Drawbacks

1. Paying rent to can your own product
 - \$3.00 to \$4.80 per case
 - A brewery producing 3,000 bbl into canned product pays around **\$100,000/year** in fees
2. Low production speed and low flexibility
3. Low control on your own production schedule around mobile canner scheduling.



Inline Filling

Benefits

1. You get to own your own equipment at a higher cost compared to Mobile Canning
2. Fill and seam your product at an average pace

Drawbacks

1. Run speeds usually slower than stated max. Speed (Cans Per Minute – CPM)
2. Slow changeover means that only one beverage type can be canned a day.
3. Inline fillers have a higher product waste, agitates product, and has increased dissolved oxygen pickup



Rotary Filling



Rotary fillers allow users to grow their output at their own pace – Can Filler variable speed (CPM)

Fast changeover enables breweries to can different sizes and types of beer in one day

Rotary fillers allow for more output than conventional inline fillers

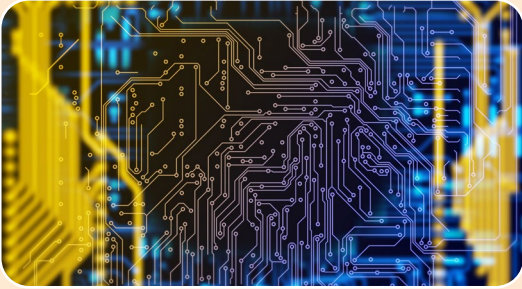
Rotary fillers diminish product waste, product agitation, and dissolved oxygen pickup

What Makes a Good Equipment Partner?



Choosing the right partner is just as important as the equipment you buy.

Characteristics of a Good Partner



History of
Engineering
Excellence



Collaborative
Mindset

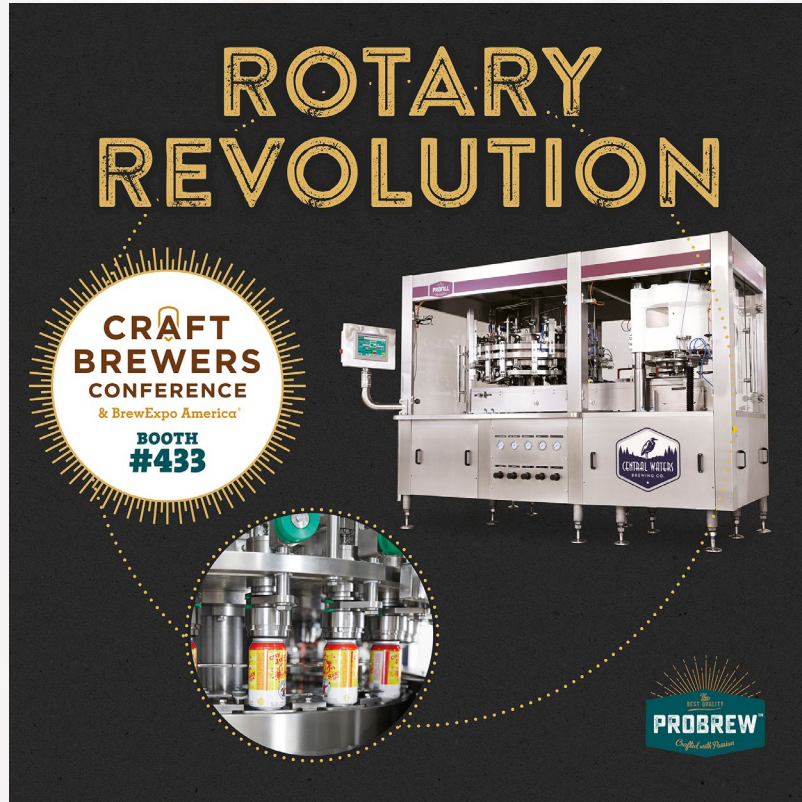


Customized
Offerings

 **PROMACH**
Craft Beer Solutions

Help with
every part of
production

Thank You For Attending!



List of ProBrew Events at CBC 2023:



Exhibiting at Booth #433

ProFill Rotary Can Filler, ProCarb Carbonating Solutions, and our N/A and Seltzer creator, the Alchemator.



Hosting a party at Yazoo Brewing on Monday, May 8th.
Visit probrew.com/cbc23 to RSVP ahead of time.



Sponsored Seminar on Tuesday, May 9th at 3:45 PM
Room #205B.

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