

KeyKeg acknowledged as THE solution for the beer trend heading towards flavour and variety

Rapidly growing demand for KeyKeg by brewers of special beers

The trend that consumers are turning away from the mass market for beer has not gone unnoticed by the producers of the one-way beer kegs, KeyKeg. One in every two enquiries comes from the brewers of special beers. KeyKeg has seen that breweries are using KeyKegs for deliveries that are increasingly further away, allowing them, through the use of KeyKegs, to enter new markets. These one-way beer kegs seem to be a key factor in the trend towards special beers.

Another important reason for brewers of special beers to turn to KeyKeg is the shelf life of the beer. Tests and normal use have shown that beer in KeyKegs remains fresh many weeks after having been broached. In conventional kegs that is at best only a few days. The most important reason is that the KeyKeg makes use of the 'bag-in-box' principle so that the beer is not in contact with the propellant gas. That also makes it more attractive to the catering industry to offer special beers to a growing number of beer lovers.

Marcus Englet, sales director export of the German Weihenstephan brewery says about this trend, "We took a good look at the export possibilities offered by this one-way container and discovered that there was a growing demand especially in the overseas countries. With KeyKeg we've have the opportunity to rapidly expand our exports. We'll be expanding exports to a further four countries in the coming months.'

The ales and fruit beers form a special niche, as they are especially sensitive to contact with propellant gases. KeyKeg has also enjoyed a rapidly expanding interest from this category of brewers. Ales and fruit beers remain good for many more weeks in a KeyKeg than in a conventional steel barrel.

Urbain Coutteau from brewery Struise, for a long time the no. 1 brewer in the world according to www.ratebeer.com, has this to say, ' We send our creative beers all over the world in KeyKegs. Our beers, like Pannepot, Tjeeses and Black Albert, are made on the basis of secondary

fermentation for which the KeyKegs are an excellent solution. We have seen a rapidly growing demand for our special beers and have been forced to work with waiting lists. We really don't want to move to large-scale production because we're afraid that would be detrimental to our creativity and quality.'

A KeyKeg can be connected with a KeyKeg coupler to all conventional dispensing systems.

The KeyKeg consortium® consists of five leading companies in the packaging industry. Together they developed, produce and sell the KeyKeg® and guarantee the continuity and quality of the KeyKeg® concept. This revolutionary and successful one-way keg is developing and leading the market for one-way kegs and comes in a 20- and 30-litre version. Breweries and wineries all over the world choose the one-way keg, which is specially suited for carbonated drinks.

For KeyKeg pictures: www.keykeg.com-->product shots

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