



**Canning, Commissioning,
& Quality**

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**Wild Goose Canning &
Meheen Manufacturing**

A Short History Of WGC

- Shared a wall with Upslope - Boulder brewery
- Sold Our First Canning Line in 2009
- First semi-automated system had a raft frame for a base
- About to add our 500th 'Family Member'
- 4 employees in 2008, 49 today
- Merged with Meheen Manufacturing last Fall



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Craft Cans as % of Scan Volume

<u>Brewery Size (CEs)</u>	<u>2013</u>	<u>2016</u>
<1,000	15.8%	39.5%
1,000 to 9,999	20.6%	40.1%
10,000 to 99,999	18.2%	42.3%
100,000 to 999,999	4.3%	24.7%
1,000,000 to 9,999,999	3.9%	11.1%
10,000,000+	5.5%	10.9%
<u>Total</u>	<u>5.6%</u>	<u>17.2%</u>

Source: IRI Group, Total U.S., MULO+C, YTD as of 11/27/16. Data uses IRI Craft Definition.



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Canning & Bottling Data

- Packaging continues to be an opportunity to differentiate your brewery
- Bottles continue to be the dominant package, with cans closing the gap, 2016 saw cans at 17.2% of packaged option
- Package trends vary greatly by geographic region. Colorado has ~45% craft can sales vs. 5% of craft can sales in Oklahoma. Ease and activity seem to be contributing factors for the growth of cans



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Why Have Some Breweries Have Meteoric Packaging Growth & Others Have Stagnated with Packaging?

- Breweries that allow themselves proper time to train on the new equipment have the highest level of sustained success
- Splitting time between a brew day, canning day and bottling day is harder on everyone, and shows negatively in the long run
- Focus on intentional growth in local market first
- Forecasting needs, both in and out of the brewhaus
- Continued willingness to learn and stay current with technology



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Observations from new vs. tenured clients

- Sound investment toward future growth
- An inability to evolve with their needs
- Isolation instead of collaboration
- A misconception that our machines are the ‘magic bullet’ that will remedy issues with their product (over carbed beer, DO levels out of acceptable range, refusal to learn other tools like a *Zahm & Nagel*, processes in their day to day operations that would be useful for packaging days.....smooth operations, less loss, less frustrations, less hours, less reschedules, plan brew/package days more efficiently



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What are the most important preventive maintenance aspects for a WGC Line?

- Strong knowledge of the machine
- Using it in the way it was designed and built
- Constant attention of how the machine is running
- Acting quickly when there is an issue, not letting it get worse or affect another part of the machine
- Knowledge & understanding of our 'Preventative Maintenance' manual is integral, especially when there is turnover at the brewery



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Preventative Maintenance Continued...

- **Filler:** Proper CIP with a solution such as *Birko's Cell-R-Mastr* helps to ensure that the product will not be "tainted" by yeast, dried beer foam or other contaminants. This is especially critical when canning additional products like cider or soda
- **Lid Dropper:** has an aluminum on aluminum contact when shucking lids and in time this leaves an aluminum dust inside the slide and on the chute. this can potentially find its way into cans and again ruin customer product
- **Seamer:** Proper CIP and maintenance of the seamer
 - Do not spray water into the tops of the rotary actuators. Standing water on these cylinders can, and will eventually seep into the bearing housing and eventually corrode.



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More PM...

- After spray down of the swing arms and rollers, we suggest dry off the area with compressed air so moisture does not find its way into bearings or tooling
- Proper cleaning of cylinder rods in the extended state is also very important. The slightest amount of beer residue can blow out seals over time, and if not dealt with can quickly allow beer or other moisture to work its way into the pneumatic tubing and eventually back up to the I/O manifold which creates a whole new set of issues that will negatively affect a canning run



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Personal Ponderings on the the future of craft brewing...

- I believe that we'll continue to see industry growth both domestically and internationally. Bart Watson's data supports this with 826 breweries opening compared to 97 closings in 2016
 - Domestically, we will continue to see brewpubs continue to open and thrive in all markets
 - Internationally, I believe the demand for American craft beer will slow slightly as more craft breweries open around the globe



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Future of Smaller Scale Packaging

- As we know, Crowlers have made an incredible impact in tasting rooms and liquor stores as well
- I feel Crowlers are here to stay, and Wild Goose will be working to accommodate the Crowler using our fillers and seamers
- Nitro cans sans widgets/Nitro cans with widgets
- Nitro bottles sans widgets



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Mobile Canning operations continue to grow, what is the future for mobile canning?

- What mobile canners like Iron Heart are doing in leasing their machines, seems to be a solid future. More and more geological areas are turning to mobile canning, and Iron Heart's methodology of leasing, then charging fees for training and services seem to be setting the guidelines for continued growth of mobile canning operations
- Being open to the idea of canning different products (wine, sodas, cider, marijuana sodas, RTD's)
- Purchasing machines that are built specifically to unique can sizes vs. modifying one machine to handle 7 or more styles of cans.....
- Being able to schedule regular canning runs
- If a brewer is looking to schedule more than 3 canning runs in a week, it would be in their best interest to investigate purchasing their own system vs. continuing with mobile canning



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Some more thoughts on the direction of craft brewing

- The worldwide view is that many places (I.e.- Brazil) are 20 or so years behind the U.S. In Brazil, you could go one way or another.....get the bigger brewhaus, and allow other brewers come into your brewery to brew their products (gypsy brewing). Some breweries will have as many as 8 labels at their facility. That works really well for the brewery owner, as they don't need to find other breweries to travel to and can their product. Instead, the machine will stay at one facility and keep working.....
- As laws start to change in places like Mississippi, Georgia.....more breweries can open and sell their products to customers who can purchase product through the brewery, and do not have to go elsewhere, they can purchase at the source
- In Norway, packaged beers cannot be over 4.7% ABV.....to get around 'shelf-life' laws, the date coders are exaggerated to at times 2 years from packaging.....
- The possibility of a CE certified, WGC-600 in the future would help the International market
- The realization of a mobile 600 is probably some ways off



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Thank you

Beer is life, and life is good!



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