

GOLDILOCKS AND THE THREE BEERS

A MODERN TAVERN TALE

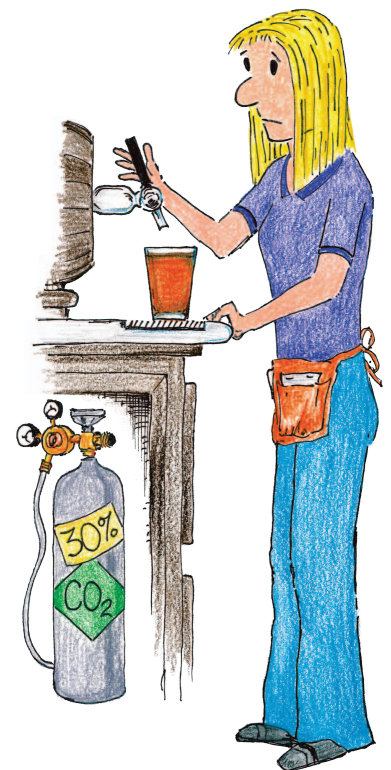


Since we last heard about Goldilocks, she has grown into the sophisticated young woman who owns "Goldie's" bar. Goldilocks (like lots of bar owners) was having problems with foamy beer. Goldilocks is smart and had her service people out to completely evaluate her system. They found everything to be "normal".

- The beer was 38°.
- The beer poured at 120 ounces per minute.
- Her lines and faucets were clean and well maintained.
- She was using pure CO₂ at 16 psi.

But she was pouring 5-6% of her beer down the drain as foam. This cost her about \$5.00 per keg.

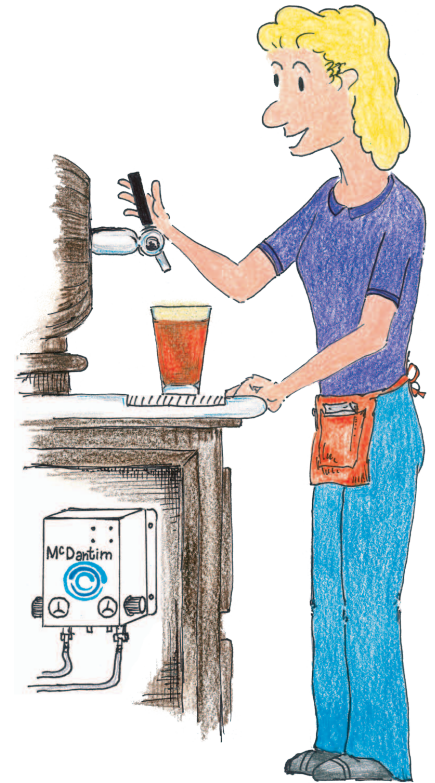
Someone sold Goldilocks on the idea of using cylinders of 30% CO₂ and 70% Nitrogen to dispense her beer. This was an improvement since with this gas, she never poured foam down the drain. However, she observed that by the end of the keg each beer looked and tasted flat. Her knowledgeable customers commented on the poor quality of her beers. Goldilocks realized that by the end of a keg she was putting up to two ounces of extra beer in each glass. This was wasting 2-3% of her beer. This problem cost her about \$2.50 per keg in wasted beer and she was paying 50¢ more per keg than with pure CO₂. She was still losing about \$3.00 per keg.



Finally, Goldilocks discovered the Trumix® Blender by **McDantim, Inc.**. Now she doesn't waste beer and her discerning customers comment on the perfect quality of all her draught beers. Mixed gas costs her about 35¢ more per keg than pure CO₂ so with no beer waste she **saves \$4.65 per keg**.

Goldilocks sells more beer, has happier customers, makes more money and since her beer and her "pourridge" are always perfect, she'll live...

Happily Ever After!



This could be your story as well. The company who gave you this brochure can evaluate your draught system and let you know what savings you can reasonably expect. Foaming problems in a draught system are so common that they are often considered "normal". Ask yourself and your bartenders if you can tell when a keg approaches empty. If you know when a keg is running out, chances are you have a gas problem. Solving this problem will save you money on direct costs like beer waste and will help with hidden costs like the time wasted by bartenders who struggle to pour a good beer. Perhaps we can help you live happily ever after, at least in this part of your life.

For your draught system evaluation contact:



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