



PRESS RELEASE

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Want draught beer – No cellar? No problem!

Would you like to serve draught beer, but have no cellar? Has lack of space prevented you from offering customers a great quality pint? If yes, Coors Brewers has created a solution – the new Coors compactdraught system.

Coors compact**draught** provides an innovative solution to enable licensees without a chilled cellar to offer a cold draught beer to customers. Added to this is the fact that Coors compact**draught** is more economical than traditional dispense solutions in outlets which sell less than 60 barrels a year, which means a more profitable pint as there's less wastage.

John Holberry, Sales Director for Coors Brewers comments:

"Coors compact**draught** is the culmination of many years of hard work – and I'm very excited about the opportunities this presents to licensees, hoteliers and restaurant owners that don't have a chilled beer cellar.

"This draught beer system is an improvement, which will help you great pints. Not only that, but due to clever cooling plant and gas technology, Coors compact**draught** allows you to deliver consistently cold beer, with reduced fobbing. I'm delighted that we've found a solution that can help licensees develop their business and save them money too."

The compact**draught** system is supported by Coors new 20 litre keg, which eliminates the problems associated with the storage of traditional 50 litre kegs. These 20 litre kegs are easy to handle, fit in small spaces and also help to maintain great product quality.

Tony Carroll of Rarity, in York, was one of the first licensees to take delivery of compact**draught**. He added:

"The Coors compact**draught** system delivers a high quality pint and the cooler facility is excellent. In particular, the gas controlling box works 100% and its compact size fits neatly behind the bar. It's simple to use – particularly because everything's in one place – it's a one-stop-shop. As the lines are short, it makes cleaning easy too. Lager sales have increased by 50% and my customers now ask for a pint of Grolsch on arrival."

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John continued:

“We are obsessed with improving the quality of our beers and the introduction of the 20 litre keg is a real step forward. We believe small keg and the Coors compact**draught** system allows our customers to serve some of the UK’s leading beer brands, including Carling, Carling C2, Grolsch and Worthington’s – with real quality. We aim to give consumers a proper pint in the on trade.”

A dedicated sales team has been established to support the introduction of the Coors compact**draught** system. **John** stressed:

“We are serious about helping all of our customers build their business and we have a dedicated sales force to ensure all licensees who express an interest in Coors compact**draught** are fully supported.”

To arrange an installation survey or for more details please call the Coors compact**draught** hotline on 0845 603 6403.



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For more information contact:

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