



Congratulations, you are working now with KeyKegs, the leading, next-generation keg. May we explain what's different compared with traditional steel kegs?

KeyKeg will keep the beer fresh for several weeks after broaching. With the traditional steel keg that's usually only a few days. Beside that, the beer from a KeyKeg will taste better. Why? Simply because no CO₂ will come into contact with the beer.

KeyKeg weighs 1.4 kg (30 l) when empty. Just experience the difference between an average steel keg and a lightweight KeyKeg. You'll like it!

KeyKeg can be dispensed with air as well. A simple cheap air compressor will do the job. No dangerous, polluting and expensive CO₂ bottles anymore.

No more deposits. There are no deposits on KeyKegs. More liquidity!

As the KeyKeg is a one-way keg, it can be easily recycled after use. You suddenly have much more space in your store.

On average you get at least two to three more glasses of beer out of a KeyKeg. No foaming when the keg is almost empty. Beside that, flat or over-carbonized beer is something of the past. This means less waste and more profit!

No more flat beer, by harmlessly increasing the propellant gas pressure to all your connected KeyKegs by 1 Bar (1.45psi).

KeyKeg proves to be much more environmentally friendly than steel kegs, certainly on longer distances. That's only logical since KeyKegs eliminate the return transport, the polluting washing sequences and allows 25% extra beer to be carried per transport. KeyKegs are totally recyclable and comply worldwide to the strictest environmental regulations.

Please check out www.keykeg.com. Find out how easy it is to use KeyKegs for yourself and your colleagues by downloading:

- KeyKeg staff instruction card ('documents')
- An instruction movie ('video')
- This leaflet ('documents')

On this website you will also find the 'KeyKeg Shop'. It contains several items that will add value to your business.



Traditional keg

- CO₂ injected into the beer
- Beer is undrinkable after a few days
- Beer often contains too much CO₂: the taste is poorer
- High risk of over-carbonization or flat beer

KeyKeg

- CO₂ or air injected between bag and ball
- No contact between CO₂ and the beer
- Beer stays fresh for several weeks
- Beer tastes 100% all the time
- No over-carbonization

How to use this PDF?

One option is to print it on the back of your normal letter paper. It shows clearly that you are the sender of this leaflet and gives you the opportunity of sending an accompanying letter to introduce the KeyKeg. You will find an example of such a letter below. We strongly recommend sending this letter/leaflet together with the KeyKeg bar instruction card.

Logo

Name

Place

Date

Dear client,

We are now pleased to be able to provide our beers in KeyKegs as well. This high-tech, one-way keg has many advantages for your day-to-day business. It is, for example, much lighter than steel kegs, the beer will stay fresh longer and there is no risk for over-carbonization anymore. On the back of this letter you will find more information about KeyKeg. Please read the instructions on the attached instruction card as well. We also recommend watching the instruction video on www.keykegbeer.keykeg.com/en/video.html.

We wish you every success with your business and are sure that our beers in this great new packaging format will contribute to that!

With kind regards,

Name

Company data