



# CASE STUDY

## HISTORIC BREWERY IMPROVES LINE CLEANLINESS AND MINIMIZES BEER WASTAGE

**LOCATION:** Chippewa Falls, WI  
**ESTABLISHMENT:** Leinie Lodge  
**LINE LENGTH:** 150ft



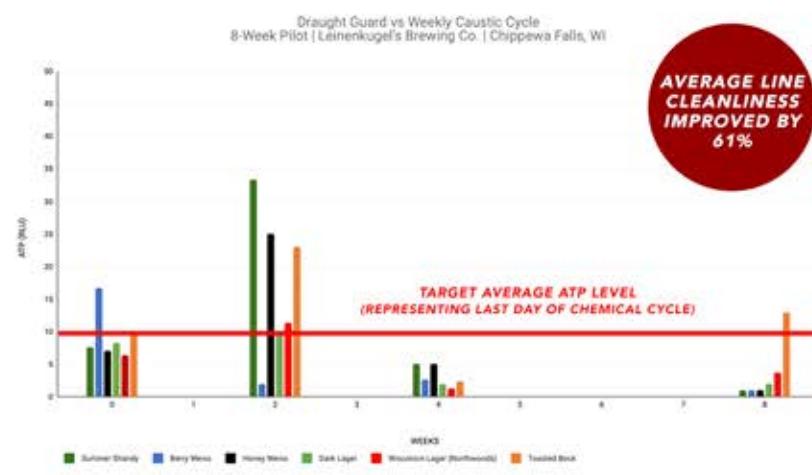
### BEFORE DRAUGHT GUARD

Jacob Leinenkugel's Brewing Co. remains one of the most historic breweries in the industry with over 155 years of brewing history. Based in Chippewa Falls, Wisconsin, the Leinie Lodge sits at the center of Leinenkugel's main brewery. In coordination with management, an eight-week pilot protocol was established to evaluate Draught Guard and its effectiveness at maintaining beer line cleanliness compared to the previous chemical cycle. Prior to Draught Guard, the lines were cleaned each week. Control samples were pulled from select lines for the pilot on the last day of the previous chemical cycle. Faucets and couplers remained on a regular cleaning and maintenance schedule.

### WITH DRAUGHT GUARD

Two different types of bacteria tests were utilized throughout the duration of the pilot to monitor and track line cleanliness. ATP monitoring tests for both Microbial (living cells and particulate matter) and Free (non-microbial or dead cells) ATP in a given samples. The presence of ATP indicates a level of contamination, including bacteria, and implies the potential for the environment to harbor and support bacterial growth.

The pilot began with an average ATP count of 9.28 RLU. Over the course of eight weeks, Draught Guard regularly and consistently worked to remove and prevent biofilm growth within the lines, contributing to a steady decrease in biological activity. By the end of eight weeks, with no chemical having been flushed through the lines, ATP monitoring revealed a 61% average reduction in bacteria counts compared to the previous weekly chemical line cleaning cycle.





## **SPORTS BAR IMPROVES LINE CLEANLINESS AND REDUCES BEER WASTAGE**

## DIP SLIDES

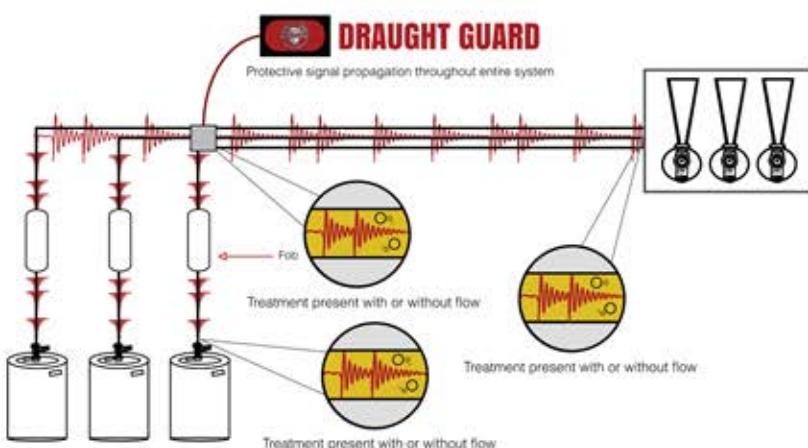
Dip slides are frequently used to measure bacteria levels in liquid systems. By the end of 12 weeks of Draught Guard treatment and no chemicals flushed through the line, all dip slides had equal or lesser bacteria than the control (pulled on Day 30 of the previous monthly cycle).



## THE TECHNOLOGY

Draught Guard's proprietary technology propagates a low-frequency signal throughout the entire beer line, no matter the length of run. This omnipresent and oscillating treatment signal prevents the growth of biofilm and calcium oxalate in the beer line, while providing 24/7 protection of the beer served on tap.

Backed by dozens of extensive data collection field pilots and numerous lab studies from leading universities, Draught Guard has been proven to be the more effective and efficient solution to maintaining beer lines compared to traditional chemicals. Paired with regular faucet and coupler maintenance, as recommended by the Brewers Association, Draught Guard in fact continually outperforms caustic at maintaining consistently low bacteria counts within the beer line.



## QUICK FACTS

- 88.52% average reduction in bacteria after 12 weeks
  - 28,800 oz of beer to be saved each year
  - 67% annual beer savings
  - Non-invasive installation
  - Signal verification over over 100ft away from physical installation