



CASE STUDY

SPORTS BAR IMPROVES LINE CLEANLINESS AND REDUCES BEER WASTAGE

LOCATION: Grand Rapids, MI
ESTABLISHMENT: Buffalo Wild Wings
LINE LENGTH: 100ft



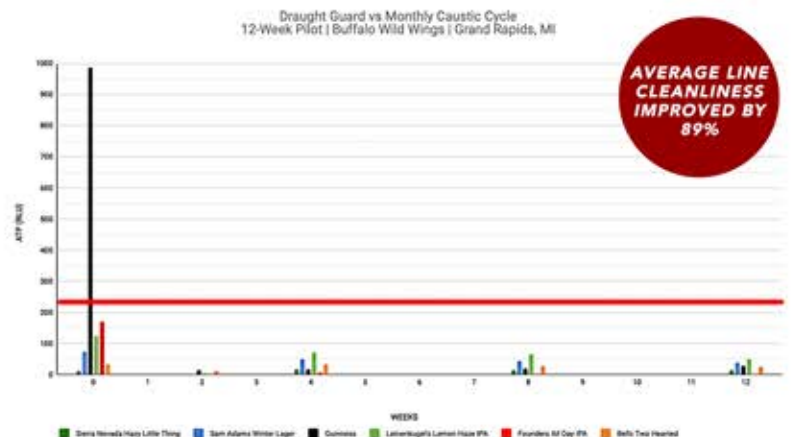
BEFORE DRAUGHT GUARD

Buffalo Wild Wings, one of the most established sports bars and draught accounts in the country, features 48 beer lines stretching over 100ft long. Working with the service provider responsible for cleaning the lines and maintaining the draught system, a 12-week pilot protocol was established to evaluate Draught Guard's effectiveness at maintaining beer line cleanliness compared to the previous chemical cycle. Prior to the pilot, the lines were typically flushed with caustic every once a month. Control samples were pulled from select lines for the pilot on the last day of the previous chemical cycle.

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 233.72 RLU. Over the course of 12 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 12 weeks, with no chemical having been flushed through the lines, ATP monitoring revealed an 88.52% reduction in bacteria counts compared to the previous monthly chemical line cleaning cycle.

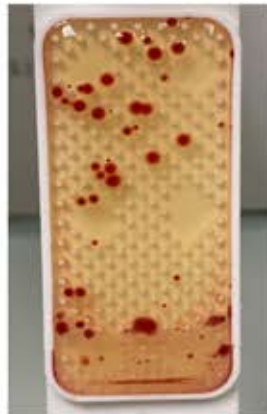




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DIP SLIDES

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).



WEEK 0



WEEK 4



WEEK 8

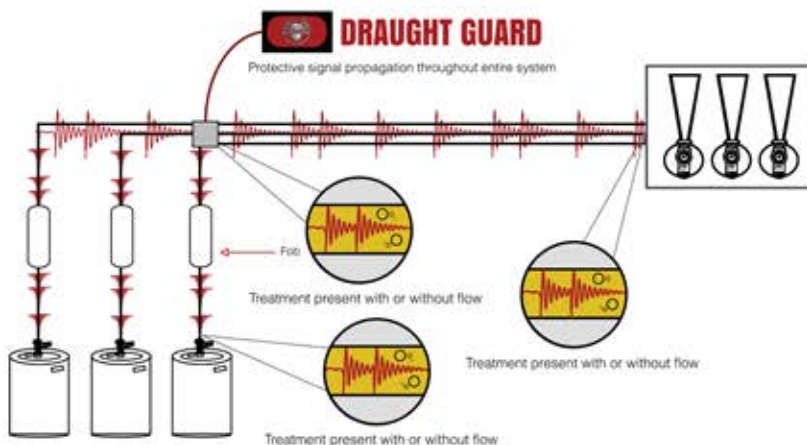


WEEK 12

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