



ARROWHEAD STADIUM

CASE STUDY



OVERVIEW

Arrowhead Stadium, home to the Kansas City Chiefs and one of the NFL's most iconic venues, recently partnered with Draught Guard to improve the efficiency and sustainability of its draught beer operations. Managed by Aramark, the stadium boasts a sizable draught beer program to serve thousands of fans across multiple levels of concessions.

Facing substantial product loss associated with regular chemical line cleaning procedures, Arrowhead implemented Draught Guard's technology to minimize waste while maintaining the highest level of line cleanliness.



SYSTEM SPECIFICATIONS

DRAUGHT SYSTEM DETAILS	FIGURES
Total Number of Beer Lines	466
Total Linear Feet of Beer Line	60,960 ft
Longest System Length (keg to tap)	260 ft

Arrowhead Stadium's draught system is complex: the lines span over 11 miles in total length. Cleaning and maintaining the beer lines on a regular basis posed significant challenges, including large volumes of beer dumped down the drain and quality concerns.



ARROWHEAD STADIUM

CASE STUDY

BEFORE DRAUGHT GUARD

The stadium's operator sought a solution to improve cleanliness and achieve consistent draught quality, while mitigating the waste associated with traditional draught line cleaning methods. A 12-week pilot was conducted to evaluate Draught Guard's line maintenance technology as the solution.

ATP testing and dip slides were utilized to track biological activity within the beer lines over the course of the pilot. Control ATP samples in Week 0 registered at an average of **199.93 RLU**. The dip slides also showed high levels of biological activity.

METRIC	AMOUNT
Cleaning Frequency	Monthly (6 times/season)
Annual Beer Waste	260,807 oz
Annual Product Loss	\$17,829

Draught Guard set out to prove its technology as the solution to both improve quality and minimize wastage. Traditional cleaning methods, such as flushing the lines with chemicals at least once per month (standard for large venues), would require over a quarter million ounces of product to be dumped down the drain.

That's over **16,300 pints** of beer that would have been discarded each season.





ARROWHEAD STADIUM

CASE STUDY

WITH DRAUGHT GUARD

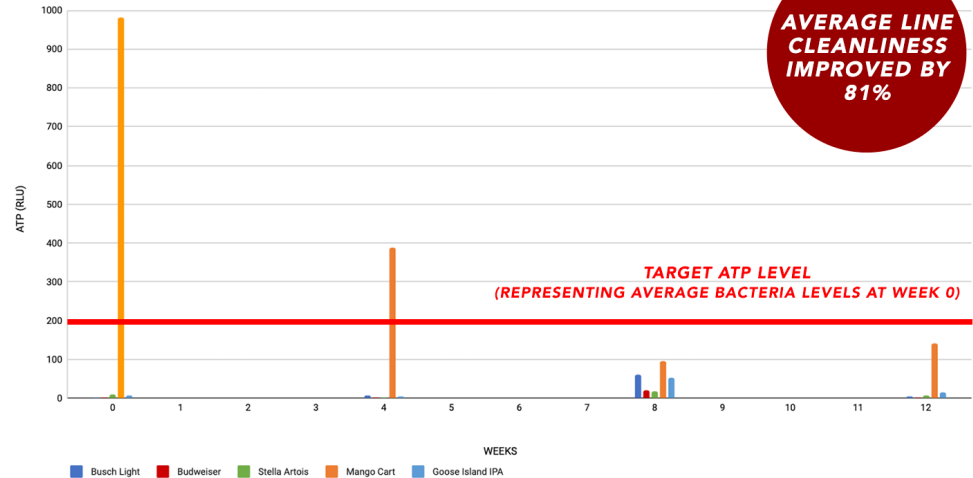
After a full 12 weeks with no chemicals flushed through the lines, testing revealed that Draught Guard significantly reduced ATP counts **by over 80%** to an average of just **39.00 RLU** (in comparison to week 0's 199.93 RLU). Dip slides also confirmed a significant reduction of biological activity within the lines.

METRIC	AMOUNT
Cleaning Frequency	1 time/season
Annual Beer Saved	217,339 oz
Annual Savings	\$14,858

With Draught Guard, Arrowhead Stadium now conducts just one mid-season line cleaning during its standard six-month operating season. **Over 217,000 ounces of beer are saved** each year that otherwise would be thrown away. Furthermore, both the operator and owner have full confidence that their beer lines are **protected** and that their fans enjoy consistently high-quality draught beer.

Do you operate a large venue? Are you trying to maximize keg yield and minimize quality complaints? Get in touch with our team to learn what Draught Guard can do for you.

Draught Guard vs Monthly Caustic Cycle
12-Week Pilot | NFL Stadium





ARROWHEAD STADIUM

CASE STUDY

SAVINGS OVERVIEW

BEFORE DRAUGHT GUARD

WITH DRAUGHT GUARD

CLEANING FREQUENCY

6 CLEANINGS

1 CLEANING

BEER WASTE

260,807 OZ WASTED

43,468 OZ WASTED

✓ 217,339 OZ SAVED ANNUALLY

COSTS

\$17,829 SPENT/YR

\$2,971 SPENT/YR

✓ \$14,858 SAVED ANNUALLY

FINAL RESULTS

✓ Product waste reduced by 83%

✓ 260,807 oz of beer saved annually

✓ Cleaner, more efficient beer lines

DATA
DOESN'T LIE.