

The 'Clean' Approach to Better Beer

For years clubs have been spending more time and money on lengthy beer line cleaning procedures and wasting litres of beer in the process. This undesirable task has been a weekly chore for clubs since the first keg was tapped and draught beer was born. The good news is we have finally entered a new era – there is now an easier way.

The Australian-owned sales and distribution company Hunter Technologies is now distributing a beer line cleaning system called *CellarControl*, which not only saves time, money and product wastage, but also helps produce a cleaner, safer and better tasting beer. The *CellarControl* system uses anti-biotechnology which is also used in a wide range of industries including swimming pool treatment, hydroponics and town/drinking water treatment.

As an Australian-made and owned invention, *CellarControl* has been used successfully in the UK for the past decade, and has just been launched in Australia following successful local trials. The system uses low frequency sound technology, the same used by anti-biotechnology in its other applications. The sound wave technology is patented internationally and several scientific studies have been completed.

Each *CellarControl* system features a control unit and up to five activators – one activator for each beer line – installed at the keg. These activators treat the beer lines 24-hours a day, seven days a week, transmitting sweeping sound frequencies into the beer lines and minimising bio-film build up, ensuring great quality,

clean beer with a lot less work. The result is a reduced beer line cleaning cycle, meaning instead of cleaning beer lines every 1-2 weeks, club bar managers and their staff only have to clean their lines every 4-6 weeks or even more in some circumstances – this means less time completing the dreaded beer line clean and more time selling beer.

So, not only can clubs reduce their cleaning cycle considerably, the system will also help maintain a top quality beer with safeguards against viruses and bacteria. Less chemical residue is also present in the lines, meaning the beer is always kept in a pristine condition. Furthermore, with reduced cleaning cycles comes less beer wastage, which translates into more beer being sold to your members and their guests instead of being channelled into waste.

One of the first local clients to use this product was the Bonville International Golf Resort which conducted a three-month trial of the system and found the results "very pleasing." According to Assistant General Manager Mick Carah, the Resort's "cleaning procedures have since gone from a weekly occurrence to a six week cycle, while the cleaning procedures are now easier to complete, the beer is a better quality, and there is less growth or bio-film on the lines." Bonville Resort purchased the system after its trial period was up and, according to Carah, "this has allowed us to return our investment after six months."

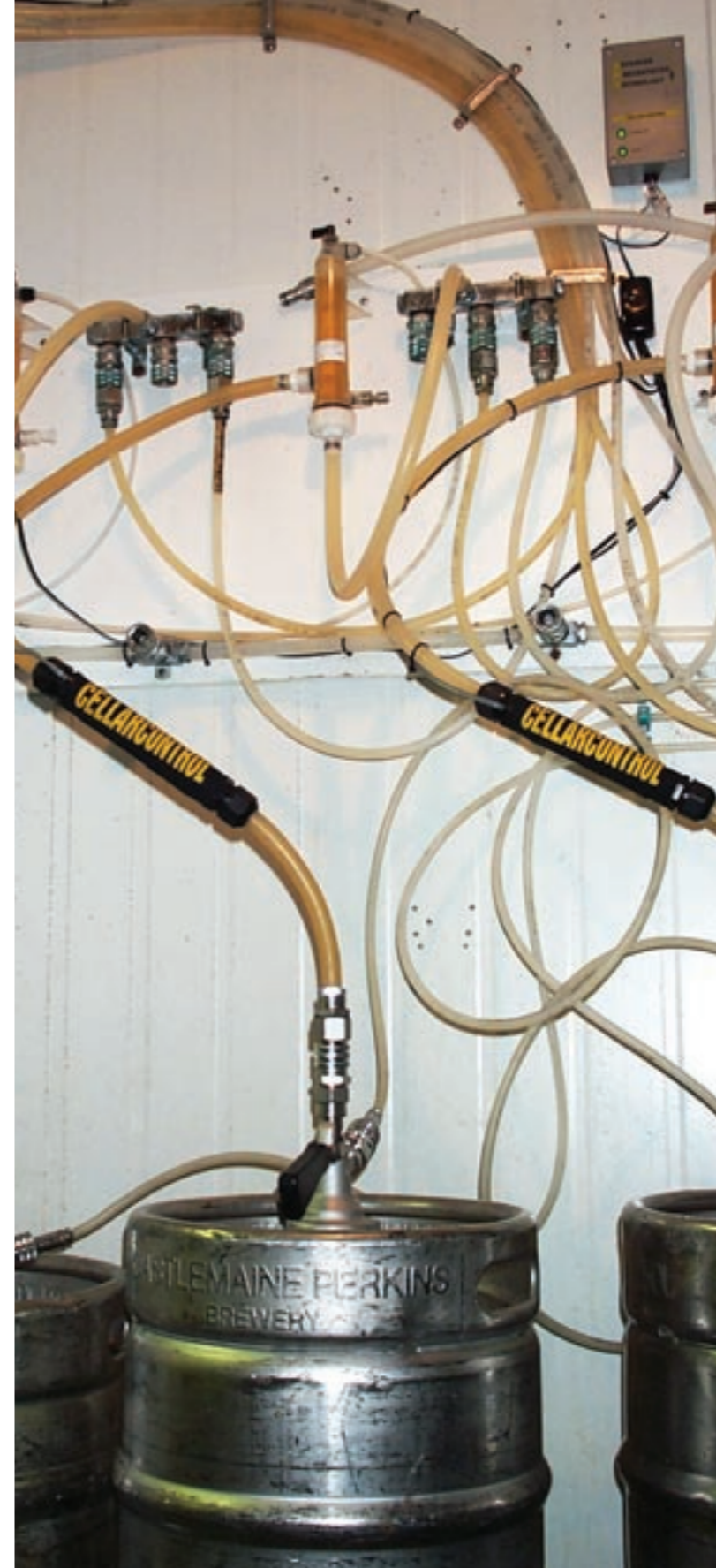
A cost-effective standard installation for two five-line systems will recoup its investment for the system as well as the installation fee in your club within six months. "The system gives you a very, very quick return on your investment," adds Carah, "since it increases the period between beer line cleans without affecting the quality of the beer. It is very cost effective to install and only requires low power to operate."

What's more, Hunter Technologies offer a rental package, where instead of an outright purchase they will rent the system to a club for a five-line system for a great monthly price, meaning the return on investment is immediate.

Fully compatible with all beer line systems (including Glycol and Temprite), the system is unobtrusive and can be easily retrofitted to all existing systems with lines longer than one metre and with virtually no modifications to existing plant and equipment. No maintenance is required on the *CellarControl* system, save for a once-a-year service by a trained technician.

CellarControl is available now and offers clubs a cost effective solution to spend less time cleaning, and more time selling. In other words, your club can get on with what it does best – serving your patrons a cold beer after a hard day's work.

For more information the *CellarControl* system, simply jump online today and visit Hunter Technologies at www.huntertechnologies.com.au or telephone 02 4369 4964 ■



ARE YOU TIRED OF CLEANING YOUR BEER LINES EVERY WEEK?

Clean your beer lines every **FOUR WEEKS** with CellarControl.

CellarControl uses patented sweeping sound technology to help you save time, money and product wastage, while helping to keep your beer cleaner, safer, and tasting great by removing biofilm and harmful bacteria before it reaches the beer taps.

The result - you only have to clean your lines once every four weeks - even up to six weeks!

Maintenance free and very cost effective, CellarControl allows you to spend less time cleaning, and more time selling.

Visit www.huntertechnologies.com.au to find out more or call us on (02) 4369 4964.

TAKE CONTROL OF YOUR BEER LINES WITH CELLARCONTROL.