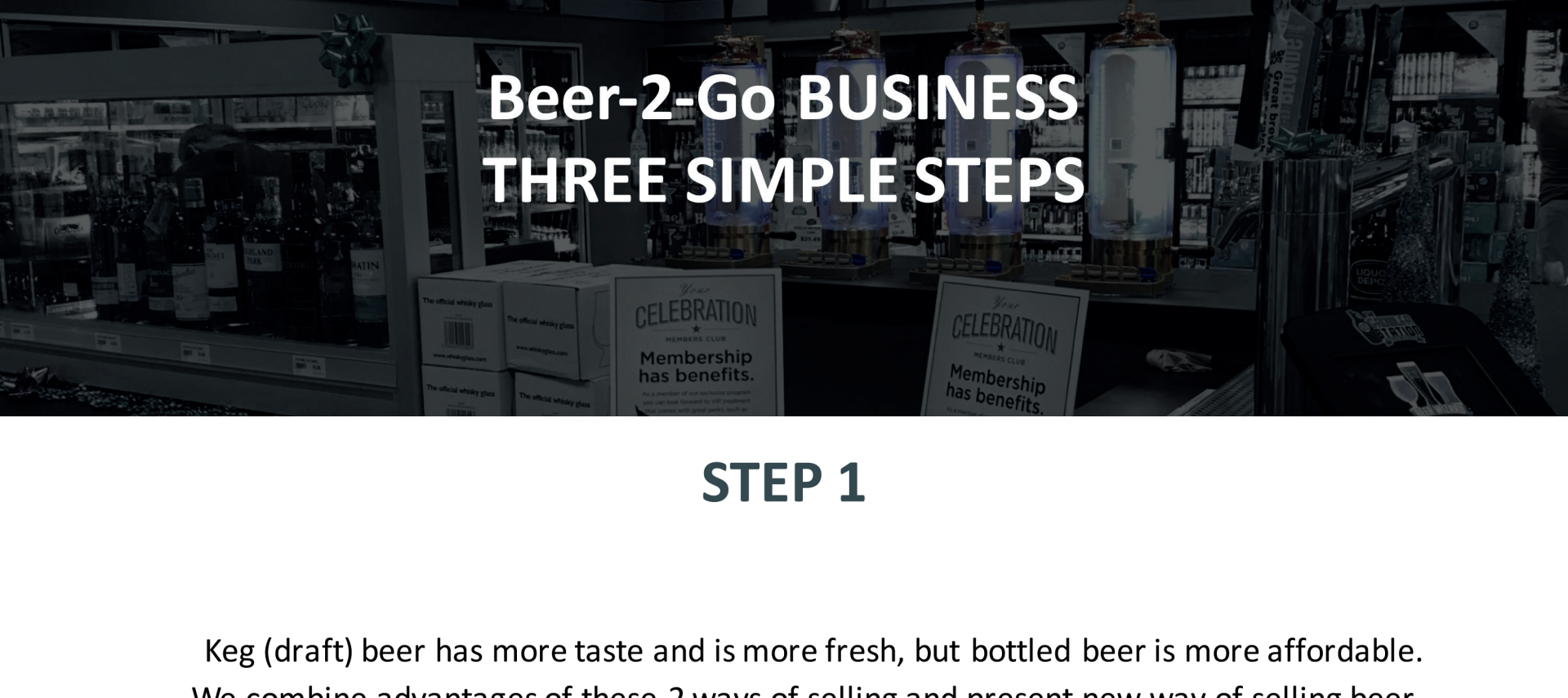


## Beer-2-Go Systems



### STEP 1

Keg (draft) beer has more taste and is more fresh, but bottled beer is more affordable. We combine advantages of these 2 ways of selling and present new way of selling beer – Beer-2-Go.



### WHY KEG BEER?

- To give an opportunity to try different types of beer and types of beer consumers may not know they like.
- There are types of beer that go only in keg and never in bottles.
- Keg beer is the beer that has the flavor conceived by brewer and with less preservatives.

So why not to sell beer from keg directly to offer better quality and let many more people drink fresh beer?

Why not to offer fresh beer-2-go at a lower price?



### BENEFITS FOR ALL

Fresh draft beer-2-go at a lower price would be a great combination for everyone.

#### 1 BUSINESS

- New way of selling beer.
- The best possible price for draft beer.
- Benefits for all: brewers, distributors, bars and shops owners, consumers.
- Additional sales channel for HoReCa and service sector.
- Less than 2% waste of beer.
- High traffic of consumers.
- High rotation of beer kegs.
- Quick ROI (return of investment): 6-9 months.
- High retail markup.

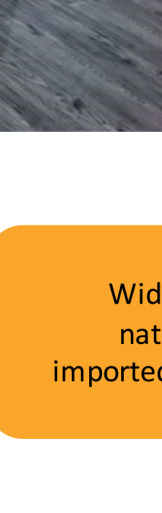
#### 2 CONSUMER

- Drinks better quality beer.
- Enjoys best brands and best flavors at home with friends and family.
- Saves money.
- Enjoys freshest beer.

Brewery A



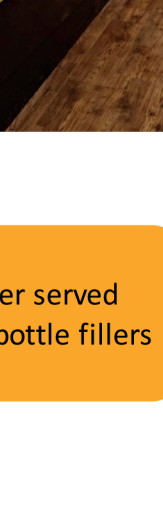
Microbrewery B



BrewPub

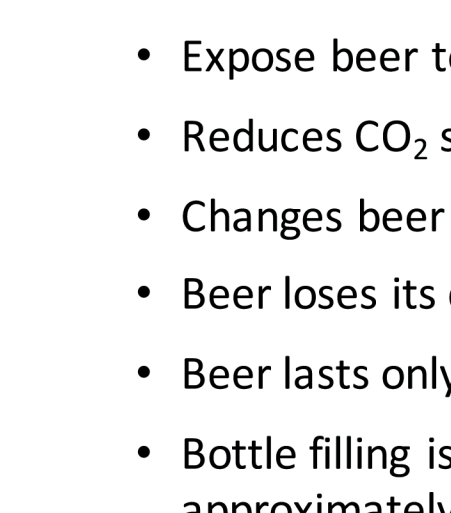


Home brewery C



#### New type of beer selling point

A point of sale where you can find different types of beer both classic or craft ones, what meets different tastes and purchasing powers. Imagine sales point that offers 20-30 different types of beer that are always fresh tasty and the best quality. Plus snacks and hundreds of world wide imported bottled beer. This is a unique sales point with high traffic of consumers. Do you have any kind of this type of business in your country? There are very few or none of them in your country. We strongly believe in these sales points success.



Snacks



Wide range of national and imported bottled beers



Snacks

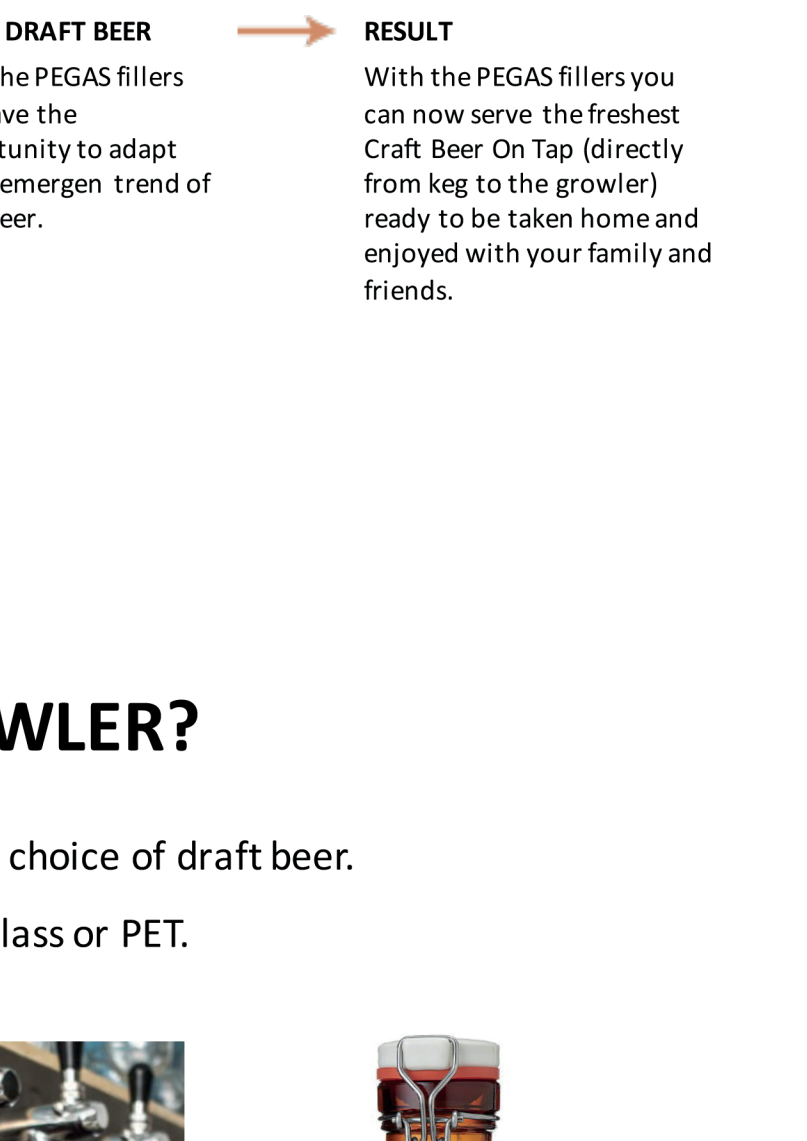
Wide range of national and imported bottled beers

Fresh keg beer served with PEGAS bottle fillers

### STEP 3

#### REGULAR TAP GENERATES LOSSES

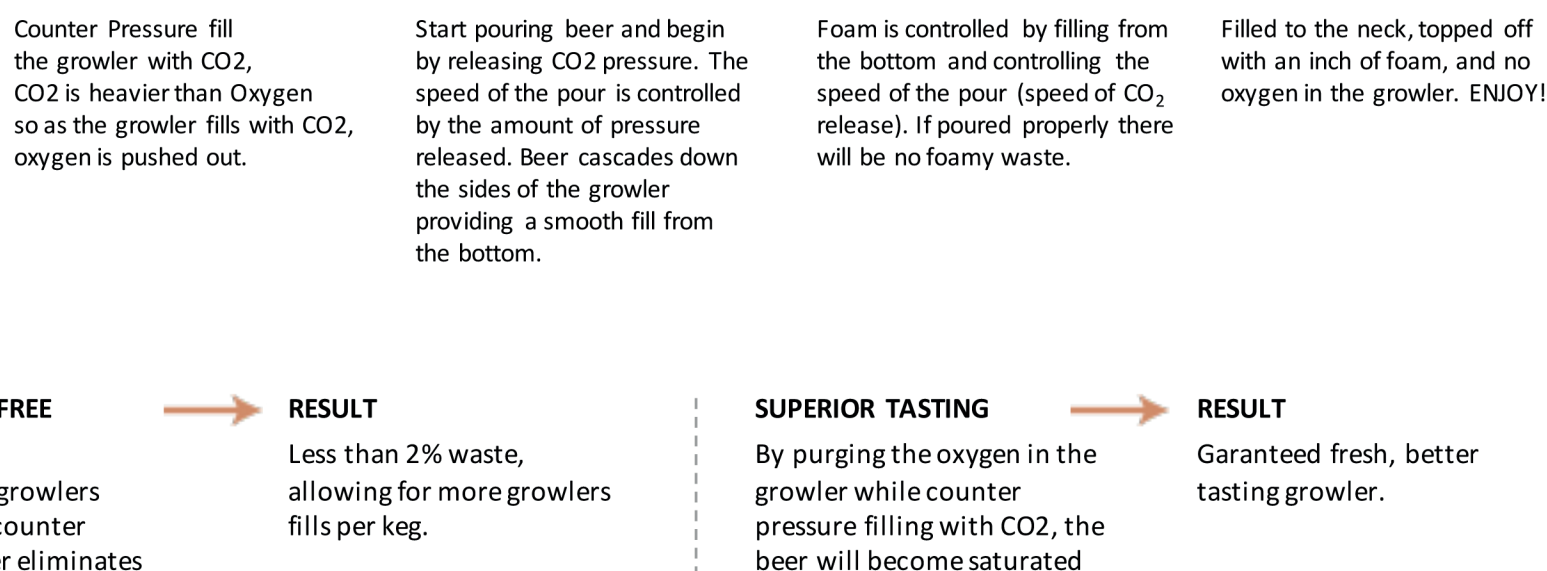
- Causes foaming
- Expose beer to oxygen
- Reduces CO<sub>2</sub> saturation of beer
- Changes beer taste
- Beer loses its quality and integrity
- Beer lasts only for 1-2 days
- Bottle filling is very slow – approximately 2L/ 4-5 min.



#### PEGAS FILLERS USE THE SAME METHOD AS BIG BREWERIES DO



#### Counter Pressure



#### FAST FOAM FREE FILLING

Filling your growlers with PEGAS counter pressure filler eliminates waste and foam.

#### RESULT

Less than 2% waste, allowing for more growlers fills per keg.

#### SUPERIOR TASTING

By purging the oxygen in the growler while counter pressure filling with CO<sub>2</sub>, the beer will become saturated with CO<sub>2</sub> upon filling, which will result in a fresh, better tasting growler.

#### RESULT

Guaranteed fresh, better tasting growler.

#### FOR LONGER LASTING

The PEGAS fillers retain the exact same environment from the keg to the growler, therefore never allowing the beer to break down.

#### RESULT

Growler with a 21-45 day shelf life VS standard filling equipment with only a 2-3 day shelf life.

Logically that necessary:

1. use PET bottles with oxygen barrier
2. sanitize your equipment
3. use tight cap
4. use a clean growler
5. keep work place clean
6. keep beer lines and equipment clean

#### FRESH DRAFT BEER

With the PEGAS fillers you have the opportunity to adapt to the emergent trend of craft beer.

#### RESULT

With the PEGAS fillers you can now serve the freshest Craft Beer On Tap (directly from keg to the growler) ready to be taken home and enjoyed with your family and friends.

### WHAT IS A GROWLER?

A refillable bottle filled with your choice of draft beer.

A growler can be both glass or PET.



### PEGAS WORLDWIDE

32

Countries

52

Distributors

3

Warehouses  
(the US, Lithuania, Russia)

40 000

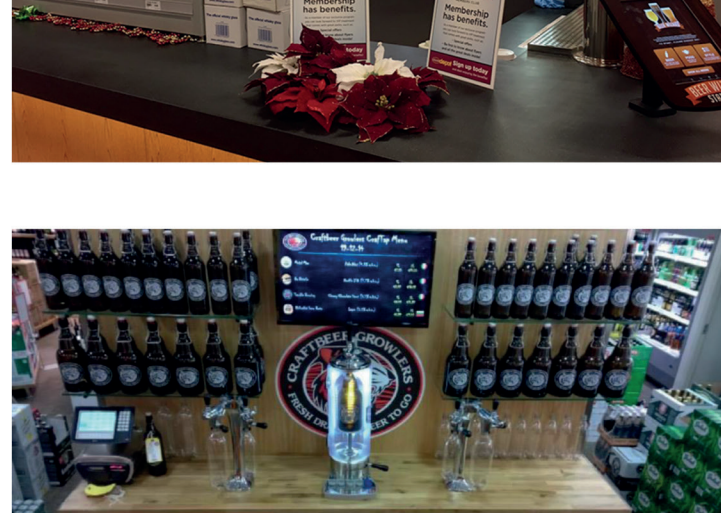
Stores

X 100

Success stories

### IN THE U.S.

- 500 breweries
- 200 stores
- Beer filling stations in 30 states\*
- Installed at stadiums



Albertsons  
You're in for something fresh™

Walmart  
Save money. Live better.

AB InBev

Total Wine & More



### IN RUSSIA

- 30 000 stores
- 1,2 million devices sold
- 99% devices are for PET
- 30% — seasonal stores

#### Strategy:

- To make fresh draft beer cheaper than pasteurized bottled beer.

#### Profit:

- 30% — margin for beer
- Snacks



### AVERAGE SALE PER CUSTOMER

In bar:

1-2 glasses (½ - 1L)



In a beer-2-go shop:

2-6 L



x10s of times more customers

Do you have this type of business in your country?