

Spot-on for New Target Groups – The Innovative Keg for Demanding Customers!



The perfect solution
for the home consumption market



Your premium access to private markets

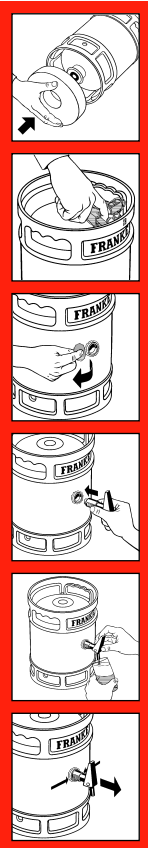
For partying with friends or simply for enjoying a nice glass of beer at home:

With Easy Draft – the new home consumption keg by Franke – you can open up a huge market potential.

Innovative Franke technology makes the handling of the kegs cost-efficient in the brewery and convinces customers because of the kegs' extremely easy use.



Easy for the consumer



Innovative tapping technology

- integrated CO₂ supply
- built-in pressure reducer

Extremely easy and safe use

- simply plug in the Easy Tap
- enjoy convincing tapping results right away

Handling advantages

- once the keg is tapped, the beer will remain fresh for at least 3 weeks
- approx. 3 kg lighter than a crate of beer with the same contents

Easy for the brewery

Logistics advantages

- a regular keg processing line can be used for cleaning and filling
- CO₂ is filled via a central valve

Quality and hygiene advantages

- the disposable Easy Tap is packaged hygienically
- keg comes with built-in valve and compensator technology

Marketing advantages

- large advertising surface and originality protection by the sleeve
- bargain box in top skirt for the tap, and contests or special campaigns

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