



Infinitt Systems

Industry News

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Beer systems & stadiums... a love/hate relationship

Beer and sporting events go hand in hand. Who doesn't enjoy a nice cold beer while watching their favorite team crush the opposition? Millions of dollars are spent outfitting a stadium with beer systems so fans can watch their team play, with beer in hand. The introduction of remote beer systems, some 40 years ago (give or take), was a giant leap forward for serving draft beer at large venues. The idea of wheeling beer kegs through crowds of patrons, to individual concession areas, seems like an archaic idea. Yet, that's exactly what was done prior to the remote beer system. In today's elaborate stadiums, it would be nearly impossible to keep up with demand without remote beer systems. Take the average 70,000 seat football stadium. At a sold out game, if every fan had just one 20oz beer, over 10,000 gallons of beer would be served! That's more than 700 kegs in one game! Despite the vast improvement over its predecessor (the direct draw box), those that operate large venues, particularly stadiums, will probably tell you remote beer systems *still* have some challenges to overcome. Draft beer can be tricky. Moving it from under a counter to the tap directly above isn't difficult, but piping it hundreds of yards from a walk in cooler and still have it put a smile on the customer's face at \$8 a pop? That's a tall order. Especially in an open air stadium on a nice warm day. More often than not, remote beer systems fall short. Beer's biggest enemy is temperature. If you can't keep it cold, you can't insure its quality. How many times have seen concession

workers pour glass after glass of foam down the drain? All the time, right? There's the reason for you \$8 beer. Thousands of gallons of beer get poured down the drain as foam in a stadium. Yes, thousands! Remote beer systems really are essential for a stadium, but most do a very poor job at maintaining the integrity of the product. The single most important component of a remote beer system is ironically the most poorly designed. Miles of insulated trunk lines are responsible for getting beer from the cooler to dozens and dozens of locations throughout a stadium. The problem is, remote beer system manufacturers have pushed them way past their limits. They keep making bigger and more powerful chiller units to go longer distances, but they're pumping beer through the same outdated trunk lines that were designed 4 decades ago. More power is not the answer, especially in a day and age when energy conservation is paramount. We'll do a simple comparison using R-values to illustrate the problem. R-value is a measure of resistance to heat flow. It's the value used to demonstrate how effective insulation is. The insulation in the walls of your house have an R-value of about 13. Walls of a walk-in cooler used to store beer in a stadium have an R-value of 30 (or higher). The insulated trunk line that is responsible for keeping beer cold after it leaves the cooler (at distances that can exceed 2 football fields)... well, they have an R-value of less than 4. Not only are conventional



Cross-section of a NEW trunk line from a leading manufacturer. A "perfect" trunk line with a uniform insulation thickness of 3/4" would provide an R-value of under 4. How well do you think this product works?

trunk lines severely under insulated, the soft sponge rubber insulation used, compresses under the weight of the product lines once they're filled with beer. That means, as soon as a beer system is put into service its performance starts degrading. We're not even going to get into the insulation compression that occurs due to the manufacturing process itself... and the packaging process... and shipping... and installation. Do you see a problem here? We sure do!

Not just a solution... a green solution

We've spent over 2 years researching, engineering and testing our newest patent pending product — Cold-Core™ Beverage Piping Systems. This product is the biggest improvement to remote beer systems since they were introduced! Made of 100% recyclable and renewable materials, it will never see a landfill. It insulates 300% better than insulated trunk lines, reducing a stadium's energy consumption by millions of watts per year. It reduces its carbon footprint even further by eliminating the need to ship bulky trunk lines. What used to take 3 semis to transport trunk line spools, now only requires a couple pallet boxes of product line. Cold-Core's™ insulation will never compress and performance will never degrade. It will outlast your beer systems (and the stadium), saving tremendous amounts of money in replacement costs. Beer system and trunk line manufacturers will probably tell you the service life of a trunk line is somewhere in the neighborhood of 7-10 years. That's actually the service

life of the **products lines**, *not* the trunk line. It only takes a couple years for the insulation to flatten out and start eating into your profits. Even if they did effectively insulate for 10 years, the cost to replace them can be well in excess of \$500,000 (not including labor costs). That's nearly 300% more than just replacing product lines in a Cold-Core™ system!

If you're a stadium owner, manager or operator and tired of the headaches and lost profits associated with draft beer, we can help. Whether you're building a new venue or want to upgrade a current facility, Cold-Core™ Beverage Piping will work with the beer systems you already have, regardless of the brand or manufacturer. We can even use the existing beverage conduit in your facility to create a Cold-Core™ system for you. Talk about "green" technology! We're not just *following* the green movement in our industry, we're leading it!



Cold-Core™ Beverage Piping Systems provide uniform insulation at a value 300% better than conventional trunk lines. Insulation will never compress and never degrade in performance.

