

## A GREAT LINE OF BUSINESS

For years hotels have been spending 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 pubs 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 Cellar control system uses Anti Bio technology which is also used in a wide range of industries including swimming pool treatment, hydroponics and town/drinking water treatment. Similar technology is also used in medical applications for breaking down kidney stones in the body.

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An Australian-made and owned invention, Cellarcontrol has been used successfully in the UK for the past 10 years, and has just been launched in Australia following successful local trials. The system uses low frequency sound technology, the same used by Anti Bio in its other applications. The sound wave technology is patented internationally and several scientific studies have been completed on the technology.

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 biofilm buildup, 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, hoteliers can 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 hotel owners 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. Also, with reduced cleaning cycles comes less beer wastage, which means ultimately more beer can be sold to the consumer instead of being channeled 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 Mick Carah, Bonville’s Assistant General Manager, the Resort’s “cleaning procedures have since gone from a weekly occurrence to a six week cycle, the cleaning procedures are now easier to complete, the beer is a better quality and there is less growth or biofilm” on the lines.

Bonville Resort purchased the system after its 3 month trial and, according to Mick, “this has allowed us to return our investment after six months.”

“More recently, the Cellarcontrol system was trialled at Sydney’s Tigers Balmain Leagues Club.” According to Hunter Technologies’ Director, Iain French: “Tigers Balmain trialed the system for 8 weeks during their busiest period this year and it performed admirably.” The Club found the system to increase the period between beer line cleans, while maintaining a top quality beer.

A standard installation would cost around \$5,400 for two 5-line systems, and within 6 months the hotel would recoup its investment for the system as well as the \$550 installation fee. “The system gives you a very, very quick return on your investment,” said Iain – 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.

Also, Hunter Technologies offer a rental package, where instead of an outright purchase Hunter Technologies rent the system to the hotel for \$119 per month for a 5-line system, 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 hoteliers a cost effective solution to spend less time cleaning, and more time selling. In other words they can get on with what they do best – serving their patrons a cold beer after a hard day’s work.

More information the Cellarcontrol system can be found on the Hunter Technologies website at [www.huntertechnologies.com.au](http://www.huntertechnologies.com.au) or call (02) 4369 4964.