

27 September 2010

To Whom It May Concern:

We have been using the CellarControl System for 18 months and I can confidently report that this system has been an extremely successful addition to the working infrastructure of our beer reticulation system, and consequently, the bottom line of the business in general.

Put simply, the savings made on time, wages, chemicals, water and beer wastage have been quite remarkable.

Of course, none of these factors would be worth mentioning if the integrity of our most essential product had been adversely affected in any way at all. Thankfully, this has not been the case. The quality of our draught beer - which we have always worked hard to maintain - has been completely preserved. The same clean, cold beer - not a single complaint.

I'm sure the statistics on savings from venue to venue would vary somewhat. So perhaps the easiest way to proclaim the kind of savings you would likely reap from this set-up, would be to ask you to jot down the approximate amount of time, wages, chemicals, water and beer wastage you would accumulate each month and divide those numbers by four.

For mine, it really is that simple.

Yours Sincerely,



Aaron Hogg

Manager