

Potentially of interest to Publicans & Bar Stewards



KeyKeg at the 2018 Clacton Real Ale and Cider Festival

For your information, eight of the real ales at the Clacton Real Ale and Cider Festival will be sold from KeyKegs. Despite the name 'keg' the ale is 'real', with no gas coming into contact with the beer – basically a KeyKeg is a sophisticated 'bag in the box' and gas is used to literally squeeze the real ale out of the bag.

We have introduced KeyKegs this year partly to let our customers try a new method of dispensing real ale, that they might be starting to see in some pubs and clubs, but also to show and discuss this with any pub landlords in Tendring that might be interested in the advantages that this new system might offer them.

Some these advantages are:

- Retains quality, extends shelf life once broached
- Already a good range of beers available and growing
- Can use compressed air as a propellant
- Lightweight and easy to use
- No more storing empty casks
- Tap to nearly the last drop
- Fits virtually all tapping systems
- Recyclable

In a relatively rural area like Tendring, we believe that this could possibly be a useful system in a number of pubs and, therefore, if you would like to know more and possibly taste the beer! please pop into the Festival anytime during the day on the Thursday or Friday, announce yourself at the entrance and one of us will be happy to tell you what we know, show you the principle of the system and let you sample the product.