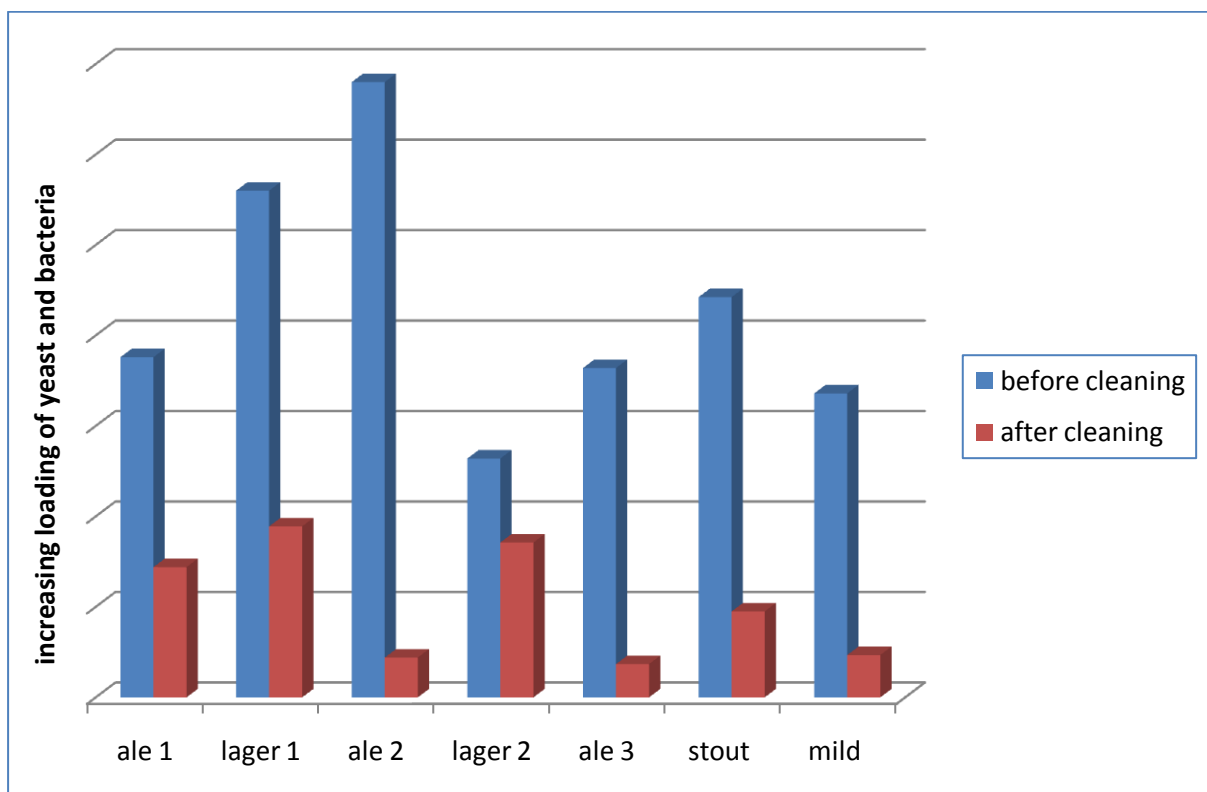


## ASSESSMENT OF CELLARBRIGHT™ LINE CLEANING TECHNOLOGY IN TWO ‘REAL WORLD’ ACCOUNTS

Regular and effective line cleaning is critical to the delivery of good quality draught beer. Irregular and/or ineffective line cleaning leads to deteriorating product quality characterised by off-flavours, haze and ‘difficult’ dispense. Such beers reflect badly on the brand, the account and, as a consequence, consumers are likely to ‘vote with their feet’ and go elsewhere or drink another brand.

Time, inconvenience and beer losses are frequently cited as obstacles to regular and effective line cleaning. The CellarBright™ line cleaning technology addresses these concerns and, beneficially, also circulates cleaning solution to achieve a better clean.

To test the effectiveness of the CellarBright™ line cleaning technology, drinks industry consultancy red-ts, monitored the microbiological quality of beer in two accounts before and after cleaning. The results – from three ales, two lagers, a stout and a mild – demonstrate the effectiveness of the CellarBright™ line cleaning technology.



For the two accounts and seven beers, the microbiological loading was reduced by CellarBright™ line cleaning technology by an average of 75%. In this study, the effectiveness of the CellarBright™ line cleaning technology was comparable with other published reports for the standard, manual cleaning of beer dispense lines.

Independent analysis of the CellarBright™ line cleaning technology in November 2010 by Dr David Quain.  
red-ts Limited at [www.red-ts.com](http://www.red-ts.com)