

innovating for:
**Nachod
 Brewery**



Petainer Keg boosts sales at leading Czech brewer



The Results:

By using Petainer Kegs, Nachod Brewery has increased sales of its high-quality Primátor beer. The benefits of using Petainer Kegs include:

- They are ideal for restaurants and bars with limited storage space
- No need for an expensive fleet of metal kegs to support peak demands
- Kegs are easy to handle and delivered in branded, recyclable cardboard cartons
- Nachod has improved its environmental performance – and its cash flow

Background:

Nachod Brewery was founded in 1872 but ongoing investment means it is now one of the most modern and technically-advanced breweries in the Czech Republic.

Nachod's Primátor brands are high-quality beers with a distinctive taste. Sold throughout the Czech Republic they are now exported to customers in places as far apart as Hong Kong, Italy and Russia.

The Challenge:

Restaurants and bars around the world want to sell draught Primátor beer but often have limited storage space.

Nachod needed a low-cost method of supplying beer in user-friendly kegs.

The Petainer Solution:

Nachod now uses 20 litre Petainer Kegs in branded cardboard cartons. This has increased sales of Primátor beer in local and export markets.

One-way Petainer Kegs (made from environmentally-friendly, recyclable PET) mean the brewery can supply high volumes of beer to new channels and markets. Low-cost fittings allow the kegs to be connected to existing tapping systems for draught beer in many countries. This provides Nachod with new opportunities to export and to reduce keg investment and freight costs.

The benefits to Nachod customers include easy handling and no advance charges on metal kegs. There is no need to store empty kegs and this frees up vital storage space. The used kegs and cartons can simply be crushed and recycled which eliminates return and cleaning costs.

“The Petainer Keg has many benefits that our customers appreciate – including low weight. A full 20 litre Petainer Keg weighs less than 21 kg, so it's very easy to handle.”

Nachod Brewery

Contact your Petainer representative to find out how our innovation could help your business or [click here for further information.](#)