



The PUBKEG Program

Simply the best 1/6th barrel keg solution

A flexible packaging solution that increases sales, expands geographic reach, reduces costs and frees up capital for breweries and wineries. PUBKEGs provide opportunities to serve more customers with an attractive and predictable COGS.



Compatibility

PUBKEGs come with a standard U.S. Sankey style valve for seamless integration with existing filling and tapping systems.

Taste Assurance

Never worry about any lingering contaminants from the previous keg lessor. Rehrig provides a new, pristine bottle with each rental so you can ship your products to the market with confidence.

Sustainability

PUBKEG components are fully recyclable. The retailer or wholesaler recycles the empty bottle – we handle the rest.

Rehrig Pacific's PUBKEG Program is a powerful per-trip rental solution that allows fillers to set and achieve higher growth goals. Experts at merchandising the world's best brands, Rehrig packaging solutions greatly improve supply chain efficiencies as well. Rely on Rehrig to reduce keg management fears and allow more focus on opening new markets.

What the PUBKEG Program will do for you

Business Growth

- Open new domestic markets quickly and efficiently with an attractive, fixed cost of goods sold (COGS)
- Provide flexible export options that allow shipments beyond North America when they command a premium for keg sales
- Improve market intelligence with the integrated RFID tag and PARTS 2.0 interface that will track time in market and analyze sales performance
- Expand or seasonally complement your existing cooperage float

Cost Reduction

- Zero capital outlay for 1/6th barrel kegs
- Eliminate incremental shipping fees to domestic wholesalers—ship further at no additional charge
- Significantly reduce lost equipment charges
- Eliminate keg washing costs
- Lower deposit fees throughout the entire supply chain
- Reduce the cash flow burden on wholesalers and retailers
- Rehrig manages all of the reverse logistics

Product Quality & Taste

- Just-in-time delivery
- PUBKEGs come with new, sanitized, never-been-filled bottles free from prior contamination
- PUBKEGs have a longer shelf life* (*test results provided upon request)

Safety & Handling

- PUBKEG is an OSHA friendly 49 lbs. when full
- Wide, reinforced handles aid lifting
- More secure base to lid stacking when filled
- Efficiently nest shells and lids to reduce storage space needed for empties

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A FAMILY TRADITION OF GROWTH, SERVICE AND INNOVATION



The PUBKEG Program

A more efficient and cost effective way to manage the keg cycle



Here's how the PUBKEG Program works.

- Rehrig Pacific delivers RFID enabled, pristine clean, ready-to-fill PUBKEGs on-time to filler.
- Brewery/winery fills kegs and notifies Rehrig where the PUBKEGs have been shipped using the online PARTS 2.0 interface.
- Upon shipping from filler, receiving wholesaler is invoiced a \$10.00 deposit for each PUBKEG.
- If the brewery/winery chooses to export PUBKEGs outside of North America or chooses not to report the ship-to location within 4 months, Rehrig bills the brewery/winery a \$10.00 export fee.
- Wholesaler requests the bar/retailer to dispose or recycle the valve and bottle from empty kegs.
- Wholesaler aggregates empties and notifies Rehrig via PARTS 2.0 to pick up palletized shells and lids when agreed quantities are reached.
- Upon receipt into Rehrig stock, the wholesaler is credited back their \$10.00/keg deposits.
- Rehrig installs new ready-to-fill bottles and adds PUBKEGs to ready-to-ship inventory.



About PARTS 2.0

Rehrig's proprietary Packaging Asset Recovery Tracking System (PARTS) interface facilitates online tracking of PUBKEGs 24/7/365 and generates customized daily, weekly and/or monthly activity reports.

Easy steps for preparing PUBKEGs for storage & return



1. Before untapping, release air pressure in keg by pulling metal ring on tap until all pressure is released



2. When the keg is without pressure, disengage tap by pulling out, up, and twisting the handle



3. Remove the sealing tape



4. To unlock, turn the lid 45 degrees or until the grip is above the handle and remove the lid



5. To relieve additional pressure in the keg, create an air gap by carefully opening the seal between the rubber cap and the valve body with a tool similar to a flat head screw driver



6. Flatten the keg for optimal recycling. (Keep the tool inserted in the seal to assure deflation; remove when keg is flat)



7. Recycle bottle and tape according to recycling regulations and nest lids and shells

