



Massachusetts Restaurant Association Recommends Beer Saver USA system to their members!

Everyone is aware of the incredible surge in the arena of craft beers with the norm moving towards multiple lines of craft brews with only a couple of the mainstay lines. Our clientele are becoming brew connoisseurs and they have high expectations regarding the quality, freshness and exacting standards of the products they are paying a premium for. And, in order for restaurants to optimize their quality and ultimately the profitability of upwards to 50 lines, it's imperative they have the right process and equipment.

One product that we feel will assist our customer base in managing the quality of these premium products is Beer Saver USA. Lenox-Martell and Beer Saver USA recently announced that Lenox-Martell is the exclusive distributor of the system in our region.

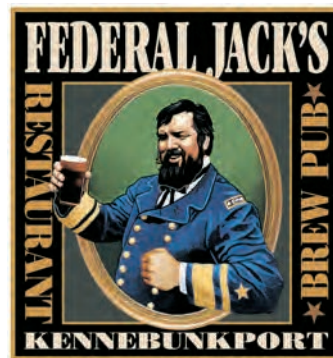
This unique and innovative technology has created a revolution in pubs throughout the United Kingdom, where craft beer holds its roots. The technology electronically kills microbes in tap lines, which all but eliminates chemical cleaning. In most cases it eliminates the need for chemical cleaning by 75% or more. Cleaner lines means cleaner, fresher beer, which is a huge factor in improved customer satisfaction and, of course, decreasing chemical use helps save time, arduous labor, money and the local environment.

We decided to ask several of our members to try the Beer Saver USA electronic cleaning system at their establishments. We trialed the system on over thirty different beers on draft runs ranging from several feet to around one-hundred feet. The tests showed that the Beer Saver USA system successfully changed the beer line cleaning cycle from once every two weeks to once every eight weeks. Our tests confirmed the Independent University study results we had reviewed.

We thought it was important to prove the technology thoroughly before recommending it to our members.

What does this mean to our members? You can eliminate three out of four cleanings and serve excellent quality beer while significantly reducing your expenses. As an MRA Member you will receive 5% off of the system charge.

Operational savings, improved beer quality and a positive green impact are some of the reasons that you should consider the Beer Saver USA solution.



The Shipyard Brewing Company has been using the Beer Saver USA system at our original brew pub in Kennebunk Maine for over four years. The system reduces the need for manual chemical cleanings and the beer loss that goes with it. The system also has a significant positive impact on the environment by reducing beer and water waste. We recommend the system for serving all of our draft beers. As with any industry when you reduce the cost of quality you make it easier to increase the quality. We hope our customers take advantage of the benefits the system has to offer. To find out more about Beer Saver USA or Shipyard's beers please feel free to contact either company through one of the links below.

Sincerely,
Fred Forsley
Owner Shipyard Brewing Company
www.Shipyard.com

For more information on Beer Saver USA and Lenox-Martell, please contact: Lenox Martell (617) 442-7777
or Beer Saver USA at www.BeerSaverUSA.com