

# Kegs: A Growth Opportunity

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Yes, the deposits are not fun to track. Yes, the torpedo-like cylinders take up a lot of cold box space. Still, beer retailers across the country are finding that stocking up on 1/6 kegs (also known as “logs or “sixtels”) can be a great way to establish their stores as a craft beer destination.

Kegerators bring the joy of fresh beer home, and many beer-minded consumers have tapped into the fun and convenience. Just like their favorite bars and restaurants, kegerator owners, take a lot of pride in the beers they have on tap and in keeping their draft lines clean.

## Tips for selling kegs

Posting an available keg list in your beer section is the first place to start, and it is not uncommon to see keg listings that consist of

one hundred plus brands of beer.

Additionally, having a keg availability listing on your store's website makes sense. If you are particularly website savvy, consider creating a “Keg Club” and use this as a way to communicate when new brands arrive. This allows members to reserve kegs and request special orders, and to send out alerts to remind members six months out, that a keg should have been returned.

The “Keg Club” approach could potentially cut down on the headache of keg deposits as the “membership fee” would serve as the initial deposit. The deposit would only need to be returned if the consumer opted out of the club.

Another opportunity of getting into 1/6 kegs is selling the support equipment. CO<sub>2</sub> cylinder exchanges, line cleaners,

replacement parts, upgrade kits for dual handles, and tap handles are all items that are not easily found, but will increase visits to your store.

## Fresh beer in your store?

A surprising number of states are now allowing “growler stations” in retail stores. It's a great way to bring a whole new level of beer experience to consumers by offering fresh beer to be dispensed on site.

Stores like Bob's Liquors in Beaufort, S.C. get to sell the beer and the growler, and the stations give them the flexibility of featuring a rotating variety of beers on tap. Another exciting advantage of the growler station is that many up and coming brewers don't bottle their brands, so potentially your store could have the exclusivity to sell new cutting edge brands that no other retailer offers. Finally, growler kept beer doesn't stay fresh long, so consumers will need to return frequently to get refills of their beer.

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