

Beverage INDUSTRY

Covering production, marketing, technology & distribution

5th Annual Beverage INDUSTRY New Products Conference

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Knocking it out of the park PepsiAmericas' strategy is driving in runs

KEGGED BEER ADVANCEMENT

Beer drinkers are just as discriminating as wine purchasers. On-premise providers have long understood the advantages of CO₂ pressurized beer. Now the off-premise consumer can safely enjoy the same virtues without the technical overhead of heavy gas bottles and their recharging, certification, safe handling/storage and plumbing. Leland Ltd. offers equipment to ensure better taste, consistent head quality and storage longevity with simplified keg tapping and pump-free serving features.

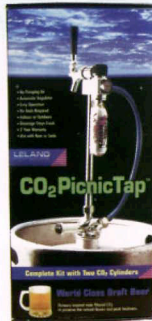
The Leland CO₂ TapGas cartridge features a small cylinder that holds 74 grams of triple-filtered 99.97 percent pure low-moisture carbon diox-

ide, just enough to dispense an entire quarter keg container with a small reserve. Its threaded neck facilitates easy installation (and exchange on half and full kegs), and the hermetically sealed container ensures no one has tampered with its single-use sterile gas cartridge.

The Leland PicnicTap features a modern design and a single-stage pressure regulator for the commercial beverage business. The regulator's mounting incorporates several subtle patented safety features, and the remaining tap elements are standard features, simplifying lease fleet maintenance.

PicnicTap is provided in a "grab-and-go" travel pack with two replaceable CO₂ TapGas cartridges and complete instructions for every step from chilling to tapping and serving. Additionally, in-store promotional aids include an ice-requirement chart for proper chilling.

- Leland Ltd., P.O. Box 466, South Plainfield, N.J. 07080-0466; 800/984-9793; mrfizz.com



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Pictured: PepsiAmericas' Jim Nolan, Jay Hulbert, Anne Sample, Mike Durkin, Ken Keiser and Robert Pohlad

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