

# Co-Op Brewery Strikes Gold with Serving Beer Tanks



TOGETHER WE'RE BITTER CASE STUDY

MUELLER



In 2014, the members of Together We're Bitter Co-operative Brewing (TWB) had an idea to bring a quirky craft brewery to the heart of Kitchener, Ontario. There were a lot of considerations, like financing, location, and equipment. The team knew they needed to buy an entire brewing system to get this project off the ground. One question remained: *Where would they find a workable system on their budget?* The answer came in a surprising way.



## THE CHALLENGE

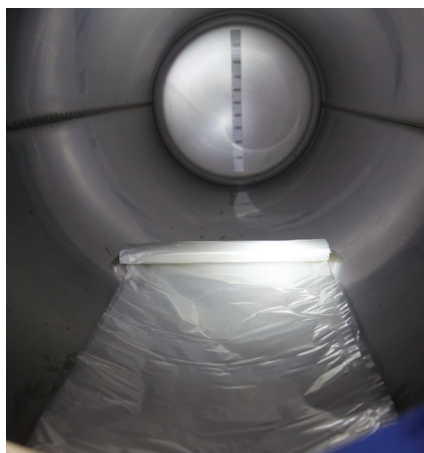
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Money came from co-op team member investments and an encouraging Kickstarter campaign that raised more than \$16,000. With the financing in place, the search for the right space shifted into high gear. The initial plans for their location didn't pan out, but the group reworked their start-up plan and moved forward with an industrial building they found near downtown Kitchener.

Two of the co-op member/owners, Rob Shorney and Culum Canally, began a diligent search for equipment, looking at trade pubs, searching online, and reaching out to other breweries. One day, Rob received a Kijiji tweet advertising a brewery in storage up the road in Mississauga, Canada.

When they arrived at the storage unit, a pleasant surprise came in the form of an entire, intact brew system—a brewhouse, three fermenters, a liquor tank, a grain mill, and six tanks that Rob thought were horizontal bright tanks.

The equipment that had been sitting in storage had originally been purchased for a brewery install in Croatia, but ended up in the hands of a local father-son team. The team bought the whole system for a song and moved it back to their warehouse.



## THE JOURNEY

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After months of concepting, pipe fitting, and welding, their brewing system began to come together. The team discovered the most unique part of their system, the horizontal tanks, came from Paul Mueller Company based in Springfield, Missouri.

I had never seen this equipment before and I was worried we were getting antiquated technology. But a little research and we discovered it was just the opposite. The tanks are serving beer tanks and we came to realize **they are on the forefront of something revolutionary!**

—Rob Shorney, Together We're Bitter

These serving beer tanks with bag liners are being used all over Europe and the TWB team would learn they were the first brewery to use them in North America!



## THE SOLUTION

Rob contacted Paul Mueller Company and spoke with Gregg Shirey, Director of Business Development. Gregg explained that the tanks actually hold high strength bag inliners. It was a self-cooled, bag-in-tank system. Paul Mueller Company quickly expedited an initial inventory of 1,000 liter bags to TWB. At first, Culum worried the bags would not hold 1,000 liters of liquid under a significant amount of pressure.

But then I discovered that is exactly what they were designed to do! Not only do the tanks hold the beer at exactly the right temperature, but the inliners eliminate the use of cleaning chemicals and significantly reduce cleaning time and labor.”

—*Culum Canally*, Together We're Bitter

Together We're Bitter set aside a large amount of their budget for a cold room and keg storage. With the serving beer tanks and inliner system they found they could practically eliminate the cold room and the kegs. Beer can be precisely temperature controlled and served directly from the tank. This was revolutionary!



## THE RESULT

Rob said customers also love to see how the taps in the serving room are hooked up directly to the tanks. They perceive their beer being fresher and it is! It's one less step from the tank to the pint.

The tanks have allowed TWB to start thinking about expansion. The co-op has already begun hiring more workers because of the growth they are experiencing and anticipating.

He is thrilled they found these unique serving tanks in their search for equipment, but Rob says he is even more excited about the partnership they gained with Paul Mueller Company.

“I know serving beer tanks will grow in popularity and won't be unique to TWB for long, but the personal interaction and partnership we've tapped into with Paul Mueller Company is just as valuable. They know the potential and profitability of these tanks for craft brewers around the world!”

Serving beer tanks are the most unique part of our operation. When other craft brewers come in, **it's the first thing they want to see**. They know they are spending a lot of time on kegging, washing kegs and labor and they could be saving that money by switching to the serving beer tank system.”

—*Rob Shorney*, Together We're Bitter

# PAUL MUELLER COMPANY



**PAUL MUELLER, OUR FOUNDER**

At Paul Mueller Company, we are united by a belief that the only quality that matters is quality that works for life. With every piece of processing equipment we build, our goal is to have lasting impact. This collective vision has led us from a small sheet metal shop to a global supplier of heating, cooling, processing, and storage solutions. Our equipment allows farmers, brewers, and engineers to keep their products fresh and their inventory strong. Whether our equipment brews award-winning beer or helps build businesses that sustain communities, we are making an impact across the globe.



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