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Milwaukee Brewing Co. and the Craft Can

MILWAUKEE - Momentum for the craft beer can continues to grow throughout the industry and Milwaukee Brewing Company (MBC) is following suit. In 2010 the Walker's Point brewery installed the first micro-canning system in Wisconsin.

“After realizing all the benefits cans have for beer it was a no brainer for us” says owner Jim McCabe. Cans are about one fourteenth the weight of a glass bottle which reduces energy used to ship. The weight of the can also means that it's easily to recycled which is why it is the most recycled package in the world. Since they do not chip or shatter they are welcomed by parks, beaches and golf courses and have reached a portion of the market that bottles could not.

McCabe notes, “cans are not only excellent for the environment, but they're great for the beer inside. There is very low oxygen and zero light intrusion, which ultimately means a better tasting beer.”

Cans have been a part of the beer industry for many decades. In recent years, the craft brewing industry as shut down skeptics who believe the can causes beer to taste metallic. The inside of a can has a thin liner, so beer never actually touches the aluminum. On the side of the MBC three cans, it suggests to pour the beer into a glass.

Milwaukee Brewing Company currently offers three of their beers in a 16 ounce can; Louie's Demise Amber Ale, Hop Happy India Pale Ale and the O-Gii Imperial Wit. The O-Gii is a collaboration with Milwaukee's own Rishi Tea and is part of their high gravity series weighing in at 9.2% alcohol by volume.

“Personally, I'm looking forward to many fishing trips with a can in hand. I'm also excited to get other varieties out in the market soon, particularly the high gravity beers” concludes McCabe.

About Milwaukee Brewing Company

Milwaukee Brewing Company is a craft beer brewery and the only true microbrewery in Milwaukee today. The brewery's beginnings go back to 1996, when two home brewers with limited resources and unlimited ideas started brewing beer in the basement of a Cedarburg farmhouse. That effort led to the opening of the popular Milwaukee Ale House the following year and finally, in 2007, to the current production facility at 613 S. 2nd Street in Milwaukee's Walker's Point. Using the best local ingredients and a hands on brewing technique, Milwaukee Brewing Company brews exciting, balanced and bold beers. Currently they offer six year round beer, Louie's Demise, Pull Chain, Love Rock, Booyah, Hop Happy and Polish Moon. The brewery is becoming well known for its commitment to a sustainable business from start to finish, including using biodiesel to run its boiler; reusing water and heat; plans for solar hot water and canning certain varieties of its beer. This offers a lower shipping footprint and greater recyclability. For more information please visit www.mkebrewing.com