



**DRAUGHT™
MASTER**

Expect more.

MODULAR 20



CARLSBERG UK
DELIVERING MORE

DRAUGHTMASTER™ Modular 20

Increase product variety and outlet operations around the perfect draught experience.

DraughtMaster™ Modular 20 is a breakthrough new draught beer system for medium to large draught outlets, based on Carlsberg's proprietary one-way PET keg system.

The Modular 20 components



What is new versus the traditional system?

1. Light one-way PET keg versus returnable steel keg
2. Use of air pressure versus CO2 pressure bottle and CO2 related equipment
3. Semi-automatic cleaning versus manual cleaning process



Experience DraughtMaster™



Customer benefits

- Perfect quality**
The innovative DraughtMaster™ system raises the bar for the draught beer experience, guaranteeing a smoother, fresher and more consistent draught beer.
- Increased variety**
The smaller keg size and increased shelf-life means a greater variety of draught beer can be offered to the consumer - a unique point of difference.
- No added CO2**
No added CO2 not only means a simpler system to maintain, but also leads to reduced running costs.
- 31 days of shelf-life**
The closed The DraughtMaster™ system increases the shelf-life from 5-7 days for traditional steel kegs to 31 days. And up to 6 months of durability unopened!
- Improved cleaning and hygiene**
One-way kegs with tubing and a simple cleaning procedure helps maintain a strict hygiene.

Consumer benefits

- Increased variety**
The smaller keg size and increased shelf-life means a greater variety of draught beer can be offered to the consumer - a unique point of difference.
- Smooth micro-bubbles**
Through the Draught Master™ system, micro-bubbles are created giving a perfect foamy head and an incredibly smooth beer experience.
- Genuine beer straight from the brewery**
With DraughtMaster™ your beer is pure and untouched by the time it hits the glass. Straight from the brewery.

Brands available



Carlsberg Export
5% ABV

San Miguel
5% ABV



Angelo Poretti No3
4.8% ABV

Brooklyn Lager
5.2% ABV



Angelo Poretti
9 Luppoli India
Pale Ale 5.9% ABV

Backyard Brewery
Shed Head American
Pale Ale 4.6% ABV



Grimbergen
Blonde
6.7% ABV

For more information on how DraughtMaster can transform your beer sales call 08457 820 820
carlsbergwedelivermore.co.uk

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