



Greetings from the Steel Keg Association!

We're the thousands of people who manufacture, move, and care for the kegs behind your bar. Call us biased, but it strikes us that steel kegs deliver benefits bars and restaurants need now more than ever: economic and sustainability benefits for your business and a uniquely fresh experience your customers can't typically get at home. That's why we've formed a non-profit organization on a mission to help you get the most out of your draft beer programs. How?

**1) The facts about reusable steel kegs will surprise you**

- Kegs are efficient reusable containers that are great for your bottom line. ~80% CONTRIBUTION MARGINS!
- Reusability = sustainability. Steel kegs save 6 BILLION single-use containers from waste streams annually!
- Kegs remove ~400,000 METRIC TONS of greenhouse gases from the atmosphere and save ~400,000 METRIC TONS of packaging from landfills each year!\*

**2) Promotional materials to help you activate your draft beer programs (available at SteelKegs.org)**

- Coasters
- Table tents
- Back-of-the-house staff poster
- More to come....

**3) We're here to partner with you**

- Follow us on social media and sign up for our newsletter to learn about our new initiatives.
- Share your thoughts on what we can do to help your business succeed - email [info@steelkegs.org](mailto:info@steelkegs.org).
- Tell us how you're getting the most out of your draft beer programs so we can share with others.

Here's to the steel keg. Reducing waste, adding to your bottom line while keeping your customers coming back for more fresh draft beverages pint after cold, fresh pint.

Cheers,

Dan Vorlage  
Executive Director  
Steel Keg Association

**PROUD FOUNDING MEMBERS**



*\*Source: Based on a study by Deloitte commissioned by the Steel Keg Association*