

RETURN ON INVESTMENT



Krowne MasterTap™ Beer Systems

On average, most bars will go through one keg per week, per tap. The price per beer varies depending on geographic location, size of keg, and brand of beer, but the average is \$8 per pour.



PROFIT

One keg can yield approximately 124 sixteen ounce pours. Using the average of \$8 per pour, one keg can yield approximately \$992. A domestic keg costs \$200 on average.

This results in a profit of \$792 per keg, which represents a 396% markup!

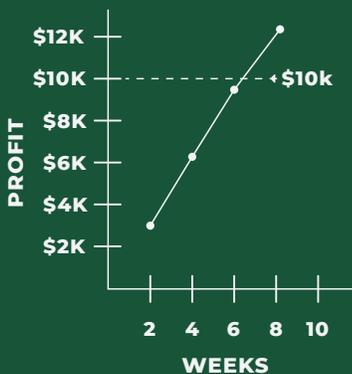


A typical 100 ft. run beer system costs between \$10,000 to \$15,000, depending on the number of taps.

*Note: average cost does not include keg cost & upkeep.

EXAMPLES

- 2 Product System
- 2 Kegs per Week



Beer System Cost

\$1,584
Weekly Profit

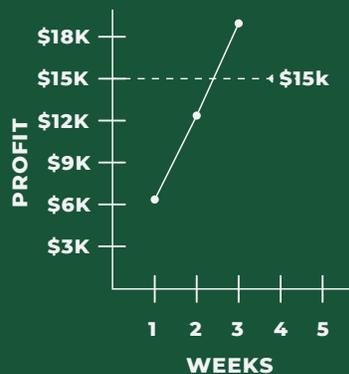
(2 kegs * \$792 profit per keg)

Return On Investment in

7
WEEKS



- 8 Product System
- 8 Kegs per Week



Beer System Cost

\$6,336
Weekly Profit

(8 kegs * \$792 profit per keg)

Return On Investment in

2 1/2
WEEKS



\$10K - \$15K

\$5K

Avg. Cost of Beer System

\$20K

Draft beer is one of the most profitable solutions a restaurant/bar can invest in!

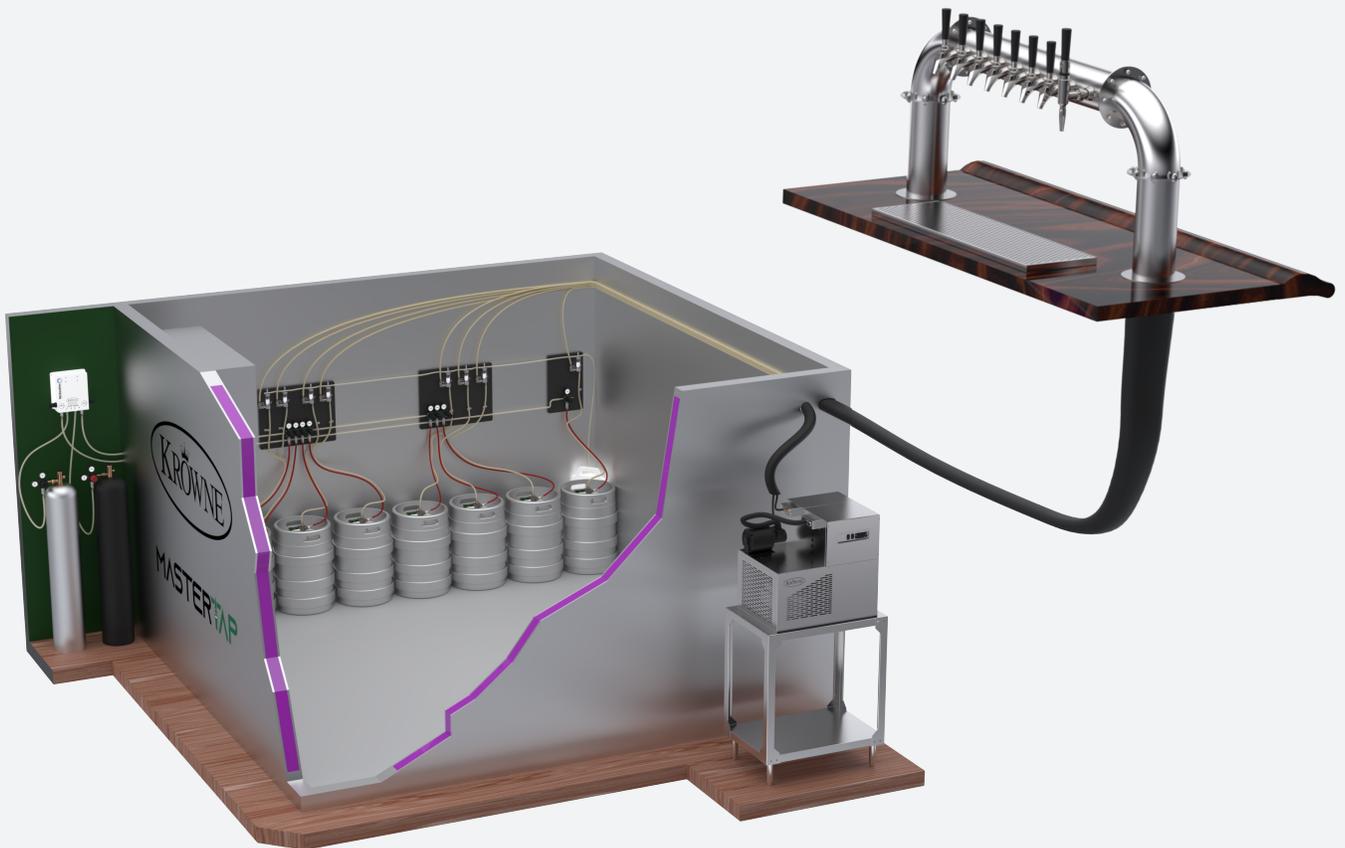
Contact our beer systems professionals
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MASTER TAP™

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