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## **FINALLY, KEG RENTAL MADE SIMPLE**

A new keg rental player has arrived in Australia & New Zealand, ready to meet beverage producers' demands for a simpler solution.

Konvoy Kegs has been founded by renowned beverage industry entrepreneur Adam Trippe-Smith.

The venture is underpinned by new technology that removes the need for producers to scan kegs manually.

"Each Konvoy Keg will be fitted with its own geo-location device that will be automatically detected as it moves through the supply chain," Trippe-Smith said. "For beverage producers, that means no more scanning with all the inaccuracy and irritation that goes with it. And our fixed pricing model means our customers can plan ahead with certainty."

Konvoy's launch marks Trippe-Smith's anticipated return to the beverage industry after a short career break. He is joined by a team of experienced industry professionals including Nick Becker, Marc Eggins and Patrick Hanrahan.

"Having been involved in breweries ourselves, we understand the reality of running a keg fleet from the other side," Trippe-Smith said. "Buying your own kegs ties up a serious amount of capital, and it takes months for them to be shipped from Europe – it remains a huge barrier to growth for the industry."

Trippe-Smith said brewer-owned kegs still account for the largest proportion of the market, because the alternatives are still relatively new. "Keg pooling didn't exist in Australia until 2012. With Konvoy, we've taken that unique concept and refined it to better deliver on its promise for producers," he said.

"More competition in the sector should lead to a better market for producers, driving investment in technology and innovation."

Konvoy's new model for keg rental gives producers the confidence to get on with doing what they do best – making and selling beer and other beverages.

"Once producers clean and fill the kegs, they simply sell and deliver. Konvoy then collects the kegs from anywhere in Australia," Trippe-Smith said. "The Konvoy team is excited to resume its relationships with suppliers and brewers. We all love this industry, and as Konvoy we want to be involved in supporting producers and driving growth for the sector for many years to come," he said.

Launch customers include Akasha, Burnley Brewing, Coburg Brewing, Hero Club, Moondog, Mismatch, ParrotDog, Pikes, Running with Thieves, Sydney Beer Co, Venom, White Bay Beer Co & Wolf of the Willows.

Producers interested in hearing more about Konvoy are invited to express their interest by phone or email to Nick Becker.