



# How many kegs do I need?

**A BREWER'S GUIDE**

**BROUGHT TO YOU BY G4 KEGS**

# How many kegs do I need?

At G4 Kegs, we work with clients across the globe, with a vast and diverse set of keg requirements. One of the questions we receive most often is: *How many kegs do I need?* We've compiled some best practices to help address this fundamental topic, regardless of your business size. Fill out the worksheet below for some guidelines around building your keg fleet.

## General Info

### QUESTION # 1: HOW MANY BARRELS ARE YOU BREWING PER WEEK?

Barrels / Week: \_\_\_\_\_

\_\_\_\_\_ x 52 weeks

\_\_\_\_\_ x % Kegged: \_\_\_\_\_

= BBL Annually: \_\_\_\_\_

*\*Note: Brewery sales are seasonal. Enter the highest volume you expect to brew in your **peak season**.*

### QUESTION # 2: DO YOU PLAN TO DISTRIBUTE OR JUST SELL INHOUSE?



Only Selling Inhouse / Tasting Room



(Skip to Question # 6)

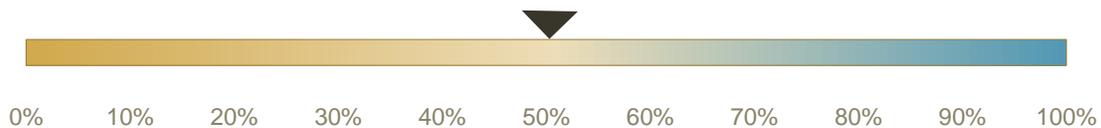


Distributing



(Proceed to Question # 3)

### QUESTION # 3: WHAT PERCENTAGE OF KEGS WILL GO TO YOUR TASTING ROOM VS. DISTRIBUTION?



a. Tasting Room:

\_\_\_\_\_ %

b. Distribution:

\_\_\_\_\_ %

# Distribution Info

There are several ways to plan for keg quantities when it comes to your distribution. Below, we've outlined two of these options. **Choose ONE from questions 4A and 4B based on what makes sense for your system.**

## QUESTION # 4A: HOW MANY ACCOUNTS / TAP HANDLES DO YOU HAVE?

A good rule of thumb is to plan for a certain number of kegs per account / tap handle. If you are working with a distributor, plan for 7 each (1 empty at your brewery, 1 full at your brewery, 1 full at the distributor, 1 full at the bar/restaurant, 1 tapped partial at the bar/restaurant, 1 empty at the distributor, and 1 in transit). If your distributor is local, you can probably remove the one in transit and plan for 6 each, and if you are self-distributing, you can reasonably plan for 3-4 kegs each. Choose the best number based on your system in the calculation below.

$$\begin{aligned} &\text{Number of Accounts / Tap Handles: } \underline{\hspace{2cm}} \\ &\underline{\hspace{2cm}} \times 3\text{-}7 \frac{1}{2} \text{ BBL Kegs Each} \\ &= \frac{1}{2} \text{ BBL Kegs Distributed: } \underline{\hspace{2cm}} \end{aligned}$$

## QUESTION # 4B: WHAT IS YOUR AVERAGE KEG TURNAROUND TIME?

However, if you're just starting out you might not yet know your number of accounts / tap handles – and in other cases, some breweries might not know where all their product is heading. Therefore, another way to think about this is to consider your average keg turnaround time. For example:

- 1 week of empties at the brewery waiting to be filled
- 2 weeks held in stock at the brewery
- 1-2 weeks out in trade (depending on how quickly your accounts turn the product over)
- 1 week of empties on their way back to you

Many factors can influence this timeline – including distribution radius (instate vs. out of state), and whether you work with a distribution partner. But if this timeline is consistent with your operations, your keg turnaround time is 6 weeks – and you should expect to rotate each keg in your inventory approximately 8 times per year.



## QUESTION # 5: WHAT IS YOUR CURRENT KEG LOSS RATE?

While we don't like to think about it, it's smart to plan for a certain amount of loss when it comes to kegs. If you're just starting out, a good estimate is 5% per year.

**Current Keg Loss Rate:** \_\_\_\_\_ (If unknown, assume 5%)

# Inhouse / Tasting Room Info

## QUESTION # 6: HOW MANY BREWS DO YOU HAVE ON TAP?

Your inhouse production takes a number of factors into consideration – including the size of your fermentors / brite tanks. However as we mentioned in Question # 4A, a good rule of thumb is still around 3-7 kegs per tap handle. Assume that you will always have at least one on tap, one in inventory, and one being cleaned / filled.

Number of Tap Handles: \_\_\_\_\_  
 \_\_\_\_\_ x 3-7 ½ BBL Kegs Each  
 = ½ BBL Kegs Inhouse: \_\_\_\_\_

## The Takeaway

If you chose option 4A...	If you chose option 4B...
½ BBL Kegs Needed (Answer 4A): _____	½ BBL Kegs Needed (Answer 4B): _____
x % of Kegs (Answer 3b): _____	– Keg Loss Rate (Answer 5): _____
– Keg Loss Rate (Answer 5): _____	+ Inhouse Kegs (Answer 6): _____
+ Inhouse Kegs (Answer 6): _____	_____
_____	_____
<b>= Total Kegs Needed:</b> _____	<b>= Total Kegs Needed:</b> _____

## Keg Sizes

These estimates are based on a standard ½ BBL keg size, but you'll want to diversify your fleet based on your needs. For more information on ½ BBL, 50 L, 1/4 BBL, and 1/6 BBL, contact your G4 keg consultant.

## Additional Considerations

Of course, every business is different and there is no one-size-fits-all approach to keg supply. Other considerations that may impact your decision could be things like storage space, number of fermentors and keg washers, and keg supplier volume discounts. But this worksheet should give you a good starting point to better understand your options – and how to set your business up for success.

**Helping you proactively size your keg fleet is just one example of how we partner and serve our customers. Contact our keg consultants to place your next order or learn more about how G4 can help elevate your business. Give us a call at (541) 508-5218 or email [experts@g4kegs.com](mailto:experts@g4kegs.com).**



Capital costs for your brewery can sometimes seem daunting. An upfront investment of 3-4x in kegs may be required to get started. Fortunately, that investment begins to pay for itself over the lifetime of the keg. And lucky for G4 Kegs clients, our kegs are backed by a 30-year warranty and our satisfaction guarantee.

## ABOUT G4 KEGS

Our industry is driven more by passion than profit. We're out to empower and accelerate that passion by giving it a vessel...literally.

Whatever your craft (beer, wine, soda, coffee, kombucha, spirits, mead, cider), G4 shares your enthusiasm for quality products and meaningful partnerships. What we do goes far beyond stainless steel containers. By elevating our own role as an industry leader and trusted keg consultant, we aim to create a rising tide of success across all parties.

We're headquartered in Tualatin, Oregon and have warehouses in Virginia Beach, VA, Oklahoma City, OK, and St. Petersburg, FL. As a small business doing big things, we understand what other small businesses need to succeed. We're uncompromising when it comes to an elevated customer experience. The result: quality kegs delivered to your timeline and budget.