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her background as an attorney will be an asset to NBWA, our members, and the independent beer distribution industry," said Purser. "NBWA is fortunate to have such a strong and experienced leader join our team."

Prior to her leadership position with AAR, Knight spent more than five years as the executive vice president of government affairs for the National Association of Broadcasters (NAB). Before gaining significant experience in the communications and transportation industries, Knight served as Washington representative and director of government affairs at NBWA from 1999 through 2005.

**GROWLER THAT GIVES** Introducing MiiR's latest product, the world's first ever insulated, threadless growler that gives back! Made out of premium stainless steel, the MiiR growler is designed with a wire swing-top lid and perfect seal and hard-shell technology, sure to keep all 64 ounces of a customer's craft beer cold for 24 hours.



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For more information on MiiR bottles and growlers, go to [www.miiir.com](http://www.miiir.com).

**SAINT ARNOLD, SONIC SOLVE LABEL PROBLEM** Craft brew lovers can be a forgiving crowd when it comes to lax labeling on their favorite ales. A curling corner or skewed placement doesn't tend to damage their brand loyalty. But even the most devoted fan would have found the new labels for Saint Arnold Brewing Company's seasonal Icon brand a deterrent to savoring the suds.

Sonic Air Systems, Inc. of Brea, Calif., however, rode to Icon's rescue. Since 1990, this manufacturer and creator of patented designs for high velocity air blower/air knife systems has successfully conquered drying challenges in multiple industries worldwide. Within five days of

Saint Arnold's call, its drying dilemma was solved.

Philip Dagger, the Houston-based brewery's packaging manager, had examined the specialty labels the morning they arrived. "It wasn't the correct label for wet beer bottles. These labels are made for dry bottles and liquor, and for square bottles, not round bottles like ours. Also the stitching or paper thread was horizontal instead of vertical—not good on a round surface."

Like most craft breweries, Saint Arnold cold fills its bottles, so there is a challenge with condensation and labeling. Even though the bottling line is inside and air-conditioned, Houston's wickedly high humidity further tests label application.

With the first application of the upscale Icon label, Dagger saw it buckle and fold the wrong way. Line speeds went to a crawl at 50 bpm. He decided to bottle the beer and bypass the labeler, then dry each bottle by hand and revisit the labeler at 115-120 bpm. "The labeling was still pretty bad. That day, I tried to find out about a drier." For the next five days, he also experimented with different applications and types of glue. Nothing was improving label adherence.

Saint Arnold's glue representative told Dagger about Sonic Air Systems, and Sonic rep David Werther drove the 250 miles from Dallas to Houston with the Sonic demo packed and ready to go. Werther arrived at Saint Arnold while the bottling line "was running really slowly, like they had to. We could attach air knife brackets to their line with c-clamps and vice grips on the fly, even with the line in operation."

The install of the Sonic 70, 10HP high velocity air blower with two 24" conventional XE air knives was easy. "No finetuning," noted Dagger. "With the air knives, we just put an angle on it, and it was perfect." The only glitch was related to noise: the bottling line is located right next to the case packers, and they objected to the blower volume. Sound was reduced by storing the blower in an adjacent room and running approximately 30 feet of piping from the blower to the air knives. With the Sonic equipment in place, Icon line speeds doubled, from 50 to 110 bpm. As line speeds accelerated, use rates of glue decreased.

The packing operation itself benefitted from the air knife system. "Before the Sonic system, the bottles packed were wet," noted Werther. "Wet cardboard loses strength, so there were issues." With the drying challenge resolved, the Icon label has found redemption, Saint Arnold can rest in peace and brew lovers can enjoy aesthetics with their ale.

*Sonic Air Systems services all sectors of the manufacturing industry worldwide, providing engineered blower and air knife solutions. It manufactures an entire range of blowers, air knives, enclosures, HEPA filters, and other accessories used in drying/liquid blow-off, cooling, coating control, static control, and a wide array of applications in air/gas handling. Since the company's founding in 1990 it has provided tens of thousands of*



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#### CRAFT BEER PAVILION AT PIZZA EXPO



The opportunity to offer samples to prospective volume buyers will be available again March 25-27 when Inter-

national Pizza Expo brings back its Craft Beer Pavilion. The Pavilion was launched in March 2013 with craft brewers pouring samples and passing out information to 7,000 Pizza Expo attendees, who are owners and managers of pizza-concept independent and chain restaurants.

A larger Pavilion is planned for March 2014 at the Las Vegas Convention Center. The pizza segment, like the craft beer segment, has continued to grow while other dining and beverage sectors have stagnated or gone backward. With annual sales of more than \$40 billion, there are more than 65,000 U.S. pizzerias—and 30,000-plus serve beer. The pairing is a natural, and as the craft movement in pizza grows, so does the market for craft beers at pizzerias.

Recognizing this symbiosis, Pizza Expo has set aside space on the exhibit hall floor among 450-plus exhibitors for members of these two like-minded industries to meet and discuss building profitable craft beer programs at the nation's best pizza restaurants. Pizza Expo is a business-to-business trade show attended by pizza operators seeking ways to improve their businesses. Brewers in the Craft Beer Pavilion will have the chance to gain top-of-mind recognition with these owners and managers of leading independent and chain pizzerias.

Pizza Expo's emphasis on craft beer extends to its education program: The Brewers Association's Julia Herz will deliver a seminar on building a profitable craft beer program and co-present with pizzeria owner Doug Ferriman a beer and pizza pairing demonstration. There will also be panel discussions on the craft beer topic, and exhibiting brewers will have the opportunity to pour samples of their beers at Pizza Expo's evening events.

*Pizza Expo is offering discount-rate space in the Pavilion and a turnkey package that makes it easy for brewers to have a presence among these volume buyers (see [pizzaexpo.com/craft\\_beer.cfm](http://pizzaexpo.com/craft_beer.cfm)). Contact Bobbie MacIntosh at (800) 489-8324, ext. 515 or [bmacintosh@pizzatoday.com](mailto:bmacintosh@pizzatoday.com).*

**BEN E. KEITH NAMES NEW MANAGEMENT** Ben E. Keith Company's board of directors elected John Howard Hallam as president; Robert Hallam, Jr., as executive vice president; and appointed James Hallam to the company's executive committee.

John Howard Hallam has worked for Ben E. Keith Company for over 21 years. He has held



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