



POURING PERFECTION

INTRODUCING THE REVOLUTION IN DISPENSING FRESH DRAUGHT BEER

Imagine serving perfect draught beer that stays fresh for a month, with minimal waste and hassle. That's exactly what DraughtMaster is bringing to bars, cafés, and restaurants across the UK. Carlsberg Britvic's Gary Puckering explains how this clever system works, why it's different, and how it can transform your business.



Gary has worked for Carlsberg Britvic for almost 19 years and is a Dispense & Innovation Manager.

A SMARTER WAY TO SERVE BEER

DraughtMaster was developed in Denmark by Carlsberg and introduced to the UK in 2016. Traditional steel kegs rely on CO₂ or mixed gas to push beer out, but after about five days, the quality starts to drop. DraughtMaster takes a different approach: beer is gently pushed from a 20-litre PET keg using compressed air, meaning no external gas is needed. The result is consistently great-tasting beer for up to 30 days – six times longer than a standard keg – keeping customers happy and reducing waste.

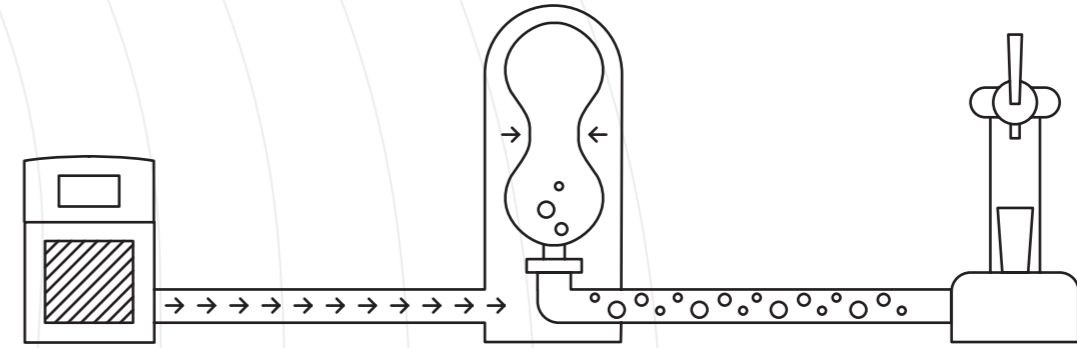
WHO LOVES IT?

DraughtMaster is perfect for venues where a traditional draught system isn't practical. Think café bars, bistros, smaller restaurants, or function room bars that aren't used every day. Many national chains, including Prezzo, Wildwood, and Honest Burger, have embraced the system, often installed neatly under the counter where space is tight. Its flexibility and convenience make it a great fit for almost any setup.

With DraughtMaster, serving draught beer becomes simpler, smarter, and more profitable – while ensuring every pint tastes as good as the first.



HOW DOES IT TECHNICALLY WORK?



COMPRESSED AIR

Compressed air is pumped into the pressure chamber. Nothing encounters the beer, keeping it perfectly fresh.

FRESH PRESSED

The keg is squeezed and fresh beer is pressed out. No added CO₂ which reduces costs, saves on maintenance and guarantees high quality beer.

BEER COOLER

Specific cooler determined by number of brands and outlet requirements chills the entire system.

DRAUGHT BEER

Perfect beer arrives at the tap ready to be served.

WHAT ARE THE ADDITIONAL BENEFITS BEYOND RETAINING THE QUALITY OF THE BEER FOR LONGER?



Less cleaning, more time: Semi-automatic cleaning runs every 28 days, not weekly, saving time and money.



Flexible and modular: Add more brands easily once the system is installed.



Lightweight, eco-friendly kegs: Stackable, recyclable, and compress as beer is dispensed.



Quick brand changes: Swap beers in seconds by changing the T-bar lens—no gas adjustments needed.



Extra savings: Lower gas costs and minimal cleaning keep operations simple and efficient.

WHAT BEER IS AVAILABLE IN DRAUGHTMASTER?

BIRRIFICIO ANGELO PORETTI - A TASTE OF ITALIAN CRAFT

Since 1877, Birrificio Angelo Poretti has been brewing lagers with passion, precision, and a touch of Italian flair. Unlike any ordinary lager, Poretti is crafted with a unique blend of four hops, delivering a golden pour, a smooth, aromatic profile, and a crisp, satisfying finish. It's bold enough to stand out, yet approachable enough to become everyone's favourite – which is why it's the fastest-growing lager in the UK.

Now available on DraughtMaster through Brakes, Poretti brings the art of Italian brewing straight to your venue. Each pint promises premium quality, perfectly poured, and full of flavour – a simple way to impress your customers and elevate any draught offering.

- ABV:** 4.8%
- STYLE:** Lager
- SEE:** Polished golden
- SMELL:** Smooth & aromatic
- TASTE:** Sweet malty body & an assertive bitterness



EXCLUSIVE DEAL FOR BRAKES CUSTOMERS

Install DraughtMaster and Poretti during November and get 4 free kegs, POS support package & a limited edition neon sign.

Promotion valid for the duration of the promotional period. One deal per install per outlet. Promotion only available with a 2-year agreement and MPO (minimum purchase obligation of 20L per week). Promotion only available to Brakes customers. Qualifying products: Birrificio Angelo Poretti 20L DM Kegs. Whilst stocks last. Deal subject to change.



How do I go about finding out if my venue is right for it and how simple is it to install?

Talk to your Account Manager and they will be able to give you more information. Or take a look at our webpage and you can contact us directly.

