ARE YOU CURIOUS HOW BEER FROM NEARLY

8,000 KEGS

-BREWED BY-

MAKES IT INTO YOUR GLASS AT GABF?





Breweries utilize the MicroStar Keg Program to assist the Brewers Association with collecting and shipping of 80% of the beer at the Great American Beer Festival[®]. We'd like to raise a glass and thank Official Level Sponsor MicroStar Logistics for bringing beer from around the country to the largest indoor beer festival in the world. Cheers!











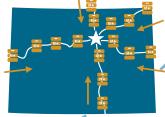
MicroStar delivers empty kegs to breweries to fill



Breweries send beers to consolidation locations

MicroStar Kegs are scanned, using Visibility technology, and the road to GABF begins







MicroStar Kegs are delivered to the host distributor and organized

MicroStar Kegs continue to be scanned throughout the journey





Empty MicroStar Kegs stay in Colorado

Because kegs aren't shipped back to breweries, greenhouse gas emissions are reduced











MicroStar Kegs are delivered to the Colorado Convention Center

MicroStar Kegs are scanned again to make sure the 800 breweries get their proper beer



MicroStar Kegs delivered to festival booths

Hundreds of staff and volunteers deliver beer throughout the festival for your enjoyment

