

Diluted Beer in cans? What next?

Tony Quinn (AKA Quinney), local marketing guru and owner of RECOGNITION EXPRESS NEWBURY wants us to stand up and protest at the beer industry's latest suggestion for innovation in beer cans. He says that the industry's environmental claims are a smokescreen for saving money and ignoring the drinking public. Quinney was once a Marketing Controller for The Courage Beer Company.

So what is the industry suggesting? The Brewers are looking to extract the water from brewed beer before packaging in a can. A 5% lager normally packaged in a 500ml can, will therefore only contain 25ml of undiluted alcohol. The can size by definition will only be 1/20th of its current size. Allowing for graphics, this means that the can height will be around 10mm tall. Cans of strong brew will be taller of course and will require less water added.

Consumers will have to add water at home in proportion to the ABV strength in order to get the product delivery they know and love. Retailers will be giving away measures with each beer brand so that consumers will know exactly how much water to add for their favourite brew.

The industry claims that this will not only save more than 1m tons of canning materials but there will be massive distribution savings and a reduction in vehicle movements. 50,000 of the new cans will fit in the same truck that used to carry 2,000. As for retailers, 20 of the new cans will only take up the same space as one of the current cans and shelves will not need to be refilled as frequently.

"This is ridiculous" says Quinn. "How would you add water when you are out and about or at an outdoor concert or the like? And how would you get the FOSTER'S logo onto the front of a can 10mm high? It's a non-starter. The Brewers are off their heads."

If you have an opinion on this latest move either way, please email your comments to Tony Quinn sales@re-newbury.co.uk

