

Infographic: What to Do With All Those Craft Brew SKUs

Spacesaver Industrial

WHAT TO DO WITH ALL THOSE SKUs

THE RISE OF CRAFT BREWS

Cider Category Shares Have Grown Year over Year
79%

In 2012 Craft Beer Production Increased
15% By Volume
17% By Dollars

2347 Craft Breweries Operating In The Us

Year	Number of SKUs
1996	190
2003	200
2007	262
2009	470
2011	535.5
2013	665.5

Customers Are Demanding A Wider Selection

IT'S GETTING CROWDED

\$ For Every Dollar Spent On Wages **11%** Is Spent On Capital Investments

THE AVERAGE COOLER COSTS **\$200** PER SQUARE FOOT

Multiple pallet and keg moves increase equipment operating costs!

EMPLOYEES HANDLE EACH CRAFT AND CIDER PRODUCT **BETWEEN 2 - 3 TIMES**

THE AVERAGE WORKER TOUCHES **78 PALLETS** PER 8 HOUR SHIFT

Infographic: What to Do With All Those Craft Brew SKUs

Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

THE SOLUTION

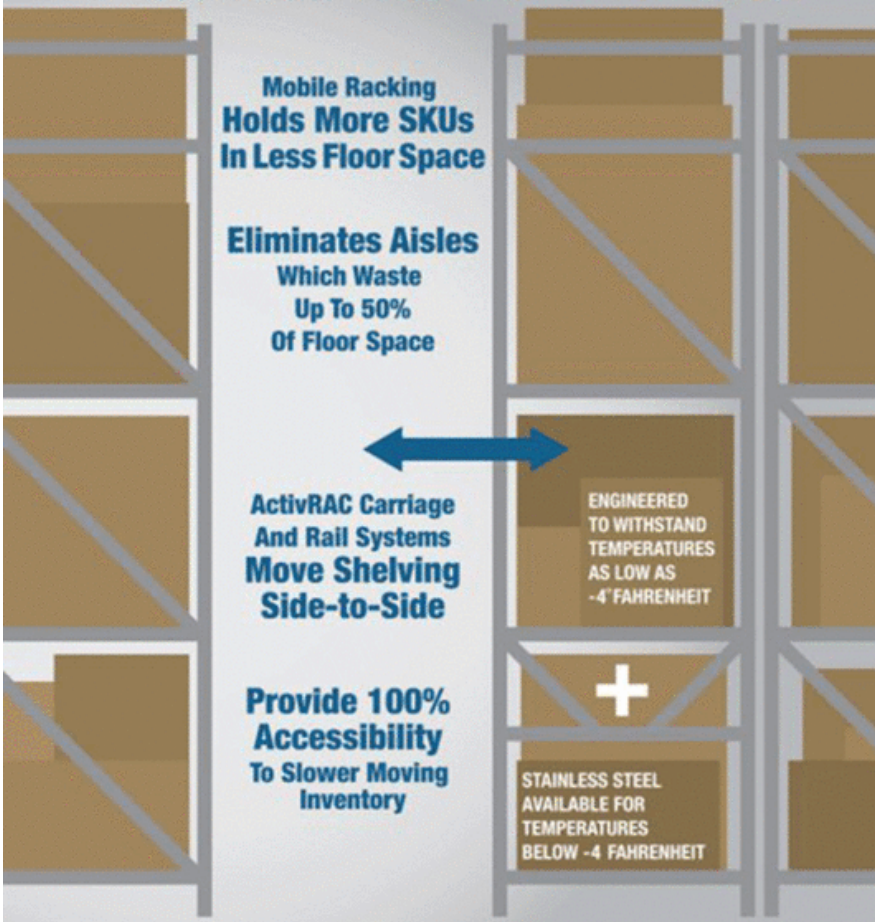
ActivRAC® Mobile Racking

Mobile Racking Holds More SKUs In Less Floor Space

Eliminates Aisles Which Waste Up To 50% Of Floor Space

ActivRAC Carriage And Rail Systems Move Shelving Side-to-Side

Provide 100% Accessibility To Slower Moving Inventory





ENGINEERED TO WITHSTAND TEMPERATURES AS LOW AS -4° FAHRENHEIT


+

STAINLESS STEEL AVAILABLE FOR TEMPERATURES BELOW -4° FAHRENHEIT


ACTIVRAC vs STATIC SHELVING

 <p>ActivRAC</p> <p>2200 Sq Ft Cooler</p> <p>Fits 3400 kegs</p> <p>\$32,000 /yr to operate*</p> <p>No construction costs</p> <p>Removes aisles which waste up to 50% of floor space</p>	<p>VS</p>	 <p>STATIC</p> <p>4400 Sq Ft cooler</p> <p>Fits 3400 kegs</p> <p>\$64,000 /yr to operate*</p> <p>\$440,000 to build addition**</p> <p>Employees must travel further reducing efficiency and productivity</p>
---	-----------	--

* Using a calculation of a 12-month rolling average of the Energy Information Administration's \$0.1022 per kilowatt hour estimate for commercial electricity in the United States.
 ** Estimated based on a \$200 per sq ft average cost for cooler construction.



CHECK US OUT AT
industrial.spacesaver.com



Infographic: What to Do With All Those Craft Brew SKUs

Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

Source URL (retrieved on 01/28/2015 - 5:44pm):

<http://www.foodmanufacturing.com/news/2014/08/infographic-what-do-all-those-craft-brew-skus>