

This text was used to announce the formation of a new, targeted business unit. The text was used in their newsletter and portions used for their Press Release.

**Sprinkman Brewing Systems – Dedicated Resources for the Growing Craft Brewing Industry
The Customer is Always Right**

The customer is always right. We've all heard the saying, but sometimes it's really true. Take the relationship between the craft brewing industry and W.M. Sprinkman.

Craft brewers said, "If you guys can make dairy processing equipment and work within the demanding regulations of that industry, then you must be able to make some incredible brewing equipment."

To that point in time, W. M. Sprinkman Corporation had been producing high-quality, sanitary, stainless steel process systems and tanks for the dairy and food industries for 80 years. As it turns out, those same exacting standards make great brew systems, too.

W.M. Sprinkman has been working with craft brewers since the early 1990s and now has a dedicated business unit called **Sprinkman Brewing Systems** to adequately address this booming industry. Made in the USA, all manufacturing is done in two Wisconsin facilities, Franksville and Elroy. With 15 brewhouses already scheduled to be installed during the first half of this year, Sprinkman brewing equipment can be found from New Jersey to Hawaii and many places in between. With the excellent growth in the craft brewing industry, we look forward to many more years!

Craft brewers said: "We really need custom systems. My business is unique."

"We have been excited to grow with this artisan-driven industry. Sprinkman Brewing Systems are specifically designed for producing today's American craft brews, for example having wider whirlpools and bigger lauter tuns. American brewers deserve a system that allows them to fully express their brewing creativity," notes Brian Sprinkman, President of W.M. Sprinkman and longtime home brewer. "As fellow craftsmen, we really feel at home working with craft brewers with their often one-of-a-kind operations and facilities and desire for excellence."

Each piece and system is made to work for the specific needs of the brewer, so Sprinkman has made items like:

- Systems and tanks for 2 to 4 vessel, 20 to 100 BBL brewhouses.
- Specialty pieces like a 200 BBL Brew Kettle
- A dual 30 BBL/ 10BBL brewhouse that delivers product to both bottling and a taproom
- Cellar tanks up to 600 BBL in custom heights to meet any ceiling restrictions

Craft brewers said: "Talk to Sprinkman Brewing Systems. They'll help you out."

Hmm...kind of has a nice ring to it. Sounds like a great name to call the brewing business unit. "We feel that it makes sense to have a dedicated business unit for the specialized needs and exacting standards of the craft brewing industry," explains Brian. **Sprinkman Brewing Systems**, specializes in designing, engineering, building, installing and servicing complete craft brew systems throughout North America. "Craft brewers have to be savvy marketers, too, and they certainly understand the value of a good referral. Our customers were already using the name for referrals, so why not make it official?!"

Oh, yea, we threw in a new logo, too. We hope you like it. You'll be seeing it on equipment and marketing materials soon.

Sprinkman Brewing Systems listens to their customers because they are right and that makes for good business all around. So, keep talking to us, we're listening.