



HYSTER MEETS NEW BELGIUM BREWING COMPANY'S CHALLENGING KEG LINE NEEDS

New Belgium Brewing Company was founded in 1991 and currently ranks as the fourth-largest craft brewery and eighth-largest overall brewery in the United States. 100% employee owned, New Belgium Brewing produces 14 year-round beers, including Fat Tire Belgian Style Ale, at their two facilities in Fort Collins, CO and Asheville, NC.

// THE CHALLENGE

In late 2015, New Belgium Brewing Company opened their Asheville, NC location with a starting capacity of 250,000 barrels. From the start, this new location encountered logistical challenges with its packaging and distribution and had distinct needs for its keg line, which was located in a small and tight space. New Belgium Brewing Company looked to Hyster Company to recommend solutions to streamline the operation.

Phillip Pollick, Packaging Manager and Beer Traffic Controller explained their choice, "We chose Hyster based on the size of our lines and the equipment that they had that would match the space that we needed in order to fit forklifts to get into tighter spaces, being a smaller footprint brewery. It was a good match."

// THE SOLUTION

Hyster Company helped the client determine an optimal mix of forklifts with high-level maneuverability in tight spaces to allow easy loading and unloading of products onto the keg line. Hyster Company also identified beneficial add-ons, such as reverse lights and seat-side mini-levers that met particular needs and further enhanced operator efficiency.

New Belgium Brewing Company selected electric-powered forklifts, which further enhance fuel efficiency versus using propane. The ergonomic options selected provide increased productivity and enhanced operator safety.





// THE RESULTS

Pollick and his team were pleased with the solution, "Our forklifts run off battery. On our keg line we can actually charge one lift and have it in use and then have one offline. The lift that is offline is the indoor outdoor lift, so it is very versatile, we can either use it on our keg line or use it to haul beer up to our liquid center across the street."

The operators at the Asheville location are pleased with the solution as well. They have praised the trucks for the durability, comfort and the availability of productivity-enhancing options.

"Our operators that have come from Fort Collins said 'Wow, you guys have the Cadillacs.' So I couldn't be more thankful in choosing Hyster for their lifts and completing this project of opening up this brewery and really getting us to where we are today."

PHILLIP POLLICK, PACKAGING MANAGER AND BEER TRAFFIC CONTROLLER

The New Belgium Brewing Company location in Asheville has doubled its production from 250,000 barrels to a 500,000 barrel per year facility, thanks in part to the comprehensive solution provided by Hyster Company. Visit our site to view the ***New Belgium video***.