

# Repackaging Kegged Beer Into 2-Liter Growler Class Syllabus

This syllabus is intended for educational or retail promotional use.

## Class Overview & Description

This class is intended to demonstrate and instruct participants in how to properly repackage homemade beverages into 2-liter standard PET bottles. With live interactive demonstrations, participants will easily grasp the concept of repackaging using the CarbaCap. This will extend the usability of a home keg system. Giving the participant the ability to make their kegged product mobile.

- Demonstrate and explain the tools needed to do the task.
- How to prepare the standard PET bottle to be filled.
- The process of transferring liquid's in an oxygen-free environment.
- Repressurizing for transportation.
- Questions and answers about the process.

## Advertising & Promotions

Promoting this class is completely up to the instructor or retailer. We highly recommend using multimedia (Website, Email, Facebook, Twitter, etc.) to promote the class at a minimal cost. Promotions should run for about 3 weeks. Choose a convenient time and a familiar place for your participants to hold the class. Print out the class poster and put up in the retail location near a gathering point or the register/POS. Make sure that all of your staff is aware of the class and promotes it. You could also have a sign-up sheet online or physical to let you know how many will be planning on attending. Whether or not to charge for the class is completely up to you. It is recommended to have a minimal commitment to ensure the participant that this class is valuable.

## Preparation

The following is a recommendation for the preparation timing. Alterations can be made to this schedule however promoting for an extended time is not recommended.

- **3 Weeks Out** – Start your promotion for the class with your second line multimedia (Facebook, Twitter, Instagram, etc) This will give your subscribers the first option and increase their membership value. Refer to page 7, Appendix I.
- **2 Weeks Out** – Start promotions for the class on your website, newsletter and retail store. Print up the promotional poster/sign, shelf-talker, store flyers and class sign up sheet. Refer to page 8-11, Appendix II-V.
- **7 Days Out** – Send all your email subscribers a personal invitation to the class. Order any additional materials that are needed for the class. Check your tools and make sure you have ample supplies of CO<sub>2</sub>. Print out the 'Class Notes Handout Sheet' Refer to page 12, Appendix VI. Staple your calling card to the handouts.

- **The Day Before** – A complete dress rehearsal should be done 24 hours prior to class. This will work out any last minute adjustments that need to be made to your presentation.
- **Presentation** – Always start class **on time**. The instructor should be ready at a minimum of 30 minutes before the scheduled time. Make every effort to stay within the timing. Avoid going too long or off subject. It is normal for students to remain after the class has been dismissed.
- **The day after** – Send emails to all participants to thank them for attending the class. It is recommended to have an electronic survey critiquing the class. Take actions accordingly and if needed reschedule another class. Refer to page 13, Appendix VII.

### Needed Materials

To properly demonstrate and promote the retail items we recommend the following list. However additions can be made in accordance with what you need for your individual situation.

- Promotional materials for the class (Referenced in Preparation).
- Signup or sign-in sheet.
- Standard Cornelius Keg CO2 system setup;
  - CO2 cylinder with 2 gauge CO2 regulator.
  - CO2 line attached to the output of the CO2 regulator.
  - Cornelius (corny keg) ball-lock gas coupler (gray) attached to the CO2 line.
- Standard Cornelius keg of Homebrew beer at around 45°F or lower.
- Kegeerator (Converted Refrigerator Kegeerator) Tap or a Cornelius Picnic Faucet Tap.
- Filling Tube for Growlers (about 1 foot long).
- CarbaCap (recommend 2 caps for the demo, one to use and one to show)
- Standard PET Bottle (recommend 2, 1-liter or 2-liter bottles)
- Hand towels for cleanup of spills.
- Cups (optional taste testing).
- Instructors calling card.
- Class hand-out (refer to appendix)

### The Class:

The following is an optional class outline. The suggested (optional) dialog is in *green italics*. It's more credible for the instructor to be confident and knowable if the dialog is from memory. Feel free to adlib this or put it into your own words as long as the message is conveyed. Instructor nonverbal instructions are within [Hard Brackets].

- **Before Class** – It is recommended to have seating available for all students. Although this class will be interactive and may move around. Students will feel more comfortable having a landing space where they can put their stuff. Setting up the room for the demo and having all of the needed materials in a centralized location. Dependent on presentation style and location will determine the proper setup for the class.

- **Opening** – [Start on time by introducing the instructor (yourself). Talk about your relationship to the school or retail establishment. In a small group it is permissible to have everyone introduce themselves.]
- **Overview** – SAY: *Today we are gathered here to learn about how to make our homebrew portable. Using our existing equipment we can repack our homebrew. Filling the container can be difficult or tricky. With the use of the CarbaCap this process is made simple. The CarbaCap can help us create an oxygen-free environment for our homebrew. It will also help us repressurize the container after filling and serving.* [Avoid the natural tendency to just drop into the demonstration at this point. The overview is just telling the student what to expect from the class. This also helps the instructor in preparing for the next part.]

*We are going to cover...*

- *Preparation of the Container - The container should be cleaned and sanitized. A CarbaCap should be affixed to the top of the container during the entire process.*
- *Creating an Oxygen-Free Container - The container should be purged of all trapped air. Injecting CO<sub>2</sub> and releasing the pressure slowly from the container should push all the trapped air out.*
- *Filling the Container Without Oxidizing the Homebrew – The use of a filling tube.*
- *Re-pressurizing the Container – Bringing up the presser to keep the carbonation.*
- *Transporting and Serving – The proper temperature after repackaging and re-sealing the container.*
- **Demonstrate** – SAY: *At this point let us consider our equipment. Your standard Cornelius Keg system is a critical part of using the CarbaCap correctly. We will detach and reattach the CO<sub>2</sub> part of the system throughout this process.* [Show how to detach this CO<sub>2</sub> system and set it on the table.] *Keeping everything clean and sanitized. This will help in preventing off-flavors in your repackaged homebrew. Next we need to prepare the container to receive homebrew.*

*The standard PET bottle container can be of 1 or 2 liters in size. It should be clean and sanitized before use with a CarbaCap attached. This container becomes in the oxygen-free environment by injecting CO<sub>2</sub> at 20PSI. [Inject CO<sub>2</sub> into the container] Then slowly venting the CO<sub>2</sub> by opening the container. [Slowly open the CarbaCap.] You will notice that a small cloud will form inside the bottle. This is the moisture trapped in the container from ambient air decompressing. [Reseal the container.] By injecting multiple times the lighter trapped ambient air will be pushed out of the container by the heavier CO<sub>2</sub>. [Repeat the injection process one more time and release the CO<sub>2</sub>. Note the decrease of clouding trapped ambient air on this injection. Finally inject CO<sub>2</sub> to pressurize the container without opening.] Now that we have and the oxygen-free environment for our homebrew let us go about filling the container.*

*Now to move the homebrew to the prepared container we need to reattach our CO<sub>2</sub> system to our keg system. [Reattach the CO<sub>2</sub> system to the Cornelius keg.] We will also need to attach the filling hoses to the faucet or picnic tap. [Show students the filling hose*

and how it is attached.] *At this point we need to purge trapped air inside the filling hoses. Simply open the tap to flush out trapped air with homebrew. Don't be concerned if the filling hose fills up with foam as this is just homebrew and CO<sub>2</sub>. [Slowly open the container and remove the CarbaCap.] It is acceptable if a small cloud forms once the container has been depressurized. This may be a small amount of moisture trapped inside the container that has blended with the carbon dioxide. [Quickly, place the filling hose inside the container.] Place the filling hose completely inside the container and resting on the bottom. Opening the tap and allow filling the container from the bottom up. The carbonated home brew will push carbon dioxide out of the container as it fills. Fill the container leaving 2-inch headspace. [Close or shut off the tap when the container is filled correctly.]*

*Now that the container is filled, we simply remove the container down and away from the filling hose. This will set up the filling hose for an additional bottle. [Reattach the CarbaCap.] Attach the CarbaCap back onto the container. [Leaving the cap slightly loose.] Slightly open the container and lightly squeezing it to purge all trapped gases out. [Retighten the CarbaCap.] Retighten the CarbaCap and set the bottle aside. Natural carbonation will refill this headspace overtime however it will decrease the overall carbonation. It's recommended that CO<sub>2</sub> at keg pressure be put back into the container to maintain carbonation level. [Inject CO<sub>2</sub> and show students that the sides of the container are tight.] Placing the filled container back into the refrigerator with the keg is recommended for about an hour. Check that the container stays filled and tight. Inject more CO<sub>2</sub> if necessary.*

*The standard PET bottle can hold homebrew beverages for quite some time. It is recommended that you periodically check them to make sure that they remain carbonated and tight. Now that you're kegged homebrew is portable... Feel free to take your homebrew anywhere. The convenience of the standard PET bottle and CarbaCap allows you to take kegged homebrew on trips, events, parties, and even beer club meetings. [At this point you can open the container and pour samples for the students to evaluate. Only serve about half of the container as you will need it later.] Keep in mind that open container laws in your area will apply. Always transport your repackaged kegged homebrew in a cooler inside the trunk of your vehicle. After opening the container you will need to re-inject CO<sub>2</sub> To maintain carbonation. It's not absolutely required immediately after opening. The natural carbonation within the liquid will prevent any oxidation for a small amount of time.*

*Leftovers can be re-carbonated after purging any trapped air in the container. [Take the demonstration container that samples were given from and squeeze the sides lightly.] By slightly purging the container of trapped air we can inject a small burst of carbon dioxide and slowly release the gas as we did before. [Inject CO<sub>2</sub> to fill the container. Then release trapped gases by loosening the CarbaCap.] This purges the container and allows us to re-carbonate the leftover homebrew in an oxygen-free environment. [Inject CO<sub>2</sub>.] Now we can even introduce more carbon dioxide into the container to bring up the*

*overall carbonation level. Since the container has been purged of all trapped air it is safe to shake the container. Shaking the homebrew with carbon dioxide it becomes more carbonated. [Shake the container.] This leftover can be stored as if it was completely filled.*

- **Wrap-Up** – SAY: *In this class I demonstrated many of the techniques that you will need to repack your homebrew and make it transportable. [Keep this review short and to the point. The purpose of wrap up is to remind people to ask questions or clarify processes.]*
  - *We talked about the equipment it's needed to make this process possible.*
  - *We discussed and I just demonstrated how to prepare a standard PET bottle to receive homebrew in an oxygen-free environment.*
  - *I demonstrated how to fill the container with homebrew and purge the container of any trapped air.*
  - *I also demonstrated how to re-carbonate leftover homebrew.“*
- **Questions & Answers** – SAY: *Any Questions?* [Open the floor for any questions. Keep in mind that some of this may be a review or just clarification. Keep your answers short and to the point. The following are some sample Q&A that may help inspire more questions.]

***Is it possible to carbonate uncarbonated homebrew before packaging?***

*Yes! The CarbaCap can be used to carbonate homebrew before packaging. Using the skills and techniques within this class, you are now able to carbonate homebrew that's uncarbonated. Many breweries will 'scrub' their beer with carbon dioxide before fully carbonating. This helps to decrease the number of trapped gasses within the liquid. This process improves the quality of the resulting beer and extends the shelf life. By simply carbonating the still liquid lightly and releasing the gas between injections will do this scrubbing technique. After this scrubbing process, continue with regular carbonating of a still liquid.”*

***Do you need a CarbaCap for each container?***

*It's recommended to have several CarbaCaps available for your draft system. If you are planning on gifting homebrew, remind the recipient to give back the CarbaCap when they're done. Some homebrewers will intentionally over carbonate and slightly freeze the container. At that point they will remove the CarbaCap and replace with a standard PET bottle cap. You will have to do some experimenting as this process is outside the scope of our class today.*

***Where can I get more information about using the CarbaCap?***

*The CarbaCap is completely supported by the manufacturer on their website. Here at inert homebrew shop name we retail this part and supported as much as we can. However the fine people at CarbaCap have been doing this for a very long time. The CarbaCap also has a lifetime replacement warranty. Just go to their website at [WWW.CARBACAP.COM](http://WWW.CARBACAP.COM) for more information."*

**After Class** – SAY: *This wraps up our class today. Here is a class handout that covers what we talked about today. [Hand out the class notes sheet from the Appendix - VI. ] Here is also my contact information if you have further questions. [Distribute your calling card if not stapled to the hand out.] Don't forget to visit [CarbaCap.com](http://CarbaCap.com) if you would like Additional information. They also have videos on how to properly use the CarbaCap. Thank You.*

Appendix - I

Multimedia Posting Text (Feel free to edit and adapt to your style.)

**Email/Newsletter** – “Would you like to make your kegged beer portable? Join us at the next class on how to ‘Repackaging Kegged Beer Into a Two-Liter Growler’. The class will start at <TIME> on <DATE> in the <LOCATION>. This class is intended to demonstrate how to properly repackage homemade ages into 2-liter standard PET bottles. With live interactive demonstrations, you will easily grasp the concept of repackaging using the CarbaCap. This will extend the usability of your home keg system. This class will give you the ability to make your kegged product mobile. Reply to this email to sign up as space is limited.”

**Facebook** – “Would you like to make your keg beer portable? We are proud to announce that we will be holding a class on ‘Repackaging Keg Beer into a Two-Liter Growler’. In less than an hour you will learn how to repackage your keg beer into convenient standard PET bottles. You will also learn lots of new skills that will expand your Homebrewing knowledge. The class will start at <TIME> on <DATE> in the <LOCATION>. Reply to <EMAIL> to sign up now. Space is limited. <#YOUR-TAG>”

**Twitter** – “Would you like to make your kegged beer portable? We are proud to announce that we will be holding a class on ‘Repackaging Keg Beer into 2-Liter Growler’. Click the link for more information. <LINK-URL> #carbapac <#YOUR-TAG> <@YOUR-SITE>”

**Instagram** – <YOUR PHOTO> [Take a Picture in your store either of yourself or a 2 liter PET bottle with a car back app attached.] “Would you like to make your keg beer portable? We are proud to announce that we are having a new class on repackaging keg beer into 2-liter growlers. Please visit our website for more information. <#YOUR-TAG> <@YOUR-SITE>”

***Feel free to use any of the four above announcements on any other multimedia.***

Appendix - II

Promotional Poster – [Cut and Past this into a document editor and increase the size to fit the page. This is sized to 8.5" x 11" The original Adobe Photoshop 6 file can be downloaded at <http://carbacap.com/downloads/class01sign.psd>]



# Repackaging Kegged Beer into 2-Liter Growlers



**Make your homebrew  
portable with the  
CarbaCap!**

DATE & TIME:

LOCATION:

*Signup today and reserve your spot now.*

**CarbaCap**  
Carbonation System

**This class demonstrates and instructs participants on how to properly repackage homebrewed beverages into 2-liter standard PET bottles. With live interactive demonstrations, participants will easily grasp the concept of repackaging using the CarbaCap. Giving you the ability to make your kegged homebrew mobile.**

Appendix - III

Shelf-Talker – [Cut and Past this into a document editor and increase the size to fit the page. This is sized to 5” x 7” The original Adobe Photoshop 6 file can be downloaded at <http://carbacap.com/downloads/class01Sheltalker.psd>]

# **Repackaging Kegged Beer into 2-Liter Growlers**

*Make your homebrew  
portable with the*

**CarbaCap**  
Carbonation System®

**DATE & TIME:**

**LOCATION:**

*Signup today and reserve your spot now!*

Appendix - IV

Flyer – [Cut and Past this into a document editor and increase the size to fit the page. The layout is to per-page. This is sized to 5.5" x 8.5" The original Adobe Photoshop 6 file can be downloaded at <http://carbapac.com/downloads/class01flyer.psd>]

## **Repackaging Kegged Beer into 2-Liter Growlers**

*Make your  
homebrew  
portable with  
the CarbaCap!*



This class demonstrates and instructs participants on how to properly repack homebrewed beverages into 2-liter standard PET bottles. With live interactive demonstrations, participants will easily grasp the concept of repackaging using the CarbaCap. Giving you the ability to make your kegged homebrew mobile.

DATE & TIME:

LOCATION:

WEBSITE & PHONE:

**Signup today and reserve your spot now!**

Repackaging Kegged Beer Into 2-Liter Growler Class Syllabus - CarbaCap

Appendix - V

Signup Sheet – [Cut and Past this into a table document editor and increase the size to fit the page]

Name		Email Address	Online	Store
1				
2				
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Appendix - VI

Class Notes Handout Sheet – [Cut and Past this into a document editor and increase the font to fit the page.]

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## Repackaging Kegged Beer Into 2-Liter Growlers Class Notes

Thank you for participation in the Repackaging Kegged Beer Into 2-Liter Growlers class. Here are some class notes in case you would like to refer to them in the future.

**Preparation of the Container** - The container should be cleaned and sanitized. A CarbaCap should be affixed to the top of the container during the entire process.

**Creating an Oxygen-Free Container** - The container should be purged of all trapped air. By Injecting CO<sub>2</sub> (20PSI) and releasing the pressure slowly from the container should push all the trapped air out. By injecting multiple times the lighter trapped ambient air will be pushed out of the container by the heavier carbon dioxide. This will leave the container pressurized and oxygen-free.

**Filling the Container Without Oxidizing the Homebrew** – The use a filling tube to move the beer to the standard PET bottle. The beer must be cold (45°F or 7°C) to hold onto the carbonation during moving. Place the filling hose completely inside the container and resting on the bottom. Opening the tap an allow filling the container from the bottom up. The carbonated homebrew will push carbon dioxide out of the container as it fills. Fill the container leaving 2-inch headspace.

**Re-pressurizing the Container** – Bringing up the presser to about 15 to 22 PSI (1 to 1.5 atmospheres) in the container. This presser is to keep the carbonation level in the beer. If additional carbonation is needed the PSI can be increased. Never use more than 30 PSI as this will lead to an unsafe condition.

**Transporting and Serving** – The standard PET bottle can hold homebrew beverages for quite some time. . Always transport your repackaged kegged homebrew in a cooler inside the trunk of your vehicle. After opening the container you will need to re-inject CO<sub>2</sub> to maintain carbonation. It's not absolutely required immediately after opening. The natural carbonation within the liquid will prevent any oxidation for a small amount of time. Leftovers can be re-carbonated after purging any trapped air in the container.

**References** – We recommend that you visit the CarbaCap.com website for additional information. It's also recommended that you refer to the Instruction that came with your CarbaCap.

**Contact** – Your instructor name: <TRAINERS-NAME>  
On behalf of: <COMPANY-NAME>  
Email Address: <EMAIL>  
Phone: <PHONE#>

Appendix - VII  
Thank You Text –

Dear <STUDENT-NAME>,

I wanted to take a moment and personally thank you for attending the class on repackaging keg beer in 2 2 liter growlers. I hope you had a really good time and got a lot of useful information that you can put into real action at home. I have attached to this email a copy of the handout from the class in case you needed an extra copy. All of us at <COMPANY-NAME> sincerely hope to see you at a future class.

Thank you,

<YOUR-NAME>  
<COMPANY-NAME>