

Europe's No. 1 in Cruise business gets Beer-In-Box technology and Ankerbräu Pilsner on board.

Launching the the new Cruise liner „MSC Magnifica” at 6th of March 2010 in Hamburg means a big step for the family owned micro brewer Ankerbräu in Noerdlingen/Bavaria with it's revolutionary Beer-In-Box system.

After the “mein Schiff” from TUI Cruises and the “Brilliance of the Seas” from Royal Caribbean Cruises the “MSC Magnifica” is the third cruiser using the Beers and the Beer-In-Box dispensing technology from Ankerbräu.

Ankerbräu Pilsner and Wheat Beer in Beer-In-Box is available in 20 bars on the 300 m long cruise ship where it is served to

2.518 passengers and 1.000 crew members.

MSC project manager Karmelo Deurandi has an annual forecast of 1.500 hl draft beer consumption for this vessel. For Ankerbräu a huge success and the evidence that the Beer-In-Box system is the draft beer concept of the future. The BiB system and the whole carbonation technology has been developed and patented from Ankerbräu by itself.

Deurandi emphasizes, that the big advantages of the BiB system were the major reasons to decide to get Ankerbräu Pilsner on board.

Advantages of the BiB system are: Efficient logistics and storage, easy handling, simple disposal, long shelf life, no difference in taste and same great quality as regular draft beer from kegs.

For the on board installation of the Beer-In-Box technology, the dispensers and taps Ankerbräu project manager Sebastian Haag and technician Uwe Jung had a 2 day time frame at shipyard Saint-Nazaire, France. A precise project plan and upfront coordination were keys to success.

During maiden trip to Southhampton 70 barkeepers and service people were trained in working with Beer-In-



Box as well as learning about the history of Ankerbräu in Nördlingen / Bavaria and the beer specific parameter like ingredients and production methods, to enable them to provide that information to passengers.