

**THE ATMOSPHERE FEELS BAVARIAN...  
...BUT IT'S CANADA!**

IT'S THE BAVARIAN ATMOSPHERE THAT IS FELT IN THE CITY OF KITCHENER, IN CANADA, IN THE SOUTH-WESTERN PROVINCE OF ONTARIO, ABOUT 100 KM FROM TORONTO. THIS CITY, THAT IN 1833 WAS CALLED "BERLIN" BECAUSE OF ITS VAST GERMAN COMMUNITY, STILL CONTINUES ITS OLD TRADITIONS AND EFFICIENT WORK ETHICS. TODAY, AS IN THE PAST, IT PRODUCES BEER: A TRADITION THAT HAS BECOME, MORE AND MORE OFTEN, ASSOCIATED WITH ONTARIO'S FIRST CRAFT BREWERY: WE'RE TALKING ABOUT THE WATERLOO BREWING COMPANY. IN THE FACTORY IN KITCHENER, ITS LONG HISTORICAL TRADITION, TEAMS UP IN PERFECT HARMONY WITH INVESTMENTS IN NEW TECHNOLOGY TO BOOST PRODUCTION. TO BE ABLE TO DO SO, IN AN EFFICIENT WAY, ENERGY SAVING MACHINES ARE USED, WHICH ALSO REDUCE WASTE MATERIALS WITHIN THE SECONDARY PACKAGING ENVIRONMENT. THESE OBJECTIVES HAVE BEEN REACHED THANKS TO TWO SMI LSK SERIES SHRINKWRAPPERS AND THE OPTIMISED USE OF CONVEYOR BELTS ALSO PROVIDED BY SMI; THESE SYSTEMS SUPPLY THE PACKAGING FOR WATERLOO AND MARGARITAVILLE BRANDS, AS WELL AS OTHER PRODUCED BY THE COMPANY.



# WATERLOO BREWING

- **SECTOR: BEER**  
WATERLOO BREWING  
Kitchener, Canada  
[www.waterloobrewing.com](http://www.waterloobrewing.com)
- Shrinkwrappers LSK 35F/90 and LSK 25T
- Conveyor belts



VIDEO



GEO LOCATION





# WATERLOO BREWING

**W**aterloo Brewing is Ontario's first craft brewery. The quality of its products can be seen by the number of official awards received over the years, it has also been certified by the British Retail Consortium (BRC) Global Standards for Food Safety for beers with a standard of international quality. Founded in 1984, Waterloo Brewing Co. was the first artisan brewery to set up in Ontario and it is considered the pioneer of the rebirth of today's beer production in Canada. Apart from the famous premium beer Waterloo,

the company introduced the popular brand Laker. In 2011 they bought the Canadian rights for Seagram Coolers and in 2015 it also obtained the exclusivity for LandShark and Margaritaville. In Canada Waterloo Brewing Company has a team of experts, with excellent technical specialisation, that not every company has. Today Waterloo Brewing is an important company, which produces over 5 million cases of varied drinks each year. The Canadian company's activities belong to three different divisions: owner brand production, the production and sale of Allied brands and contract production.



Waterloo's position is strategic and allows it to satisfy the needs of the Canadian and American markets. The company's production is carried out on bottling lines with returnable bottles, non-returnable bottles and cans. Each line has state of the art machinery to wrap different bottle or can formats, thus responding to the needs of each specific market.



## WATERLOO BREWING

 **Year of founding:** 1984

 **Production site:** Kitchener, Ontario, Canada

 **Turnover:** CAD 45,2 million

 **Employees:** 125 people

 **Production:** 3,5 million cases of beer per year





# WATERLOO BREWING INVESTS IN EFFICIENCY



**W**aterloo Brewing has always been particularly attentive to the quality of its products and bringing satisfaction to the needs of a market in continual change. For this reason, it is always investing in new production technology, supplying itself with state of the art machinery and plant. Among the most recent investments of this Canadian company is the realisation of the environmentally friendly plant located in Kitchener, which became fully operational in October 2015 (two months earlier than planned). The new plant has the best technology available on the market, regarding energy savings, material waste reduction and the possibility to retrieve and recycle energy. The flexibility of the plant also consents a vast production of artisan beer, even in small quantities, as the production lines are faster than those of the previous plant and have a cooking room that is three times larger. Thanks to the new investment, Waterloo Brewing has increased the production of the canning line, with about 30% reduction in electricity use, using 10% less material compared to the previous lines and saving about 50% on waste water. Inside the new production plant, there are two SMI LSK series shrinkwrappers and sections of conveyor belts, that guarantee an efficient system for secondary packaging, that is flexible and economic in line with the company's strategical objectives.



## THE ECO-FRIENDLY SIDE OF KITCHENER

ON THE 17 SEPTEMBER 1981, KITCHENER LAUNCHED THE FIRST PROGRAMME OF "BLUE BOX" RECYCLING. TODAY MORE THAN 90% OF THE POPULATION OF ONTARIO TAKE PART IN RECYCLING PROGRAMMES. THE "BLUE BOX" PROGRAMME HAS SPREAD NOT ONLY THROUGH CANADA, BUT ALSO TO THE UNITED KINGDOM, FRANCE AND AUSTRALIA.



## NEWS FROM WATERLOO BREWING: CLOSING FORMOSA TO INVEST AT KITCHENER

In 2017, a press statement from the Chief Executive Officer at Waterloo Brewing announced the closure of the historical factory in Formosa (Ontario), that had been in activity since 1870. This was a very tough decision, especially for the employees, but was necessary to allow the company to carry out big investments in the modernisation of the plant in Kitchener, investments that foresaw the expansion of production capacities and improvements to the mixing, packaging, storage and distribution departments.



# ...TALKING ABOUT TRADITIONS!

Even if all over the world the Oktoberfest in Munich is recognised as a beer festival, it would, without a doubt, be an over-simplification to consider it as such, as it attracts thousands of children and families to other exhibition stands. The world is full of cities that try to recreate that friendly, lively, Bavarian atmosphere, they organise events with

the intention of bringing the colours and wonderful smells of the Oktoberfest to people who live far from Germany. Among these, the largest outside Germany, is the Kitchener-Waterloo Oktoberfest, in Canada. The first edition of this important event took place in 1969 and has been repeated every year since then, on the Canadian Thanksgiving Day. These two cities have strong German roots as during the 19th century, lots of

German immigrants chose the area to set up home, soon becoming the majority of the population. Other big events tied to the Oktoberfest take place in Cincinnati, in Ohio; in the Brazilian city of Blumenau; in the small village of Villa General Belgrano in the province of Córdoba in Argentina there is a very famous Oktoberfest; and lastly, Hong Kong has celebrated Oktoberfest since 1991.



## #KITCHENER

### THE HISTORY OF THE CITY THAT CHANGED NAME

THE AREA WHERE THE CITY NOW CALLED KITCHENER LIES, USED TO BE CALLED WATERLOO. IN 1833, BECAUSE OF THE HIGH LEVEL OF IMMIGRATION FROM GERMANY, THE LOCAL GOVERNMENT DECIDED TO CALL THIS NEW COMMUNITY "BERLIN". AFTER THE FIRST WORLD WAR IN 1912, THE CITY CHANGED NAME AGAIN AND BECAME KITCHENER IN HONOUR OF THE BRITISH LORD HORATIO HERBERT KITCHENER, WHO HAD DIED THAT YEAR DURING THE WAR BETWEEN THE BRITISH COMMONWEALTH (OF WHICH CANADA WAS A PART) AND GERMANY.



# OKTOBERFEST, FROM MUNICH TO WATERLOO



Oktoberfest (literally October celebration, in Bavarian often 'Wiesn') is a popular celebration that is held every year in Munich, in Germany, during the last two weeks of September and the first week of October. It is the most important event held in the city, and the largest fair in the world. With around 6 million visitors each year, that reached almost seven million in 2011 with 7,5 million beer steins consumed. The Oktoberfest takes place in the area of Theresienwiese: over 42 acres, with a big funfair and lots of stands where you can buy the six brands of historical Munich beer which are authorised to produce and sell for this event (Paulaner, Spaten, Hofbräu, Hacker- Pschorr, Augustiner e Löwenbräu). Each of the largest of the 14 stands is able to cater for 5.000 to 10.000 people; at every stand there is a central stage where bands play traditional schlager music. Given the success of the original event, lots of cities around the world organise similar events that have been christened with the same name.

The Kitchener-Waterloo Oktoberfest began in 1969, when, for the first time, the Canadian city celebrated its German roots. With over 700.000 visitors each year, it is considered the greatest Bavarian event in Canada. The symbol of this event is Miss Oktoberfest, chosen from thousands of candidates, and who has the honour of representing the event around the world. Among the numerous attractions are the parade for Thanksgiving Day and the numerous sport events that take place during the event.







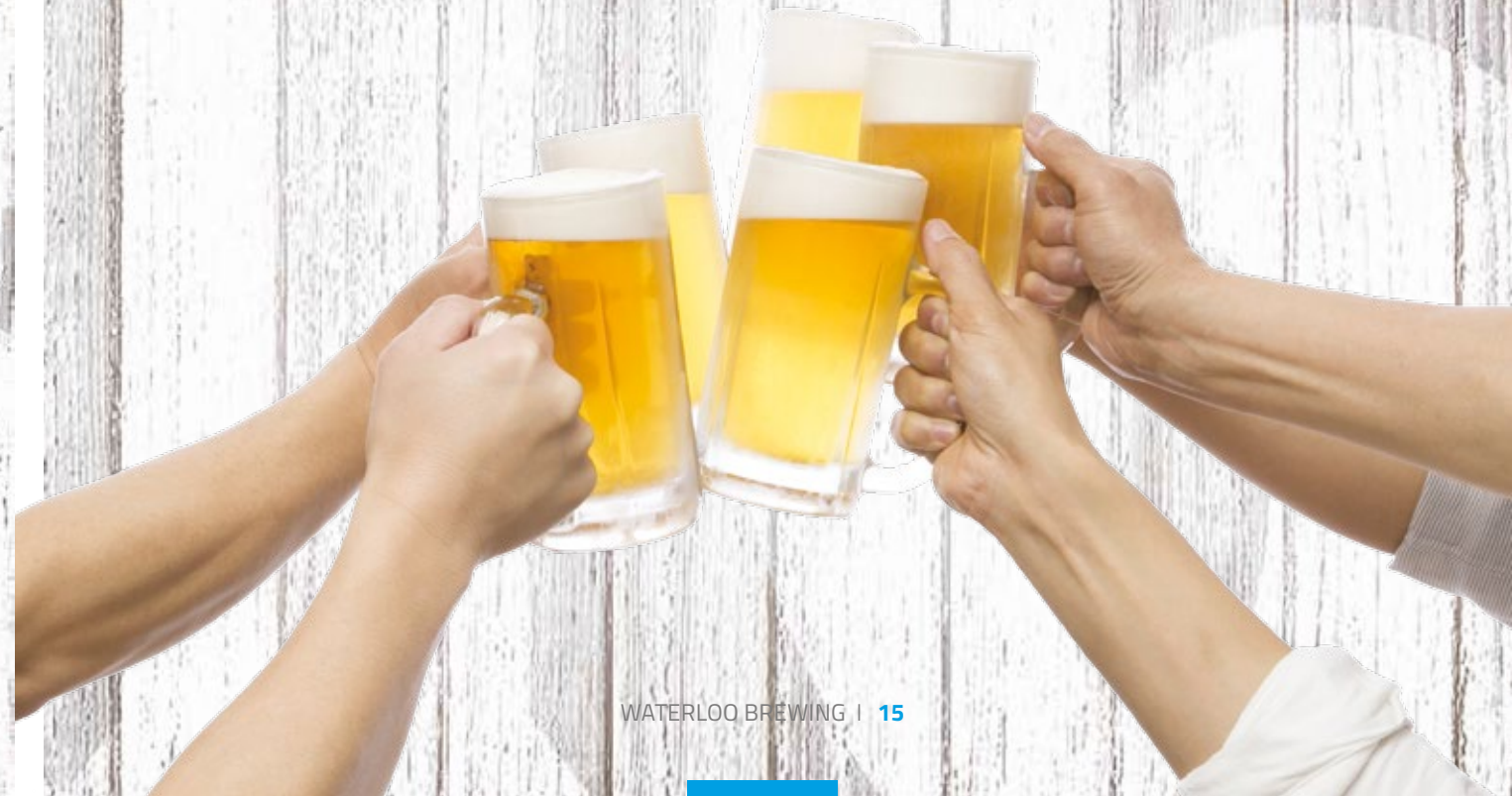
## BEER WITH CHARACTER FOR PEOPLE OF CHARACTER

**W**aterloo beer is one of the main brands of beer bottled by Waterloo Brewing. The history of craft beer in Canada has in fact been tied to the Waterloo Brewing brand since 1870, year in which this beer was produced in agreement to German legislation under the "German Beer Purity Law" using only four ingredients: water, malt, hops and yeast as well as pride and professionalism, using the same centuries old techniques taught by the master craftsmen from Germany.



ONTARIO'S FIRST CRAFT BREWER

**OUR  
BUSINESS  
IS YOUR  
RETURN ON  
REFRESHMENT.**





# SMI SOLUTIONS FOR WATERLOO BREWING



Beer is a natural product, that starts by combining four ingredients: water, malt, yeast and hops. The quality of the ingredients, together with the use of modern production technology and passion from the producer, determine the quality of the final product. Beer produced by Waterloo Brewing sets its roots in the great tradition of the German population, which is numerous in Kitchener. The commitment to the quality of Waterloo Brewing beer can be seen at every stage of the company, starting from the collaboration with the suppliers of the raw materials, passing through the production process and finishing with the consumers glass.



## GLASS BOTTLE LINE

### ➤ SHRINKWRAPPER LSK 35 F/90

**Packed products:** trays of 12oz glass bottles.

**Packs obtained:** Packs in film only; passage of boxes containing 0.341L glass bottles.

#### Advantages:

- shrinkwrap machine producing packs in film with a 90° infeed, particularly suitable for the packaging of packs or clusters with a square/rectangular base
- the machine has a mechanical system to group the product and a manual one to change format
- the Waterloo Brewing system has a 90° infeed and is the ideal solution for shrinkwrapping boxes and trays.

### ➤ CONVEYOR BELTS

**Function:** transporting packs and boxes.

**Advantages:** the conveyor system installed by SMI for transporting packs to feed the LSK 35/90° shrinkwrapper uses latest generation automation solutions and control to ensure high standards of production efficiency. The box and tray transportation is fluid and constant, guaranteeing maximum operational flexibility to the production plant and allowing the effective management of unexpected variations in product flow caused by possible situations on the line.

## CANNING LINE

### ➤ SHRINKWRAPPER LSK 25 T

**Packed products:** 0,473L and 0,355L cans; 3x2 Hi-cone and loose and 2x2 boxed.

**Packs obtained:** shrinkwrapping in tray+film, film only and flat cardboard pad + film.

#### Advantages:

- automatic machine suitable for packing varied products: Waterloo Brewing packs loose 0,355L and 0,473L cans; 3x2 Hi-cone cans; boxes of 2x2 cans. The LSK 25T shrinkwrapper wraps all these products in film, pad+film and tray and film so as to be able to efficiently answer to the ever changing present and future needs of the company
- compact structure suitable for any layout solutions.

### ➤ CONVEYOR BELTS

**Function:** To manage and feed loose cans to the Infeed of the shrinkwrapper LSK 25T, and packed product from the outfeed.

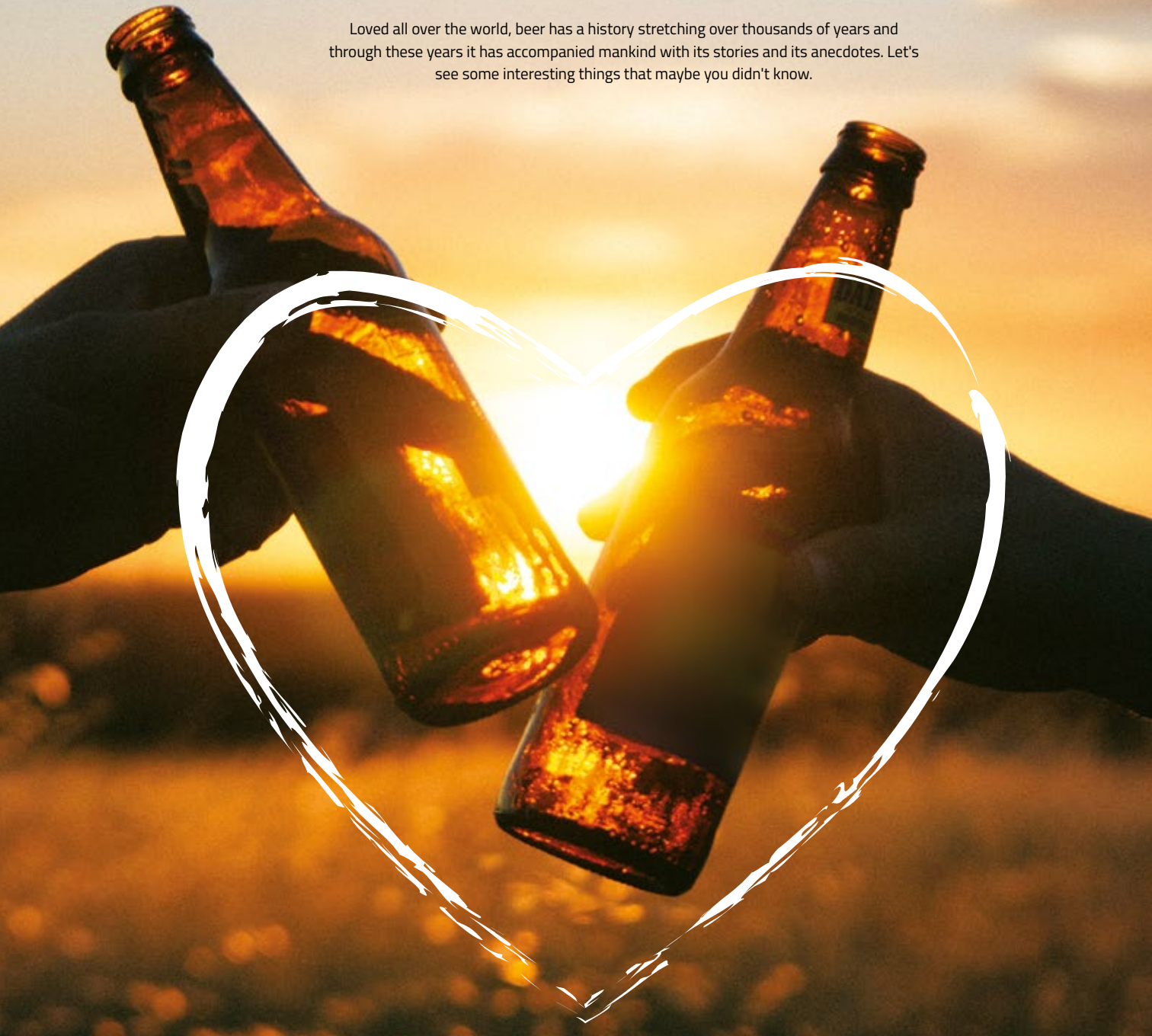
#### Advantages:

- the solution installed at Waterloo Brewing ensures the transportation of loose products at entry of the LSK 25T and the movement of the packed product at the outfeed
- the SMI conveyor systems are designed to satisfy fluid, flexible and efficient needs thanks to innovative technical solutions and the high quality of materials used
- minimum length of time for format changeover from one product to another
- high reliability thanks to the AISI 304 stainless steel structure and components
- reduced cleaning and maintenance.



# BEER MON AMOUR. BUT HOW MUCH DO YOU KNOW ABOUT IT?

Loved all over the world, beer has a history stretching over thousands of years and through these years it has accompanied mankind with its stories and its anecdotes. Let's see some interesting things that maybe you didn't know.



**The greatest consumers of beer are...**  
> Strange enough, but the nation that sells the most beer is China! Even if the individual consumption of beer isn't among the highest (33 litres a year, against the 150 of the Czechs and the Germans), it seems that in 2013, 53 billion litres were sold. An amount that generated a sales revenue of over 54 billion euro.

**Name >** The word beer derives from the Latin "bibere", drink, while the Spanish word for beer, cerveza, derives from Ceres, Greek goddess of agriculture.

**Origin >** Even if some chemical testing, carried out on artefacts of ancient pitchers, have confirmed the presence of beer 7000 years ago in Iran, the first written testimony dates back to the Sumer period. About 3900 years ago, celebrating Ninkasi, the patron divinity of beer, the Sumero population wrote, which until today, is the oldest recipe for the preparation of this drink.



**A wave of beer >** The London Beer Flood, this is the absurd name of the event that took place in London on 16 October 1814. On that day, around 1 million 470 thousand litres of beer invaded the suburb of St. Giles, causing death and devastation. This tragic event was caused by a tank that was damaged inside the Meux factory, which (think about it) was closed only 100 years later.

**Strengthening bones >** As it contains silicon, a mineral that is essential for the formation of connective tissue, beer (if consumed moderately) helps to strengthen bones. At least, this is what a study carried out and published by the American Journal of Clinical Nutrition claims.

**Fear of an empty glass: cenosillicaphobia >** If you are among those drinkers who can't stand seeing an empty glass, then you could be affected by cenosillicaphobia. But don't worry, to overcome this annoying sensation all you have to do is continually fill your glass!

**Beerduct >** In Gelsenkirchen (Germany) there is a real "beerduct", a beer tank is joined to a long system of pipes, around 5 km, that carries beer to the bars around the area. Lots of towns want to follow this example, like Bruges has done in Belgium.





# WHAT IT MEANS TO BE A PIONEER IN THE HISTORY OF BEER IN CANADA

The history of Waterloo Brewing is part of the rich history of beer and beverages in Canada. The origins of Waterloo Brewing are bound to the Formosa beer factory, which opened in 1870 three years after the Confederation, and a place with an excellent source of water. Since then, the company has grown and today it produces more than 3,5 million cases of various brand beverages. In 1995, Waterloo Brewing was the only company outside Germany to obtain the licence to produce and distribute the legendary beer Andechs. The following years saw the launch of new products like the brands Seagram, Cider and Iced Lemon Tea which gave constant growth to the production capacities. In 2009, the canning line was installed, while in 2015 the new plant was built, innovative in its kind, it represented an investment of \$9 million Canadian dollars.

Beer is part of Canada's culture and supports hundreds of industries!

**1 in 100 jobs are supported by the sale of beer.**



# WATERLOO BREWING & CULTURAL EVENTS



Since 1984, Waterloo Brewing Company has been part of the daily life of the community in which it operates, and for this reason it hosts lots of cultural and social events. Sponsorship is an important commitment for the company and it is considered a way to stay close to the local community and to be more than simply a beer producer.

