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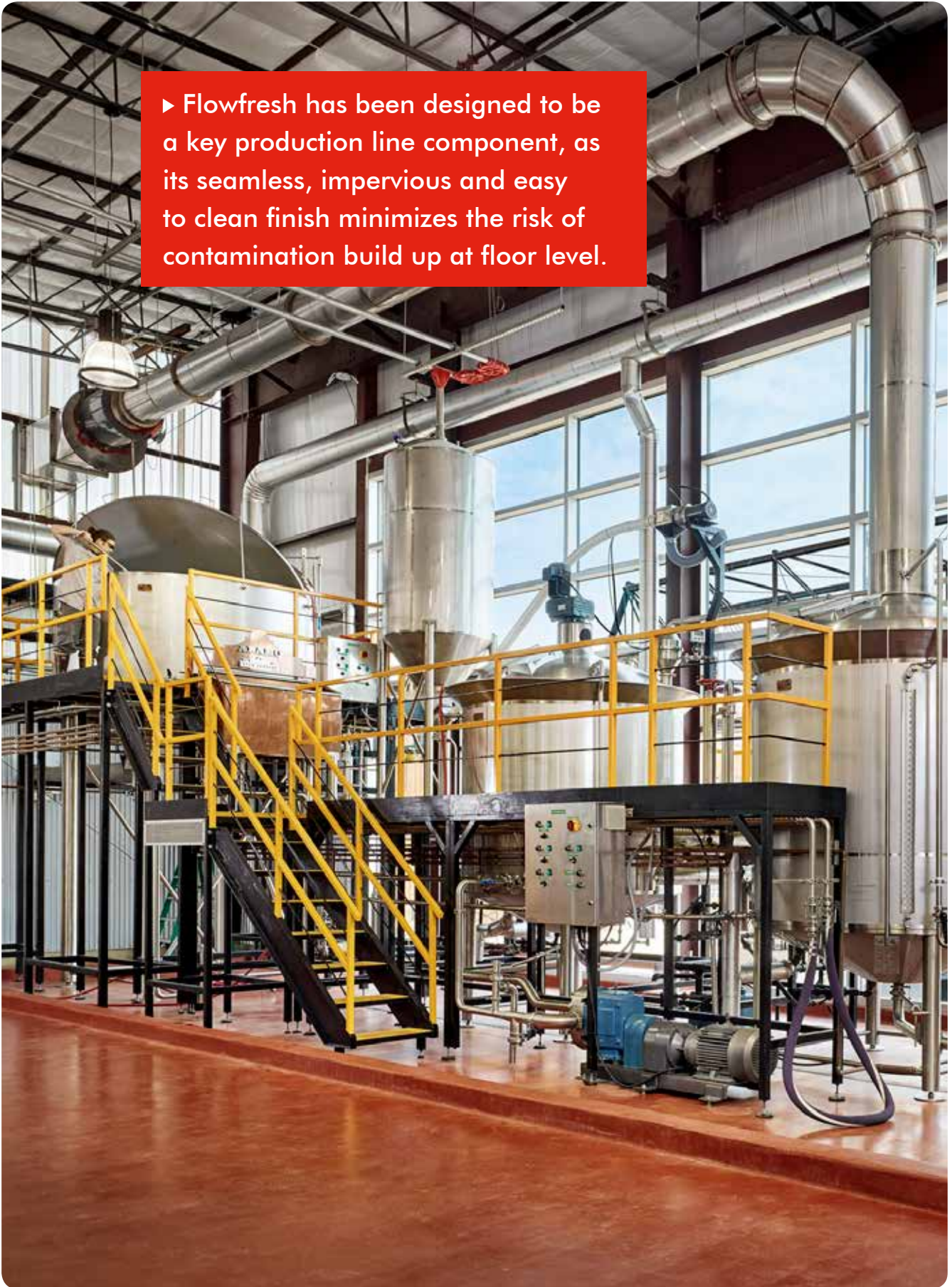


CANNONS, KEGS AND COATINGS: BRINGING ALAMO BEER BACK HOME!

► The Alamo Beer Company roared to life with a celebratory cannon firing and keg tapping ceremony earlier this year...



► Flowfresh has been designed to be a key production line component, as its seamless, impervious and easy to clean finish minimizes the risk of contamination build up at floor level.



▶▶ The Alamo Beer Company roared to life with a celebratory cannon firing and keg tapping ceremony earlier this year, marking the moment that the iconic beer brand returned to Alamo City after a 95-year hiatus.

With the eventual capacity to brew 40,000 barrels during its first five to seven years, the company's new USD 8 million facility combines the best aspects of contemporary beer production with a rich heritage of Texan tradition. This ethos is exemplified by its Vienna Lager label, which has been created in homage to the original Alamo Vienna Lager that disappeared during the Prohibition era.

Creating a brewery able to produce this quantity of beer requires the careful analysis of each aspect of the site to ensure that it will facilitate a hygienic and efficient working environment durable enough to survive the challenging on-site conditions.

8,000 sq ft of the robust cementitious urethane flooring system Flowfresh HF was installed

across the site to provide a floor able to withstand the heavy equipment, heat, foot traffic and the inevitable spillages of beer, liquids and brewing by-products for the long term.

Stainless steel drains were incorporated into the floor to allow contaminants to quickly wash out of the area. Effective drainage is a crucial component in industrial food and beverage environments to ensure that the site can be easily kept clean throughout the long shifts.

The internal workings of the new facility have been designed to emulate German breweries, with large onion domes on the kettles and flat-winged lids on the brewing vessel. Other unique innovations in the facility include a gleaming, traditional style copper wort grant as well as pitch tanks and 12 single-wall lagering tanks.

Flowfresh has been designed to be a key production line component, as its seamless, impervious and easy to clean finish minimizes the risk of contamination build up at floor level. In fact, Flowfresh's ability to create an ultra-hygienic surface led to the range achieving HACCP International certification. HACCP International helps reduce

the threat of contamination incidents by providing the food and beverage industry with strict guidelines for building materials and equipment.

The Alamo Beer Company's complex exudes a raw, industrial style and it was important that the entire site portrayed a consistent image, as the public will be able to take tours around the facility. However within the brewing area this look had to take into account the need for cleanliness and durability.

To balance the dual requirements of aesthetics and functionality, the Flowfresh floor was chosen in a rich, burnt umber red that reflected the stylized distressed metal effect used throughout the beer garden and beer hall.

The Flowfresh HF floor was installed by the STAR (Specialist Training in the Application of Resin) rated flooring applicator DLS Flooring. STAR contractors have passed Flowcrete Americas' educational training program that teaches participants how to consistently achieve a high-quality resin floor finish. ▶▶

▶▶ Flowcrete Americas created Flowfresh out of an exclusive global partnership with the antibacterial agent manufacturer Polygiene®.

A silver-ion based additive is homogeneously distributed throughout the Flowfresh material to complement regular floor cleaning and hygiene practices between the site's scheduled wash cycles.

Flowfresh meets the ISO 22196 standard, which measures the antibacterial effectiveness of plastics and other non-porous surfaces.

To find out more about how Flowfresh HF delivers The Alamo Beer Company's flooring demands, contact Flowcrete Americas' experts on +1 936 539 6700, email amerweb@flowcrete.com (or if you're in the area why not go on one of the brewery's tours to see the floor first hand!)■



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