

# Beverage supply systems at large-scale events

## Picomag in the Pschorr Oktoberfest tent



Hacker-Pschorr is one of Munich's largest tradition breweries. Since the 15<sup>th</sup> century, the name "Hacker" has stood for pure beer enjoyment, historic originality and all the things that make Bavaria lovable and livable. In short, "Bavarian Heaven".

"Endress+Hauser is a reliable partner for the realization of our innovative concepts for the future. Measurement instrumentation plays an important role."

Brewing engineer Uwe Daebel  
Manager, Technical Support and  
Packaging Development  
Paulaner Brauerei Gruppe GmbH & Co. KGaA



**Paulaner has been using underground ring-based piping since 2010 to supply its Oktoberfest tents with beer. This year the brewery installed a world premier in the new Bräuerosl tent: the first above-ground vacuum isolated piping (VIP) for the central beer supply system installed directly in the tent.**

**Customer challenge** The existing underground ring piping system is tied to the location and subject to weather conditions. This eliminates any flexibility in the designing the site and makes it difficult to carry out any repair or maintenance work.

**Innovation** The new piping system was put into operation for the central supply of beer at this year's Oktoberfest. The modular design, which is installed directly in the tent, offers numerous advantages: the system is weather- and location-independent and installation and deinstallation times are significantly reduced. Endress+Hauser instrumentation is responsible for monitoring most of the relevant parameters.

**Realization** The amount of beer that flows from the transfer piping to the taps is monitored by eight Picomags with a nominal diameter of DN 20. These pocket-sized electromagnetic flowmeters from Endress+Hauser monitor not only the flow of the beer, but also the flow of the non-alcoholic beverages from the keg to the tap. This is carried out by another 30 Picomag flowmeters with a smaller nominal diameter of DN 15.

The compact design of the Picomag provides decisive advantages, especially when tight installation spaces are involved. The Picomag also simultaneously monitors the temperature and conductivity, both of which are important measurement values for CIP cleaning. The Picomag furthermore comes with an integrated IO-Link interface as a standard feature and as a result can be easily integrated into common field bus systems. Cloud connectivity is also simple to establish.



Two Picomag flowmeters with a nominal diameter of DN 20 monitor the volume of beer flowing from the transfer piping to the taps. In the upper left is a Liquicap M FMI51 that continuously monitors the levels.



Jack-of-all-trades. The Picomag simultaneously monitors flow, temperature and conductivity.



Picomag with a nominal diameter of DN 15 for monitoring the volume of non-alcoholic beverages from the keg.

#### Customer benefits

- Stable product quality through continuous monitoring of all relevant parameters
- Full transparency, with all measurement data visible at any time and from anywhere
- Optimal planning – precise monitoring and analysis of data such as consumption and beverage inventory

**Summary** The Paulaner Group's Bräurosl festival tent is equipped with numerous measurement instruments from Endress+Hauser that safely and precisely monitor all relevant parameters. The instruments ensure smooth operation for large-scale events, such as at this year's Oktoberfest in Munich.

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