

FOR: SulliPlug™  
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FOR IMMEDIATE RELEASE

## **SulliPlug™:KEEPING IT CLEAN – REALLY CLEAN**

When you're perched on a barstool in your friendly neighborhood tavern, watching the bartender draw a tall, cool one from a long-handled tap, you can rest assured that the zesty amber brew tumbling into the waiting glass is 100% clean and sanitary – because even the lines through which it's flowing are 100% clean and sanitary.

Keeping draught beer lines free of contaminants is not only good business: it's the law. According to the State of Illinois Liquor Control Commission (ILCC), Section 100.160, anyone who sells draught beer must follow strict sanitation procedures. If these procedures aren't adhered to, the consequences are unpleasant and potentially even dangerous to customers: dirty taps can result in illness.

Moreover, bar owners who don't abide by the regulations of the Illinois Liquor Control Commission can find themselves in dire financial straits. "The ILCC issues fines to establishments with unsanitary taps, as well as to those who do not keep the required written records of draught system cleaning," says Ted Penesis, industry education manager for the Illinois Liquor Control Commission.

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## KEEPING CLEAN WITH SULLIPLUG/Add One

When beer lines aren't cleaned frequently, correctly or thoroughly enough, in compliance with state law, unsightly and malodorous bacteria and yeast can grow in the beer lines and on the taps as well as allowing "beer stone" to build up. Beer stone, a thin layer of calcium that coats the internal components of beer lines and dispensing equipment, is a necessary element in the draft beer system; it keeps the beer from picking up a metallic or plastic taste as it goes through the lines. A buildup of beer stone, however, results in distinctly unappetizing brown flecks in the brew. Unsanitary lines mean unsanitary taps – and unsanitary taps also attract aggravating fruit flies and gnats.

The cleaning requirements for beer lines, as set out by ILCC Section 101.160, distinguish between two categories of draught systems. A bar owner whose system is described as "glycol," "constant cold," "electronic," or "constant cleaning" – all of which are "designed to prevent build-up of contaminants in the dispensing system," are required to have their system's lines cleaned at least once every two weeks in some manner or means, either chemical or mechanical. Plus, the bar proprietor must perform a weekly check to ensure that the system is operational.

Bar owners whose systems are not of the higher-tech persuasion described above are required to clean their beer lines on a weekly basis, utilizing either chemical or mechanical means. Subsection (b) (1) states, "The use of steam or hot water alone is not permissible."

With bar cleanliness such an indisputable imperative, it's easy to see why SulliPlug™ thoroughly deserves its reputation as "the barkeep's best friend." Even beer lines cleaned in accordance with ILCC regulations can benefit from the additional cleansing that occurs courtesy of the SulliPlug's unique brushing action. Each time the 2-inch long plastic plug with attached nylon brush is inserted into or removed from a beer tap, the sturdy bristles (which have been treated with sanitizing solution) soundly scrub the faucet's opening, giving that extra insurance against bacteria, yeast – and bugs. With the SulliPlug at work, beer residue found in even the cleanest beer taps is sealed away from any contact with the outside air, thus keeping away annoying fruit flies and gnats.

## KEEPING CLEAN WITH SULLIPLUG/Add Two

SulliPlug is the barkeep's best friend – and the fruit fly's worst enemy. The SulliPlug's simple yet revolutionary design solves an age-old tavern problem by keeping beer taps and surrounding area free of the annoying and unsightly flies, gnats and other winged pests that are naturally attracted to the residue inside. Each 2-inch long, ½-inch wide plastic SulliPlug with attached nylon bristle brush tightly seals any standard beer faucet, with the added benefit of its durable brush components giving taps an extra cleaning with each insertion and retraction. The SulliPlug was also designed to guard against the formation of bacteria and yeast as well as “beer stone” buildup. Snug, sturdy and sanitary, the SulliPlug only needs replacing once every six months, at a minimal cost (just \$3.99 MSRP per unit.) SulliPlug was invented by Chicago restaurateur and bar owner Brian J. Sullivan, who is also a partner in the popular and quickly-growing restaurant chain SkrineChops. For more information about SulliPlug, please call 708-366-3519 or visit [www.sulliplug.com](http://www.sulliplug.com).

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*For further information, to secure a product sample or schedule an interview with company founder Brian Sullivan, please call Falk Associates at (847) 675.2580.*