

Case Study

Cellar Lift : Goose Island Brewpub in Shoreditch



The newly opened Goose Island Brewpub situated in the burgeoning Shoreditch region of London offers visitors a unique drinking experience. Penny Hydraulics were sought out to provide a lifting solution for the cases, barrels other items between the cellar and the main floor of the pub – keeping the award-winning beer flowing to its customers.

Incorrect manual handling is one of the most common causes of injury at work, Manual Handling Operations Regulations state that no man should attempt to lift anything heavier than 25kg and a woman's maximum limit is less at 16kg. These weights are quickly exceeded when large barrels, kegs and cases are required to be moved from floor to floor. The regulations state that wherever reasonably practicable, manual handling should be automated and the use of mechanical aids is encouraged. Responsible employers like Goose Island have introduced lifting equipment where suitable to ensure a safe operation, fulfilling their duty of care to their employees.

An inconspicuous trapdoor situated between a doorway provides access to the cellar where the beer and other provisions are stored.



Area Sales Manager, Rob Thomson worked with Goose Island to find them the right lifting solution.

'Moving barrels, kegs and cases between floors is a necessity for any pub, it is even more important for a brewpub where the beer is brewed here on site.'

'The trapdoor and vertical CellarLift help the pub to move heavy items between floors safely and efficiently, keeping the Goose Island team safe from injury and their customer's glass full.'

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About Penny Hydraulics CellarLifts

The CellarLift has been a key product of Penny Hydraulics for many years. We designed a system that ensures the safe and efficient movement of bulky and heavy products between cellar and ground level.

The CellarLift can be installed in virtually any basement or first-floor cellar to provide an effective solution for lifting all types of barrel, drink or even food-related products. The range includes vertical, sloping and compact designs, with the most common configuration being the vertical unit - this lift can raise and lower any barrel equivalent to a full 54 gallons, or a double stack of crates whilst occupying the minimum of cellar space. The sloping version has the same performance and is designed for applications where a vertical lift is not practical, such as where cellar access is awkward or where a concrete skid is present.

“The lift can be installed at any inclination from vertical to horizontal which means it can be fitted almost anywhere,” says Robin Penny, MD of Penny Hydraulics.

All CellarLifts are manufactured at Penny’s purpose-built manufacturing facility in the UK allowing the bespoke designs to be installed within short lead times. – typically under 4 weeks. Comprehensive project management assists from site assessment through the design, manufacture and installation phases of every project. An installation date is agreed with contractors and once the equipment is installed, it is commissioned by Penny Hydraulics engineers and readied for use.

Serving many of the UK’s largest food and drink chains, Penny Hydraulics have been the go-to lifting solution provider for over 20 years.

If you run a food and drink establishment and encounter problems moving items between floors contact us today for help.

About Goose Island:

Founded in Chicago in 1988, Goose Island is one of the most successful craft breweries in the Midwest and produces some of the most popular, and award winning, beers in the U.S. Since 1989, Goose Island beers have won a variety of awards at acclaimed beer events including the World Beer Championships, World Beer Cup, World Expo of Beer and the Great American Beer Festival (GABF) Find out more about Goose Island on their [Facebook Page!](#)