

# Craft Beer & Blockchain Technology

**Source: Next Industries LLC**

**Las Vegas, Nevada – October 15, 2017** -- Next Industries LLC has announced the launch of the Next Craft Beer platform. Next Craft Beer will be a layer built on top of the ethereum blockchain and will utilize smart contract technology, to allow craft beer breweries to track their product's progress from farm to bottle. Next Craft Beer is the first project utilizing blockchain technology, the technology that underlies bitcoin, targeted exclusively at brewing craft beer.



Matt Masteller, CTO of Next Craft Industries said,

“Tracking goods via the blockchain raises the bar on the quality of production and distribution.”

Long before the ingredients arrive at the brewery, brewers could access data on crop conditions or whether they have been genetically modified and plan accordingly. Consumers can determine whether the beer has been shipped at the proper temperature and in a timely manner. Optimizing the supply chain for efficiency and creating value.

Next Craft Beer will also be launching the BEER Token based on ERC223 standards. BEER tokens are utility tokens and are intended for use on the Next Craft Beer platform. The BEER tokens are used in a private label APP, offered for free to breweries that join the platform and coalition loyalty program. BEER tokens empower its holders to interact with the app, while facilitating the distribution and sharing of rewards and benefits to all of its holders.

CR Rogers, CEO of Next Craft Industries said,

“Breweries are competing to get the attention of consumers, how can breweries stand out and win? Customer experience is the biggest competitive leverage a brewery could use to win in a crowded market. Adoption of technology is what is going to keep the economic growth in the industry sustainable.”

**For more information, please visit [www.NextCraftBeer.com](http://www.NextCraftBeer.com) or contact [info@nextcraftbeer.com](mailto:info@nextcraftbeer.com)**