

Schaefer Container Systems North America (SCSNA) Taps Cory Massie to Lead Sales Team

Founder of C&C Kegs+ Has Been Chosen to Expand North American Market Share for Schaefer Container Systems

Atlanta, GA. – February 21, 2016 – Schaefer Container Systems North America, the newest division of



the German-based manufacturer of stainless steel containers for the international beverage industry, has chosen Cory Massie as National Director of Sales.

Massie is the former President and Founder of Wisconsin-based C&C Kegs+, LLC. Through C&C Kegs+, Massie has successfully met the needs of the North American craft brewing industry as a leading wholesaler of keg products in addition to providing top level service through sales and maintenance of many of the top brands on the market today. He is certified to repair and maintain

equipment from industry leaders, such as Micro Matic and DSI/TapRite.

Massie has spent more than twelve years in the US beer industry in which time he has gained key insight and understanding into what North American brewers both large and small need in regards to their containers and brewing equipment. Prior to founding C&C Kegs+, Massie served as Team Leader, Beer Department for Tosca, Ltd. During which time he supervised keg repair and maintenance for some of the largest brewers in the world while also managing business development for customers in the rapidly growing craft brew segment.

“We are thrilled to have Cory join our growing team at Schaefer Container Systems, North America,” said Steve Markham, newly appointed President of SCSNA. “His experience and knowledge of, not only our products, but also the industry as a whole will be invaluable as we strive for continual growth and ever improving service of our partners in North America.”

“I am incredibly excited to join the Schaefer team,” Massie remarked. “Schaefer is a brand which I have trusted throughout my career and it is my goal to continually earn the trust of the North American beverage industry by providing the highest quality keg products along with the highest quality service.”

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