

SIGMA Auction & Twin Lakes Brewing:

Mid-size brewery auction generates \$350,000 in sales

"SIGMA Auction worked with me to sell 2 complete lines at auction. Their team quickly sold our equipment and it was great working with them. I would highly recommend them for your auction needs."

--Matthew Jewel--

Key Metrics



\$350,000
Final Hammer Price



93
Pieces Sold



115
Auction Sign-Ups



80%
Lots sold past the reserve price



140%
Increase in projected hammer price

The Challenge

Twin Lakes Brewery in Newport, Delaware decided to liquidate their brewery operation and needed someone to help sell and remove their equipment in 3 months. This included all brewing, bottling, packaging machinery, and office supplies.

The Solution

After reviewing and cataloging the equipment, SIGMA Auction marketed, presold, and hosted an online-auction within 12 weeks. SIGMA determined an online-auction with multiple touchpoints would give Twin Lakes the best chance at getting a higher return on their equipment.

The Results

The high hammer prices achieved for the beer canning line and the wine bottling line demonstrate the demand for this type of equipment and the effectiveness of SIGMA Auction's marketing efforts. The seller was extremely satisfied with the results, and SIGMA Auction continues to be a leading auction company in the industry.

Featured Equipment



Poggio Complete Wine Bottling Line



Cask Brewing ACS4.2 Dual Lane Automated Canning System