

# Saving The Earth, One Beer At A Time

*Timothy Bolger*

St. Patrick's Day may be months away, but Long Island beverage wholesaler Clare Rose is going green all year round.

No, the Anheuser-Busch distributor isn't dyeing the millions of cases of beer it delivers annually-it's upgrading its 75 delivery trucks and nine tractor trailers with an engine component that increases fuel efficiency and reduces toxic emissions. The **TADGER**, a 6-inch cylindrical chamber that attaches to the fuel line, saves about 5 percent of fuel and cuts harmful exhaust by nearly 15 percent, according to the manufacturer's studies.

Ken Meyer, senior vice president of Clare Rose, said, "Not only are we increasing our gas mileage, but we are decreasing our emissions," while unveiling the innovation to the press at the company's bustling Patchogue distribution center on July 23. The company is the first on LI to convert its entire fleet, a fact that has caught the attention of government leaders.

"Today Americans are scrambling for solutions to reduce our dependence on oil," says Rep. Tim Bishop (D-Southampton). "I applaud Clare Rose's innovative leadership on this critical issue, which will benefit both LI's environment and their own cost effectiveness through fuel-efficient technology," says the third-term congressman, a member of the Transportation and Infrastructure Committee.

Although there are many products on the market today that claim to do the same, the **TADGER**'s proven track record for both diesel and gasoline combustion engines has government agencies and municipalities interested, **Tadger** Group International representatives say. The numbers Clare Rose found after a month-long test run were especially enticing, with gas prices on Long Island this summer hitting \$3.25 per gallon.

Last year, Clare Rose's trucks used 228,000 gallons of fuel delivering products across Nassau and Suffolk, but with the **TADGER**, says Meyer, it'll save about 11,000 gallons-about \$36,000-annually. Considering that the device takes about 20 to 40 minutes to install, has no filters or moving parts and is a one-time investment, it won't take long for the upgrade to pay for itself, Meyer says.

Made of alloy brass and aluminium, the **TADGER** makes for more efficient engine combustion and increased horsepower through a process called turbulation, which swirls the fuel so that more molecules are used and less unburned fuel goes out the tailpipe. Use of the **TADGER** (its name is an acronym for "Turbulating Atomizer Diesel Gas Emission Reducer") results in less of the thick black smoke and soot typically seen spewing from the exhaust pipes of vehicles.

But the benefits aren't limited to commercial drivers, although those who spend the most on gas would clearly be the first to seize the opportunity to save. A different type of **TADGER** is available for cars for \$200, and there are models for boats, trains and just about every type of engine on the market, according to the Ontario, Canada-based company.

Clare Rose's move toward gas-saving, emission-reducing technology makes the enjoyment of beer an even more rewarding venture. So, the next time someone asks what you're doing for the environment, tell them, "Drinking beer."

Go to [www.tadgergroup.com](http://www.tadgergroup.com) for more information.



Rep. Tim Bishop (center) is flanked by representatives of Clare Rose at a press conference where they announced their groundbreaking green initiative.