

# Whirlpool Taps Home Brewing: Launches Vessi Via Indiegogo

<http://www.investing.com/analysis/whirlpool-taps-home-brewing:-launches-vessi-via-indiegogo-200133300>

The increasing popularity of the craft beer industry has captured the attention of many home brewers. Evidently, this industry has drawn nearly 1.2 million home brewers producing nearly 2 million barrels of beer a year in the U.S., as revealed by sources. In fact, the country operated more than 4,100 craft breweries as of the end of last year, further highlighting the rage.

Consequently, **Whirlpool Corp.** (NYSE: **WHR**) realized the need to devise a product that can ease and expedite the brewing process, enhancing consumers' beer-producing experience and quality.

To exploit this craze, this home appliances behemoth, holding a Zacks Rank #2 (Buy), announced the launch of Vessi - a Beer Fermentor and Dispenser system for home brewers, on Indiegogo (an international crowdfunding platform). Vessi has been designed by Whirlpool's 'W Labs' division, which takes care of transforming innovative ideas into reality.

Vessi is a state-of-the-art fermentor, including a unique tank system which is closed and subjected to the appropriate temperature and pressure, to produce the perfect beer. Also, its single tank model curtails risks like oxidation, imperfect temperatures and contamination.

Further, as against other home brewing systems, Vessi's fermentor keeps the beer's carbonation intact all along the fermentation procedure, thus avoiding the multi-step carbonation course. Also, this system is capable of completing the entire process, up to dispensing, in nearly a week, compared to the other beer fermentation processes that take as long as a month at least.

Moreover, the launch of Vessi on the Indiegogo platform is likely to enable Whirlpool to directly connect with consumers globally and authorize the market for its product. Apart from Whirlpool, many other companies like Arrow Electronics Inc. (NYSE: **ARW**) and Harman International Industries Incorporated (NYSE: **HAR**) have worked with Indiegogo's Enterprise Crowdfunding, to test the market for their new innovative products.

We believe that Whirlpool's foray into home brewing will prove its credibility in undertaking successful innovations yet again.

