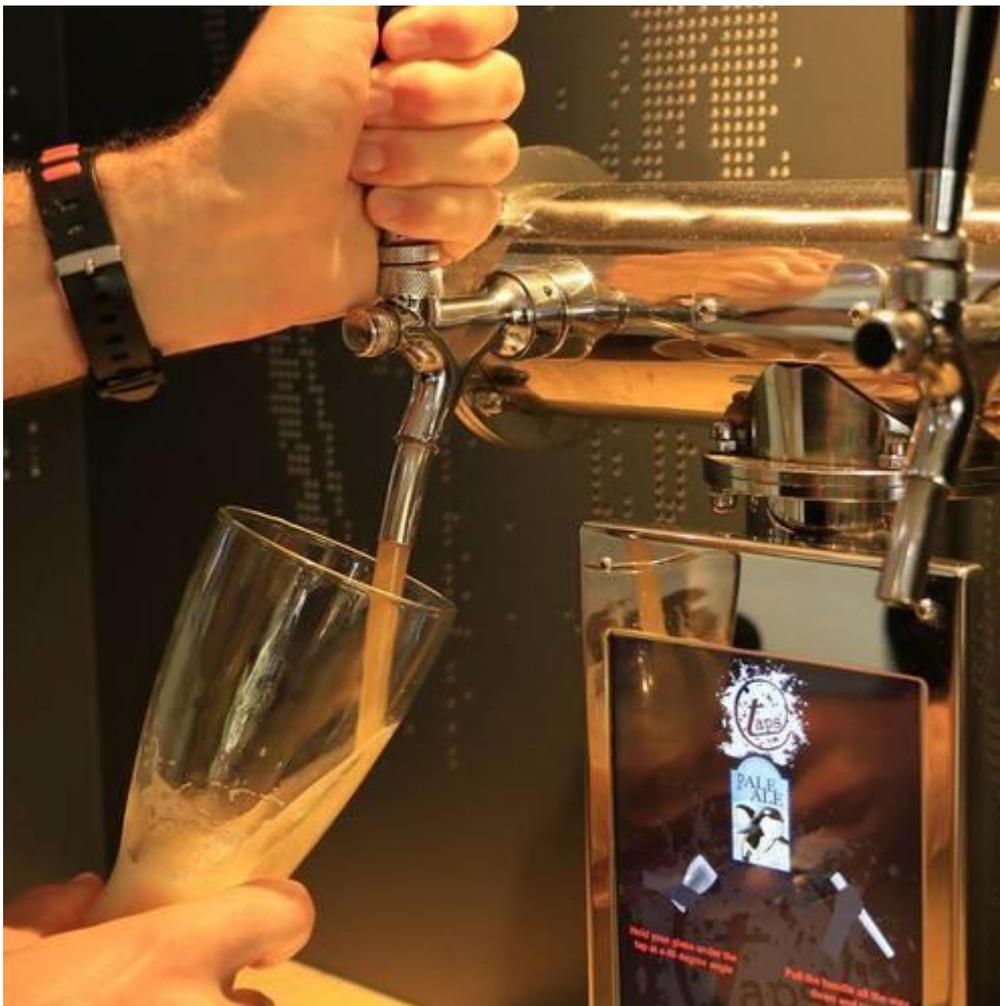




Drink Command Self Serve Bars

Our self service bars are provided by Drink Command, a global leader in self serve technology, headquartered in Dublin, Ireland.

They provide an event with the unique ability to let guests pour their own beer. We have found this not only reduces queuing and wait times at the bar, but also reduces wastage and staffing costs, as well as increasing revenue as guest love to pour their own drinks so come back for “Just one more”.



We are able to provide any of our lagers, ale's or cider's stocked by the hotel on the self serve bar. These bars also give the opportunity for us to carry an item that we would not normally be able to offer. Therefore, if a client requests a specific item and highlights this as a deal breaker, we have a lot more flexibility to meet their needs.



How does it work?

The system works by swiping a room key style card in front of the reader to activate the pump. Drink Command have worked with us to enable the same card that activates the beer pump will also work as your bedroom key. This is a huge advantage for companies that would traditionally give conference attendees a number of drinks vouchers for the bar as they arrive at an event. Now, we can simply pre-load their bedroom keys with bar credit.

The cards can also be replaced by wristbands if you wish, which a number of our convention style events have indicated a preference towards.

Once the pump is activated, the user selects the product they wish to dispense on the digital screen and the amount they wish to dispense, i.e. pint or half pint.

The monetary amount for their selection will then be deducted from their card. If there is not enough credit left on the card the system will not dispense any product.

The unit will automatically dispense the exact quantity the user has selected, after which the tap will cut off, regardless of whether the tap is returned to the upright position.

If someone were to stop the tap before the measured pour was completed. The next time the user swiped their card. It would direct them to finish their last pour prior to allowing them to select another product.

The system can also be configured to run up a tab for an unlimited amount or set an upper limit and count down from that point, without users having to swipe a card at all.

What uses and benefits does it have for the hotel?

As a hotel we have found a number of benefits to using the system.

- It gives the sales team USP and talking point when speaking with clients who have a number of venue options.
- It allows us to increase the pouring capacity in the Lounge Bar at peak times, i.e. at the end of an event at the Genting arena and guests return all at the same time or when a large function finishes and a large proportion of the attendees return to the Lounge. We can either sell the guests credit and they can use the system themselves to pour their own drinks, alternatively we can staff the bars and pour the drinks for the guests, simply increasing our pouring capacity.
- It increases the speed of service at our event bars when a large proportion of the attendees are drinking beer as a proportion can serve themselves.
- Reduced staffing costs at drinks receptions prior to an event. For example, we have found for events up to 300 people that traditionally offer bottled beer and wine on arrival, all distributed by service staff, bottled beers can be replaced entirely by the self serve bars.
- It allows us to place cost efficient bars into small events that would not normally warrant it. For example, a small event for 50 people would produce a low return after the costs of building a bar and staffing it. However, these machines have little to no set up cost and only require one member of staff to operate.
- There is no wastage from these machines. The pumps automatically cut out as soon as the exact quantity is poured therefore, over pouring is impossible. They are also configured to dispense slowly, although this can be adjusted, therefore when guests are serving themselves, fobbing is prevented.
- Improved GP through reduced wastage, reduced staffing costs and being able to replace bottled beer with draught beer for drinks receptions. There are also returns to be gained from any unused credit paid for by guests at the end of an event.

Other benefits of the system?

Drink Command will support with personalisation of the system in regards to branded cards and wristbands to use on specific events. The digital screens are also capable of showing video content when the system is not being used or company logo's. This content is upload by Drink Command support services at their head office. As a hotel, we just send them the content we, or the client, require on the system. It is also possible to brand the front of the bars with logo's etc.

The system should always be supervised in order to ensure it is not being used by those under the age of 18, or being used by people who are intoxicated. However, if each user is given their own card the system can be restricted to only serve a specific quantity of drinks per hour, regardless of how much credit is left on each card.

The bars are highly mobile and can be moved into place and set up in minutes. For a venue like Hilton Bimringham Metropole where the majority of our event rooms do not have a permanent bar in place, utilising a Drink Command bar instead of building a draught dispensing bar can save a significant amount of time and cost. The bars are very well built and robust with their own cooling unit and chilled keg storage space.