



PERLICK &

Bar Business Magazine | Pour Decisions

Interviews with Perlick's Jim Koelbl and the owner of Bokampers, Noel Cullen, along with Perlick's ArcticPOUR Advanced Refrigeration Technology and the award-winning 650SS are all featured in "Pour Decisions" – an article about the craft beer craze that positions Perlick as the undistributed leader in commercial beer dispensing.



AUDIENCE:

Print | 45,000
Website | 60,000
visitors/month

"Bar Business Magazine and barbizmag.com provide nightclub and bar owners, operators, and managers the chance to find out what is going on in their industry, and more importantly, how to benefit from it all."

– Bar Business Magazine

Additional savings for bar owners utilizing the ArcticPOUR system come from the unit's mechanical configuration. Because the refrigeration deck can be located up to 100 feet away from the glycol bath, ArcticPOUR offers application flexibility and energy efficiency, increasing an operator's bottom line. For example, a refrigeration deck located outdoors can remove considerable heat load from the kitchen, saving on energy costs, something that is especially enticing to an owner like Cullen of Bokampers, whose Florida locations already spend heavy on air conditioning in each venue.

"We were thinking about our older venues and how much beer we wasted because it wasn't pouring at the right temperature," explains Cullen. "And that's a big concern for profits, especially in a sports bar, where there is obviously a lot of beer sales. We wanted a system that would guarantee we always pour at the proper temperature and prevent all that waste."

Investing in these types of beer dispensing systems is a smart decision, but marketing and promoting your service thereafter is key to maximizing your ROI. Simply pouring perfect beer is not going to cut it; you need to make the beer snobs aware.

"The best way to promote it is to say, 'Listen, Mr. Consumer, you ordered a Coors Light and you want it icy cold, and we can do that, but now you've ordered a Belgian ale, and that beer is designed to be dispensed at closer to 38 or 40 degrees,'" says Koelbl. "We have the ability to give you that.' Let them know you're serving beer at its highest potential for flavor."

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Libonate agrees. "We feel that communication in-bar is the critical component," he says. "It's proven that consumers are more open to exploration and trial when they visit a bar or restaurant. They are looking for something new, something cool, something different, and BrewLock provides all of that. We have developed a number of tools to help bar owners communicate the benefits of our BrewLock draught system because we understand how BrewLock can help them drive their business. Our goal with our innovative new technology is to help on-premise operators enhance the beer drinking experience for their customers, driving increased and repeat account traffic and increasing total beer sales."

Bar owners must acknowledge that the beer boom is here to stay, and the intricacies of service and technology on-premise will only continue to grow alongside the interest of the consumers who love it.

"Some people come in and just have a Bud Light," says Cullen. "But there is definitely more awareness from the craft beer drinker, that's for sure."

An inside look at how Perlick's ArcticPOUR system functions:

