

# Easybar®

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LIQUOR ACCOUNTABILITY SYSTEMS





# SETTING THE BAR SINCE 1968

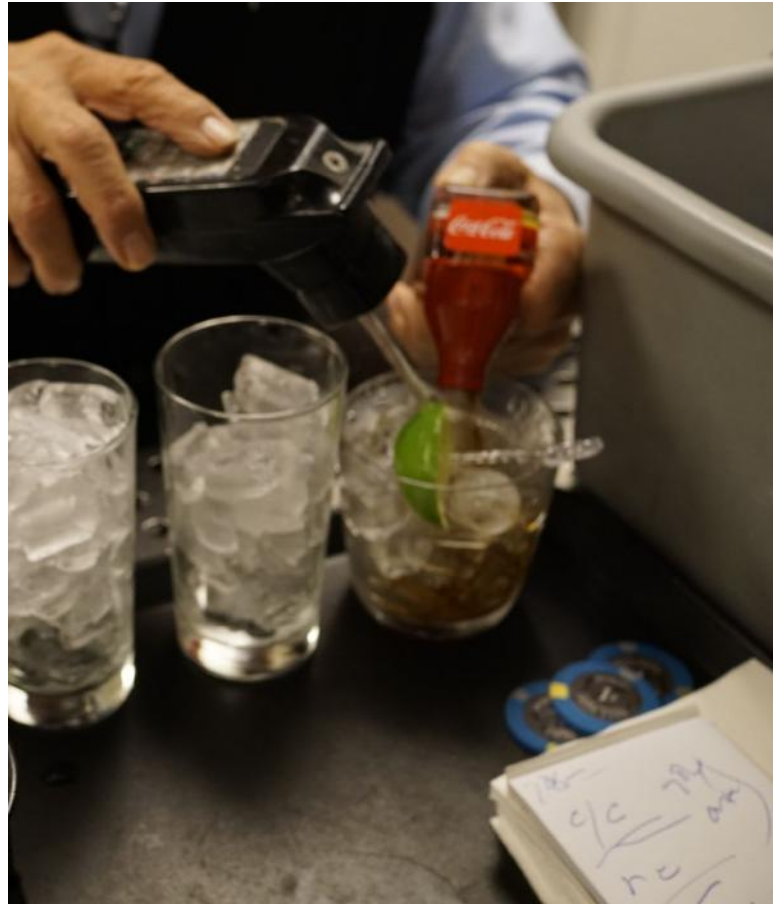
For over 50 years Easybar has been the industry leader in design, manufacture, service, and installation of commercial beverage dispensing equipment. Our beverage systems provide consistency, accuracy, speed, and accountability for every product that is dispensed. We understand that every client's needs differ, and this has pushed our innovation and development of new equipment as well as our commitment to high standards. For these reasons Easybar customers include the most highly respected names in the hospitality industry. With Easybar you can rest assured that you are receiving the most advanced and trusted equipment available at the most reasonable prices on the market. Contact us today and discover the Easybar advantage for yourself.





# CLCS 5 FULLY COMPUTERIZED BEVERAGE DISPENSING SYSTEM

- Dispense and control up to 128 brands of liquor plus cocktails from any combination of guns and towers.
- Up to five ingredients can be simultaneously dispensed by the press of a single button.
- Easybar systems prevent unauthorized access to liquor.
- Installations are tailored for existing space requirements.
- Positive-displacement pumps never allow air to touch the product and prevent runaway dispensing in the case of a leak.
- Any required bottle reserve is possible with our connectable single- to three-bottle manifolds.



## ACCOUNTABILITY = PROFIT

Easybar CLCS systems are the preferred choice for large casino, nightclub, and entertainment venues worldwide. By controlling your product and protecting your liquor investment you will be in a position to watch pour costs drop and profits rise. Contact Easybar and start saving today.

- Save Money
- Prevent Product Loss
- Increase Speed of Service
- Ensure Perfectly Portioned Drinks
- Account for all Beverages Poured

"I am pleased, on behalf of Williams Solutions Group ("WSG"), to provide this letter of reference of Easybar Beverage Dispensing Systems ("Easybar"). WSG has worked with Easybar on several beverage dispensing systems in the State of Maryland. Easybar is extremely responsive and readily available throughout the project. The entire Easybar team, led by Mr. James Nicol, works as a cohesive unit to ensure that the system is delivered on time and on budget, and that everything is in good working order upon turnover to the client. They pay meticulous attention to detail, even offering value engineering for a more cost efficient job. Easybar installs every system as if it were their own, meaning that they make sure that all tubing is readily accessible for maintenance and replacement as necessary. Easybar stands head and shoulders above other beverage systems in the market. It is my pleasure to work with the Easybar team and to recommend them to you."

Peter E. Perini  
Sr. Vice President  
Williams Solutions Group





# LIQUOR ROOM COMPONENTS



## MANIFOLDS

- Two or three bottle configuration. Bottles empty sequentially for easy restocking.
- Manifolds are connectable for any required bottle reserve.
- Quick disconnect fittings on manifolds mean reconfiguring bottle reserve is quick and Easybar bottle stoppers fit inside the bottleneck and prevent spillage when inverting or removing bottles.
- No air touches the liquid from the time the bottle is inverted into the manifold until it is dispensed from the tower or gun ensuring quality of product.
- Slanted manifold allows for complete drainage without removing plastic nozzle inserts.



## POSITIVE DISPLACEMENT LIQUOR PUMPS

- Hydrator piston pumps do not allow air to directly touch the product so beverage taste is never compromised.
- Positive displacement pumps reset fully before dispensing a second drink, which makes them the most accurate pump on the market.
- Easybar pumps remain closed until signaled to pour eliminating the chance of a loss in the liquor reserve in the event of a leak. The standard pump rail includes 16 pumps.



## CCP and POP

Communication Co Processor and Point of Pump Electronics (POP) are located in the pump room and control all communication with computer as well as dispensing stations.







## DISPENSING STATION COMPONENTS



### DISPENSING GUNS / TOWERS

- Each gun dispenses up to sixteen brands of liquor and twenty-four cocktails. Each tower can provide up to 64 brands of both liquors and mixers and hundreds of cocktail options.
- Both guns and towers can simultaneously pour up to five ingredients in perfect portions.
- Each brand has up to three pour sizes. Guns and towers are equipped with diffuser nozzles to prevent splashing and are individually labeled for easy identification.
- Easybar offers the only liquor systems that can combine liquor guns, cocktail towers, controlled bottle pour spouts, and draft beer monitors in a single unified system.

### POINT OF DISPENSE ELECTRONICS (POD)

- The POD is located within 15 feet of an Easybar gun or tower and contains electronics that control the dispensing station.
- Auxiliary switch packs can be added to POD to track items (like bottled beer) that are not dispensed from the systems.
- Capable of interfacing to most major POS systems with universal interface card.

### SOLENOID RAILS

- 16 solenoids per rail.
- Programmed to work in conjunction with pumps in back room to ensure accuracy.
- Located at the dispensing station.







# LIQUOR GUNS

"I couldn't be happier with the Easybar system. After looking at all of the different options that are available on the market, Easybar offered the most comprehensive solution. The turnkey ease of use for this system can't be matched. The system installers and the sales people were all extremely helpful and knowledgeable about the product and the industry. Our system has more than paid for itself already and we are still in our first year. When it comes to solid beverage cost control, this is the answer."

Mike Camire, CFBE, FMP  
Director of Food & Beverage Hollywood Slots  
Hotel & Raceway



# QUALITY – ACCOUNTABILITY – SPEED – CONTROL



## THE PERFECT SOLUTION FOR HIGH VOLUME ESTABLISHMENTS!

- Gun boxes available in single, dual, or triple configuration
- Each gun dispenses up to sixteen brands and up to twenty-four cocktails of up to five ingredients
- Each brand and cocktail has up to three pour sizes
- Each gun can be custom-labeled for easy brand identification
- Guns are equipped with diffuser nozzles to prevent splashing
- All guns are outfitted with a tactile switch pack

## CASE STUDY

Upon implementation of a sixteen brand Easybar Liquor Gun System, one of the largest and busiest sports venues in Detroit was able to serve a complete cocktail including payment in an average of 40 seconds per transaction. This is faster than the venue was able to serve a bottle of beer to a customer. Not only did this increase sales but it improved customer experience as well.





# COCKTAIL SERVICE STATION

## SIMPLICITY AND ACCOUNTABILITY

Easybar Cocktail Service Station eliminates the guesswork and the wait, making it simple for any server to mix a drink.

**CAPACITY** - Easybar cocktail towers can dispense up to 64 liquors and mixers in perfect portions.

**SIMPLICITY** - Can pour a single shot or cocktails of up to five ingredients simultaneously - including liquor and mixers which dispense at the touch of a button.

**SPEED** - Ingredients dispense simultaneously to cut pour time.

**ACCURACY** - All ingredients dispense in accurate portions ensuring perfect cocktails every time.







## WHY EASYBAR IS A STEP ABOVE THE COMPETITION

- More brands (48) – Easybar offers the most brands per tower on the market.
- Safety - Easybar manufactures specialized liquor pumps that do not pressurize liquor lines. This ensures that leaks do not cause fire danger or massive product loss. These are major concerns with competitive systems.
- Savings – Cocktail Station can be implemented with ease on existing Easybar systems creating a self serve environment in service bar areas.
- Interface - Easybar Interfaces directly to your compatible POS terminals. When a server pours a drink it rings up and is immediately processed to your POS system.
- Interactive - Touch screen walks servers through building complete cocktails from start to finish without extensive training.



“Easybar has provided excellent service for our resort/casino over the years. The equipment is durable, the cost is economical, and the result of having their system installed has been incredibly profitable. Our liquor investment is protected and we could not be happier with the system.”

Heidi Hinkle  
Director of Beverage  
Bellagio Casino Resort





"We are a large casino operation with many outlets that must be serviced during non-peak alcohol sales times. The question was, how could we maintain accountability and profitability from our servers without incurring the expense of a bartender to mix their drinks?

We first saw Easybar's Cocktail Station in operation at an expo in Las Vegas and were intrigued primarily as a labor cost savings device. After expressing our interest to Easybar, they sent a professional to explain how their Cocktail Station could integrate with our current system. From the initial phone call throughout the installation process we experienced top notch and personalized service to meet our business model.

Easybar installed two of their Cocktail Stations and spent the necessary time to train our team members. Not only does it mix the drink, it takes the server through a step by step process to build cocktails beginning with designating the proper glass and ending with the appropriate garnish!"

-Muckleshoot Casino





# EASYPOUR TOUCH

## THE MOST ADVANCED BOTTLE POURING SYSTEM ON THE MARKET!

Ring activated spouts completely seal the bottle they are placed on until their spring-loaded stopper is opened by the Easypour Touch unit. The unit controls how long the spout is open, ensuring portion control as well as accountability.

**YOUR CHOICE OF DRINKS!** Select one of the cocktails from the controller screen, then pour the listed brands into a glass (up to 5 ingredients per cocktail). Ring spouts ensure a “to recipe” cocktail is poured every time as the system registers the cocktail to your POS.

**YOUR CHOICE FOR SAVINGS!** You decide which liquors, cocktails, and prices will be monitored. All pours and cancellations are time stamped and saved in the on-board memory. You can then use this information for generating reports to keep track of sales, costs, and inventory usage.



# HOW IT WORKS

- Bartender selects one of four programmable pour sizes.
- Ring is placed over the bottle, the unit reads the spout's ID tag to know what is being poured.
- Bottle is inverted over the glass and the ring opens the spout for a time period calibrated to that specific liquor's thickness.
- The unit stores the time, type, and amount of what was poured, then sends a PLU corresponding to the poured drink to the point of sale.

## COCKTAILS

- Bartender presses "Cocktail" button to start the process.
- The screen asks the bartender to touch the first letter of the cocktail and a list of cocktails starting with that letter appears on the screen.
- A cocktail is selected and the ingredients will show up on the screen as well as serving instructions.
- As each ingredient is poured it will be removed from the screen.
- When the cocktail is completed it will ring up automatically to the point of sale.



Easypour Touch station activates spout for pouring and interfaces to POS System



Brand ID Spouts are assigned to each bottle and specify the type of liquor being poured in each cocktail or shot.



“At Penn National Gaming, over the last eight years we have used Easybar exclusively for our beverage service systems in all of our restaurants, bars and lounges for nine new (ground up) completed gaming projects, five major expansion or renovation projects and two new projects currently under construction, all totaling \$3.8 Billion in project capital. These projects have been located throughout the country and the Penn National project development team and operations have worked very carefully with Easybar in the design, planning, installation and commissioning of very complex and large scale beverage delivery systems, including large liquor pump rooms, refrigerated beer pump rooms, service bars, extensive building-wide glycol systems and new and innovative bar design and aesthetics. These projects generate in excess of \$300 Million annually in Food & Beverage revenue. Easybar has worked very well with our design, engineering and construction teams, especially our kitchen and food service design consultants and our operations staff to install and bring on line these systems. I highly recommend Easybar.”

Jim Baum  
Senior Vice President, Project Development  
Penn National Gaming



# EASYBAR SOFTWARE

**STATION CONFIGURATION** - All dispensers can be configured with a single program. Setup information (including individual brands, cocktails, pour sizes, and PLU numbers) can be input manually or using the autofill function. Once complete, all setup information can quickly be copied to other stations.

**AUTOMATIC READINGS** - Readings can be scheduled for any time of the day, date, or week. Combine any number of readings for comprehensive consolidated reports or select individual readings to detail information by shift or dispenser type.

**CALIBRATION** - No need to calculate or fight to adjust your pour sizes! Simply enter the amounts poured by your system and Easybar® Beverage Management Software will automatically adjust all pour sizes and cocktails.

**REMOTE CONTROL** - Reports can be generated and viewed remotely with a modem and remote access software. Stations or systems can be enabled or disabled from the computer giving management complete control over dispensing, even when not on property. Remote access also allows Easybar technicians to dial in and look at or adjust your system without an on-site service call.

**COMPREHENSIVE REPORTS** - Customized reports show dispensing activity and cost/retail analysis. Information can be broken down by brand, drink & station or can be combined to show grand totals by station or system. Usage reports help track inventory.

**COMPUTER REQUIREMENTS** - System running Windows 95\*, Windows 98, Windows NT4\*, Windows ME, Windows 2000, Windows XP, or higher, serial communication port or USB-to-Serial adapter, CD-ROM, and 256 color video card required.



# POINT OF SALE INTERFACE



Ring up drinks directly to your point of sale with Easybar's seamless POS integration. Every drink is registered automatically at the touch of a button. Reconcile all drinks that have been poured from the Easybar system through your POS software for easy sales and inventory tracking!

*Please check with your pos provider for most up to date liquor interfaces or call us for more information!*

# NATIONWIDE SERVICE AND SUPPORT



## ON SITE AND REMOTE CUSTOMER SERVICE

Easybar provides 24 hour support and service for all customers.



## CERTIFIED TECHNICIANS

Easybar School trains and certifies technicians.



## SERVICE CONTRACTS

Industry leading service contracts for existing Easybar properties.



## SETTING THE BAR SINCE 1968

With 50 years of experience in the industry we know what it takes to ensure quality service to our clients.



# FREQUENTLY ASKED QUESTIONS

## HOW FAST IS THE SYSTEM?

The Easybar gun system is capable of pouring 28 one-ounce drinks per minute! This includes cocktails, long pours, and regular pours. Not only are you saving time at the bar, the system also automatically inventories your liquor costs. By optimizing the speed at which you put a drink into the customer's hand, you increase your potential for multiple orders by a single patron.

## WHAT IS THE DIFFERENCE BETWEEN POURING A DRINK WITH AND WITHOUT THE EASYBAR LIQUOR GUN SYSTEM?

- Cocktails are poured at the touch of a single button
- Easybar is faster
- Easybar eliminates bartenders' temptation to over pour
- Easybar pours a perfect portion every time
- Easybar provides instant brand and inventory accountability

## MY CUSTOMERS WANT DRINKS POURED FROM THE BOTTLE! WHY WOULD I WANT A CONTROL SYSTEM?

Do all of your customers order from the bar? Studies show that 80% of customers who patron bar/restaurants do not sit at the bar. When you get down to it, customers are concerned with four things when it comes to a drink:

- Quality
- Quantity
- Price
- Presentation in the glass

These things are all up to the establishment and have nothing to do with the actual pouring of the drink. The system ensures that every drink is poured perfectly, every time. This is something a bartender is unable to do. The customers who might complain are those who are accustomed to getting something for nothing. It is simply a matter of quality and portion control.

## ISN'T THIS TYPE OF SYSTEM EXPENSIVE?

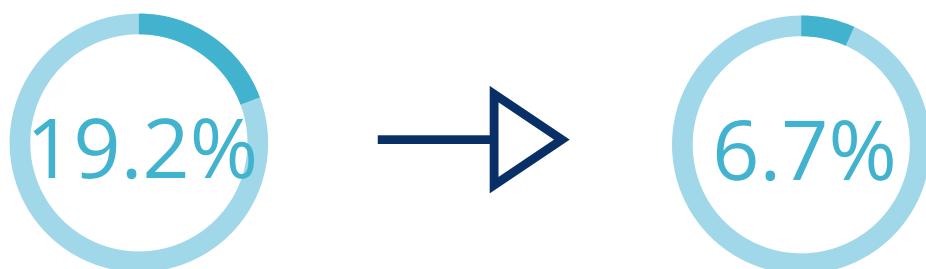
Our systems provide maximum return on investment, improving pour costs regardless of venue type or size. Systems typically pay for themselves within a matter of months and once the system is paid for you will continue to receive the benefits of the system for years to come. It's not a question of how much the system costs, it's a question of how much you will save.

# RETURN ON INVESTMENT

These numbers were provided by one of the busiest casino venues in the state of Florida. The reports were taken from the service bar which implemented two liquor gun stations. The Easybar system paid for itself within the first two months after installation.

Month	Liquor Revenue	Pour Cost	Pour Cost %
July(No Easybar)	\$79,579.00	\$15,285.00	19.2%
August(No Easybar)	\$81,745.00	\$15,106.00	18.5%
September	\$93,818.00	\$12,400.00	13.2%
October	\$93,246.00	\$12,855.00	13.8%
November	\$85,743.00	\$10,152.00	11.8%
December	\$92,720.00	\$11,035.00	11.9%

By April the Easybar Liquor Guns had reduced pour costs by 12.5%. In less than one year the system saved thousands of dollars in revenue. Easybar was installed property wide soon after these findings were documented.





# THE EASYBAR ADVANTAGE



Easybar offers an advantage over the competition in the following ways:

More brands - Up to 64 on a single system.

More dispensing options - Liquor, Beer, Wine, and Conduit in a unified system.

Longevity - Most Easybar Systems last in the field for 20+ years.

More flexible - Back room manifold system is modular and takes up half the space of competitive systems. Manifolds can be mounted in a variety of ways including the back of the bar.

Most accurate pumps- Positive displacement pumps separate propellant from product, no air ever touches the product. Easybar pumps are capable of pumping up to 1000 ft.

No waste - Small diameter tubing allows for more brands to be delivered in the same conduit, less inventory tied up (1oz/4ft as opposed to 1oz/ft).

No fire danger - Easybar is not a pressurized system. Competitors use soda pumps which in the case of a leak will pump out the system into the ceiling/ bar area. This is a major fire and health hazard.

Easiest to use - Guns/Touch screens are extremely user friendly. Gun switch packs have tactile feel while Tower and Back Bar Systems have touch screen interface for servers.

Cocktail capability - Up to 5 brands dispensed at the same time in perfect portions.

# A FEW OF OUR SATISFIED CLIENTS











# Easybar®

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