## WHY SELF SERVE BEER?

The four pillars of what make self-serve beer systems such a great addition to any venue are:

1) Simple to use, even for the first time
2) Reduces transaction and queuing time
3) Drives business to the venue
4) Proven to increase profits

**Simple & Fun**
Drives Business
Increases Sales

Your customers want to have fun and enjoy the experience our self-serve taps are intuitive and easy to use.

Through Apple Pay and Android Pay, offer customers the facility to have a truly cashless experience – the quickest possible transaction time

**Mobile Payments**

The truly cashless experience

**Drives Traffic**
to Your Business

Our customer's pub tables can get reserved weeks in advance for sporting events, parties & events!

Our self-pour beer systems generate up to 20% more profit for you out of every keg. For most of our self-pour systems the average return on investment is 3 months or less.

**No Waste**
€
Customer Pays for
**everything** they pour

## FAQ'S

**How does a customer buy a beer?**
Customers either purchase pre-paid RFID cards at the bar, or purchase at the tap's payment terminal

**Are self-serve taps legal?**
In a word, yes. We are approved by the NMO in the UK for self-pour beer taps.

**What are your support options?**
All Drink Command systems come with free lifetime support, plus an optional Gold Support subscription with additional features and benefits.

**Can you integrate with my EPOS?**
Yes, we have a comprehensive API available as part of Gold Support

**What other equipment do I need?**
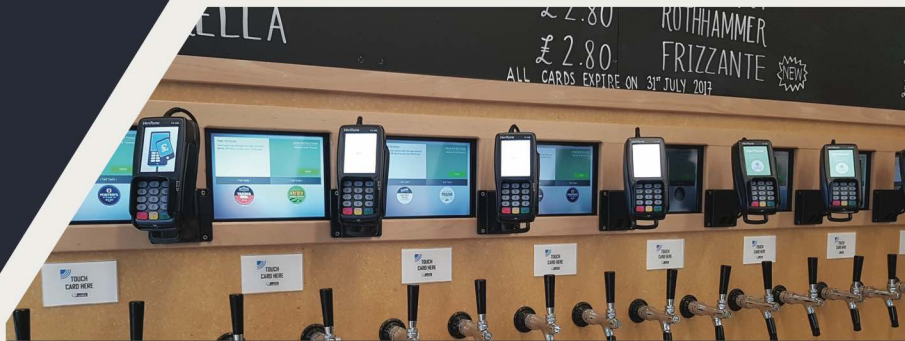If you are planning to run beer lines from your cold room, you'll need to commission a beer tech to run the lines and provide the cooling equipment.

**What happens if the beer runs out?**
If a customer is mid-pour and the beer runs out, our custom electronic FOBs will prevent the customer being sprayed with beer. The FOBs also help to generate maximum yield per keg.

# WHAT OUR CLIENTS SAY



Our students love the beer wall. We have increased capacity while retaining staffing levels and providing improved customer service thanks to Drink Command.

**Matt Tebbit, Bars Manager**
*University of Reading*



We have found this not only reduces queuing but also reduces wastage and improves staff efficiency. Customers love to pour their own drinks.

**Graeme Bryant, F&B Manager**
*Hilton Metropole, Birmingham*

The system is stable with zero down time. We highly recommend for any operator serious about their business.

**Francis Khoo, MD**
*Little Island Brewing Company*

# CUSTOMER TRANSACTIONS

## PAYMENT TERMINALS

Accept all major credit & debit cards, chip & pin cards, contactless cards, Apple Pay, Android Pay and Samsung Pay. Reduce your cash handling costs and increase staff efficiency.



## CUSTOM BRANDED RFID

Drink Command's custom branded RFID cards allow your patrons to top up with credit and spend their credit at your self-serve beer taps. The cards are also used for management and staff access

## BENEFITS OF PAYMENT TERMINALS

Some of the incredible benefits of using Drink Command with contactless / chip & pin payment terminals:

- *Use existing merchant account*
- *Responsible drinking compliant*
- *End of day reports*
- *Reduced transaction times*
- *Quicker customer service*
- *Reduced cash handling costs*
- *Instant stock reconciliation*
- *Consolidated monthly feed*
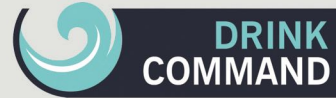
# MOBILE BEER COUNTER

Four tap self-contained mobile counter including keg cooling chamber, powerful ice block chiller and gas storage

**Ideal for:**

- Stadiums

- Festivals

- Events

- Beer Gardens

# DRINK COMMAND PRODUCT RANGE

DRINK COMMAND

In-depth product details and pricing available on our website

**www.drinkcommand.com**

# SELF-SERVE TABLE TAPS

Table mounted towers with 2 self-serve taps per tower, connected via beer python to your cold room kegs. Table taps provide your venue with the ultimate in customer convenience, fun experiences and speed of service.

# SELF-SERVE BEER WALL

Fixed beer wall taps connected to your cold room kegs with as many self-service beer taps on your wall as you wish. Every beer wall is a bespoke creation and our expert team will work with you to deliver an outstanding centrepiece for your venue.

# BEER TABLE WITH COOLING

Self-contained 2 tap self-service beer table including beer chilling, storage and cooling for 2 kegs and all self-serve electronics in one package. Simply plug it into the mains and start serving!