

# Executive Summary

## Opportunity

### Problem



Bars, Restaurants, Casinos, Arenas, Stadiums and Night clubs are losing money for a few key reasons. (1). Bars lose money because they are not able to serve the customers fast enough. If a customer gets the first drink quickly, then they will have more time to order another drink. (2). Bartenders over pour when making the drinks. When a bartender get busy and distracted or is trying to make bigger tips, they tend to

over pour the alcohol. Over pouring by just an eighth of an ounce can add up to over \$200.00 per night per bar tender. This is just one example of why bars lose revenue. (3). Bartenders giving away free drinks to entice more tips. If your bartender is giving away alcohol, this is going to affect your bottom line. Bars lose thousands a month by bartenders giving away drinks, cocktails and shots. (4). Making a drink too strong, weak or just not consistent. If your drinks are too strong, or too weak you will have customer complaints and lots of remakes. This will also make a customer not buy that second or third drink. This will affect your overall bottom line. The above issues may seem small however the actual number is close to **22%** that bars lose in net revenue per month.

### Solution



**BarSmart.Systems, llc** is able to offer the bar operator a fully automated controlled liquor dispensing system. This will take away all of the problems that they have faced in the past. We have 3 different solutions for all bar types and environments. The first solution is our portable unit. This unit is used for events that have no access to a bars pump room. The portable unit is 100% self contained that can be set up anywhere there is a 110V outlet. We also offer a modular unit, the modular unit is actually installed into a current bar and is integrated to the bars pump room. The final unit we offer is our BeverageCar. This is an electric car with no emissions, and can be driven indoors or on city streets. Our BeverageCar is fitted with a beer, wine and

liquor controlled dispensing system. We have the ability to add any type of drink to our dispenser of a customers choosing. All of our BarSmart automated alcohol systems offer fully patented technology that ensures the utmost in quality control. Pouring every drink to within 1/20th of an ounce of accuracy delivering the perfect drink each and every time. The patented technology ensures each liquor pours independently, so there is never any cross contamination of liquors. The system has a internal POS to enable the bar or venue to print and record both the number and types of drinks poured. Our system can also be integrated into any current POS system that the venue might already be using. Our systems save money on labor costs, no need to hire a professional bartender because now any staff member can pour drinks during peak times, happy hours, sporting events, etc. The staff no longer has to wait for the bartender to fill each order. They are able to do it themselves. Our systems save money by greatly reducing shrinkage due to spillage, over-pours, and theft. The server is able to get the customers drink to them much faster. For an example we are able to pour a perfectly measured long island ice tea in 7 seconds. Customers will also be very happy that their drink is consistent each and every time they

order. **BarSmart.Systems** has added a much needed new technology called "**DrinkFollowMe**" With this new technology we are able to track and find a customer within 3 feet. This will be a very useful tool in many different scenarios. Bars, Casinos, Night clubs and Stadiums can now track a customer anywhere in their venue and get

the drink to the customer timely. By downloading our app customers can place their order and pay right from their smartphones or tablets. Once that order goes into our system and is poured, their location will come up on the servers map and the server will be able to deliver the drink to the customer even if the customer has moved from its original ordering location. This will allow some venues that customers could never make it up to the bar to now get served the drink they wanted.

## **Market**

**BarSmart.Systems** primary market is anywhere large amounts of alcohol is served. Bars, Restaurant Chains, Casinos, Night Clubs, Hotel Suites, Movie Theatres, Stadiums, Arenas, Outdoor Concerts, Festivals and Municipalities.

## **Why Us?**

**BarSmart.Systems, llc** will save the client 22% in waste and theft while adding consistency and quality to each and every drink. This will increase the bars bottom line and keep customers happy and coming back for more drinks.

**BarSmart** automated controlled liquor dispensing system eliminates the guesswork and the wait making it easy for any server to mix a drink without a bartender present.

**Capacity** - BarSmart automated cocktail system can dispense up to 48 liquors/mixers

**Simplicity** - BarSmart system can pour a single shot or cocktails of up to seven ingredients that dispense simultaneously at the touch of a button.

**Accuracy** - All ingredients dispense in accurate portions ensuring perfect cocktails & mixtures every time.

**Accountability** - All pours are tracked through the BarSmart.Systems software as well as the Point of Sale interface.

**Seamlessly** - BarSmart automated systems can easily be added to any existing system, by simply teeing off the existing liquor and soda lines at any station. We can implement an automated system to increase speed when it is busy and decrease staffing cost during

slow shifts. This ensures that you are always making the most money possible from an operations standpoint while keeping the customer satisfied.

**Footprint** - We take up only a very small area on your bar. With overall dimensions of 16 inches high 6 inches wide and 8 inches deep.

**How Fast Is The System?** - The BarSmart automated 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 BarSmart Automated system?** - Cocktails are poured at the touch of a single button, system is faster, it eliminates bartenders' temptation to over pour, it pours a perfect portion every time, it provides instant brand and inventory accountability.

**My customers want drinks poured from the bottle! Why would I want a controlled 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:

(1) Quality (2) Quantity (3) Price (4) 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.

**What Clients are Saying -**

"We anticipate saving over \$131,000 in bartender wages and benefits alone in the first year." - Malcom Sutton, Assistant Food and Beverage Director at Muckleshoot Casino, Auburn WA

"We will save \$85,000 in labor alone without even pouring 1 drink" - Michelle Cabrera, Food and Beverage Director at The Plaza Hotel and Casino, Las Vegas NV

**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. Its not a question of how much the system costs, it's a question of when to get one!

**BarSmart.Systems** have different financing options.

- The establishment can **lease** from **BarSmart.Systems** the equipment at a very low monthly payment with a \$1.00 buyout at the end of the lease.
- The establishment can **rent** a automated controlled liquor dispensing system for the bar at no up front cost, only paying a \$0.50 per pour fee with reconciliation monthly.
- The establishment can **pay** 50% down when ordering, pay 35% upon delivery and the remainder of 15% due on completion of installation.

### List of A Few Satisfied Clients

MGM Resorts International-Corporate

Ceasers Gaming-Corporate

Penn Gaming-Corporate  
Locations

Hard Rock Casinos-Multiple

Stations Casinos-Corporate  
NV

Bellagio Hotel and Casino-Las Vegas,

Santa Anita Racetrack-Arcadia, CA

Atlantic City Ceasers-Atlantic City

Wynn Hotel and Casino-Las Vegas, NV

Paradise Island-Bahamas

New York New York-Las Vegas, NV

Las Vegas Paris-Las Vegas, NV

Las Vegas Orleans Casino-Las Vegas, NV

Palace Casino - Biloxi, MS

Planet Hollywood Casino-Las Vegas, NV

Atlantis-Reno, NV

Excalibur-Las Vegas, NV

Treasure Island-Las Vegas, NV

## Products

### BarSmart.Systems Modular BS-e1000



Our Modular systems are tailored for existing space requirements and prevent unauthorized access to liquor. Our positive-displacement pumps never allow air to touch the product and any required bottle reserve is possible with our connectable two-to-four-bottle manifolds ensuring every bottle is completely emptied. Our Liquor Systems are certified by NSF International.

#### 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, making them the most accurate pump on the market
- The pumps remain closed until signaled to pour – in the event of a leak no liquor reserve is lost.

- Standard pump rail includes 16 pumps

## Manifolds

- Two to four 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 our bottle stoppers fit inside the bottleneck to 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
- **Communication Co-Processor (CCP)**

- Located in pump room
- Controls all communication with computer and reporting features
- **Point-of-Pump Electronics (POP)**

- Located in the pump room
- Contains electronics which control all dispensing
- Regular POP can accommodate up to 64 brands, Large POP can accommodate up to 128 brands

## Storage Rack

- Wire shelving rack
- 600-800 lbs weight capacity
- Easily assembled, durable, sanitary

48"W x 18"D x 72"H standard unit



### BarSmart.System Portable Cart (BS-e1000P)



BS-e1000P portable automated Liquor Control cart. This beverage cart is a workhorse; it's made for speed, high volume and accuracy. Featuring 24 liquors on the modular tower along with a 24 brand liquor control speed gun. Our BS electronic communication box are compatible to most POS system and our BS- DrinkFollowMe Technology. (3) 5 gallon bag in the box for your coke, diet and sprite and (7) 2.5 gallon juices, tonic, sours, Collins or whatever mixes you prefer for a total of 10 bag in the boxes. 5 gallons of filtered fresh water and a 10 gallon grey water tank. 10 lbs of CO<sub>2</sub>, Carbonator, 50 lbs ice bend with cold plate, a 2 beer chilled tap system, extra large drain board, (2) 22" garnish rails with covered rack system. (2) 22" speed rails for extra product. 24 flow pumps, 34 solenoids. All BarSmart.Systems manufactured parts, 24" x 48" stainless steel cabinets and equipment are UL, ETL and NSF compliant and approved. We carry a full 1-year parts and labor warranty with an extended warranty option for purchase to include a maintenance program. BarSmart.Systems has national service and warranty providers on call 24/7 within two hour turn around on service and repair. 30 minute turn around on tech support by phone and or remote troubleshooting and programming. We can

accommodate changes and updates on your drink menu from this service. We offer a lease option on our equipment. We have a rental program as well. BarSmart.Systems model BS-e1000P pours over 400 drink combinations with no cross contamination of liquor products and pours the liquors simultaneously in less than 7 seconds. We clearly are the best and most efficient portable beverage control product on the market. We stand behind our products. Proprietary parts are manufactured by EasyBar, assembled and patented by BarSmart.Systems. Being the leader in the industry since 1968. Copyright and registered trademarks owned and operated by BarSmart.Systems

### BarSmart.Systems Beverage Cars (BS-e1000C)



BarSmart.Systems Beverage Cars have a price range starting from \$77,985.00 for the Standard Beverage Car to \$106,985.00 for the Themed Beverage Car. All Beverage Cars include the following items listed below.

BSC17	BarSmart Mobile Car
EB2000	Automated Portable Beverage Unit
MDD36W	Pro Line Wine/4 Keg system w/ dual temp.
Tundra 110	101lbs. Yeti Ice Cooler w/drawers
Tundra 160	159 lbs. Yeti Ice Cooler Back Rack
IH20	Instant H2O Heater
20co2	20 lbs. CO2 Tank
Hgen	Run Quiet 2000 Watt Honda Generator
P42VW	P.42 Video Wall w/scrolling advertising
SP	110/220 Shore Power w/converter
H2O	H2O Source Connection
8STS	8" Stainless Steel Hand Sink
20FWR	20 Gal. Fresh Water Tank
20GWR	20 Gal. Grey Water Tank
CT8	8" Condiment Tray
A1618	12 Bib Assorted Mixer Set
Installation	Installation and Training
Freight-Out	Freight, Packaging and Handling
Warranty	Manufacturers 1 year parts and labor
PM	Preventative maintenance (2 visits for 1" year)
Ext. Warranty	Manufacturers Extended Warranty (one year)

**BarSmart.Systems 2017 / 2018**