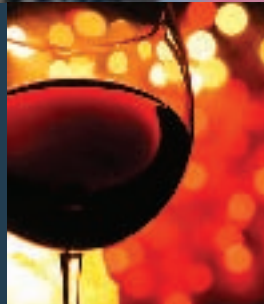


# iPOUR – the smartest Beverage Management System in the world



- Maximise your profitability
- Maintain control over stock
- Generate additional revenue
- Accurately dispense and/or monitor beer, spirits, wine, and post-mix



**iPOUR<sup>®</sup>**  
raising the bar

# The World's First Fully Integrated Bev

Imagine how efficient your business would be if you could accurately dispense and/or monitor and control every aspect of your behind the bar needs. It's possible, because iPOUR is here – and it's truly 'raising the bar'.



iPOUR offers reliable multi-task beverage management technology that will let you maximise your beverage sales profits - week in, week out. The iPOUR fully integrated Beverage Management System covers the accurate dispensing and/or monitoring and control of:

- Bulk beer
- Bulk spirits
- Bulk post-mix
- Back-bar bottles (spirits, wine, liquor)
- Existing (non-iPOUR) beverage dispensing units

## ACCURATE DISPENSING, REAL TIME MONITORING. BETTER CONTROL

Most clubs, hotels, pubs and restaurants are losing an average of 5% on beer, 15% on spirits and 30% on wine. This is due to heavy pouring, drink giveaways, unauthorised staff drinks, cash skimming and oxidation.

By providing accurate dispensing and better monitoring of beverage stock while seizing firmer control over it, the iPOUR BMS will literally act as your eyes behind the bar, helping you recuperate a large percentage of what was previously lost stock. Considering that beverage sales can represent up to 60% of revenue, eliminating such losses and turning them into retail sales will have a significant impact on bottom line income, since beverage cost, overheads and labour are already paid for.

## ADDITIONAL REVENUE STREAMS

There's more – the client-facing LCD media screen will allow you to generate new revenue via advertising and in-house promotions.

The **iPOUR® Spirit** LCD media screen allows your venue to display various types of advertisements. Revenue generating ads, such as liquor company promotions from external agencies, can be uploaded regularly. In addition, the easy to use **iPOUR® Web Portal** allows you to create and upload high quality in house promotions or ads for local businesses in just a few minutes.

## PAYS FOR ITSELF WITHIN NINE MONTHS

It's true – the iPOUR Beverage Management System will pay for itself out of new sales generated from the previously lost beverage stock and new revenue streams. This fact alone makes the iPOUR system unrivalled value for money.

So, imagine – full control of your beverage bottom line, maximising your beverage sales profits week in, week out and better interaction with consumers at the point of decision.

iPOUR truly is raising the bar.



# Beverage Management System (BMS).

iPOUR SPIRIT BULK DISPENSING AND MONITORING BMS	iPOUR MONITORING MONITORING BMS	iPOUR BOTTLE BOTTLE DISPENSING AND MONITORING BMS
<p>MAJOR FEATURES:</p> <ul style="list-style-type: none"><li>• Dispense and monitor up to 8 spirits and 8 post-mix flavours</li><li>• Dispense spirits in 2 pre-set volumes (e.g. 15ml and 30ml)</li><li>• Dispense 30 ml in less than 1.4 second</li><li>• Better than 98% accuracy per serving</li><li>• RFID Security</li><li>• Up to 6 tower founts may be 'ganged' together on one base station supply, allowing for the BMS to operate throughout the whole site</li><li>• Creation and/or management of media play list, internal promotions, advertisements and RFID tags available via the iPOUR Web Portal</li></ul> <p>COMPONENTS:</p> <ul style="list-style-type: none"><li>• Base station</li><li>• Control unit</li><li>• Tower fount with integrated spirits/post-mix dispensing and consumer facing LCD media screen</li><li>• Proprietary software</li></ul>	<p>MAJOR FEATURES:</p> <ul style="list-style-type: none"><li>• Monitor bulk beer, bulk post-mix and existing non-iPOUR beverage dispensing units</li><li>• Each control unit supports 32 beverage lines</li><li>• Better than 99% monitoring accuracy on beverage flow</li></ul> <p>COMPONENTS:</p> <ul style="list-style-type: none"><li>• Control unit and flow meters (brewery approved)</li><li>• Proprietary software</li></ul>	<p>MAJOR FEATURES:</p> <ul style="list-style-type: none"><li>• Dispense and monitor up to 4 selectable pour sizes and free pour option</li><li>• Better than 95% accuracy per serving</li><li>• Wireless control unit</li><li>• Wireless charging of rechargeable Li-ion</li><li>• Low battery led indication</li><li>• 4,000 drinks battery capacity before recharging</li><li>• Dispenser Removal Notification</li></ul> <p>COMPONENTS:</p> <ul style="list-style-type: none"><li>• Wireless control unit</li><li>• Bottle RFID wireless spout</li><li>• Wireless spout charger</li><li>• Proprietary software</li></ul>

## ALL iPOUR BEVERAGE MANAGEMENT SYSTEMS OFFER:

- Point of Sales (POS) integration (20 most popular POS manufacturers)
- iPOUR Web Portal with client secured access and "live" beverage management & reports
- Automated alerts via SMS and/or email



Each iPOUR BMS is installed by an iPOUR approved sub-contractor, to ensure the highest level quality and to meet our standards of installation.

iPOUR also provides remote support via the help desk on installed equipment, with local support via a combination of iPOUR trained staff and certified sub-contractors.

iPOUR CONSULTING

iPOUR can assist venues in their business challenges around beverage management, cost minimisation and profit maximisation. Besides providing analysis and recommendations on optimal beverage management, our consultants are developing and delivering training programs for staff, customised reports to venue management and more.

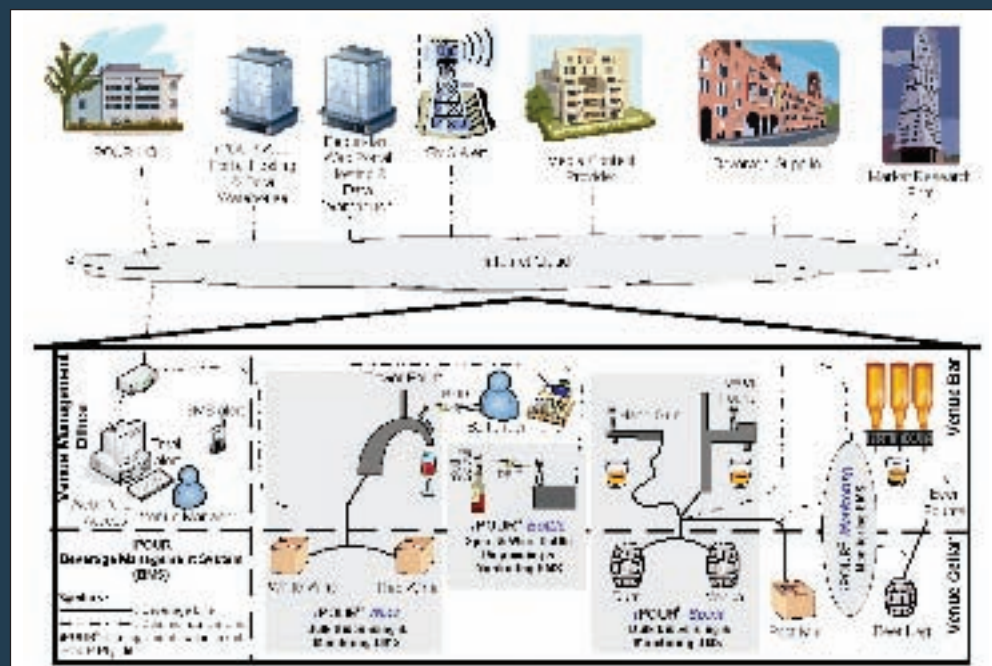
Every morning, venue managers receive an iPOUR Daily Beverage Monitoring Report (similar to that below). Other standard, exception and custom reports are also available.

Venue: ABC		iPOUR® Daily Beverage Monitoring Report				From: 03/04/2010 08:00 To: 04/04/2010 08:00			
Total Flow Cost	\$1,335.36	GP % From Flow	75.12%						
Total Cost of Sales	\$1,272.30	GP % From Sales	76.29%						
Difference @ Cost	-\$63.06	GP % Difference	-1.17%						
Total Sales	\$5,367.18								
Difference @ Retail	-\$257.17								

Location: Sports Bar		Qty Poured	Qty Sold	Qty Diff	% Diff	Flow Cost	Cost Sales	Diff@Cost	Sales Price	Diff@Retail	Items
Bulk Beer	Becks	5,431	5,070	-361	-7%	\$27.23	\$25.42	-\$1.81	\$75.20	-\$5.35	-0.90 Schooner
	Carlton	81,300	79,080	-2,220	-3%	\$270.71	\$263.31	-\$7.40	\$1,025.00	-\$28.81	-5.55 Schooner
	Fat Yak	11,471	11,470	-1	0%	\$55.11	\$55.10	-\$0.01	\$169.60	-\$0.03	0.00 Schooner
	Golden Ale	11,012	9,600	-1,412	-13%	\$36.38	\$31.71	-\$4.67	\$145.20	-\$21.38	-3.53 Schooner
	Hahn Light	8,779	8,020	-759	-9%	\$19.31	\$17.64	-\$1.67	\$89.60	-\$8.48	-1.90 Schooner
	Hahn Super Dry	35,526	32,680	-2,846	-8%	\$131.68	\$121.13	-\$10.55	\$475.00	-\$41.37	-7.11 Schooner
	Heineken	12,979	12,940	-39	0%	\$48.51	\$48.36	-\$0.15	\$194.70	-\$0.60	-0.10 Schooner
	Tocheys New	75,953	71,470	-4,483	-6%	\$250.92	\$236.11	-\$14.81	\$909.90	-\$57.07	-11.21 Shooner
	VB	44,332	40,700	-3,632	-8%	\$147.51	\$135.52	-\$11.99	\$531.80	-\$47.05	-9.08 Schooner
<b>Bulk Beer Total</b>		<b>286,783</b>	<b>271,030</b>	<b>-15,753</b>	<b>-5%</b>	<b>\$987.36</b>	<b>\$934.30</b>	<b>-\$53.06</b>	<b>\$3,616.00</b>	<b>-\$205.36</b>	<b>-39.38 Schooner</b>
Bulk Spirits	Bundy L/P Rum	1,560	1,470	-90	-6%	\$62.40	\$58.80	-\$3.60	\$273.40	-\$16.74	-3 Nip
	Gordons Gin	480	450	-30	-6%	\$19.20	\$18.00	-\$1.20	\$101.20	-\$6.75	-1 Nip
	Jack Daniels	600	600	0	0%	\$24.00	\$24.00	\$0.00	\$142.00	\$0.00	0 Nip
	Jim Beam	1,590	1,530	-60	-4%	\$63.60	\$61.20	-\$2.40	\$302.10	-\$11.85	-2 Nip
	JW Red	300	260	-40	-13%	\$12.00	\$10.40	-\$1.60	\$56.48	-\$8.69	2 Nip
	Smirnoff Vodka	4,170	4,140	-30	-1%	\$166.80	\$165.60	-\$1.20	\$876.00	-\$6.35	-1 Nip
<b>Bulk Spirits Total</b>		<b>8,700</b>	<b>8,450</b>	<b>-250</b>	<b>-3%</b>	<b>\$348.00</b>	<b>\$338.00</b>	<b>-\$10.00</b>	<b>\$1,751.18</b>	<b>-\$51.81</b>	<b>-9 Nip</b>

iPOUR brings to market the world first fully integrated Beverage Management System, meeting the needs of all stakeholders: venue owners, consumers and suppliers. The **iPOUR® Spirit** – Hand Gun version and the **iPOUR® Wine** products commercial release dates are to be announced.



**iPOUR®**  
raising the bar

## ABOUT iPOUR

iPOUR is a fast growing Australian based organisation, and the global benchmark in integrated Beverage Management Systems for Clubs, Hotels, Pubs and Restaurants. Our team is dedicated to helping venue managers to maximise beverage sales profitability week in, week out, while maintaining total control over stock take losses and providing new ways to generate additional revenue. But, we won't stop there – iPOUR is driving a cultural and social shift for bar owners and their consumers. iPOUR will continue to raise the bar in the industry.



## Gold Tap Services

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