

GUEST SATISFACTION

Neil Fischer, Sales & Marketing Director for Drinks Dispense Group Ltd (DDG) in Chesterfield, UK, offered: "Recession is a time for consolidation and review of what your venue can do to maximize what you currently offer to increase spend per head (per cap). With standard issue dispense equipment, old cash systems and badly managed queues, cash remains tied up in queues, with venue operators looking for a solution. Our ExaTap is 'the fastest dispense equipment in the world', capable of dispensing a pint of lager or cider in 2.5 seconds and smooth or Guinness in 4.5 seconds, with the control to deliver the perfect pint in glass consistency (correct volume and head size). Our most recent installations include over 100 taps at the O2 Arena and Croke Park in Dublin."

Conor Mery, Retail Manager for O2 Arena's operator Live Nation Ireland, confirmed: "ExaTap was an integral part of our plans for the new arena, and we are very happy with the performance of the system. From ease of use for staff, to speed and quality of the pour: the system has excelled and has played a crucial part in the reduction of transaction times, and hence the queuing time for patrons."

At Space Catering Equipment (SCE) in Gloucester, UK, Dave Griffin, Project Manager, observed: "With the industry's continuing focus on corporate hospitality growth, operators need to be sure they can serve high quality food to large numbers of guests quickly and smoothly. The ability to provide a plated meal service — which relies on the regeneration system of cook/chill, has a rapid speed of service and a quality end product — is more important than ever. Client demand led us to devise highly efficient production

processes based around a system of 'cook, rapid chill, then plated regen'. This calls for large production and regeneration kitchens with spacious blast chillers and large combination ovens where the brigade team can prepare the dishes from scratch, rapidly chill them down to a core temperature in less than half an hour, and then quickly reheat them when needed — up to 114 plates in six minutes.

"We recently completed the design and installation of all catering facilities at Parc y Scarlets, the new 15,000-seat home of the Scarlets' world-famous rugby team in Llanelli, South Wales. The US\$800,000 (£500,000-plus) project involved all the main public, function and hospitality suite catering. We also recently introduced our innovative Green Footprint scheme, which helps operators identify cooking, refrigeration and dishwashing equipment with an energy saving value. As well as resulting in lower energy costs and reducing carbon footprint, many of these items also qualify for Enhanced Capital Allowances for tax purposes."

Home & Away

In regards to the company's current areas of business and plans for expansion, Aglysys' Tina Stehle noted: "Most of our concession installations are outside the US, primarily in Europe and Australia. Our expansion target markets are Brazil, France, Germany, Mexico, Poland and South Africa. In the EMEA region, we have formed strategic partnerships with a leading CRM provider and a leading access provider."

Radiant Systems' Nynae Allen reported: "Currently, the majority of our concessions solutions business comes out of the US and Australia, with a lot of remaining potential in small to medium size stadiums, arenas and other entertainment venues. We are prioritizing expansion into Europe and Latin America, and will continue to monitor Asia very closely."

At MICROS, Dan Bell observed: "While the majority of our stadium and arena business is in the US, we have several high profile installations around the world, including Arsenal FC's Emirates Stadium, Aston Villa

Below left: Gold Medal Products' Chirov distributors, Boying Zheng, was the sole supplier for popcorn machines at the 2008 Olympics.

Below right: One of Drink Dispense Group's latest installations includes over 100 taps at the O2 Arena in Dublin, Ireland.

PHOTO: DRINK DISPENSE GROUP



<IMAGE_60> STAFF0021



<IMAGE_11> exa001_74