

Stadium & Arenas Central Beer Distribution System

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1,000 beers in 1 minute !!!

Recommended to those who are looking for cutting edge technology in Beverage Distribution Systems.

The **Central Beer Distribution System** is based on long-distance beer distribution pipes conveying beer from the storage tanks in the lower levels to all required locations throughout the arena.

This system was installed in **Sazka Arena in Prague** for the **World Ice Hockey Championships** in **May 2004**.



The total length of the beer distribution pipes is 4,500 yards. The system also consists of 168 dispense heads (taps) Cornelius spread out in the arena's four levels. This system represents the draw out capacity of 1,000 beers (13 ounces each) per one minute. The arena's seating capacity is 18,000 and the whole Central Beer Distribution System is operated and maintained by only one person.

To see benefits of the Central Beer Distribution System in Sports Arenas turn the list... 

Due to the revolutionary technology applied and the automation level used in Arena, we understand this patented **Sports Arenas Distribution System** is unique in the world and challenges the conventional KEG system. Based on more than **three years experience** with this beer distribution system in Arena, we see the following benefits:

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Beer Expedition from the brewery to the tank truck is simpler than KEG filling. The whole "KEG cycle" (purchase, cleaning, filling, handling) can be omitted. Tank beer is cheaper than KEG or bottled beer which equals economical savings thus yielding higher profits.

Beer Distribution in the sports arena via the tank truck and the pipe system is indisputably much simpler than the KEG system in such a large building. This system completely eliminates the need for physical manpower to move and manipulate kegs resulting in incredibly efficient delivery. Even American food services companies declare that "... America is looking for any alternative to Kegs ...". Simple logistics, staff reduction again equals economical savings.

High / Permanent Beer Quality is guaranteed by the automatic control system (control computers and Fast Flow beer dispensers). Basic parameters of the beer distribution process are still under automatic control. The beer is distributed constantly without any additional handling during the whole event.

Customer Satisfaction / High Performance - The Central Beer Distribution System guarantees that customers are served quickly without long lines. The tenth customer in line gets his beer within one minute of entering the line (adequate payment system required). Combining the system with Fast Flow beer dispensers, delivery is so fast that sales during rush times are quadrupled. Faster service. Higher profit. The same quantity of beer can be sold by less staff in comparison to the KEG system. Additional profit is realized due to the reduction of staffing requirements (training, salaries, insurance, etc...).

No Waste of Beer - proceeds from tanked beer are high, there is no waste as in KEG systems. After the end of the event, the rest of the beer is preserved in the system automatically and prepared for the next event. The Fast Flow beer dispensers provide the distribution system with accuracy. The control system provides the beer dispensers with the adequate parameters (temperature and pressure). Once again - economical savings.

Arena Space Savings - the beer pipe distribution system has minimal requirements on space in the vending locations in comparison to the KEG system. Saving of space represents additional potential benefits for the owner / tenant of the arena.

Beer Pipe System Flexibility - enables operators to convey beer to any sports arena location at any distance. This way, the increase of beer capacity can be achieved in rush locations. Moreover, beer can be brought directly to food stands, etc.

Protection of the Beer Distribution System against unauthorized manipulation at vendor locations is solved by special broaches and fittings. The control system checks the state of each broacher in every location of the Sports Arena. The beer consumption logical control provided on each stand and Arena's floor-level monitors these results to provide accurate security against unauthorized distribution.

Low Cost Sanitation - The CIP station automation, special pipe fittings and broaches reduce the cost of the sanitation processes.

Retrofit Existing Sports Arenas.

The Information System creates a database during the beer distribution process. This data is available for the Arena's top management for further analysis of beer consumption, error analysis, error diagnostics & loss avoidance as well as optimizations in individual locations of the arena. This is a powerful tool for increasing profits and improvements.



To find out more about the Central Beer Distribution System in Stadiums & Arenas, contact us on:

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