



An unforgettable exBEERience!

"The PUB", located near Berlin's television tower and Alexanderplatz, is inviting patrons to a completely new drinking experience where service is instant and good times are guaranteed. Guests can pour their own beer from a tap right at the table while taking advantage of a range of services at their fingertips. More than 40 pubs and restaurants around the world use the sophisticated 2S2B technology (Self-Service Beer Bars, registered in the EU, the USA, Russia, and elsewhere) from the Czech company MCAT, who provides everything from the tap systems to the interior decorations so restaurant owners can give their patrons a truly unique experience.

The 2S2B concept of self-service beer has taken the Czech Republic by storm, which says quite a lot considering the Czechs have the highest per capita beer consumption in Europe. In less than five years, MCAT equipped 21 locations with this technology in the Czech Republic alone. Worldwide the number has reached 40 and is increasing quickly. The basic concept is always the same: Each table has its own dispenser with up to four taps, allowing guests to pour their own beer without having to leave their seats.

This is an attractive solution for patron and host alike: Guests can help themselves to as much or as little fresh beer as they want, right when they want it. Gone are the days of beer going flat from standing around behind the bar, or a disappointing fill by a careless barman. Depending on their preference and ability, as guests master the art of the perfect pour they can top their beers with just the right amount of head. Laughs and good times are all but guaranteed. Restaurant and pub owners will be smiling, too, because this concept not only sets them apart from the competition and slashes personnel costs, it also boosts beer sales.

Tap your own beer - and the touchscreen for much more

Recognizing the win-win benefits of this concept, which could previously be found in a rudimentary form in isolated locations, MCAT developed it to perfection and patented it. Each table is equipped with a dispenser and a touch-



The B&R Power Panel meets all requirements regarding hygiene and cleanliness for gastronomy.

screen from B&R, which allows the guests to check their consumption down to 10 mL at any time, order food or select music from a jukebox. The screen can also present additional information about special offers, events and sports in multiple languages. With powerful and flexible B&R devices, the possibilities are nearly endless.

"Originally we stuck with a two-line display with a keypad, because we

were worried that a touch screen might tend to get damaged accidentally or even intentionally. However, experience has shown that this is the absolute exception," explains Dr. Jaroslav Stuna, owner and CEO of MCAT Automation s.r.o. "So in 2008 we switched over to touch screens because they give us more design freedom and are easier and more hygienic for the guests to use than keypads."

Powerful, robust B&R technology makes the difference

Initially, MCAT had selected a device from another manufacturer, but now uses exclusively units from B&R's Power Panel series. Dr. Stuna explains the reasons for the switch: "The key factors were the power, robustness and the passive cooling provided by the Power Panels. Of equal importance, however, was also the fact that B&R is represented worldwide, and their devices have the necessary certifications."

For MCAT this is especially important because the company markets the 2S2B concept all over the world, recently establishing a location in Seattle from where they can serve the American market.

"We were also pleased with B&R's willingness to cooperate on the development of a custom solution," adds Stuna. "Together, we were able to further improve the stainless steel housing, allowing it to swivel 270° and greatly improving the ease of operation."

The Power Panel contains an integrated controller, so it can not only serve as an interface for the guest, but also uses flow meters to monitor beer consumption per customer and share data with a central computer via Ethernet. Food orders and other services can also be handled via the 2S2B information system. Information, music, videos, TV and advertisements can also be managed on the central system and presented via the Power Panels, projectors, monitors or large screens. >>

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With the new 2S2B technology from MCAT, long waits are a thing of the past. Guests can pour their own beer fresh from the tap.



In addition to pouring draft beer, MCAT also provides many other features. Guests can use the 2S2B information system to contact visitors at other 2S2B bars all around the world and send each other messages.

But that's not all. The central IT system can also be used to connect 2S2B bars in different locations. For example, guests on opposite sides of the world can send each other messages, video chat or monitor each other's beer consumption in a comparison chart.

Unadulterated beer enjoyment

The beer dispensing system is no less sophisticated than the IT system. Each table is supplied with beer via cooled piping and is equipped with a glass rinser and drainage tray. Although the system works just as well with kegs of various sizes, at The PUB in Berlin the beer comes from tanks that hold several thousand liters, located in the cellar below the pub in one of the 600 viaduct archways of the subway. The system meets the highest hygienic standards and is designed to be cleaned easily and thoroughly. This, combined with the increased beer throughput typically experienced with the 2S2B concept, make it possible to serve unfiltered, unpasteurized beer with living yeast cultures, preserving its full flavor and valuable nutrition. In this way, guests are guaranteed fresh, unadulterated, wholesome beer enjoyment.

No small wonder, then, that 2S2B has been received so well in Berlin and elsewhere. Famous breweries such as Pilsner Urquell and Berliner Pilsener have recognized the numerous benefits of the new concept and are working on introducing it at their beer bars and concessionaires, as well as at the breweries themselves. ■

MCAT AUTOMATION:



Founded: 1991

Employees: 10

Locations: Headquarters and production in Pilsen (CZ), subsidiary in Seattle (USA)

Products and services: Design, development and implementation of automation solutions with a focus on the brewing & malt and mining industries. Engineering and implementing beverage distribution systems for use in stadiums and gastronomy (2S2B)

www.mcat.cz