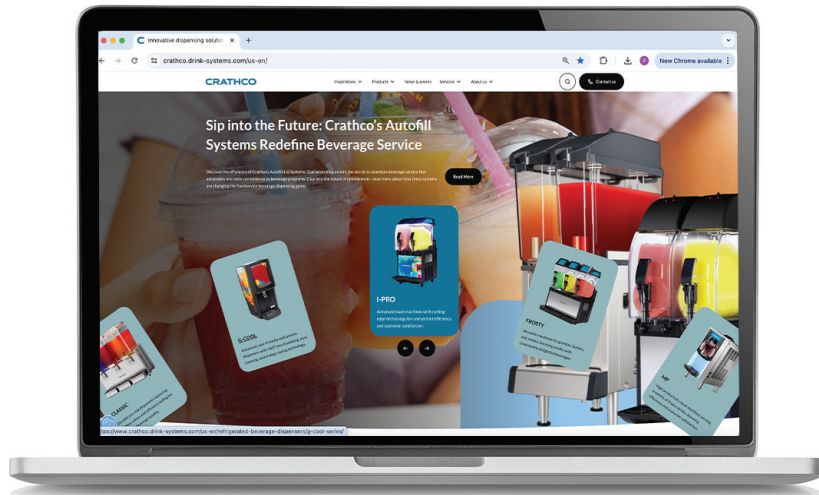


CRATHCO Beverage News *DISPENSER*

Vol 1/No 1

CRATHCO INTRODUCES NEW WEBSITE

Sleek, User-Friendly Interface, Detailed Product Information



We proudly announce the launch of the newly redesigned Crathco website. The new site showcases an array of resources for both new and existing customers.

Product Overviews – Discover our extensive beverage equipment, including the renowned Simplicity Classic Bubbler® Cold Beverage Dispensers and innovative I-PRO Frozen Dispensers. Find in-depth specification data and unique features and benefits that set Crathco equipment apart.

Recipes – Our commitment to helping operators craft unique beverages is reflected in the growing, curated recipes collection. Each designed to inspire creativity and the beverage experience, whether it's a cool, refreshing drink or a signature cocktail.

Latest News and Updates – Stay informed with the latest news, insights and company milestones. It's a hub for all things beverage-related, keeping readers at the forefront of the industry.

Company Information – Explore our history, mission, and values. As a company that has been mastering beverage excellence since 1963, Crathco has a legacy of innovation and quality.

Equipment Tips and Support – We go beyond selling solutions and also offer valuable tips to ensure customers get the most out of our equipment. From maintenance to cleaning, the website is a resource for reliable equipment care.

Quarterly Newsletter – Subscribe for exclusive content, including expert advice, industry news and beverage program suggestions. It's a great way to stay connected with the our community and the latest trends in beverage dispensing.

Check out [Crathco.com](https://www.crathco.com) today



I-PRO RECIPE: FROZEN COSMOPOLITAN

28 SERVINGS:

- 5.6 Qt Water
- 1.1 Qt Fresh Orange Juice
- 1.1 Qt Lime Juice
- 1.1 Qt Cranberry Syrup
- .7 Qt Vodka

Preparation

- In a large pitcher, combine the fresh orange juice and lime juice. Stir to create a citrusy base.
- Pour cranberry syrup and vodka into pitcher with the citrus juices.
- Using a blender, mix all ingredients together, until they are well combined.
- Load the mixture into your I-PRO following the instructions and start in production mode.
- Pour the frozen cocktail into glasses or serving cups. Garnish with lime slices, if desired.



NACSSHOW2024

SAVE THE DATE:

We are excited to announce our participation in the National Association of Convenience Stores Expo (NACS), the premier event for the convenience industry. Join us in Las Vegas October 8-10, 2024, where we'll be featuring some of our most popular and profitable beverage equipment along with some exciting, new innovations. Don't miss the chance to connect with Crathco at booth #C5271. See you in Las Vegas!



In the world of foodservice, strategic placement of commercial beverage dispensers plays a crucial role in enhancing customer experience, efficiency, and profitability.

Optimizing Equipment for Beverage Success

Let's explore some key strategies:

- 1. High-Traffic Areas:** Position dispensers in high-traffic zones, near entrances, checkout counters, or self-service stations. This ensures maximum visibility and encourages impulse purchases.
- 2. Ergonomics and Flow:** Consider the flow of customers within your establishment. Place dispensers so they are easily accessible without causing congestion. Ergonomic design matters—ensure comfortable reach.
- 3. Temperature Zones:** Cold beverage dispensers should be near refrigerated sections, while hot beverage

dispensers (like coffee) benefit from proximity to kitchen areas.

- 4. Upselling Opportunities:** Use dispensers strategically to upsell. Place near complementary food items (e.g., Bubblers near pizza stations).
- 5. Cleanliness and Maintenance:** Regularly clean and maintain dispensers. Dirty or malfunctioning units can deter customers. Place them where staff can easily access for cleaning.
- 6. Branding and Aesthetics:** Align dispenser aesthetics with your brand. Sleek, modern designs can elevate the overall ambiance.

Consider branding opportunities on dispenser panels.

- 7. Multi-Use Areas:** In multipurpose spaces (e.g., cafeterias, event venues), flexible placement allows customization based on the current setup.

Remember, beverage dispensers aren't just functional—they're part of the overall dining experience. Thoughtful placement ensures happy customers, efficient operations, and a thriving business.

Equipment FOCUS – I-PRO with AUTOFILL



CRATHCO
Autofill

Replace your current I-PRO lid with the [Crathco Autofill Lid System](#). Your frozen offerings will always be fresh and available, enticing customers all day long.

- Increased Visual Appeal — always available, increasing sales
- Enhanced Accuracy and Consistency — automatically adds the perfect amount of water and syrup every time
- Reduced Labor — keeps staff focused on customers
- Minimizes Training — simple set-up and operation
- Reduced Downtime — manual re-filling is time-consuming
- Increased Food Safety — minimal exposure to product
- Seamless Integration — update existing equipment or your entire system
- Waste Reduction — prevents loss from incorrectly mixed product
- Versatile — perfect for BIB or in-house syrup programs

SLUSHY DEFINED

Merriam-Webster defines a slushy (also spelled slushie and less commonly slushee) as a type of beverage made of flavored ice and drink, similar to a granita but with a more liquid composition. It is also commonly called a slush, slurpee, frozen beverage, or frozen drink. A slushie can either be carbonated or non-carbonated; the carbonated version is sometimes called a frozen carbonated drink or frozen carbonated beverage.

CRATHCO BUBBLER® EQUIPMENT FAQs

- Q** - Can I run product on one bowl only on multiple bowl units and leave the other bowls dry?
A - No, the units cannot be operated dry.
- Q** - How long does it take to cool product from ambient?
A - Assuming a 70-degree ambient, approx. 45 minutes to one hour.
- Q** - What Bubblers have NSF Dairy approval?
A - Classic D15, and all G-Cool Models.

CRATHCO

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