



# REVOLUTIONISE YOUR DRAUGHT DISPENSE AND SERVE CONSISTENT QUALITY, GREENER PINTS

## KEY BENEFITS



### CONSISTENT QUALITY

Cold delivery system that pours sub 3°C quality pints every time



### SAVE WATER

85% saving in beer, cider and water wastage via a six-weekly line clean\*



### SAVE ENERGY

Up to 20% more efficient coolers in the cellar and no requirement for secondary cooling, lowering your energy usage\*\*



### SAVE TIME

No need to spend time on a weekly line clean – enjoy a service visit from our technicians who will do this for you



### TOTAL SUPPORT

Confidence guaranteed with up to six-weekly professional service visit and 29 point system check



### OUTLET SUPPORT

Receive POS to communicate green credentials to your consumers via the Green Pint



## STANDARD VS SMARTDISPENSE

SmartDispense's unique cooling technology and line insulation from keg to tap is up to 20% more energy efficient\*\* than standard systems. This keeps beer and cider at a colder temperature, which ensures that the optimum sub 3°C in-glass temperature is achieved. This innovative technology generates energy savings and maintains temperature, keeping it cleaner for longer and allowing for line cleaning to be extended up to every six weeks, instead of every seven days.

These savings, coupled with colder, more consistent and even better quality pints leads to happier and more loyal consumers, helping you sell more pints and make more money.

\*Minimum throughput 1 keg per week per tap or line cleaning will drop to the shortest SmartDispense cleaning cycle, thus reducing savings.  
\*\*Energy efficiency dependent on Flash Chillers being installed, some sites may keep existing chillers.



# HEINEKEN

## SmartDispense™

CellarPro



A cost effective single-brand draught system that delivers the perfect fresh pint from cellar to tap, even during peak demand periods.

### FEATURES

- A colder and more consistent pint every time
- Chilled to below three degrees from keg to tap
- Line cleaning reduced from weekly up to six-weekly with no compromise on quality
- Secondary underbar cooling no longer required, and cellar coolers replaced with advanced energy efficient coolers\*
- Cutting edge sensor, detecting when keg is empty and needs changing
- Easy, quick and simple to use

### BENEFITS

- Drives consumer satisfaction, repeat purchase and rate of sale
- Keeps your lines and dispense system cleaner for longer
- Improves beer, cider and water, cleaning material and gas wastage, cutting costs and environmental impact
- Improves carbon footprint and savings on utility bills
- Reduces waste and fobbing, and stop-start flow allows you to change a keg mid-pint without affecting quality
- Easily operated by staff

\*There may be some occasions where the existing coolers are not replaced, which will affect the energy efficiency.



### TOTAL SUPPORT & SERVICE PACKAGE FROM HEINEKEN

As a SmartDispense customer you will receive a total support and service package. You will benefit from a service visit, so you can enjoy peace of mind that you're serving cold and consistently great pints every time.

#### SYSTEM SERVICE CHECK & LINE CLEAN

Ensures your SmartDispense system is working efficiently to reduce waste and energy, and serve quality pints every time

#### GLASSWARE & GLASSWASHER CHECK

Including actions and recommendations on washing and renovating glassware

#### PERFECT POUR TRAINING

Ensures consistent, quality pints for your customers and less waste in your drip trays

#### SERVICE VISIT REPORT & QUALITY RECOMMENDATIONS

29 point system check with a detailed service report after every visit provides you with confidence that your SmartDispense system is working efficiently and effectively

#### FREE SMARTDISPENSE QUALITY PACK FOR DAILY HYGIENE CHECKS

We want you to offer your customers the best quality experience, so all hygiene products are provided free of charge or subsidised to all SmartDispense operators



TO FIND OUT MORE VISIT:  
[SMARTDISPENSE.HEINEKEN.CO.UK](http://SMARTDISPENSE.HEINEKEN.CO.UK)

 **HEINEKEN**

*Growing together*