

Pourfection.

PrimePour™ Cocktails On Tap Program

One pull, and you have the perfect cocktail, instantly.
No mixology experience required.

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Benefits for operators

- Profitable growth: increased cocktail sales with faster service
- Portion and quality control: exact calibration of mix and spirit amounts
- Attractive design: creates customer awareness and drives impulse sales

Benefits for consumers

- Speed: less time to wait and faster refills
- Consistency: drinks taste the same every time, regardless of bartender
- Quality: enjoy great tasting cocktails with a perfect balance of flavors

Beam Suntory designer tap tower
- Platform slides onto bar top
- Fits 2" - 3-3/4" bar thickness
- Drip tray removes easily

The PrimePour™ Program

The PrimePour™ program is the efficient way to maximize profits by serving your guests great tasting cocktails quickly and consistently. With just a pull of the tap, Beam Suntory spirits are perfectly blended with Maui cocktail mixes to make high quality drinks every time without manually measuring, blending or mixing.

The PrimePour™ program is simple:

- Determine your cocktail and order your Beam Suntory spirits. Please contact COTPOS@beamsuntory.com for tap decals.
- Purchase Maui on Tap BIBs through your local Beam or broadline distributor.
- Purchase or lease your PrimePour unit (includes base and designer tap tower).
- Promote your cocktails through specials and samples!



Under-the-bar HBC base unit
- 3 spirit bottle slide-out tray
- Uses 3 gallon bag-in-box Maui mix
- CO₂ powered, no electricity required
- The base unit is only 13" wide x 24" deep x 24.5" high.
- An 8' hose connects the base to the designer tap tower.

Core Cocktail Options



Bourbon Punch,
Twisted Lemonade



Mojito, Flavored
Mojitos, Rum Punch,
Flavored Lemonades



Pinnacle Punch,
Flavored Lemonades



Margarita, Flavored
Margaritas

Maui Drink Mix Options



These great Maui products are packed in sturdy 3 gallon bag-in-box cartons and are shelf stable for convenient storage. QCD connectors make changing boxes quick and easy. More flavors coming soon!

MOJITO
Item #TBD

MARGARITA
Item #4847

**HURRICANE
PUNCH**
Item #4849

LEMONADE
Item #4848



CO₂ powered – no electricity required • Fixed 3:1 drink mix to spirit ratio
Holds one 3 gallon BIB mix and three spirit bottles • Easy to resupply and clean
Portable – wheels optional • National service program • NSF certified

Hamilton Beach
COMMERCIAL

Good Thinking

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