

# 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](mailto: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  
- CO<sub>2</sub> 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



**CO<sub>2</sub> 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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