BLITZ DRINK SYSTEMS are the Official & Exclusive UK Distributer for BOTTOMS UP BEER.
Bottoms Up Draft Beer Dispensing System® is a more profitable way of selling beer. It is an automated, hands-free system that increases throughput, efficiency, and advertising/branding opportunities. Every aspect of the system is designed to increase profitability. With millions of customers served last year alone, Bottoms Up is rapidly being adopted as the standard in beer service.

Bottoms Up has taken pouring beer out of the hands of rushed servers and has made it as simple as setting down a cup. When a Bottoms Up Cup® is placed onto a Bottoms Up Dispenser® the system automatically fills the desired amount leaving the server free to promote sales, engage customers, and process transactions. Additionally, the system is capable of pouring multiple servings simultaneously at a rate that is nine times faster than a traditional tap. These benefits all contribute to making every point of sale more profitable.

The efficiency of Bottoms Up is unrivaled, which drastically reduces the cost of goods sold. The system produces an average keg yield over 98% by utilizing two key factors. (1) Our system operates at brewer recommended settings which maintain the beverage quality i.e. reduced foam. (2) It is capable of being programmed to pour any size and operation is hands-free, which drastically reduces user error. The reduction in foam paired with automation, practically eliminates waste; no spills, no bad pours, and less money down the drain.

While other benefits improve the profitability of beer service, the advertising space on the magnet at the bottom of the Bottoms Up Cup® has created a new revenue stream. The Bottoms Up MAG™ (Magnetic Advertising Graphic) is more than just a seal. Whether the space is branded by the venue or sold to a third party, it creates endless opportunities outside of traditional avenues. Not only is the MAG seen while enjoying a fresh beverage but consumers regularly take them home as souvenirs to place on refrigerators, cars, tool boxes, etc. There is no other advertising space that will get you into the hands of your audience and “stick” with them.

All of these benefits come together to maximize profitability in draft beer service. Whether a venue is serving ten kegs a week to a group of regular patrons, or serving tens of thousands of fans at a single event, Bottoms Up is the best choice for the consumer and the retailer. Bottoms Up may not (yet) be the standard in draft beer service, but it is the best practice.
OUR PRODUCTS

Bottoms Up Cups®
Bottoms Up Cups are specially designed to work with our Bottoms Up Draft Beer Dispensers. The cups are made from PET plastic, food-grade materials that are all made in the USA. Each cup has a hole in the bottom to allow for filling and each hole is sealed with one of our 1.75” diameter, FDA approved rubber magnets.

The Bottoms Up MAG (magnet advertising graphic) that seals our cups has created a new advertising platform. With every sip, the MAG becomes the largest advertising space in the venue and the potential for advertising here is limitless. Consumers often keep their Bottoms Up MAGs as souvenirs that transport this unique advertisement to homes across the country. Bottoms Up MAGs give you the ability to creatively promote your brand, or generate an entirely new revenue stream by selling the ad space.
Bottoms Up® Draft Beer Dispensers

The cornerstone of the Bottoms Up Draft Beer Dispensing System® is the dispenser. Specifically designed for operationally efficient draft beer service, this dispenser is the fastest in the world. Straight from the factory, our dispenser is easily integrated into any setup. Our dispensers come in three options: 1 nozzle (BU1), 2 nozzle (BU2), and our most popular 4 nozzle unit (BU4). All three of our dispensers are also available as in-counter units.
Bottnoms Up®
Empty Keg Detector[EKD]

The Bottoms Up EKD detects when a keg is empty and stops the flow of beer. Early detection prevents beer lines from filling with foam, drastically decreasing waste and the amount of time necessary to change kegs. When GrimOn’s EKDs are installed in conjunction with the Bottoms Up Draft Beer Dispensing System®, an unrivaled level of operational efficiency is achieved.

When the keg being dispensed is empty, the EKD stops the flow of beer before the line fills with foam. Lights on the dispenser illuminate notifying the operator that the keg needs to be changed. The keg can be changed at the operators’ convenience and service can resume immediately. Our reduction of “down time” maximizes the profit potential of draft beer.
Bottems Up®
Tap Handle Displays

Bottems Up Tap Handle Displays are commonly used add-ons that replicate the display of traditional beer taps. The sleek brushed stainless steel display can be combined with any handle you desire. This addition allows for the traditional look people are familiar with while still delivering our “warp speed” service! Your venue’s beer branding identification remains effective, three dimensional, and fun!
Bottoms Up®
Super Tubes & Beer Tubes

GrinOn Industries and Beertubes.com, a tube industry leader, have developed Bottoms Up Super Tubes and Bottoms Up Beer Tubes. These products were brought to market to enhance beverage excitement and to add additional merchandise options to the Bottoms Up Dispensing System. These awesome fast filling table top dispensers increase brand visibility and are a popular item ordered by groups at bars and venues. They are highly profitable and unique, offering cold, fresh, crisp draft beer.

Made in partnership with Anheuser-Busch supplier, Beertubes.com, the Bottoms Up Super Tubes & Bottoms Up Beer Tubes are made of Eastman Tritan® plastic material with crystal clear aesthetics and are a top of the line luxury item for beer fanatics.
MORE THAN JUST A CUP

Bottoms Up offers the most unique marketing space in the advertising industry. The magnet provides unequalled branding and promotional opportunities.

How It Works

- Cross Promotion
  - $5 off Baseball Jersey
- Couponing
- 3rd Party Ad Here!
- Third Party Advertising
- Collectables

LIFECYCLE OF A BOTTOMS UP MAGNET

1. Ad Space 6 Inches from your Face
2. Advertisements go with the Customer
3. Value Statements Create Additional Revenue
4. Your Logos go Home with the Customers

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