

# Buying Guide



Functionality as well as looks matter for equipment being used front of house. It is extremely important for the back bar to not only be stylish, but to give an impression of high quality to attract and retain customers and for the layout to be conducive to efficient service, whilst ensuring the space available is maximised to its full potential to help influence and encourage over the bar sales. Success depends on careful planning, layout and design to enhance the customer experience, whilst improving staff performance and boosting profits.

Bar display should be kept simple, yet effective and investment in clever pieces of equipment will help optimise layout and product display, whilst saving space, time and costs in an operation. Location and design of essential bar items such as refrigeration, ice machines, glass washers and blenders are an important consideration too within the overall scheme.

To make things easier, complete bar workstations are now available – such as the IMC Bartender and Gamko Flexbar – which are designed to make running a bar as easy and as straight forward as possible, whilst increasing throughput, sales and profits. Modular in format, both provide for unlimited layouts with great flexibility, accommodating refrigerated and non-refrigerated sections, glass or standard door units, storage drawers, hand wash sinks, waste bins and even the option of internal LED lighting for unique effects and central electronic locking system for simple, fast bar lockdown at the end of the night – bespoke solutions for even the trickiest of sites.

## Advantages

- Self-contained workstations are energy saving, efficient and productive, helping to maximise sales and increase efficiency of staff, even cutting labour costs - ergonomic design will help improve staff performance.
- A well planned bar area will help throughput of customers, create high visibility of products, be easier to maintain and clean and give an overall professional impression.
- Food safety regulations can be met with the inclusion of a hand wash sink and with a properly designed back bar area, additional revenue can be gained from simple food sales.

## Buying Tips

- **What equipment?** – Operators should assess their needs in terms of their site, bar area, customer base, throughput and drinks menu. Consider peaks in service and whether the bar area is going to be used for simple specific food/drink preparation too – for example bar snacks or smoothies. Also be mindful of any future plans to expand operations or change layout – a flexible bar system will help.
- **Build quality and reliability** – Choose a leading brand with an established reputation for good quality, durability and reliability. These brands usually build in great operational features too and energy efficiency, which should always be considered. Look for a full manufacturer's warranty – the minimum being at least a year. Many of the leading brands have warranties ranging from 2-4 years. Check the availability of spare parts and after sales service.
- **Operational features** – for refrigerated cabinets, look for visible temperature displays and forced/blown air for uniformed temperatures, auto defrost, rapid cooling and self-closing doors (vital when in constant use during service), safety glass, adjustable and removable shelving for display flexibility and for ease of cleaning, look for coved internal corners, removable door gaskets and castors for moving units. Go for an easy to clean, durable stainless steel finish.
- **For ice-machines** - check on ice-production per 24 hours and compare with usage, look at adequate storage bins, ease of access for cleaning and maintenance.

## Key to icons

	<b>Light Duty</b> Designed for commercial use in a less busy environment
	<b>Medium Duty</b> Strongly constructed to perform in a busy situation
	<b>Heavy Duty</b> High standard of build to provide good service under heavy use
	<b>Extra Heavy Duty</b> High powered, fast throughput with the highest standard of build
	<b>13 Amp</b> Plug and go!
	<b>Hardwired</b> Hard wiring required
	<b>Gas</b>
	<b>Stainless Steel Construction</b>
	<b>Warranty</b>