BERG COMPANY

Beverage Management for the Hospitality Industry

COMPANY OVERVIEW & HISTORY

Berg Company is a designer and manufacturer of electronic beverage control systems. The Company's equipment, which provides portion control, inventory management and cash accountability, is sold to restaurants, nightclubs, hotels, sports centers, casinos and other businesses that sell alcoholic and non-alcoholic beverages for on premise consumption.

The Company, headquartered in Madison, Wisconsin, was originally founded in 1936. Berg entered the beverage control industry in 1967 and since that time has focused solely on beverage control products and systems.

Berg was the first to invent, patent and bring to market, many of the products that are considered commonplace in the beverage management industry today and continues to aggressively develop and patent products for the present and future.

Berg operates as an autonomous company with its own management team, including sales, engineering, manufacturing and accounting, enabling us to provide a continual up-to-date quality line of product offerings and systems, including product and system customization based on your needs.
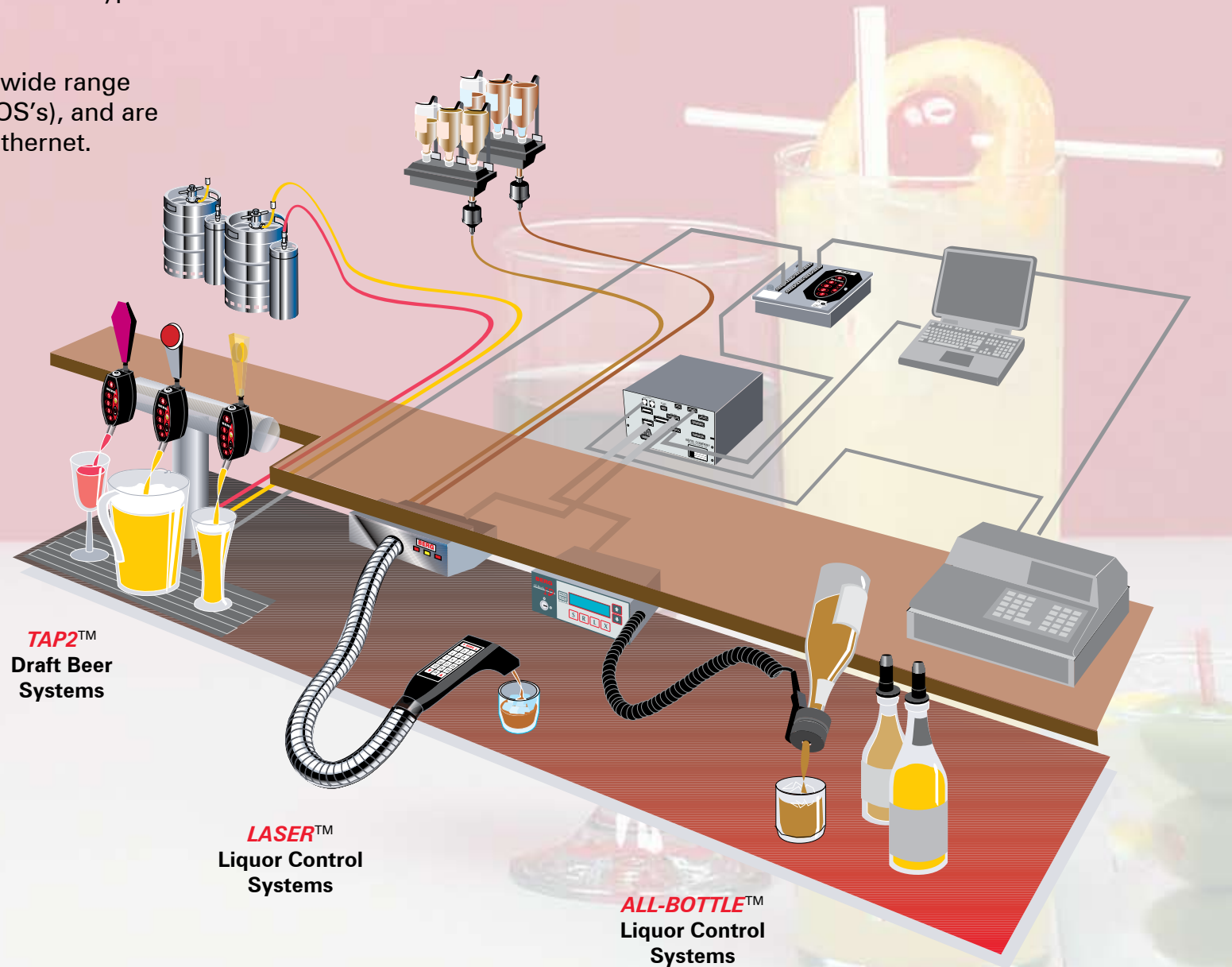
Berg stocks inventory in levels adequate to meet your immediate needs. The distribution of this inventory through an international dealer network is specifically designed to ensure that each customer enjoys the same world class support.

Berg is a debt free company and is positioned to be there to support you and your beverage management system for many years to come.

PRODUCTS

Berg manufactures products and systems that provide portion control, inventory and accountability solutions for different types of beverages.

Berg's products work with a wide range of Point of Sales Systems (POS's), and are able to utilize your existing Ethernet.

TAP2™
**Draft Beer
Systems**

LASER™
**Liquor Control
Systems**

ALL-BOTTLE™
**Liquor Control
Systems**

All-Bottle™

Liquor Control Systems

The ALL-BOTTLE™ Liquor Control Systems line-up, which includes various models, provides a solution to control the portion size and account for the inventory of bottled liquor.

The ALL-BOTTLE systems consist of specialized bottle-top pourers with tamper evident seals utilizing a pour through ring. It tracks and controls each portion of liquor dispensed, while allowing the customer to view the product being poured from the actual bottle.

The portion sizes are user programmable.

Berg's patented ALL-BOTTLE ID™ with SMART POUR™ technology, improves the existing bottle top pourer by embedding a microchip in each pourer. This allows each pourer to be assigned to a different brand which provides enhanced inventory tracking options.

The Pourers used with these products are certified to NSF/ANSI Standard 18.

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All-Bottle ID™ installation

All-Bottle ID™
Smart Pour™ Spout

All-Bottle **BRAND** *ID*™

All-Bottle™ *1504*

All-Bottle™ *704*

Laser™

Liquor Systems

The LASER™ Liquor Systems provide an additional solution to control portion size and account for liquor inventory, particularly in settings where speed in serving is required.

The system consists of a reservoir system that houses liquor bottles and is mounted remotely, at an unlimited distance from the hand held dispenser gun, which is mounted at the serving station to serve drinks.

This system allows for the secure storage of your liquor inventory.

Laser systems can dispense an unlimited number of brands of liquors and pre-programmed cocktails, with unlimited price levels and portions sizes per brand. The LASER sytem is available in a version that is certified to NSF/ANSI Standard 18 and Weights and Measures standards.

Laser™ installation

Laser™ installation

Laser™ Space Saver mounting racks

Laser™ model dispensers

Laser™ Space Saver mounting racks

Draft Beer Systems

BERG TAP2 ™

Tap2™ **Draft beer bar area installation**

The TAP2™ Draft Beer Control System provides portion control, inventory management and cash accountability for draft beer served from kegs. The system consists of a tap head for dispensing beer in unlimited portion sizes and is attached to your existing beer lines

The Perlick faucet in this product meets and is tested to NSF/ANSI Standard 18.

Draft Sentinel

Sentinel **Draft beer control console**

The DRAFT SENTINEL provides a method to monitor the volume of beer, wine, soda or any bulk liquid dispensed, through the use of proprietary flow meters.

The DRAFT SENTINEL system can be configured to monitor unlimited beverage lines and report cumulative sales by brand and volume.

The Flow meter is certified to NSF/ANSI Standard 18.

Flowmeter input

Tap2™ **Draft beer supply room installation**

INFINITY™
Software

Berg's Infinity™ software is a proprietary software package that networks many of the Company's portion control products and provides sophisticated management reporting and control options.

The system tracks and reports on every drink poured and allows for management of portion sizes and prices, as well as interfacing with many point of sales (POS) systems.

This Windows based software is easy to use, flexible and powerful. You can utilize existing Ethernet networks and have the ability to export data, customize reports, manage inventory and schedule functions.

Beverage Manager Software

Berg's Beverage Manager software is a low cost proprietary software package that allows for the set-up of information such as prices, portions, and point-of-sale (POS) system information to be uploaded into various models of the ALL-BOTTLE product line.

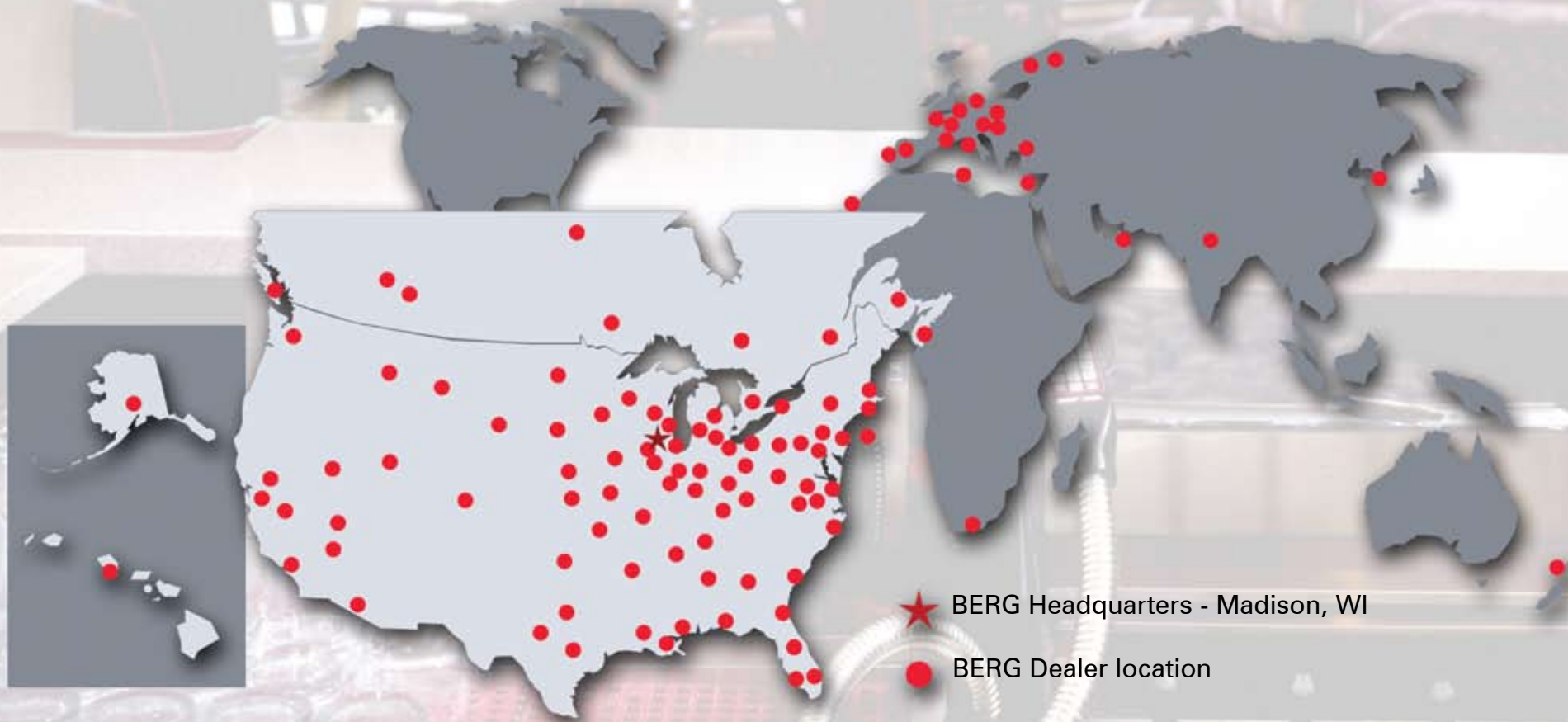*Some of the Infinity System reports available:*

Z Report – For current daily sales.
X1 System Summary – Total drinks and sales of the entire system.
X2 Station Sales Summary – Total drinks and sales by price level and brand.
X3 Station Detail – Total drinks and sales by size, price and brand per station.
X4 Hourly Sales – Hourly total of drinks and sales recorded for each station in the last 48 hours.
Week Ending Summary – Total drinks and sales by price level and brand at each station over the last seven days.
Month Ending Summary – Usage (by volume) for each brand and total sales for the past 30 days.
Annual Summary - Usage (by volume) for each brand and total sales for the past year.
Revenue Yield – The monetary return by volume (ounce or milliliters) for each brand.
Container Stock Report – Stock status of all brands included in inventory.
Cost Analysis Report – Volume poured and volume lost for each brand in inventory.
Brand Information Report – The brand setup and ordering information entered for each brand in inventory.

SALES & SERVICE

Berg sells products through a network of approximately 90 independent dealers worldwide.

In addition to our Headquarters in Madison, Wisconsin, we have two strategically located regional offices in North America to support our worldwide dealer network.

Our dealers have been factory trained to do site surveys, make equipment recommendations, conduct installations and provide on-going service.

★ BERG Headquarters - Madison, WI

● BERG Dealer location

ENGINEERING & TECHNOLOGY

The Company's products are designed by our own in-house engineering staff, dedicated solely to beverage dispensing products and systems. Our capabilities include software, electrical and mechanical engineering with full 3D CAD/CAM capabilities.

We are fully staffed to support existing products, develop new products and design custom solutions to meet your needs.

QUALITY

Berg is committed to providing you with the lowest overall cost of ownership possible, and will not sacrifice product quality in an effort to reduce initial costs.

We are confident that you will find Berg products to be quality products that will provide you low cost, trouble-free performance, now and in the future.

PART NO. 9007153

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UNLESS OTHERWISE SPECIFIED

BERG COMPANY, L.L.C.

MONONA, WISCONSIN

DIMENSIONS IN INCHES	SCALE	1:1	DO NOT SCALE DWG. BREAK ALL SHARP EDGES
TOLERANCES			ANGLES ± 1°
2 DECIMALS ± .02			
3 DECIMALS ± .005			SURFACES

POURER ASSY, CODE 3

Beverage Management for the Hospitality Industry

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