



## **Perfect Carbonation = Perfect Beverages**

### ***XactBev™ System Delivers Perfect Carbonation Resulting in Great Taste and Zero Waste***

**STUART, Fla. (March 8, 2010)** – Most people don't give a second thought to the tiny bubbles in their drinks – the ones in fountain soft drinks or draft beer – but for restaurants they make a huge impact on business. Without carbonation, there are no fountain drinks or draft beer to serve. And without the proper gas blend to make those bubbles, thousands of dollars could go down the drain.

Nearly 8 percent of the beer in each keg, up to 11 pints, may be wasted simply because the carbon dioxide and nitrogen blend is not properly administered. For restaurants, this "wasted" beer can add up to revenue losses between \$13,600 and \$21,750 annually.

NuCO<sub>2</sub>, the only national provider of certified, beverage-grade carbon dioxide and draft-grade nitrogen gas solutions to the restaurant and hospitality industry, has introduced its XactBev™ system to combat this problem. XactBev technology is designed to deliver perfect carbonation that results in great taste and zero waste. For draft beer, it dispenses the exact blend of gases optimal for ales, lagers and stouts – maximizing the number of pints from each keg and eliminating sub-standard beer taste that can result from improper carbonation.

### **The Perfect Combination**

For the optimal pour, ales and lagers need a beverage gas blend of 60 percent carbon dioxide and 40 percent nitrogen or 100 percent carbon dioxide, depending on how much pressure is required to get the beer from the keg to the faucet. Stouts need a blend of 25 percent carbon dioxide and 75 percent nitrogen. However, it is estimated that as much as 50 percent of draft beer served in bars and restaurants may have an improper gas blend.

"Most bar and restaurant operators have not been made aware of the proper beverage gas blend for draft beer or how to ensure it is maintained. They simply know if the beer is flat or has too much foam when poured," Keith Gordon, senior vice president of marketing and business development for NuCO<sub>2</sub>, explained. "Our system eliminates the guesswork, and the result of perfectly carbonated beer satisfies customers and increases profit potential for any operator."

The XactMix™ beverage control system, a key component of XactBev, automatically dispenses the precise gas blends for carbonated beverages, including different draft beer styles and all carbonated soft drinks. XactMix has a proprietary gas monitoring system that easily identifies even the smallest gas leaks or when the gas supply is nearly empty, making for easy trouble-shooting by restaurant operators.

### **Over or Under**

When a keg of beer is under carbonated, not only does the beer taste flat but the glasses of beer are "over poured" so each keg actually yields fewer servings. In this scenario of under carbonation, usually about 5 percent of the keg – seven pints of beer – is given away. If the keg is over carbonated, the draft beer dispensed has too much foam. Between pouring the foam down the drain and the inability to dispense all of the beer out of the keg, 8 percent of the beer is wasted, equating to 11 pints.

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“It is very common for draft beer to be over or under carbonated, so much so that bar and restaurant owners blindly accept the resulting loss of beer as a part of doing business,” Gordon said. “But, they are literally leaving money on the table.”

If an establishment sells a pint of beer for \$4, under-carbonated beer is “costing” the bar or restaurant more than \$28 of lost revenue per keg. If over carbonated, lost revenue on each keg is over \$45.

### **Just Better Beer**

For all draft beers, proper carbonation is the key to ensuring the brewer’s intended flavor is fully realized in every pint. Better tasting beer leads to more satisfied customers. To a restaurant owner, satisfied customers equate to increased sales – more pints sold to each customer, an increase in repeat visits to the establishment and/or more new customers through word-of-mouth endorsement.

“It’s not often that a bartender hears a customer exclaim, ‘This is a great tasting beer.’ But, that is exactly what has happened during testing of our XactBev system,” Gordon stated. “It is amazing that something as tiny as bubbles can make such a huge difference in the taste of draft beer and the revenue of a bar or restaurant.”

George Olsen, bar manager for Carson’s Tavern, explained, “With the XactBev system we are saving money because the keg pours up to the last beer. It keeps the blends right and the pressure much more consistent so that we can put more beers across the bar that are right.”

The XactBev system is being launched March 8-10, 2010, at the Anheuser-Busch Center for Draught Beer Excellence booth during the Nightclub & Bar Convention and Trade Show in Las Vegas.

Installed at the restaurant location, NuCO<sub>2</sub>’s XactBev system is comprised of the XactMix beverage control system; XactCO<sub>2</sub><sup>™</sup> certified beverage-grade, liquid carbon dioxide; and the XactN<sub>2</sub><sup>™</sup> draft beer-grade nitrogen generator. The system is currently rolling out nationwide, starting with Chicago, Dallas/Ft. Worth, Jacksonville, Fla., and San Diego.

### **About NuCO<sub>2</sub>**

NuCO<sub>2</sub> is the only national provider of certified, beverage-grade carbon dioxide and draft-grade nitrogen gas solutions to the restaurant and hospitality industry. With service locations within reach of virtually all beverage users in the U.S., its experienced professionals comprise the largest network of sales and support specialists in the industry. NuCO<sub>2</sub> serves national chain and local restaurants, convenience stores, theme parks and sports/entertainment venues by delivering the most reliable, economical and convenient beverage carbonation solutions. Headquartered in Stuart, Fla., NuCO<sub>2</sub> employs more than 700 individuals in its 140 locations around the U.S. NuCO<sub>2</sub> is owned by Aurora Capital Group, a Los Angeles-based private equity firm.

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