



Press Release

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PremiumDRAFT wins gold

An innovative small dispensing unit of the Bitburger Braugruppe receives golden Star Award.

Bitburg / Düsseldorf. With over 2,500 units sold since its introduction in March 2008 the PremiumDRAFT proves to be a complete success. The trade magazine *Top hotel* and its readers commended it: On Monday 29th September 2008, an innovative small dispensing unit of the Bitburg Brewery Group was awarded the golden Star Award in the category Concept at Hogatec, the industry's trade fair. *Top hotel* 2008 awarded the Star Award for the first time to products of the hotel supply industry.



"PremiumDRAFT not only fully convinced us but also our readers. The small dispensing unit stands for flexibility, cost-effectiveness, simple handling and premium quality. Beer is the strongest single article in the field Food & Beverage.

PremiumDRAFT helps retailers to a new boost of turnover potential and offers exactly the type of support that the branch currently needs." explained the deputy publishing director and editor of *Top hotel*, Thomas Karsch.

With its own cooling for returnable kegs of 10-l. content and integrated carbonated and disposable beer tubes PremiumDRAFT has everything you need for a fresh draft beer of premium quality standards. Market research has shown that Germans favour fresh draft when drinking beer outside their homes. In Germany 70 percent of the catering landscape belongs to the small and medium-sized category where the investment for dispensing equipment is still too high. With PremiumDRAFT the Bitburger Braugruppe now offers such caterers the possibility of serving their guests fresh draft beer without getting involved in a high financial burden.

"We are very happy indeed about this award. The Bitburger Braugruppe has the industry's largest catering competence and the number of our catering customers grows from year to year. To continue to be successful in this area we need to offer our retailers solutions, such as optimising their full sales potential and an increase in their turnover. The fact that PremiumDRAFT was awarded the golden Star Award by Top hotel and its readers shows us that our strategy is exactly on target with the pulse of the times." says the out-of-home-market sales director Heinrich Wurster of the Bitburger Braugruppe

The new patented dispensing system PremiumDRAFT is especially suitable for caterers that just have small spaces available such as hotel bars, system caterers, outdoor terraces and it is also suitable for use at events and in VIP areas. The advantages are obvious: no capital outlay for dispensing equipment and refrigeration room and no dispensing wastage which is especially an issue for hotel bars. The system is also easy to handle and both the operational and personnel expenses can therefore be reduced. PremiumDRAFT is initially offered for the nation-wide strong brands of draft beer such as: Bitburger Premium Pils, König Pilsener and Köstritzer Schwarzbier.

30th September 2008

[Back to Overview](#)