



Changing the Way the World Drinks
One Tube at a Time!

**Tilted
Kilt**
PUB & EATERY

Tilted Kilt Beer Tubes Program

A Beer Tube™ is a table-top beverage dispenser with its own tap that allows Kilt Girls to pour and top off their customer's draft and enhance the Pub experience. While primarily designed for draft beer, a 100-oz. or 64-oz. Beer Tube can be used with any cold beverage including soft drinks, iced tea, margaritas, and mixed drinks as your Pub menu may allow.

The advantage of incorporating Beer Tubes into sales and promotional programs is the realization of increased draft beer sales. With its larger capacity, the Beer Tube has a higher "draft per sale" versus a pitcher. Beer Tubes give people another reason to choose Tilted Kilt over the competition. They can help to drive traffic, increase duration of stay, and enhance customer interaction. When a group of customers sees one on another table, they too will want to experience a customized Tilted Kilt Beer Tube.

Since the product is the same for each Pub, Beer Tubes can more efficiently handle the service needs of each individual Pub. Tilted Kilt has designed a custom Beer Tube which will brand the *Beer Tubes Experience* consistently at each Pub. The interchangeable parts allow for efficient service and taps can be replaced without replacing the base and/or tube. You simply order any replacement parts needed in a cost-effective manner.

By offering a program that is specifically for Tilted Kilt, each Pub Franchisee/Owner can benefit from the sharing of marketing ideas, promotions, and proven uses for Beer Tubes. Ideas can be shared and applied to each individual Pub which can increase the effectiveness of the product for everyone. John Reynaud, Tilted Kilt co-founder and Central Florida Pub Franchisee/Owner was instrumental in the testing of Beer Tubes for Tilted Kilt and has said about his Beer Tubes experience:

"I found Beer Tubes when I was looking for a beverage dispenser for groups of all sizes that fit the Tilted Kilt image better than a pitcher. Beer Tubes look cool on the table and allow our Kilt Girls to keep involved with the customers as they bring the Tube to the table, pour the first round, then continue to fill the customers' glasses as they get low. The Girls have larger sales with the 100-oz. Beer Tube. While we occasionally promote with Beer Tube specials, customers will actually pay extra for the Beer Tubes experience and Beer Tubes not only fit the Tilted Kilt image and Pub experience, but help us sell more draft beer."

Tilted Kilt Beer Tubes Program

If you are ready to place your order and take advantage of this exclusive Tilted Kilt program, please call us at (614) 769-1569 or email steve@beertubes.com.

We can also answer any questions you have about Beer Tubes or address any specific needs or requests you may have. We look forward to working with you to make Beer Tubes a profitable part of your Pub business. **Thank You!**

