

## EXACTAP delivers like nothing else

Tom Gagliano is very clear when he describes the technology his company offers in the esoteric realm of pouring the perfect draught beer — which until now has been part art and part science.

“The message is fundamental,” says Gagliano, president and one of the founding partners of Niagara Dispensing Technologies (NDT), the Amherst, N.Y. makers of EXACTAP™, an automated, user-friendly solution for high-volume beer dispensing in sports venues, restaurants and bars. “We offer the world’s fastest beer tap that is a serious leap forward. It’s like going directly from pen and paper to the personal computer.”

Gagliano, says EXACTAP gives clients three primary benefits: speed of pour to increase sales revenues, control of the dispensing scenario (less waste), and the ability to collect data.

For starters, an EXACTAP dispense system can pour 3.12 gallons per minute, which equals a full pint in just under three seconds (translation: 20-55 percent increased beer sales). According to Gagliano, the incremental sales generated due to speed of serve and cost savings due to control (allowing considerable keg yield of up to 98 percent) are only two benefits of EXACTAP technology. NDT’s EXACTAP system even offers digital foam control and connectivity to point-of-sale systems, for data collection.

The benefits are not only for the client, Gagliano explains, but also for the fans, who hardly enjoy waiting in line to for a beer during an inning, timeout or other break in the action.

“It’s negative fan experience if you miss critical parts of a sporting event standing in line, waiting for a beer to be poured,” Gagliano says.

Gagliano lives in Europe for a reason. Launched in 2004 (but only in its third sales year), NDT (niagaradispensing.com) has



Among other things, EXACTAP can pour a full pint of beer in just under three seconds, offers digital foam control, and best of all, gets fans back to their seats quickly to enjoy the action.

made major inroads in Europe, as it is now being used in 100 sports venues globally — literally doubling its size in each sales year. An EXACTAP Guinness pour even has earned a 5 out of 5 approval rating by Guinness, with a perfect pint of Guinness dispensed in 4.5 seconds.

Now, on the heels of its success abroad, NDT is looking to expand its horizons in the North American market, as well as continue to partner with some of the sports industry’s leading concessionaires.

“While the majority of our activity has been in Europe — mainly because European brewers are very specific and particular of how their beer is poured — we are just breaking through in the North American market, and feel confident we’ll have a strong year and grow here as well,” says Greg Clarke, NDT’s North American sales manager.

NDT is, in fact, off and running in North America. This season, the Minnesota Twins are offering EXACTAP technology to thirsty Twins fans at Target Field, the Twins glittering new ballpark. Others in North America include: Sun Life Stadium in Miami Gardens, Fla, Fenway Park in Boston, Mass., TD Banknorth Garden in Boston, Cleveland Browns Stadium in Cleveland, Ohio, Progressive Field Cleveland, Comerica

Park Detroit, Mich., Busch Stadium St. Louis, Mo., Credit Union Centre Saskatoon, Saskatchewan, Canada, Keystone Centre Brandon, Manitoba, Canada CN Centre Price George, British Columbia, Canada, HSBC Arena Buffalo, N.Y., and Fort Gary Hotel Winnipeg, Manitoba, Canada

The EXACTAP beer dispenser even made it to the History Channel, on a new show called “Sliced” in May. In this particular episode, the traditional beer tap and the EXACTAP competed in a “pour off” with regard to speed and control. The performance of the “pour off” offered a clear winner, EXACTAP, validating its considerably more complex inner workings and technology (using a series of tools, both the traditional tap and EXACTAP were “sliced” open to reveal their insides).

Clarke and Gagliano agree that NDT’s prime goal is to fundamentally change the methodology by which draught beer is dispensed. But that’s not all.

“In the future, we expect to innovate even more products driven by market need and advancing technologies,” Gagliano says. “Best of all, EXACTAP isn’t just a revenue enhancement. It also contributes directly to a much higher quality fan experience. It’s a win-win.”

## SPEVCO mobile marketing adds excitement for fans

To get a sense of how SPEVCO Inc. brings brand and marketing events to life to enhance the fan experience, the company’s motto, “Because we build really neat stuff,” says it all.

With entities such as Sprint and the Dallas Cowboys on its project list, SPEVCO (spevco.com), working with agency partners, builds mobile exhibits that extend the event day fan experience.

Launched in 1973, SPEVCO began as a restorer of vintage vehicles, but today has evolved into a dynamic firm specializing in innovative mobile marketing exhibits, experiences and consumer entertainment facilities for sports and a variety of clients. SPEVCO designs, manufactures and operates diverse mobile systems and executes successful touring promotions for nationally and internationally known clients.

“Our custom division continues to provide ground up, one-of-a-kind mobile marketing exhibits,” says Chris Stonehouse, marketing manager at SPEVCO, based in Winston-Salem, N.C. “Using state-of-the-art technology, we’ve evolved into a premier experiential marketing partner that consistently exceeds client expectations.”

Apart from its traditional rapid deployment vehicles (RDVs), SPEVCO also is moving into creating more “green” vehicles, recently launching a Sprinter van, which is a hybrid — the company’s first.

“We are continually looking for

SEE SPEVCO, PAGE 25



# EXACTAP™

Fill Your Bottom Line



SPEED

to increase sales...

Realize 50% more beer sales!

CONTROL

to reduce costs...

Realize over 98% keg yield!

DATA

to optimize concessions...

Track every pour!

Visit us in HOUSTON  
at the IAAM Show!  
Booth #1349



Thirst Things First

www.niagaradispensing.com Call: 716.636.9827