

Checkout-Free Draft Beer for Baseball





**What's better than an
icy cold draft beer
at the ballpark?**



Pouring your own
checkout-free
in about a minute

Checkout-free draft deployments

Two venues launched Zippin’s checkout-free draft this season, giving fans the choice to pick from a variety of draft beers and cocktails.

Upon exiting the store, fans are automatically billed for what they take and what they pour, even if it’s just a half cup.



During a recent game, draft beer was **15% of total sales**

packaged beer was just 10% of sales

49% of shoppers purchased a draft beverage.

but isn't draft beer slower?

At Gillette Stadium, two Zippin-powered stores, side by side. Takeaway Tavern offers draft, while the Pepsi Grab & Go does not. Let's look at how the two stores compared over the whole season to date.

TAKEAWAY TAVERN

77 sec avg shopping time
12% return shoppers

PEPSI GRAB & GO

70 sec avg shopping time
11% return shoppers

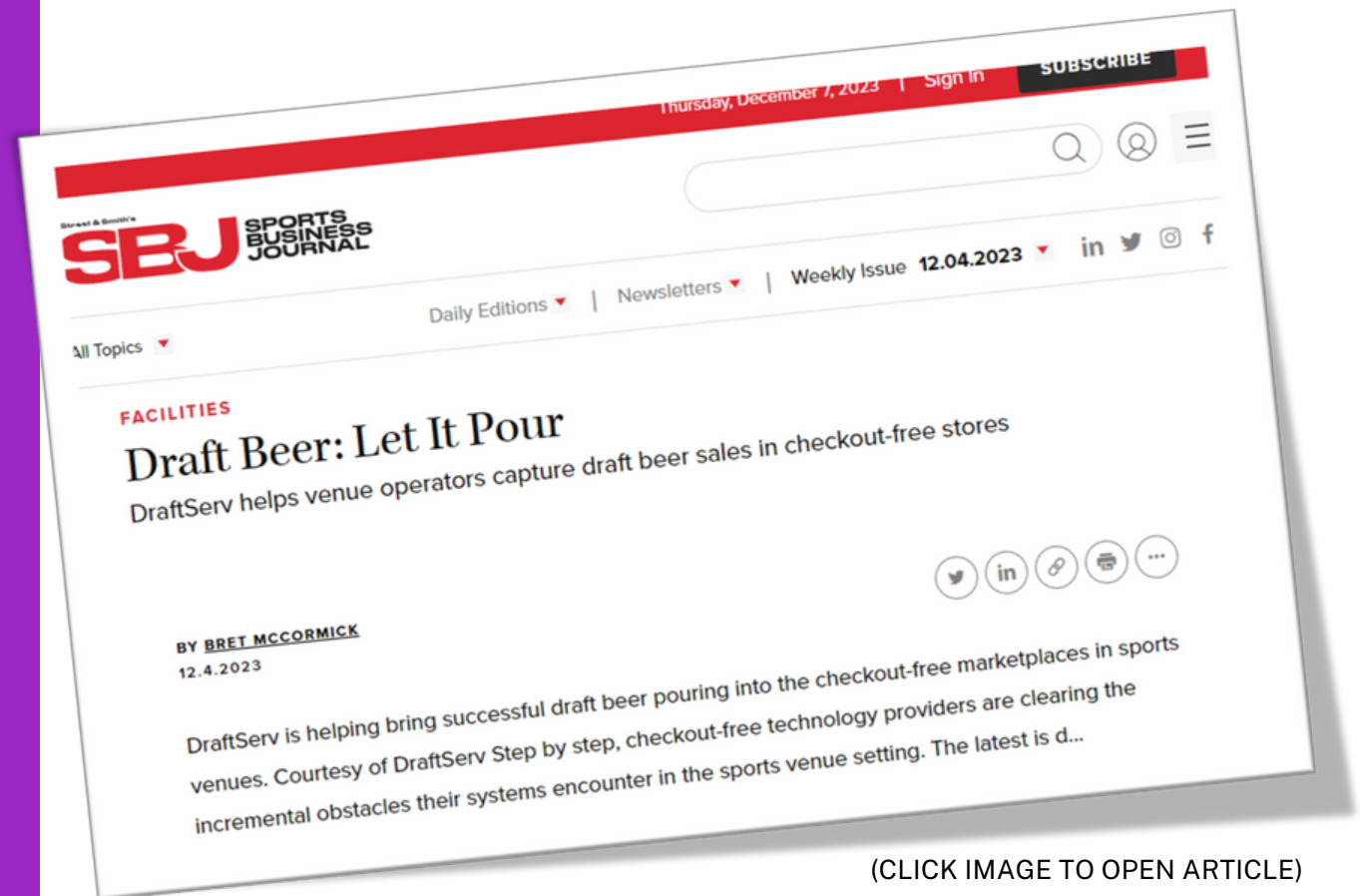
Average shopping times were not much different between draft and no-draft stores.





Sports Business Journal

Recently published an article about Zippin's first-of-its-kind checkout-free draft launch with DraftServ and GS Draft.



(CLICK IMAGE TO OPEN ARTICLE)

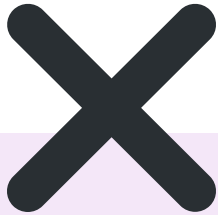


Why checkout-free draft?

- ✓ Gives fans a personalized drink experience
- ✓ Beers stay colder in a keg than in a cooler
- ✓ There's less restocking (1 keg = 165 beers)
- ✓ No stopping to open cans or bottles
- ✓ Draft is more profitable than packaged

Unlike traditional draft stands, checkout-free stores that offer draft beverages don't require staff to take orders, pour drinks, or ring up sales. Fans can just zip in, pour a cold one, and zip out with no lines and no hassles.

Checkout-free beer & cocktails



The competition may say they support draft beer, but they typically just count cups of beer that's pre-poured by your staff.



They know cups



Through our integration with DraftServ, our system can determine exactly what's poured, even if it's just a half of a cup.



We know ounces



is the only
checkout-free
provider that
offers
integrated
self-serve draft
beverages

Ready to learn more about checkout-free draft by Zippin?

Give us a call

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