





Bottoms Up® The History

GrinOn Industries CEO, Josh Springer is the inventor and founder of Bottoms Up Draft Beer Dispensing System; the first-ever draft beer dispenser that fills beverages through the bottom of the cup. The idea came to him in a day dream in early 2008 on the west coast in Washington State. Just four days later he had a functioning prototype in his garage and the rest is history.

The system immediately started selling itself and so he began GrinOn Industries; the name coming from the fact that Josh always has a smile on his face. GrinOn Industries started growing with the addition of Mike Price, Co-Founder and Chief Operating Officer and Josh and Mike set out to revolutionize the beer dispensing industry.



And, this is where it all began! Here is the garage that Josh built the first prototype in



This was the first official GrinOn Industries location in Montesano, WA.



"Current GrinOn Industries HQ in Indianapolis."

After some careful strategizing, GrinOn industries relocated to a 26,000+ square foot warehouse in Indianapolis, Indiana in 2011. This allowed GrinOn Industries to be more centrally located for logistics and distribution and ultimately allowing the company to grow at such a rapid rate. Not only has GrinOn Industries mastered the commercial Bottoms Up dispenser but we have also developed a line of add-on products to enhance the consumer experience from personalized magnets, tap handle displays, empty keg detectors and much more in the works. Recently GrinOn Industries released an in-home unit for the public so that everyone can now enjoy the great benefits the Bottoms Up System has to offer.

The company's relentless determination has enabled it to supply products all over North America. Josh's first prototype of the original Bottoms Up Draft Beer Dispensing System is still functional and located at GrinOn's headquarters today!

Always remember; Keep your GrinOn and Bottoms Up!

Grin•On [grin-awn]

noun

The name of an American company. The name is a combination of the words grin and on; it implies keeping a grin on one's face or smiling broadly.

Insanely Proud to be an American idea.
Founded in a garage in America.
Made in America.





Bottoms Up® The Best in Beer Service

Last year alone, millions of people got their beers filled from the bottom up and it's rapidly being recognized as the future of draft beer service!

Make More Money - Decrease Transaction Times!

Bottoms Up has taken the "art" of pouring the beer out of the server's hands and made it as simple as setting down a cup. When a server places a cup on the dispenser it fills and stops at the pre-programmed level automatically. The server's hands are now free to grab a food order, ring up the sale, check ID, or set down more cups on other dispensers. This multiplies the amount of beer one person can dispense by themselves many times over and in doing so, decreases transaction times.

Make More Money - Lower your Cost of Goods!

Bottoms Up dispensers produce keg yield in excess of 98% by removing draught beer's number one enemy, USER ERROR. You have seen it 100 times, an inexperienced server dumping your beer everywhere, claiming "The beer's being foamy!". Bottoms Up takes the "I know how to pour a beer!" you hear all too often out of the equation by removing the need for them to actually know how to pour a beer. No bad pours = less money down the drain.

Make More Money - Drive New Revenue!

The magnet at the bottom of the cup does a lot more than seal it! It is the largest (perspectively), most interactive, influential advertising space in your facility. Sell the space to outside advertisers and start making money before you even sell one drop of beer. OR promote yourself by create brand awareness, engaging customers with games, puzzles, or promotions. The limit is your imagination. Influence your patrons when they are most influenceable, at the bottom of their beer. If you get creative enough the magnet will end up on their fridge at home and will be a part of their life forever. Why stop at making an impression when you can make a memory.



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“What a great system! The keg yield is at least 95%. I can’t wait to add more units next year.”

“We used the Bottoms Up beer dispenser at Coca-Cola Field, home of the Buffalo Bisons, for the first time this year. I have a sign on the kiosk that reads, “The fastest draft you’ll ever get.” And though that is undoubtedly true, it’s not even half the story on why Bottoms Up was so wildly popular this season! People loved to watch the system work, and would bring their friends back to see it pour. The system sold the beer for me! And, there’s almost no waste - the keg yield is at least 95%. I can’t wait to add more units next year.”

-Seth Berger
Food & Beverage Director
Saratoga Casino and Raceway

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Bottoms Up® Draft Beer Dispensers

The cornerstone of the Bottoms Up Draft Beer Dispensing System is its unique method of delivery. Specifically designed to eliminate user error, reduce waste, and decrease transaction times for operationally efficient draft beer service. This dispenser is the fastest in the world. Straight from the factory our dispenser is easily integrated into any draft system. Our dispensers come in two styles, counter top and in-counter ranging from 1 to 6 nozzles. Custom builds are available upon request.

Our dispensers are made in the USA with FDA approved materials.

COUNTER TOP

(Part: GR3000)



Great for replacing traditional towers!

IN-COUNTER

(Part: GR3000-IC)



Sleek, modern finish!

Beating the Standards!

Comes with 6' of 3/16" ID line

Dispense rate is approximately 2oz. / sec*

Draws a maximum of 1.1 Amps at any given time

Capable of filling the maximum volume Beertube (128 oz.) in 30 seconds**, automatically

Requirements

- Cooling Kit on all short-draw systems
- EKDs on all long-draw systems

Recommended UP-grades!

TAP DISPLAYS



(Part: TD3000)

LEDs



(Part: LED1000)

*Dispense rate can be increased by decreasing line length and size

**Line length and size will need to be altered to achieve this flow rate.

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“Bottoms Up allowed us to break a sales record with one employee that was set by two employees using standard faucets!”

“Bottoms Up generates buzz and excitement from fans while also increasing speed of service. In addition, it reduces labor by increasing an individual’s productivity and reduces waste. Bottoms Up allowed us to break a sales record with one employee that was set by two employees using standard faucets. This individual was able to sell almost 450 beers in a 4 hour window due to Bottoms Up.”

-Todd Homon
General Manager
Sodexo Sports & Leisure
Columbus Clippers

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Bottoms Up® Keg Coolers

One of our most popular applications of the Bottoms Up Dispenser are the Bottoms Up Keg Coolers. We've taken everything you love about a traditional draft cart and supercharged it with the unrivaled speed and efficiency creating a portable powerhouse!

These attractive carts are easily positioned to accommodate in-house mobility, transportation to special events, or permanent draft service.

Product Options

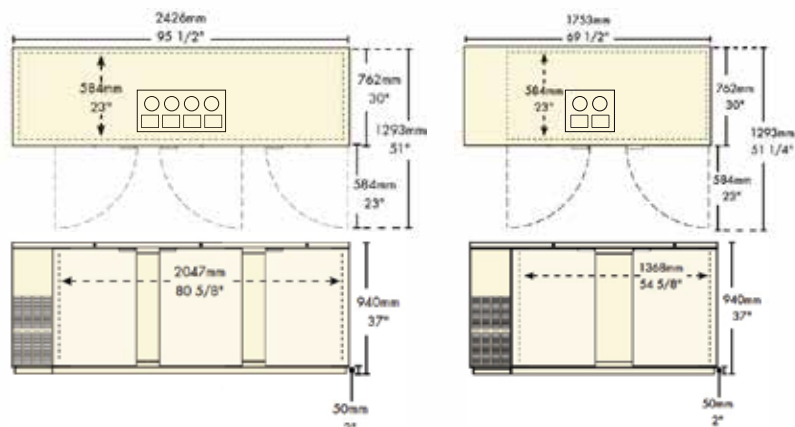
Cart Sizes

- BU1 on a single keg cooler
- BU2 on a three keg cooler
- BU4 on a five keg cooler



Custom variations available upon request

Dimensions of Our Most Popular Carts



Recommended UP-grades!

TAP DISPLAYS



(Part: TD3000)

LEDs



(Part: LED1000)

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GRINON
INDUSTRIES



“After you get past the amazement of how it works, you will reap the rewards it has to offer.”

“Every once in a while a new technology comes along that really blows you away. Bottoms Up Beer Dispensers does just that. After you get past the amazement of how it works, you will reap the rewards it has to offer. Whether it be the operator utilizing the hands free aspect to multi-taks or the perfect poured beer at lightening fast speeds. This dispenser removes operator error and waste is eliminated. Do your business and your bottom line a favor and check out the Bottoms Up Beer Dispenser.”

-Thomas Anastasia
Regional Vice President
Ovations Food Services, LP

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Great for
Festivals!!!

Bottoms Up® Bottoms Up Jockey Box

We are proud to bring you the future of mobile draft beer dispensing: The Bottoms Up Jockey Box or "Tommy Box" as we like to call it. Similar to the industry standard jockey box, our version differs in one key feature: the lack of the archaic traditional draft beer taps! By replacing the traditional taps with the Bottoms Up Draft Beer Dispensing System we have drastically increased the serving capability and efficiency. You get the legendary flexibility to operate in any location with the supercharged performance of Bottoms Up!

Product Details & Specifications

The Bottoms Up Jockey Box features a 100' stainless steel cooling coil that is 3/8" OD on each of the two beer lines. It arrives ready to use with shanks, beer lines, tap handle display mounts, and drain line fitting. To offer additional functionality with the Bottoms Up Jockey Box, we offer a battery pack upgrade that enables it to operate without having to be plugged in. All you need for operation is ice for the cooler and thirsty patrons!

Dimensions:

- Length: 29.5"
- Width: 16.5"
- Height: 16.13"

*Tap handles not included

Options & Upgrades

Bottoms Up Jockey Box

- New, fully assembled, and ready to go!

Bottoms Up Jockey Skeleton

- Comes with everything except for cooling coils and shanks

Upgrades

- Nozzle LED Lights
- Battery Pack



(Part: JB1000)

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THE
ZONE
DRIVEN BY
 **TOYOTA**

“After switching to Bottoms Up, our largest hurdle was not being able to take cash fast enough!”

“Prior to using Bottoms Up, our biggest problem was not being able to pour beer fast enough. After switching to Bottoms Up, our largest hurdle was not being able to take cash fast enough! It changed our entire operation from the standpoint of not only sales, but also service. The wait in line was cut down by about a fourth. Instead of having anywhere from 10-15 people pour beer, we now have one person pour beer and 6-8 people take money per system, lowering our labor cost and drastically increasing throughput. Another positive that we didn't expect was the “novelty” of the magnets and how many people talked about it even months later. We used the magnets as a marketing tool for our restaurants and saw a large amount of people use the promotions we placed on them. “

- Jeremy Anderson
Director of Operation/Executive Chef
Consolidated Restaurants, Inc.

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Bottoms Up® LEDs

Being the best doesn't mean we stop improving. Bottoms Up is proud to give to you the LED UPGRADE! This simple, yet powerful upgrade places two LED lights under the Bottoms Up valve. When a cup is placed on the dispenser the LEDs activate, turning a normal beer into a glowing beverage beacon that can be seen from across the room. Like moths to a flame, consumers are drawn to it. Available on any new dispenser.



**Which beer
would you
choose?**

LED Details:

- Two LEDs per nozzle
- Operates on the power of the dispenser
- Available on any new dispenser
- One year warranty



LEDs
(Part: LED1000)

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“The investment has been more than worth our time and money, the draft system is paying for itself even quicker than we had anticipated.”

“I wanted to give you and your company kudos for such a unique and efficient product, and for excellent support to back it up. Since we started the process of looking into the Bottoms Up Draft System, you and your team has been knowledgeable, flexible and easy to work with. From the customer service benefit to the cost-effectiveness of this draft system, the investment has been more than worth our time and money. Between the increase in sales that we have experienced and the savings in waste, the draft system is paying for itself even quicker than we had anticipated.”

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-Seth Berger
Food & Beverage Director
Saratoga Casino and Raceway



Bottoms Up® Tap Handle Displays

Tap Handle Displays can increase your sales by 35%! Bottoms Up Tap Handle Displays are commonly used add-ons that replicate the display of standard tap handles. The sleek, brushed stainless steel display can be combined with any handle you desire. This addition allows for the traditional look people are familiar with while still delivering our “warp speed” service! Your venue’s beer branding identification remains effective, three dimensional and fun!

All tubes are 1.5” in diameter with studs that are standardized to mate with tap markers and the foot slips under the Bottoms Up Dispenser for immediate use with no installation.

Product Specifications



Four-tap handle display*

- Width: 4.0”
- Height: 15.88”
- Length: 25.25”

(Part: GR3000)



Two-tap handle display*

- Width: 4.0”
- Height: 15.88”
- Length: 13.73”

(Part: GR3000)

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*Tap handles not included

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CRINON
KEEP YOUR BEER ON.



“For the 2014 season I am converting all of the draft in Florida Auto Exchange Stadium to Bottoms Up.”

“We saw Bottoms Up at the 2011 Baseball Winter Meetings and have been using it ever since. It is lighting fast, doesn't waste beer and our customers love it! I'm telling you it operates smoother than a baby's bottom. I would bet that our Bottoms Up Dispenser combined with a smart cash register from Sterling Technologies triples the beer sold by a traditional draft tower and cash register. For the 2014 season I am converting all of the draft in Florida Auto Exchange Stadium to Bottoms Up.”

- Russ Williams
President
Williams Entertainment

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Bottoms Up® Empty Keg Detector (EKD)

When the Bottoms Up Draft Beer Dispensing System is coupled with EKDs, an operational efficiency is achieved that has never before been seen in the draft beer world! Unlike traditional Foam On Beer Detectors (FOB), the Bottoms Up EKD detects when a keg is empty, shuts off the flow of beer **at the valve on the dispenser** and notifies the operator by way of bright blinking LEDs on the control panel. The EKDs do not allow the user to flood the beer lines with air, thereby reducing waste.

Bottoms Up's EKDs are made with FDA approved materials and has passed rigorous beer flavor transfer testing.

Product Specifications

IMPORTANT

EKDs ARE
MANDATORY ON
ALL LONG-DRAW
INSTALLATIONS



(Part: EKD1000)

Benefits

Increased output & bottom line profits!

Decrease the "downtime" in changing kegs

Faster service, resulting in better
customer experience

Increase draft beer yield on long-draw
systems

LED notification makes it easy to
understand and use



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“We sold 8,000 more beers and bought 12 less kegs!”

“During the 2011 baseball season, using standard beer taps at Hawks Memorial Stadium in Boise, Idaho we sold 19,160 draft beers in 38 games. This year after installing the Bottoms Up Draft Beer Dispensing System our sales for 38 games have increased to 27,237; an increase of 8,077 draft beers. In 2011 we averaged 80 servings per keg and in 2012 with Bottoms Up we have jumped to 120. We no longer have beer lines and our customers couldn't be happier. I recommend Bottoms Up for everyone, it's a no brainer. No lines, less payroll, and more money in the bank.”

-Rob Free

Director, Foodservice Operations
Buffalo Bisons Baseball

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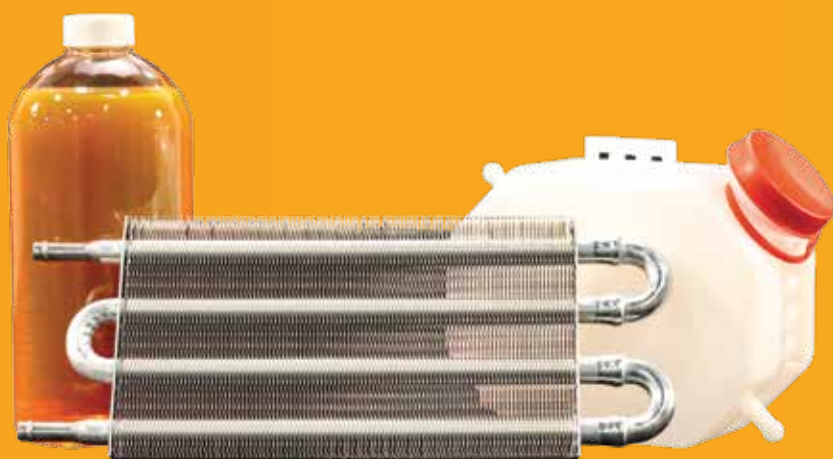
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Bottoms Up® Cooling Kit

A Bottoms Up Cooling Kit works like a miniature glycol power pack. Our cooling kits utilize the internal temperature of the cooler to keep a reservoir of glycol cold. The 24v pump circulates the chilled glycol across the valves of the dispenser keeping everything cold.



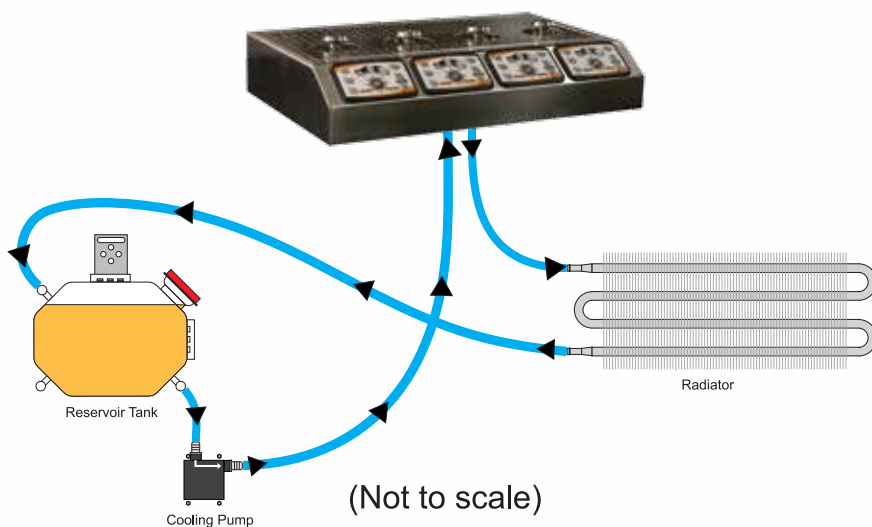
(Part: CK1000)

IMPORTANT

COOLING KITs ARE
MANDATORY ON
ALL SHORT-DRAW
INSTALLATIONS

Cooling Kit Contents

- Radiator
- Pre-mixed Glycol solution
- Reservoir tank with mounting brackets
- Cooling pumps and mounts
- Black vinyl tape
- Hose clamps
- Loop clamps
- 1/4" drive sheet metal screws
- Cable ties



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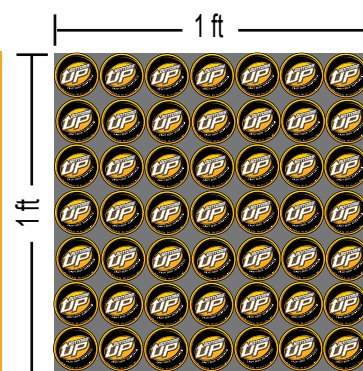
Bottoms Up®
MAGs™
 (Magnetic Advertising Graphic)





Bottoms Up® MAGs™ (Magnetic Advertising Graphic)

The Bottoms Up Draft Beer Dispensing System has created a new revenue stream that has never before existed: the Bottoms Up MAG that seals our cup! Bottoms Up MAGs give you the ability to creatively build your brand through self-promotion or generate revenue by selling the ad space. Sell the space according to event, game, season or even by section to multiple advertisers. The sky is the limit on how creative you get and how much money it can generate.



1 sq ft = 49 MAGs

Four cases of cups are equivalent to a 50 foot Billboard!

**Place Your
Brand With
The Things
That Matter
Most To
People!**



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Bottoms Up®
MAGs™
 (Magnetic Advertising Graphic)





Bottoms Up® Draft Beer Cups

Bottoms Up Draft Beer Cups are specially designed to work with our Bottoms Up Draft Beer Dispensers. The cups are composed of food-grade materials that are all made in the USA. Each PET plastic cup has a hole in the bottom to allow for filling and is sealed with one of our 1.75" diameter, FDA approved rubber magnets.

The standard lead time for cups with custom graphics on the magnet is four weeks from approval to delivery. Ask us about standard graphics kept in stock for an even faster delivery!



Bottoms Up Cups

Size (US Ounces)

12/14 oz.

16/18 oz.

20 oz.

24 oz.

32 oz.

Product Details

Elevated Bottom!

-helps avoid handling mishaps

Strong Reinforced Ring!

-ensures the tightest seal with the magnet

Sturdy Plastic Cup!

-allows for a stronger grip in hand

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Bottoms Up® How To Purchase

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Nick Miller

317-388-5103

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West of the Mississippi:

Dustin Wood

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OR:

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Visit us at www.BottomsUpBeer.com

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