

REVERSE TAP



Think Reverse

Proposal of Reverse Tap





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Think Reverse Proposal of Reverse Tap

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Fly with Reverse Tap





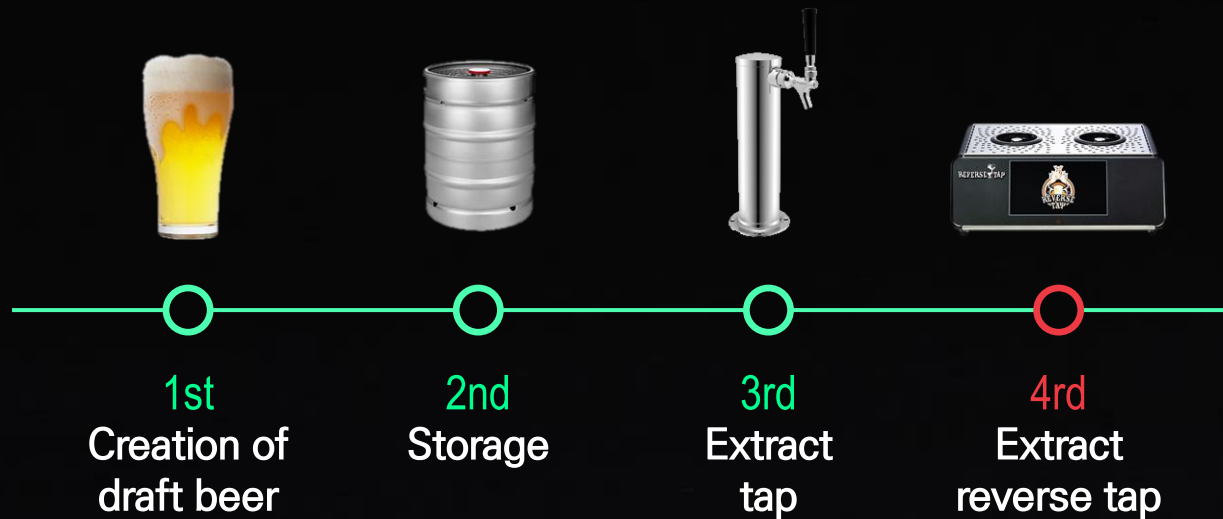
4th innovation **D**raft Beer



Draft Beer Fourth Industrial Innovation

Innovation on the extraction method of draft beer
: to lead the new growth of the draft beer industry

4th innovation Draft Beer



What is Reverse Tap?



Old vs New

New weapon of draft beer sale



Reverse Tap



Tap Method

Drop Down dispensing of draft beer in the past



problem

Draft beer extraction method until now
Various problems occur in the drop-down
method of pouring from up to down

Reverse Tap

Draft beer reverse dispenser in the future



Solution

Solves the problem of the original method through reverse tap that extracts beer from down to up and not up to down





What are the **B**enefits

Why you have to choose Reverse tap



Billing

Logical benefits



Taste

Emotional benefits

02 Benefit 4



Taste

Fresher taste to consumers



Sales

Higher sales to store owners



benefit 4



Speed

Faster service to servers



Billing

Higher sales to beer manufacturers



1st

Sales **U**p

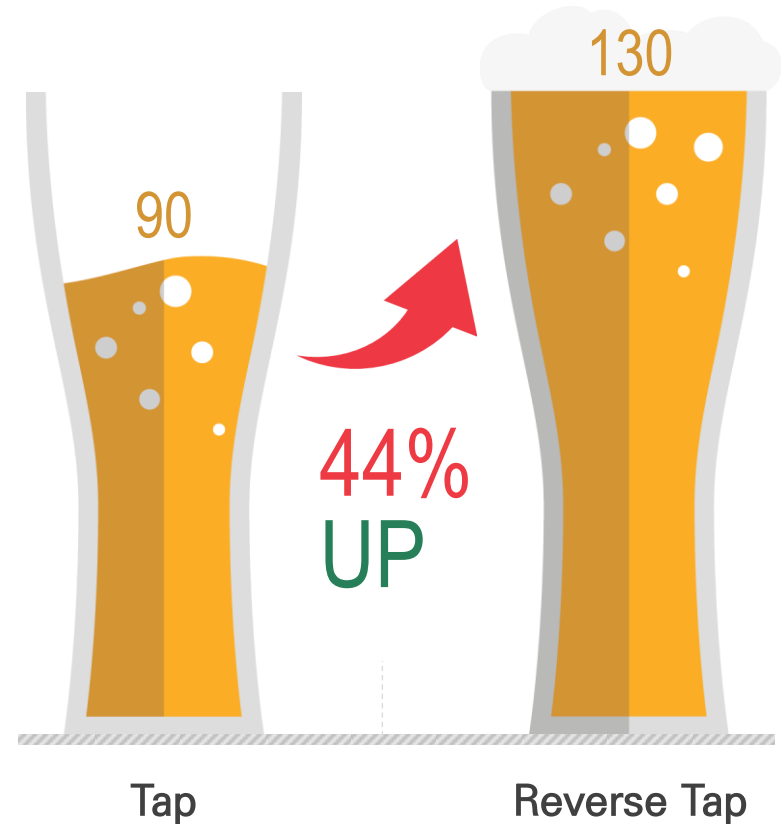
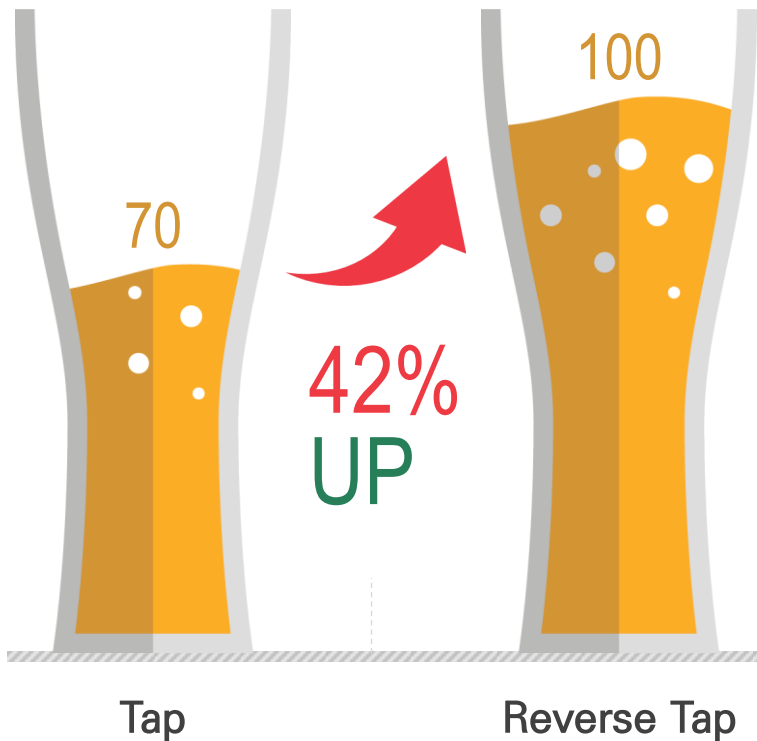
Success Story



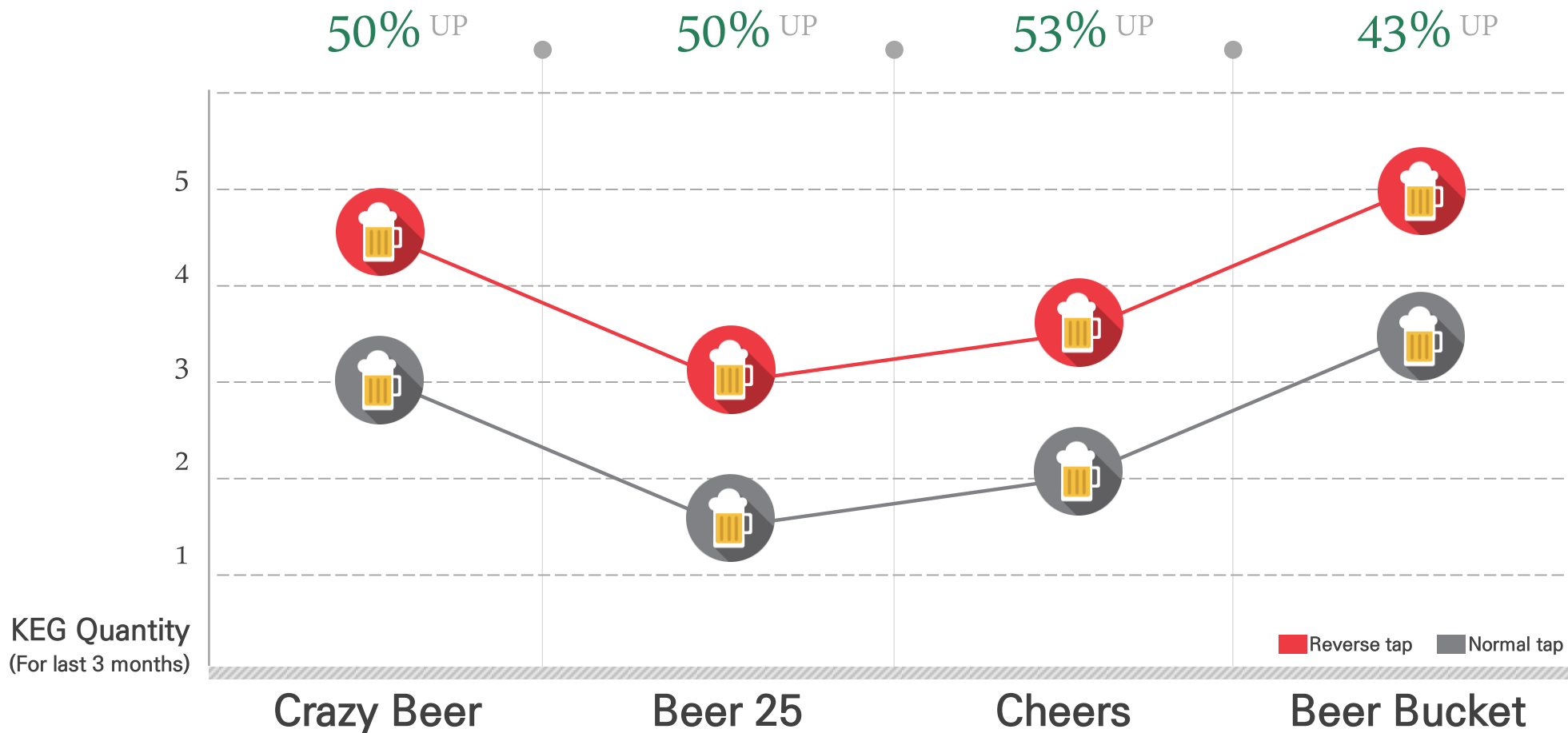
Sales Homerun

Samsung Baseball Stadium

Jamsil Baseball Stadium

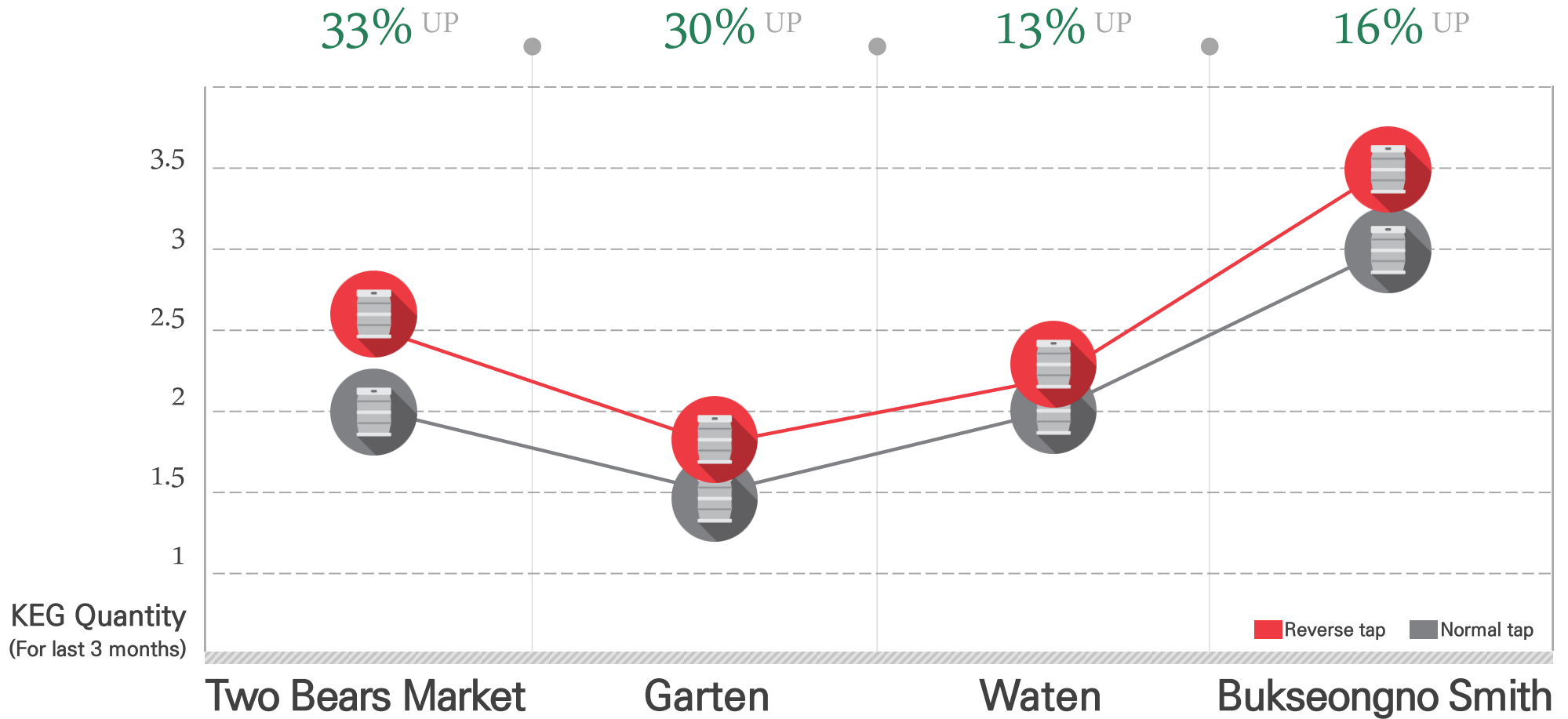


Sales Wing

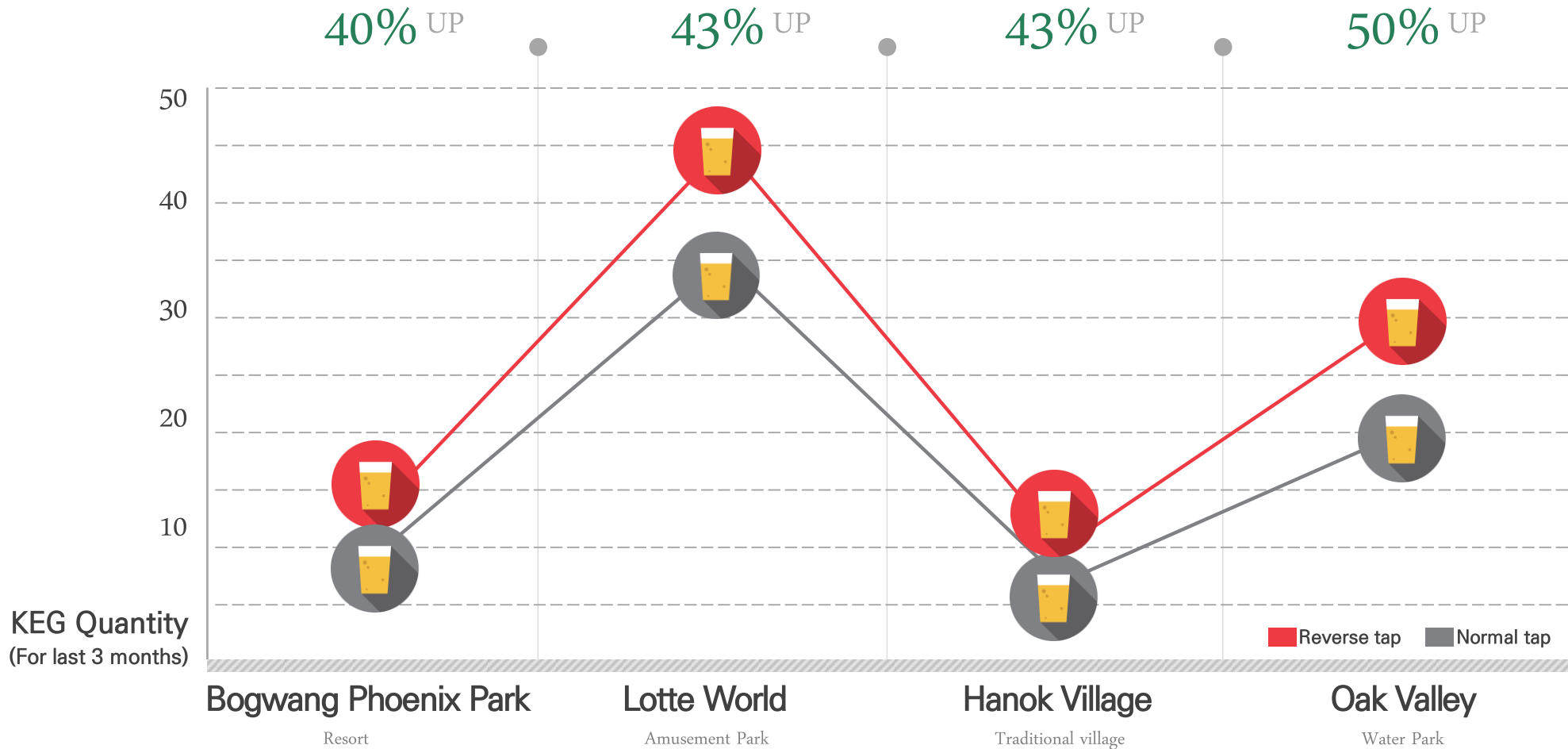


01 Sales Up Effect

Sales High



Sales Peak





2nd

Speed UP



01 Rocket Speed



Speed Comparison of Reverse Tap

0:00:15
SLOW...



0:00:07
SPEED!!

3rd

Cost **D**own

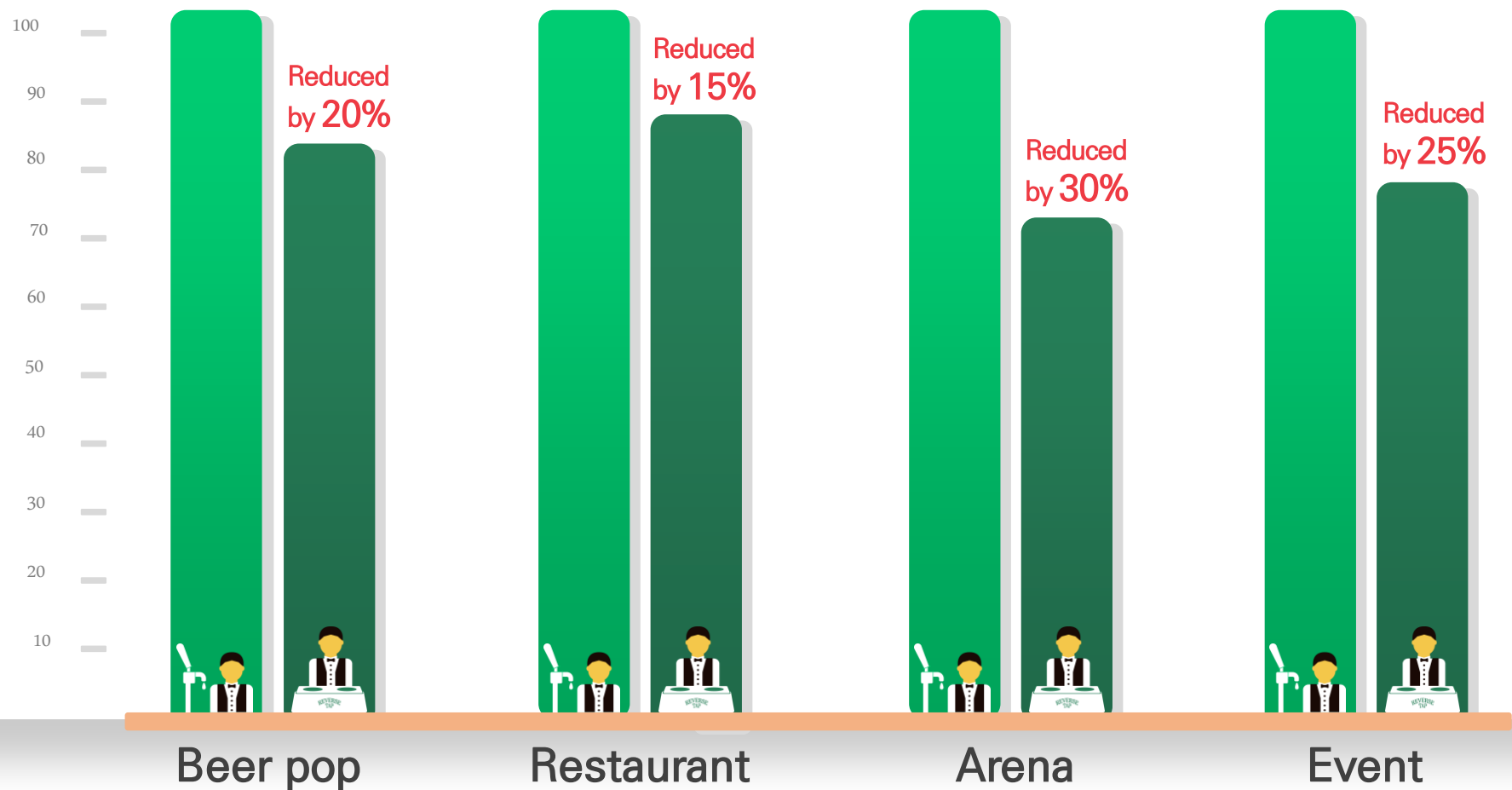


01 Comparison of labor costs



Cost Down

REVERSE TAP is helpful in cutting down labor cost because it can fill 10~20 cups while a server pours one cup



4rd

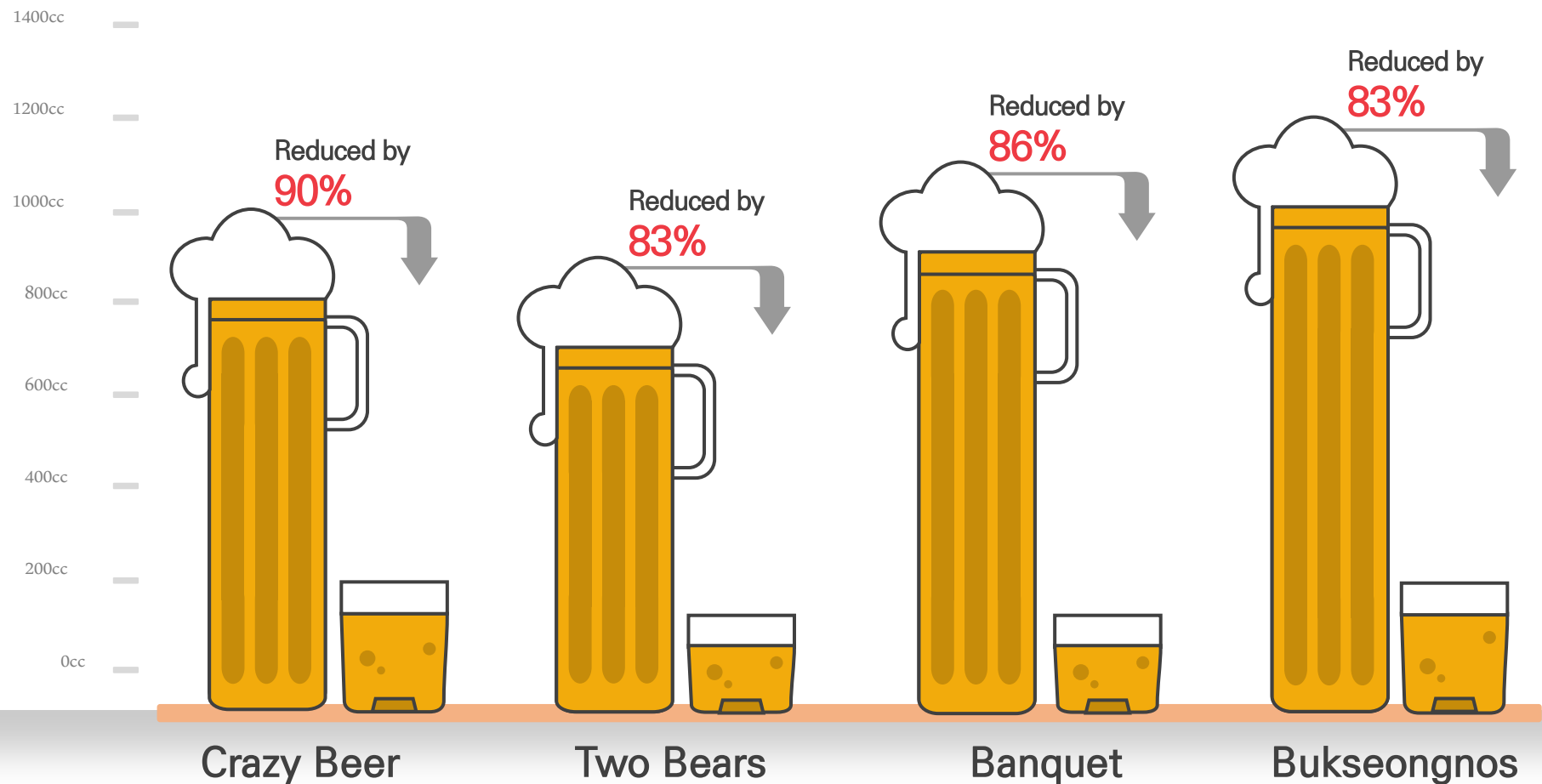
Loss **D**own



01 Comparison of loss rate of beers

Loss Down

By minimizing the loss rate of beers, Reverse Tap is effective in cost reduction through reducing loss rate of beers more than the conventional beer tap



What are the Expectations

Expected Effects of Adoption



01 Sales and Labor cost

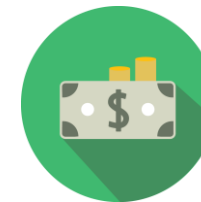
Comparison between sales and labor cost

Standard	Reverse Tap	Content	Unit	Convention Tap	Standard
7 hrs 8 sec/cup 40 cups/ In utilizing 1 KEG	78.75	Maximum sales volume per day	KEG	52.50	7 hrs 12 sec/cup 40 cups/ In utilizing 1 KEG
40 cups/KEG	3,150	Maximum sales volume per day	cup	2,100	40 cups/KEG
	20,000	KEG purchasing price (estimated)	Won	20,000	
3,000/cup	120,000	Sales per KEG	Won	120,000	3,000/cup
40 cups/KEG	100,000	Profit per KEG	Won	100,000	40 cups/KEG
	9,450,000	Day sales	Won	6,300,000	
Hourly wage \6,030 (on 2016 standard) 7 hours per person	42,210	Labor cost	Won	84,420	Hourly wage \6,030 (on 2016 standard) 7 hours two people
250/cup	787,500	Supplies expenses	Won	-	
	8,620,209	Day profit	Won	6,215,580	
	2,404,710	Day difference	Won		
	74,535,160	Monthly difference (31 days)	Won		



Maximum sales volume per day

50% UP



Maximum sales per day

50% UP



Labor cost

50% DOWN

02 Expected profit



Comparison test of extracted amount and profit rate
 Even considering 250 won additional cost of cup
There is profit difference of 16,750 won per 1 draft beer barrel (1EU=1,300 won)

Reverse Tap VS General draft beer tap



Expected profit scenario, baseball stadium (Samsung Baseball Stadium)

Expected Profit



- 7 cups (per 1 KEG) X 75 KEG (e.g. KT stadium) = 525
- 525 cups X 3,000 won (selling price) = \ 1,575,000 won
- 67 (games) X 1,575,000 = \ 105,525,000 won

Labor cost



- Original tap 3 cups extracted by two people per minute per booth
- Reverse tap 6 cups extracted per person per minute
- In case same amount is extracted, effect of 40% reduction in labor force
- 4 people X 6 hours X 8,000 won (part-time wage cost) X 67 games = \ 12,864,000 won

Operating hours



- 3 cups (compared time with Reverse Tap) for 300 seconds (5 minutes shifts of inning) X 8 (selling booth) X 16 (inning number per game)
- 3 cups* X 8 booth X 16* X 3,00 won X 67 games = \ 77,184,000 won



In case of baseball games, for 67 games
the expected profit increases by 40~50%, and the labor cost decreases by 40%

03 Other better points



Economics

Attention drawer

- Low foaming
- Uniform extraction
- Maximization of beer rotation rate
- Reduction in labor cost
- Reduction of maximum of 7 cups

Indifference

- High foaming
- Non-uniform extraction
- Minimization of beer rotation rate
- Reduction in labor cost
- Reduction of maximum of 38 cups

Design

Attention drawer

- Increase customer sales
- Avails video advertisement

Indifference

- Static customer sales
- Disables video advertisement

Generates halo effect in cost reduction and sales increase compared to general draft beer tap



Detailed comparison references

Point reference	Subject	Unit	Reversetap	Tapping
7HR 8sec / Cup 40Cups /KEG Single unit	Maximum sales (Day)	KEG	78.75	52.50
40Cups / Keg	Cup	Cup	3,150	2,100
	Keg purchase	₩	₩20,000	₩20,000
3000 won / Cup	Sales amount	₩	₩120,000	₩120,000
40Cups / Keg	Benefit per Keg	₩	₩100,000	₩100,000
	Sales amount per day	₩	₩9,450,000	₩6,300,000
₩ 6,030 / 1 person	Manpower	₩	₩42,210	₩84,420
₩250 / cup	Cup price	₩	₩787,500	-
	Net profit	₩	₩8,620,209	6,215,580
	Profit (day) Compare with TAP	₩	₩2,404,710	
	Profit (month) Compare with TAP	₩	₩7,4535,160	



What is the Response

Customer Response



01 Reverse Tap customer responses



Lucky 7

Everyone smiles



01

Sales increase

Sales increased by more than 30%!



02

Customer increase

Customers increased by more than 20%



03

Explosion of interest

What is this?



04

Self interest

I want to do it myself!



05

Save time

Wait no more~



06

Loss reduction

No waste also



07

Advertisement effect

We can see advertisement too~



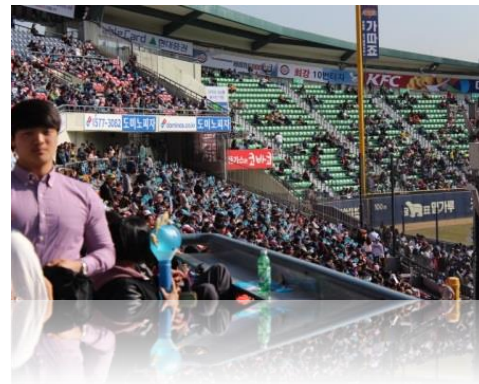
01 Reverse Tap customer response



Lucky 7

What customers have to say

1. We had a profit of more than 30% of sales growth during the infinite refill event – Crazy Beer
2. They say that customers visiting due to Reverse Tap increased quite much, more than 20% - Two Bears Market
3. We put up a banner recently, and they say that there are some customers who come for beer, but look for Reverse tap because of curiosity – Banquet
4. One more cup because of taste~ one more cup because of amusement~ one more cup because I want to do it myself~~ such customers increase – Bukseongno Smith
5. In case of baseball stadium where people gather for an instant, it is used not to lose waiting customers in short period of time – Samsung Baseball Stadium
6. Original tap system has lost amount due to a lot of bubbles while pouring the beer, but reverse tap has almost no loss at all – Good Man Brewery
7. I watched the advertisement screen in amusement, and playing music videos and music had advertising effects – Dorothy



REVERSE TAP



Think Reverse
Thanks Reverse

