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## SWAPPING BAD PINTS AND HANGOVERS FOR BIGGER MARGINS

### DRAUGHT PROPHETS USE UNIQUE METHOD TO TAP NEW BUSINESS

*HELPING BARS AND RESTAURANTS POUR BETTER BEER,  
LOWER COSTS AND BOOST PROFITS*

TORONTO (July 28, 2008) -- Draught Prophets, a one-of-a-kind service-oriented company of beer experts, help Ontario bars and restaurants pour better beer and boost profit margins. After only one year in business, this company has experienced tremendous growth and is expanding into new markets throughout the province. Servicing over 50 establishments in Ontario, Draught Prophets delivers a beer service like no other company in the marketplace.

*Canadians love their beer, consuming 11.5 pints per second, per day!*

"Brewers make sure to deliver fresh, quality draught beer to retail establishments; yet without proper attention to the draught systems, many bars and restaurants end up serving warm, flat draught in dirty glasses," says **Steve Riley, founder and president of Draught Prophets**. "If the consumer switches to a bottle or doesn't order beer at all, this cuts into the restaurant's profit margin. Couple that with foaming draught taps, servers spilling and kegs that sit tapped for way too long and restaurants stand to lose a fortune in potential sales."

#### **BETTER BEER, BIGGER PROFITS:**

Draught Prophets help restaurant chains such as **The Keg Steakhouse, FAB Concepts, Boston Pizza,** and **Shoeless Joe's** provide better quality draught to their customers and as a result, help maximize profits through increased draught yields and sales. They do this by offering a unique blend of:

- high tech line maintenance;
- draught education seminars for staff;
- and brand advice/beer menu consulting for management.

The company provides all of its accounts with a System Snapshot©, which includes details about cooler temperature, system pressure, glycol characteristics, glassware, keg rotation and functioning parts. Draught Prophets also provide its accounts with a **Better Beer Certification Audit Report**. This detailed checklist operates like the restaurant services Green "Pass", Yellow "Probation" or Red "Fail" system. No other company in the marketplace offers a service like this.

#### **BAD DRAUGHT AND CONSUMERS HIT THE BOTTLE:**

Craft beer sales are on the rise and today's savvy beer consumer demands fresh beer and a perfect pour. Brewers do their best to send fresh, top quality beer to retail; yet, the **quality of the draught served directly relates to maintenance and systems behind the bar**. Patrons served with old-code, hangover-inducing draught poured through dirty lines may switch to bottled beer. Draught beer is fresher than bottled beer and if served properly, can taste much better. **Profit margins on a pint of draught are 30 per cent more than a bottle of beer**. With the help of Draught Prophets, restaurants and bars are working to raise the bar on quality, improve yields, and sell more beer.

## WHAT BREWERS SAY ABOUT DRAUGHT PROPHETS:

“Customers are demanding a better beer experience – one with great service, properly maintained draught lines, a proper pour and glassware that reflects their brand of choice,” says **Peter Bombaci, senior manager of customer marketing for Molson Canada**. “We make sure our beer is delivered fresh and anticipate that our customers will serve it the way our Brewmasters expected. Draught Prophets ensure that the bars and restaurants serve our beer to the consumer the way it should be – cold, fresh and tasty.”

## WHAT RESTAURANTS SAY ABOUT DRAUGHT PROPHETS:

“Quality draught beer is a major concern to all restaurants and their management teams,” says **Jason Toner, General Manager, Estate Drive Keg Steakhouse and Bar, Bar Strategy Team**. “Draught Prophets offer the whole beer package, including: education, hands on training, on-call service, line cleaning, trouble shooting, installation, repair, and systems reports. Their professional, knowledgeable, and efficient service ensures better beer practices for the restaurant and better beer for the consumer. By educating staff on proper beer system maintenance, we can offer a better product and make more profit. It’s simply a ‘no brainer’,” says Toner.

## ABOUT DRAUGHT PROPHETS

With a keen knowledge of beer gleaned from all sides of the bar, Steve Riley spotted a niche opportunity and in January 2007, the former bartender, restaurant GM, and college teacher began marketing a draught maintenance and beer training service to bars and restaurants throughout the GTA. With some of Canada’s largest restaurant and pub chains signing on, Riley’s business has grown exponentially since its launch, exceeding his first year’s sales in the first five months of his second year.

Draught Prophets currently has a staff of three and the company is expanding its territory beyond the GTA into Southwestern Ontario to include London, Kitchener/Waterloo, Guelph, and Cambridge. Every member of the Draught Prophets team has been a bartender or bar manager and all have been trained to service draught systems by the world’s leading draught dispense equipment manufacturer, MicroMatic.

Sharing in a mutual passion in the quest for better draught, Draught Prophets are improving the quality of beer ounce by ounce throughout the province.

“We poured thousands of pints back in the day,” says Riley. “We know draught and we understand restaurant and bar operations. Believe me, there is always money to be saved.”

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