

# A REVOLUTION IN DRAUGHT BEER



**BLADE**

8 LITER COUNTERTOP  
DRAUGHT SYSTEM

# PERFECT DRAUGHT BEER

BLADE® is an innovative, revolutionary, professional countertop beer draught system by Heineken that guarantees top performance and perfect draught beer.

The small size and technical features allow you to serve top-quality beer anywhere, at the perfect temperature.

## WHAT IS THE TARGET MARKET?

Establishments that do not have a draught-beer system due of lack of space or low throughput.

Establishments that have a traditional draught system but sell less than one keg per week.



# A WINNING SOLUTION FOR YOUR BAR OR RESTAURANT



## COMPACT SIZE

Takes up less than half the room of a coffee machine.



## PERFECT BEER

Serve up a beer at 2°C and with the right gas level, thanks to an innovative technology that requires no added CO<sub>2</sub>.



## HIGH VISIBILITY

Blade's unique design attracts customers attention, helping you sell more beer.



## EASY TO START AND USE

All you need is a countertop and a socket. Serving draught beer and replacing the kegs has never been easier.



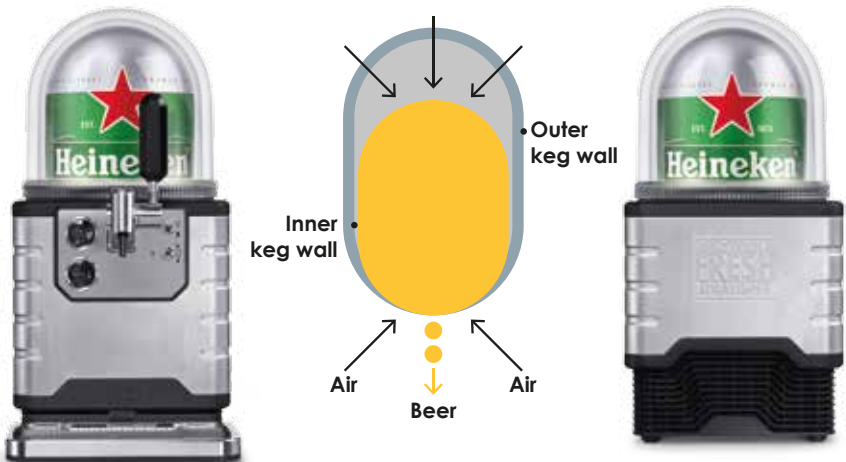
## BOOSTS CONSUMPTION

Blade boosts the consumption of beer in your bar or restaurant (average of +12% in the first 3 months\*, compared to previously).



## EXTREMELY RELIABLE

Technical malfunction rate <2% in the first 18 months\*\*. Recognised WARRANTY.



\*Statements collected in about 200 bars where BLADE® is installed

\*\* Rate estimated in pre-launch tests

# HOW IT WORKS



BLADE® uses a keg with an 8-litre PET disposable bag on the inside that does not require the addition of CO<sub>2</sub>, instead using air pushed between the walls of the keg by an internal compressor.



The beer never comes into contact with external agents (air and CO<sub>2</sub>) and is kept at a temperature of 2°C, thus avoiding over/under-saturation and oxidation.



Quality and freshness are guaranteed for up to 30 days from the opening of the keg.



The keg must be pre-cooled for 16-24 hours, without the external carton, at an ideal temperature of 3-4°C, before being installed and used.



BLADE® must always be kept switched on when the keg is installed.

## KEG TEMPERATURE

### QUANTITY REMAINING

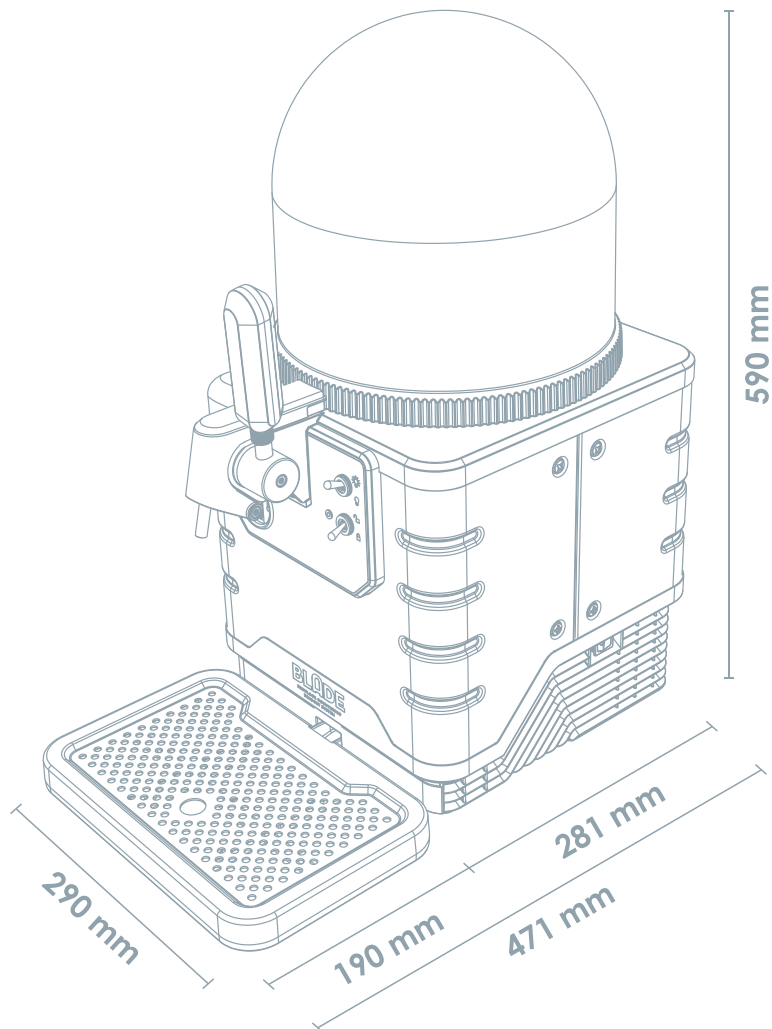


### KEG LOCKING/UNLOCKING

### DOME LIGHT

# TECHNICAL DATA

- Drawn at 2°C
- Temperature of the beer in the glass 3°C
- 8-litre PET kegs, 100% recyclable (both the keg and the container)
- Weight 17.6 kg (26 kg including the keg)
- Power supply 230V/50Hz
- Absorbed power 70W
- Noise <70 dB



# DEDICATED SERVICES

## WEBSITE

- Free access
- Desktop + mobile version
- Information site
- "How it works" section
- Video tutorial
- FAQ

**IT.BLADE.SHOP**



## BLADE® TOLL-FREE NUMBER

- Toll-free number
- General information on the use of BLADE®
- First-tier technical support
- Assistance for activating warranty



# START-UP MATERIALS

BLADE® comes with a Starter Kit containing:

- 25cl and 50cl Heineken glasses
- Heineken coasters
- Skimmer and skimmer holder
- Product data sheets for the consumer
- BLADE® window decals
- Quick guide and tutorial materials for optimal use





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**BREWERY  
FRESH  
DRAUGHT**

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[www.beviresponsabile.it](http://www.beviresponsabile.it)