

ENHANCING CRAFT COCKTAILS: ICE-O-MATIC AND THE BSIDE

Customer Profile:

The BSide is a Denver bar and restaurant offering quality nostalgic food, uniquely curated craft beer and classically-inspired cocktails, all served with genuine hospitality and good ol' fashioned fun.

One of Denver's newest restaurants, the BSide differentiates itself through its approach to beer, wine and especially cocktails. The libation menu is rooted in the classics from different eras with a playful twist that includes boozecicles and snow cones.

Challenge:

As a new restaurant, the BSide needed to stand out from the crowd of recently-opened or soon-to-open Denver restaurants by offering innovative, on-trend cocktails.

Restaurant Industry veteran and BSide Co-Owner Justin Lloyd understood that great cocktails begin with great ice, so choosing the right ice machine was an important factor while planning his latest concept. Lloyd especially wanted a machine that could produce larger cubes that were better-suited for craft cocktails. "Quality of ice is really important, especially for cocktails. Size and shape is also important, and the old standard size just doesn't fit the bill if you are serious about cocktails," said Lloyd.

Solution:

Ice-O-Matic's ICE0856GA cuber, a machine that produces a larger format ice cube known as a 'Grande,' was exactly what Lloyd needed for his new establishment. In addition to having the cube size the BSide's customers were craving, the machine was efficient, reliable and easy to maintain, which was important to Lloyd and his staff.



Ice-O-Matic Products Involved:

- Ice-O-Matic's new ICE0856GA - This new machine creates a 'Grande' cube more than twice the size of standard full sized cubes to meet growing demand from fine dining establishments, cocktail lounges, and nightclubs for larger cubes that pair nicely with top shelf beverages.
- The 30" wide machine produces up to 850 lbs. of ice per day and is Energy Star[®] certified. With Energy Star certification, the ICE0856GA meets the strict energy guidelines set by the U.S. Environmental Protection Agency and uses less water and less energy than standard equipment.
- Ice-O-Matic's water filtration system provides crystal clear ice and carefree operation with protection against unpleasant tastes, odors, sediment and scale formation. The filter takes up a minimal amount of space and is equipped with quick-connect fittings for fast, easy replacement.

"We've had a great experience working with Ice-O-Matic, from our early stages of talking to their team members about our needs up until the machine being successfully installed. And the machine itself? It's performing exactly like we wanted."

-Justin Lloyd, Co-Owner of BSide

Results:

- **Productivity and Dependability:** On average, BSide uses a minimum of 300 lbs. of ice per day, with more than 300 cocktails being served to thirsty patrons on a busy night. Lloyd reports that the Ice-O-Matic unit keeps up with demand during peak hours and consistently produces beautiful looking ice in the appropriate amount for his business.
- **Buzzworthy Drinks:** The BSide consistently receives local press coverage and customer reviews full of compliments for the establishment's unique and delicious beverage line-up. According to Lloyd, Ice-O-Matic's Grande Cube ice is linked to this success.
- **Supporting Local Companies:** As much of what the BSide sells is locally or regionally produced, sourcing an ice machine from a local company was important to Lloyd. "If you have the option to choose a quality product that's also local, I believe you have a responsibility to do that," said Lloyd.
- **Customer Service:** Lloyd reports that when his Ice-O-Matic was first installed, the cube's appearance needed to "look more uniform." According to Lloyd, Ice-O-Matic was prompt with sending a service technician on site and the issue was resolved quickly.

"Our cocktails were created to use a lot of ice, and even though our Ice-O-Matic machine works well for all applications, it is particularly great for our cocktails. No matter if a customer asks for their drink shaken or with a little or a lot of ice, our Ice-O-Matic works very well to accomplish what we need it to do when we need it to do it."

-Justin Lloyd, Co-Owner of BSide

About Ice-O-Matic:

Ice-O-Matic is a Denver, Colorado-based manufacturer and established global supplier of ice machines and the world's largest producer of ice evaporators. With more than 60 years of expertise, Ice-O-Matic continues to expand its presence in international markets, providing reliable, energy-efficient, American made ice solutions including ice machines, storage bins and water dispensers. Ice. Pure and Simple.™ To learn more about Ice-O-Matic, visit iceomatic.com.

