

## FOR IMMEDIATE RELEASE

### *INTRODUCING THE ALCHEMY SERIES BY KROWNE – ELEVATE YOUR CRAFT*

(Wayne, New Jersey February 26, 2025): Krowne, the leading US manufacturer of premium bar and restaurant equipment, is proud to announce the official launch of its newest innovation in bar equipment, "The Alchemy Series." Designed with cutting-edge ergonomic features, enhanced capabilities, and sleek aesthetics, this series is set to revolutionize bar stations everywhere.

"Bartenders are at the heart of every memorable night out," said President, Kyle Forman, "The Alchemy Series provides an enhanced experience by prioritizing their comfort, efficiency, and creativity while elevating the overall bar experience."

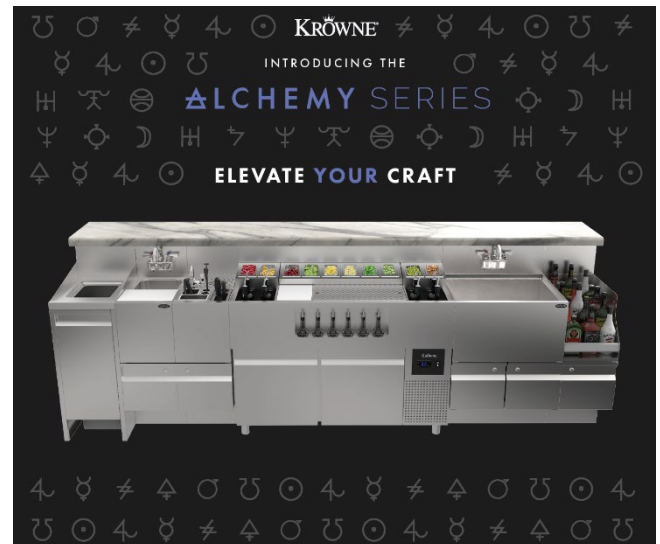
### **Key Features and Innovations of The Alchemy Series**

The Alchemy Series is Krowne's most premium underbar option, fully loaded with every feature imaginable. Built at a 32.5-inch ergonomic working height to improve bartender mobility and eliminate lower back strain caused by standard 30" working height equipment. The Alchemy Series also includes the option to integrate our premium ultra-low profile refrigeration with pull out drawers under the bar units to allow for maximum cold storage right in front of the bartender.

A centralized mise-en-place station allows bartenders to work directly at their station rather than over an exposed ice bin, optimizing speed and efficiency. Premium stainless-steel construction enhances both durability and aesthetics, while expanded storage solutions—including integrated locking cabinets, pull-out shelves, and hidden trash units—maximize space and keep unsightly elements out of view. Many configurations are available on BarFlexPro with modular bar die, pedestal bases, or legs to suit any bar setup.

Alchemy Series has been engineered to seamlessly integrate with existing Krowne products. All units come standard with a true 24" front-to-back depth cabinet base and/or sliding drawers, providing a clean, cohesive look and feel when paired with Royal Series Underbar equipment. Moreover, the increased working height matches perfectly with Krowne's MoveWell Stations, providing expanded flexibility for customized bar configurations.

"Alchemy is a process that changes something in mysterious ways", said President, Kyle Forman, "The Alchemy Series represents this by starting with base metals and transforming them into something greater. This new series represents our passion for breaking the mold and making bartenders' lives



better. Designed with a hyper-focus on ergonomics, speed, organization, and beauty, this series delivers on all fronts.”

Delve into the hidden underworld of The Alchemy Series to understand why everyone is taking the leap and transforming bar setups across the industry: <https://krowne.com/alchemy-series>

### **About Krowne**

Krowne is a third generation, family-owned company manufacturing in the U.S.A. for over 75 years. Rapid expansion and innovation have solidified Krowne as the fastest growing bar equipment company in the world, with experience ranging from custom underbar, refrigeration, and beverage dispensing systems to high quality faucets, pre-rinses, and gas connectors. Krowne’s drive for new-age design has propelled them to new heights with cutting-edge configurators like BarFlexPro and FloorDesigner, along with winning several awards for excellence in innovation. Through expansion and innovation Krowne remains committed to their values of quality and sustainability while driving tremendous growth in the industry.

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For more information, please visit: <https://krowne.com/>

KROWNE®

INTRODUCING THE

# ALCHEMY SERIES

## ELEVATE YOUR CRAFT



Built at an ergonomic 32.5" working height. Traditional equipment is built at 30" working height which puts more strain on lower back.



Designed with a central "mise-en-place" prep area to allow bartenders to work directly on their elevated station instead of on a narrow drink rail above an ice bin.



Stations come fully loaded with cabinet bases or refrigerated bases, hinged door on trash unit, quick-release faucets, all premium stainless-steel construction and more.



Horizontal fully insulated ice bin behind prep area allows for cold storage of garnishes in large 1/9" containers.

The **NAFEM** Show **25** FEB 26 - 28, 2025  
ATLANTA, GA

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BOOTH #2244