

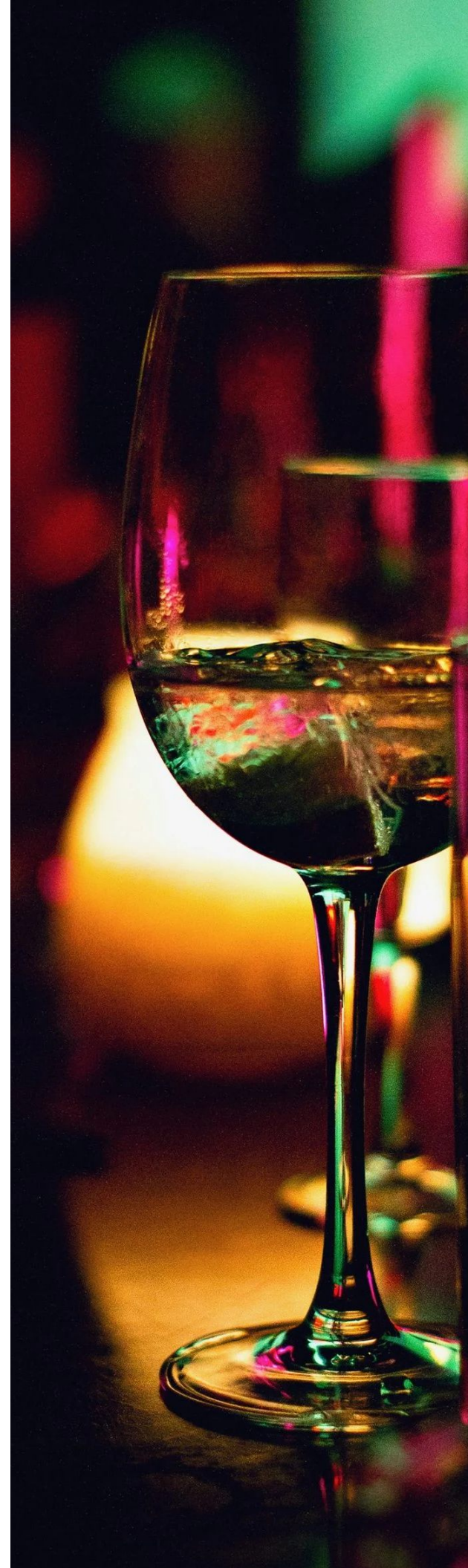


# UNDERBAR & REFRIGERATION QUICK GUIDE

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# WHY KROWNE?

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INNOVATIVE



FAMILY  
OWNED



PRECISION  
MANUFACTURING



SEAMLESS SERVICE



MADE IN  
THE USA



DIVERSE PRODUCT  
MIX

Krowne's core values of being family owned, innovative, honest and transparent play a huge role in who Krowne is. Every project is worked on with the utmost attention to detail, ensuring success on all projects.

Krowne also cross-trains all departments every week, to ensure that all questions can be answered when calling the factory, maximizing the efficiency of getting answers to our customers.

# PRODUCT OFFERINGS

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WORKSTATIONS



SPEED UNITS



ICE BINS



BAR SINKS



PASS THRU-UNITS



GLASS STORAGE



BLENDER STATIONS



LIQUOR DISPLAYS



TRASH STATIONS

# STAINLESS STEEL DIFFERENTIATORS

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Krowne Underbar = Mixture of 304 and 301 with minimal 430

Glastender Underbar = Mixture of 430 and 201.

Perlick Underbar = All 430 magnetic with rolled on finish resulting in dull brown/blue finish.

## 304

- Premium
- Most expensive
- More nickel
- More chromium
- More corrosion-resistant than 201 and 430
- Has a high shine and finish that lasts

## 301

- Far better than 201 and 430 due to increased nickel and chromium
- Very similar to 304 and can be interchanged without issue
- More corrosion resistant than 201 and 430
- Has a high shine and premium finish that lasts

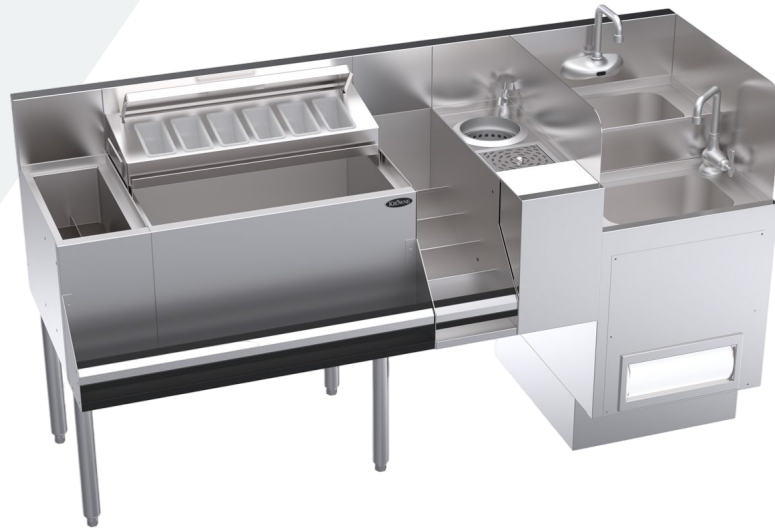
## 201

- Not magnetic
- Less strong than 300 series due to reduced carbon content
- Cheaper steel
- Corrodes easily due to reduced nickel content
- Wears quickly
- Appears shiny at first, but will quickly dull and darken over time

## 430

- Magnetic steel
- Cheaper
- Corrodes easier than 300 series
- Less nickel and chromium results in reduced corrosion resistance
- Has a dull finish

# ROYAL SERIES UNDERBAR



Thicker & taller back splash to get equipment flush against wall



Royal Series 1/4 turn ceramic cartridge valve faucet, built for high volume



Increased skirt depth allows sound deadened speed rail to sit lower to not interfere with ice bin access



Flush front-to-back depth prevents knee injuries and maximizes bartender efficiency

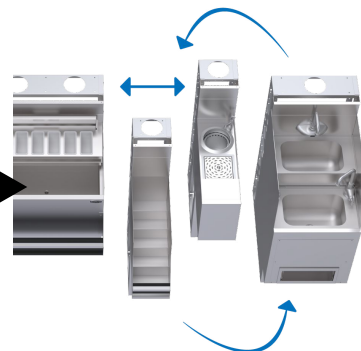


Stainless steel legs with adjustable bullet feet



Can ship pre-assembled in up to 7 ft sections for easy installation on site

Mix n' Match all Royal Series equipment to build the ideal workstation for every application



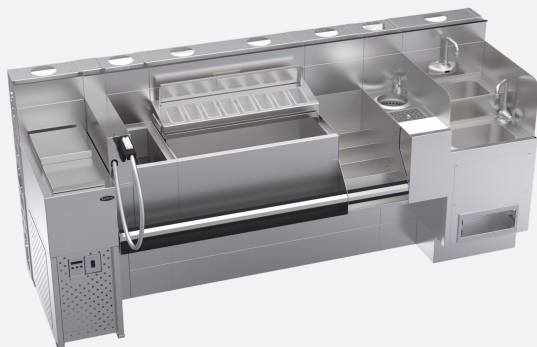
# STRUCTURAL OPTIONS

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← LEGS

PEDESTAL  
BASE →



← MODULAR  
BAR DIE

# EQUIPMENT ON LEGS

Krowne's underbar equipment built on legs is a great solution if an existing wall is in place. All Krowne equipment on legs can ship loose or pre-drilled for easy installation on site.

Utilizing 300 series stainless steel, sound-deadening speed rails and extreme innovation - this solution is perfect for any chain looking to enhance their bartenders' efficiency.

Krowne strives for a flush 24" depth lineup of equipment for the bartender to flow efficiently within their workstation. This allows maximum efficiency and profitability for the operator.

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# PEDESTAL BASE SUPPORT

Pedestal Base allows operators to have the sleek finish look that is normally achieved through modular bar die. This structure provides the functionality of equipment on legs if there is an existing wall in place.

Krowne's Pedestal Base is a true 17" depth, which allows this equipment to be completely free standing and structurally strong.

This also allows enough space to fit floor drains completely underneath the equipment to stay hidden on the design.

Customers can still access their plumbing through an 8" opening on the bartender side, or can slide out the entire workstation.

Pedestal Base is priced out per linear square foot and uses the acronym KMPED.



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# MODULAR BAR DIE

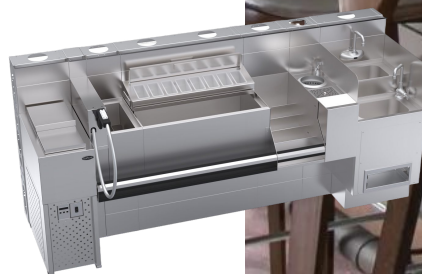
Krowne modular bar die is the perfect solution for new builds or complete renovations. The bar equipment comes pre-attached to the wall itself, cutting down on installation time and ensuring easy functionality.

The die wall support system is extremely strong, able to hold 1,200 lbs per linear foot. All chaseways for electrical, water and beer lines are pre-cut into the die wall. This allows the general contractor to easily install their lines in an extremely organized fashion.

Operators can access their plumbing from the upper panel underneath the equipment from the bartender side, or from the customer side utilizing seamless removable panels.

Modular bar die fits seamlessly to the bar top and sits flush to the floor for a clean, sleek aesthetic.

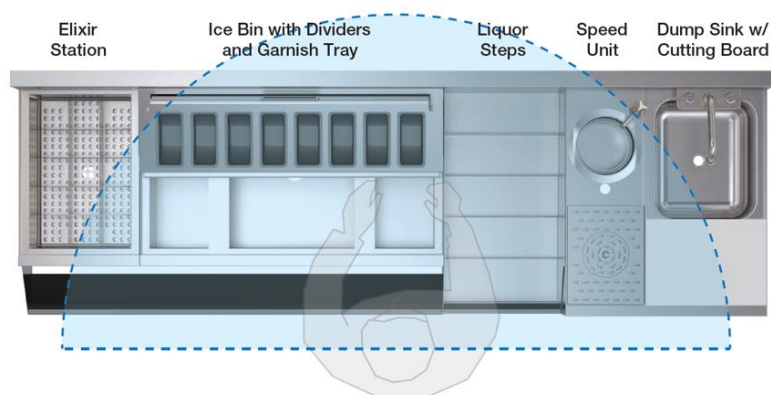
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# ZERO-STEP DESIGN APPROACH

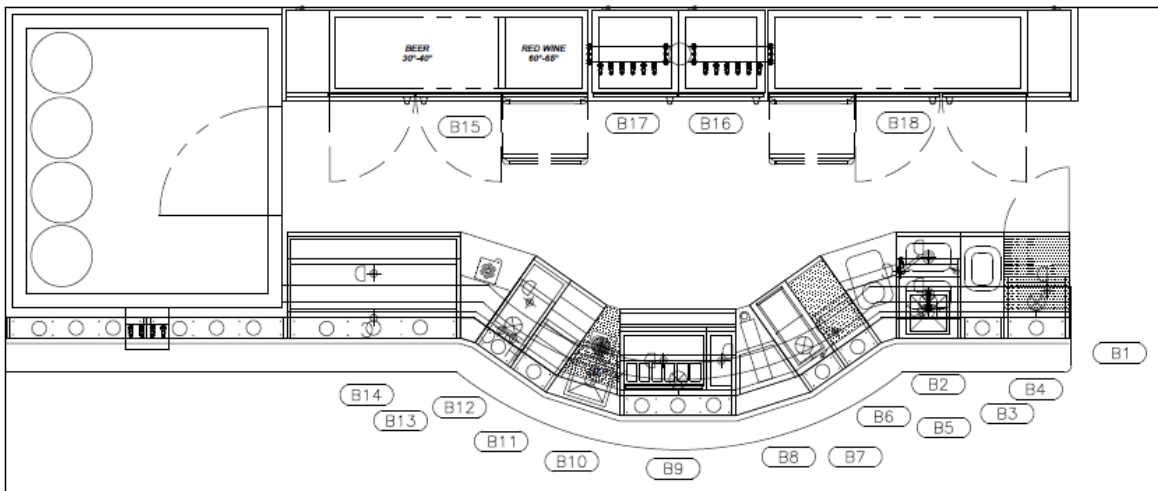
The zero-step design approach is how Krowne strategically thinks about each workstation. This philosophy ensures the bartender has everything in their workstation without having to move left or right. This maximizes bartender efficiency and allows the operator to be more profitable.

For unique designs, the focus is on functional angle fillers. Where traditionally these fillers would create "dead space" behind the bar, Krowne ensures functionality for the bartenders to make use of every inch. This approach maximizes the space bartenders work in, even in unique or angled settings.





## IN HOUSE DESIGN TEAM



Krowne's in-house design and quoting team oversees all designs to ensure maximum efficiency within the layout. Functional angle fillers on unique spaces help to maintain overall workflow and efficiency behind the bar.

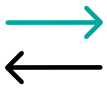
Assistance with bar design is available for those unsure of where to start. Addressing a few key questions can help ensure an efficient and effective layout.

This additional service is free of charge, adding value for partners.

# LAYOUT & DESIGN



Achieves all of the necessary requirements



Includes integrated dedicated spaces for each bartender



Utilizes functional fillers to maximize space



Krowne angle fillers can come with bases to eliminate potential dirt and water from getting underneath the equipment



# UNIQUE DIFFERENTIATORS

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KROWNNE®

INTRODUCING THE

ALCHEMY SERIES

ELEVATE YOUR CRAFT



AL24-AL122-R

The Alchemist One Twenty Two  
With Refrigerated Base (122"W x 24"D x 32.5"H)



Built at an ergonomic 32.5" working height to improve posture and reduce lower back strain.



Designed with a central "mise-en-place" work area to allow bartenders to operate 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.



KROWN<sup>®</sup>

# MOVEWELL™

## ADAPTIVE STATIONS

Elevate your workspace with the ultimate configurable workstation. Speed swap plumbing connections, various insert options, and an integrated track for smooth glide movement allows you to operate like never before.



Innovative modular design creates an adaptive workstation environment for total flexibility behind the bar



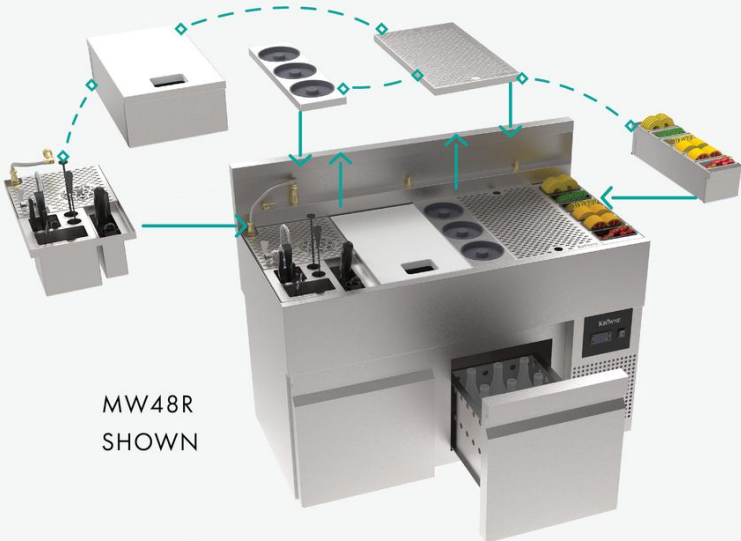
Lightning fast re-configuration for crafting specialty cocktails, left-handed bartenders, coffee station setups during day shift, and much more



Integrated backplash with Speed Swap connections along with pre-plumbed units for out of the box use and interchangeability



Ultra-low profile refrigerator with pull-out drawers for storage of cans, bottles, and more (optional)



MW48R  
SHOWN

**MW48R** | MoveWell Station with Intergrated Ultra-low Profile Refrigerator (48" W x 29" D x 30" H)

**MW48** | MoveWell Station on Legs (48" W x 29" D x 30" H)

### MOVEWELL MODULAR INSERTS

<b>MW-CT6</b>	MoveWell 6 Cup Condiment Tray (6" W)
<b>MW-CT12</b>	MoveWell 12 Cup Condiment Tray (12" W)
<b>MW-DB12</b>	MoveWell Drainboard (12" W)
<b>MW-GR</b>	MoveWell Glass Rinser (6" W)
<b>MW-IB</b>	MoveWell Ice Bin (12" W)
<b>MW-MR</b>	MoveWell Margarita Rimmer (6" W)
<b>MW-QD</b>	MoveWell Quick Disconnect Kit
<b>MW-RD</b>	MoveWell 3-Tier Liquor Display (12" W)
<b>MW-S</b>	MoveWell Sprayer with Stainless Steel Hose & QD
<b>MW-TC</b>	MoveWell Tool Caddy (12" W)
<b>MW-10</b>	MoveWell 1/4" NPT 10" Water Line



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# THE TAFFER COMMAND STATION

BY KROWNE



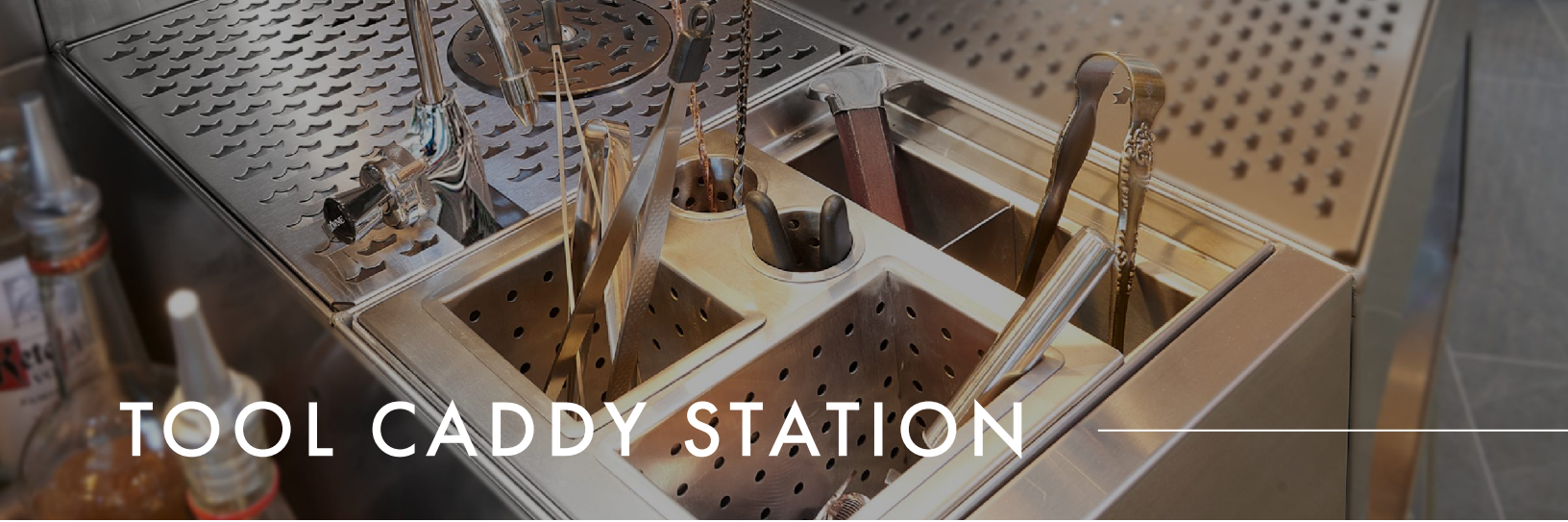
“Krowne and I have **created** a groundbreaking station that will **disrupt** bar design as we know it.”

A handwritten signature in black ink, reading "Jon Taffer".

**Jon Taffer**  
Host of Bar Rescue

**KROWNE**<sup>®</sup>





# TOOL CADDY STATION



New dipper-well design for mixology tools



Individual removable perforated stainless steel baskets



Integrated overflow tube for constant flow of fresh water



Dry storage removable bin



Integrated glass rinser and drip tray in the rear



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## Chill

Super-cooled liquid CO2 chills a glass in seconds



## Neutralize

Cools warm glasses instantly. CO2 is a dry gas which leaves no condensation and prevents drinks from becoming diluted



## Sanitize

Eliminates bacteria, lingering odors and residue



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# Model: KR-MGC

## TABLESIDE CHAMPAGNE GLASS CHILLER CART

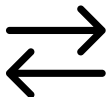
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A tableside chiller enhances the overall customer experience for unique craft cocktails.



Comes with side mount accessories for holding champagne glasses, an ice bucket along with an illuminated chiller and front panel for elevated elegance.



Effortless mobility and an easy access rear panel to support the CO2 tank.

\*These units are compatible with a Krowne KR-CO2-20 tank, or any other liquid co2 tank with siphon tube.

# UNIQUE ACCESSORIES

## THE MATRIX

### | CRAFT ICE STORAGE FREEZER

BROWSE



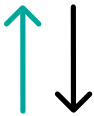
Large capacity storage freezer (adjustable -15° F to 10° F). Perfect for storing large format craft ice (cubes, spheres, and more!)



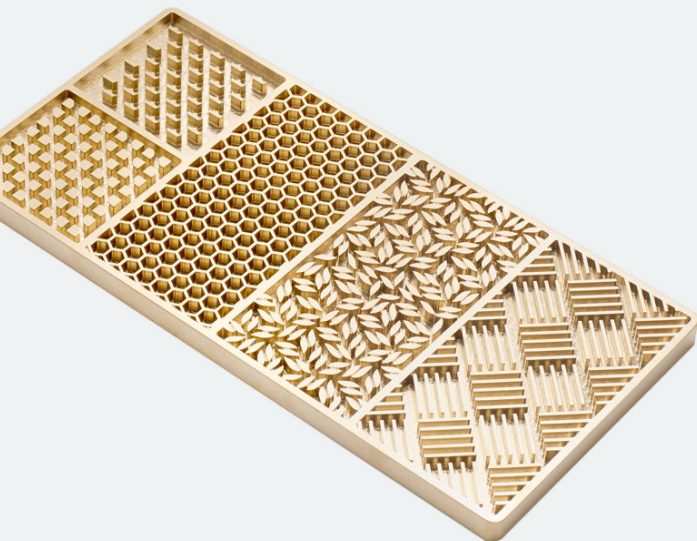
24" depth lines up perfectly with Krowne underbar equipment



Compact space-saving design with maximum capacity of 150 2x2 cubes.



Insulated sliding cover keeps ice at the optimal temperature while also allowing easy access to front or back of unit



## CRAFT ICE DESIGN PLATE

KDP1-48



# REFRIGERATION OFFERINGS



MUG  
FROSTERS/FREEZERS



DIRECT DRAW



PASS THRU UNITS



BOTTLE COOLERS



MATRIX FREEZER



SELF-CONTAINED  
OR REMOTE UNITS



MIXED DOOR



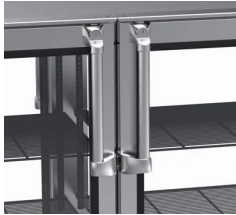
SLIDING DRAWERS

2-YEAR PARTS & LABOR, 5-YEAR COMPRESSOR

# STANDARD FEATURES

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STAINLESS STEEL HANDLES WITH BUILT-IN LOCKS



FULL STAINLESS STEEL INTERIOR



COVERED CORNER INTERIOR



EASY ACCESS TO CONDENSING UNIT



DOWN ACTING LED LIGHTS



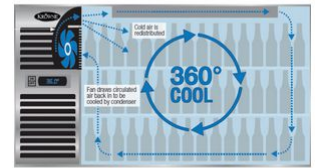
SELF-CLOSING DOORS



DIGITALLED THERMOSTATS



DYNAMIC 360° TECHNOLOGY



STANDARD HEIGHT 36" WITH TOP, 35" WITHOUT.

Low Profile Models - 30" With Top, 29" Without.



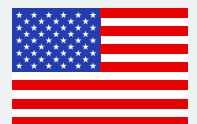
VARIOUS DOOR FINISHES AVAILABLE

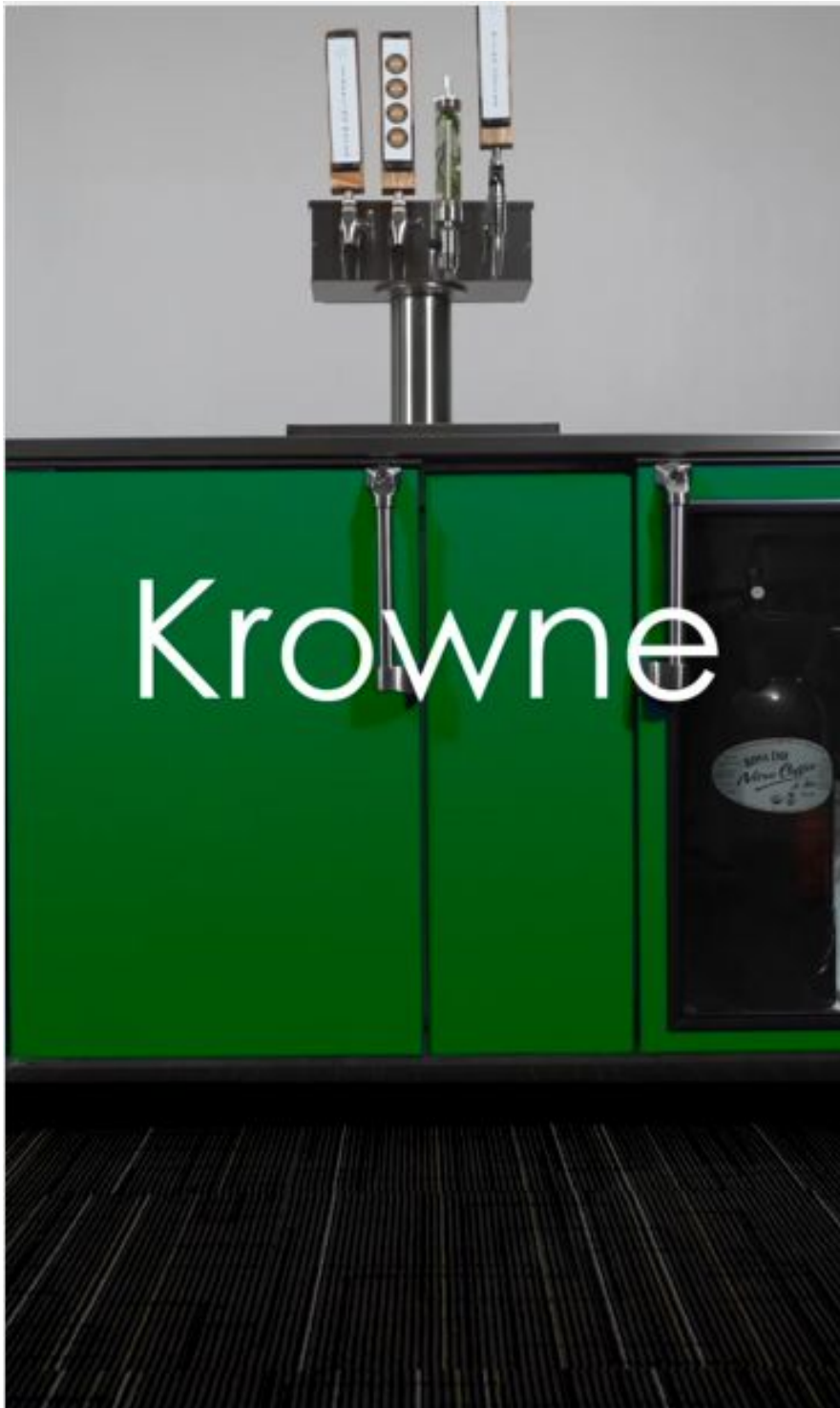
Stainless Steel, Black Vinyl, Stainless Glass, Black Vinyl Glass



NSF 7 CERTIFIED

Certified for Open Food Storage





## CUSTOM REFRIGERATION OFFERINGS



Over 30 different vinyl wrap color options to match any operation



Protective wrapping provides a smooth finish with an additional layer of protection



Customize to match any unique logo or design

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**VINYL WRAPPED BACKBAR**  
Unique colors and patterns are available



**PANEL READY DOORS**  
Krowne's panel ready doors allow for easy installation of any material finish to match any concept

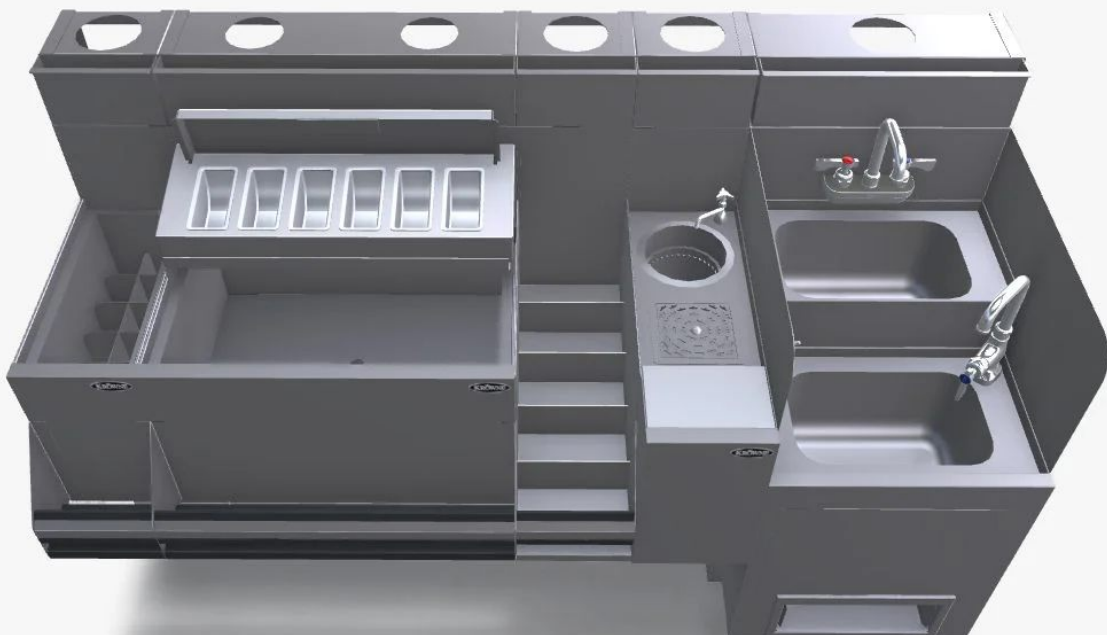


# BarFlex<sup>PRO</sup>

BY KROWNE

- 3-D configurator to build underbar, backbar and beverage dispensing systems all in real time.
- Includes complete underbar line, custom angles, and fully configurable refrigeration with any color finish
- Choose from a wide variety of bar top and front panel materials and finishes
- Instantly view the bar in augmented reality
- Import directly into FloorDesigner module to build out the entire space

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# FLOORDESIGNER

BY KROWNE

- Build out your entire space for a 3-D Visual including walls, windows, booths, tables and chairs.
- Easily build and show multiple bars, island refrigeration and walk-in cooler for a complete visual understanding of the design.
- View the bar in augmented reality or first person mode to ensure proper layout and efficiency.
- Submit to receive Revit, AutoCAD and spec list of all Krowne items.



PRODUCTS

PORTFOLIO

RESOURCES

CONFIGURATORS

ABOUT

BROWSE



# INNOVATIVE TECHNOLOGY

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Augmented Reality (AR) is the use of technology to input a 3D image into the real world viewed through a device.



**AUGMENTED PROJECTION**  
of exact Krowne product in the actual space it will be installed



**VIRTUAL APPROVAL PROCESS**  
allows for physical walk-through

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**VISUALIZE**  
the equipment at the job site before it arrives



# World Class BIR AMBASSADOR PROGRAM



**BAD  
BIRDY**  
LOS ANGELES



**COCKTAILS  
BY HAWK**  
WEST HOLLYWOOD NYC



**LYNNETTE  
MARRERO**



**TROY  
CLARKE**  
NEW ENGLAND



**JAVELLE  
TAFT**  
BROOKLYN



**LINDSAY NADER  
& TREVOR EASTER**  
SACRAMENTO

The *Krowne Bartender Ambassador Program* was established to create a more collaborative, experience-driven design process for Krowne clients. The Bartender Ambassador's responsibility is to understand the client's bar program and help Krowne create the most effective and efficient design solutions.

DISCOVER



BLEND



INNOVATE



COLLABORATE



ENJOY



# VALUE ADDED BENEFITS



CENTRALIZED  
PURCHASING



LOCATED IN  
WAYNE, NJ



ITEMS IN-STOCK



HIGH QUALITY  
PRODUCTS



PARTS READILY  
AVAILABLE

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## Krowne Contacts

Discover everything you need in one place:  
access our emails, social media, and website  
for seamless connectivity and updates!