

# On the Rocks of Success: Boxbar launches world's first automated, self-serve drinks solution

*Boxbar, the drinks technology business reinventing bars around the world, launches the world's first ever automated self-serve, full-menu drinks solution.*

Temps de lecture : minute

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It's about time to cut in line.

Queuing is no one's favourite part during a night out. Studies show that British people spend on average 47 days of their life queuing, and 0 seconds having fun while doing so.

When it comes to driving, many inventions and regulations were created to decongest roads and avenues. Better and faster cars, traffic laws, roundabouts, have all been created to allow drivers a fluid, efficient and enjoyable experience when travelling. So why isn't the same type of innovation applied to our walkable endeavours?

To this question, Boxbar has the solution. Launching the world's first ever automated self-serve, full-menu drinks solution, the first of its kind innovation will be able to serve customers 360% faster than a traditional bar.

## A Multitasking Bartender

Boxbar's full-menu solution allows event organisers and venue operators

to serve up to eight different beverage types all from the same terminal. The state-of-the-art technology represents a significant step forward in the world of beverage service and is the first of its kind anywhere in the world, with the ability to serve beers (yes, even Guinness), ciders, wines, cocktails, spirit and mixers and soft drinks from a single terminal.

The solution arrives at a crucial time for events, venues and hospitality businesses who face a challenging landscape characterised by rising costs and diminishing profit margins.

*“Beverage sales are key to the success and profitability of businesses, yet bar service is still defined by a dwindling pool of trained staff, excessive queuing, long wait times, throttled sales and frustrated customers,” says Reshad Hossenally, Boxbar CEO and Co-Founder.*

Since launching in August 2023, Boxbar has delivered over 60 events, increasing average transaction values by 16% for their partners whilst reducing overheads by 65% and queuing times by 74%.

## Already in service at your favourite venue

With In-built Wall, Freestanding, Bar Top and mobile Wheeled terminals, Boxbar provides a flexible range of options that can be deployed into any event location or venue in less than ten minutes, servicing festivals, venues, sports, arenas and stadia, theatre and hospitality.

Boxbar terminals are powered by a self-service platform that provides operators the tools and data required to take full control of their beverage

service and revenue optimisation. Available on both desktop and the BoxbarGo mobile app, operators have remote access to monitor and manage stock levels and an automated refill alert system. Real time drink consumption stats alongside further performance insights and analytics give Boxbar partners the ability to create a deeper understanding of their audiences' drinking behaviours.

*“With Boxbar we’re 360% faster, serving two drinks in 30 seconds. We’ve seen first hand how much this can affect queuing times, on average dropping by over 70%. Simply put, fans enjoy a far better experience whilst operators increase efficiencies and sales, reduce overheads and boost profitability.” adds Reshad Hossenally*

Boxbar’s roster of clients now includes some of the UK’s most respected festival, event, venue and hospitality brands including *The Warehouse Project*, *Levy UK*, *Peppermint*, *Aviva Warehouse* (Factory International, Manchester), *Super Serve*, *Live Nation*, *New Citizens* and *The Secret Garden Party*.

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