

# Next-Generation Restaurants and Bars: Smart and Connected

Chicago Bar Shop, bar owners and bar creators, use high-performance, low-power, Intel®-based IoT solutions for ambiance, inventory control and more



## IoT Technologies Transforming Restaurants

**The ability to embed intelligence and connectivity into almost any device—the Internet of Things (IoT)—is having a big impact on the restaurant and hospitality industry, from placing orders and pouring drinks to managing inventory and entertaining customers.**

To open a new restaurant or bar, you start with the basics—quality, service, price. But to keep it running successfully, you need that indefinable extra that keeps people coming back, hopefully bringing their friends.

That extra something has made the Chicago Bar Shop a name to be reckoned with in the world of bar and restaurant design.

You know a Chicago Bar Shop creation right away—from the dark wood, beveled mirrors and period lighting to the custom millwork and tin ceilings. Chicago Bar Shop does the design and installation, including crafting the traditional Brunswick-style bars that are its hallmark. But increasingly, it is also heavily involved in the technology infrastructure.

### Making Everyday Devices Smarter

“Technology in bars and restaurants used to mean the cash register or the computer you did the books on,” said Candace Zynda, Vice President of Operations.

“Now it’s becoming an essential part of the everyday operation. With the right technology you can make almost anything smarter.”

In today’s bar, servers equipped with mobile devices can send orders directly to the kitchen. Customers use mobile phones to program the jukebox and settle up checks. The beer taps and bottles lining the bar can be equipped

with sensors constantly feeding data to a central controller and ultimately the cloud. Pub décor is not just dartboards and vintage signs, but also 4K digital displays functioning as menu boards, social media centers and showcasing performers on karaoke night.

Chicago Bar Shop relies on Intel-based solutions for their performance, flexibility, and scalability. (See sidebar: Why Intel.) “Running a restaurant or bar is like putting on a show every night,” said Zynda. “The owners want to know that whatever gets installed is going to run right away and keep running. They also want to know that they will be able to add that hot new solution that comes out tomorrow. Standardizing on Intel gives us that assurance.”

### Point of Sale—Going Mobile

While you still see a few, mechanical cash registers—often for show—most bars and restaurants have made the transition to digital Point of Sale (POS) solutions. The next move is to a mobile solution, often cloud-based. Customers love the convenience and it speeds table turnover. Mobile solutions can take the form of tablets used by the wait staff or installed tableside. Increasingly, patrons are also paying via their own devices. Chicago Bar Shop often implements Intel-based POS solutions from a variety of partners such as AAVA, HP and Panasonic, among others, for their combination of ruggedness, scalability and flexibility.



Technology solutions implemented by the Chicago Bar Shop are in use across the country and on display at its 2500 sq. ft. showroom in the Lincoln Park section of Chicago.

### Why Intel

**Performance:** Intel solutions combine high processing capabilities with small form factors and low power levels.

**Flexibility:** Intel-based solutions support multiple operating systems including Windows, Android and Linux.

**Security & Scalability:** An Intel technology infrastructure can keep evolving as new solutions become available. Customer data is protected with secure payment solutions featuring Intel® Data Protection Technology for Transactions.

### A Focus on Inventory Control

In this era of farm-fresh cuisine and microbrews, spoilage is an issue. And in the case of expensive craft liquors, you want to make sure that each serving is poured and priced correctly. That makes inventory control a major function of the IoT-based solutions used in bars and restaurants.

For the laborious task of managing beer kegs, Chicago Bar Shop will implement the SteadyServ® iKeg® solution. Sensors attached to a keg track type and style, when the beer was delivered, when it was tapped, and when the keg may run out. For bottled liquors, smart spouts from BarVision bring data-collection right to the point of the pour. These systems precisely monitor what gets consumed, and they integrate with the POS and can also be tied into digital security solutions.

Owners and managers can now get an accurate, on-demand picture of inventory, without rummaging through freezers or wrestling with cases and kegs. They can analyze trends: Do certain foods sell better based on the drinks being served? How do free drink giveaways matchup with overall bar sales? These systems also provide information such as recipes and how upcoming weather may impact future consumption.

Mobile apps make it possible to get access to this information, anytime, anywhere—a major plus for the busy owner or manager with multiple locations, or who wants to go on vacation but still be in touch.

### Customer Experience

While Chicago Bar Shop focuses on IoT technologies to streamline operations, it never loses sight of the patron experience. Especially for establishments catering to a younger crowd, that means solutions like digital displays that can be networked to support Tuesday Night Trivia and smart jukeboxes that learn from the music played in a location and adapt to feature the songs and artists that are most in demand.

IoT technologies are never going to replace great food and drinks at great prices, but in the highly competitive world of restaurants and bars they can provide the operational edge that underlies long-term success.

“We have always prided ourselves on creating a recognizable Chicago Bar Shop look,” said Zynda. “Now we are becoming just as well known for the technologies in the background that you can’t see, but really make a difference.”



**For more information about Chicago Bar Shop, visit [www.chicagobarshop.com](http://www.chicagobarshop.com) For more information about retail solutions from Intel, visit [www.Intel.com/retailsolutions](http://www.Intel.com/retailsolutions)**

INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH INTEL® PRODUCTS. NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN INTEL'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, INTEL ASSUMES NO LIABILITY WHATSOEVER, AND INTEL DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF INTEL PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT. UNLESS OTHERWISE AGREED IN WRITING BY INTEL, THE INTEL PRODUCTS ARE NOT DESIGNED NOR INTENDED FOR ANY APPLICATION IN WHICH THE FAILURE OF THE INTEL PRODUCT COULD CREATE A SITUATION WHERE PERSONAL INJURY OR DEATH MAY OCCUR.

Intel may make changes to specifications and product descriptions at any time, without notice. Designers must not rely on the absence or characteristics of any features or instructions marked "reserved" or "undefined." Intel reserves these for future definition and shall have no responsibility whatsoever for conflicts or incompatibilities arising from future changes to them. The information here is subject to change without notice. Do not finalize a design with this information.

The products described in this document may contain design defects or errors known as errata which may cause the product to deviate from published specifications. Current characterized errata are available on request. Contact your local Intel sales office or your distributor to obtain the latest specifications and before placing your product order. Copies of documents which have an order number and are referenced in this document, or other Intel literature, may be obtained by calling 1-800-548-4725, or by visiting Intel's Web site at [www.intel.com](http://www.intel.com).

Copyright © 2016 Intel Corporation. All rights reserved. Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and/or other countries.

\* Other names and brands may be claimed as the property of others.

Printed in USA

VF/ODCMO/0516 ♻️ Please Recycle

334440-001US