

**Date: 19/01/07**

**Ref: IMC051**

*Written & issued by 4 Creative Marketing.  
Telephone: 01296 660080. Fax: 01296 663753.  
Email: robyn.north@4cm.co.uk*

## **THE ESSENTIALS FOR SUCCESS**

Leading bar and catering equipment manufacturer, IMC, believes that the key to a successful bar is a precise strategy, careful planning and imaginative design. The company's latest range of underbar systems and bottle coolers and glass frosters are designed to match this philosophy, combining modern styling and tough, proven materials and components in easy to install modular units.

For example, IMC's Bartender and F2 stainless steel underbar systems make it easy to create dramatic bar environments that incorporate dedicated workstations for each member of bar staff. This approach helps staff serve customers faster and more efficiently, with everything required being positioned within just a few steps of the central and customer-facing serving area. In turn, this enables standards of customer service and wage to sales ratios to be improved, while the use of stainless steel makes each installation hygienic and easy to clean.

Both Bartender and F2 offer excellent versatility, helping to maximise productivity and accelerate sales, and are built to the highest specifications on the market. Each system is available in a wide variety of sizes and configurations, and offers a unique combination of quality, strength and contemporary style, making them ideal for both traditional and theme pubs, clubs, lounges, bars and restaurants.

Similarly, IMC's high quality range of single, double and triple door Mistral bottle coolers, plus top loading bottle coolers and glass frosters, offer sleek, stylish and contemporary design that complements both modern and traditional bars alike.

Each Mistral unit is designed and built to display brand leading products to maximum effect, while giving bar staff fast access to rapidly moving lines. Just as importantly each unit has a robust, long lasting construction, is simple to keep clean and is available with a variety of features and options.

Andrew Neale, Product Manager of Bar Systems at IMC explains, "In the fast-moving and ever-changing licensed retail sector, fundamental to the success of every business is the ability to adapt and evolve."

"We have always had the vision and flexibility to respond to changing commercial environments and, more importantly, to the evolving needs of our customers, providing them with well designed bar equipment that improves staff efficiency and productivity, while enhancing the customer experience and increasing profits" Andrew concluded.

- E N D -

Please address all editorial enquiries to:

Gemma Brooks, 4 Creative Marketing, The Old Haybarn, Mentmore, Leighton

Buzzard, Beds, LU7 0UE. Tel: 01296 660080. Fax: 01296 662274.

Email: [gemma.brooks@4cm.co.uk](mailto:gemma.brooks@4cm.co.uk)

Please send all sales enquiries to:

Customer Services, IMC, Unit 1 Abbey Road, Wrexham Industrial Estate, Wrexham.

LL13 9RF. Tel: 01978 661155. Fax: 01978 729990.

Web: [www.imco.co.uk](http://www.imco.co.uk). Email: [mail@imco.co.uk](mailto:mail@imco.co.uk)