

Hamilton Beach® Commercial SmartServe Blend In Cup



Hamilton Beach® Commercial Introduces the SmartServe Blend In Cup for Quick Serve Restaurants

Richmond VA – February 07, 2013 – Introducing the Hamilton Beach® Commercial SmartServe Blend In Cup, model BIC2000. Designed with high-volume quick-serve locations in mind, the BIC2000 is the most efficient way to deliver blended drinks to customers.



According to Brian O'Flynn, director, global commercial marketing for Hamilton Beach Commercial, the BIC2000 is the ideal solution where labor and consistency is of the utmost importance. "The SmartServe Blend In Cup delivers maximum profit per square foot of counter space," O'Flynn said. "It allows for zero waste of ingredients, minimizes labor, avoids the use of cumbersome blender jars, and provides great drink consistency. Additionally, the SmartServe Blend In Cup features automatic rinsing and periodic sanitizing, eliminating the time it takes to clean blending equipment.

The Hamilton Beach® Commercial SmartServe Blend In Cup offers efficiency to the quick-serve beverage industry. All drink ingredients go into the cup that is served to the customer, as opposed to the waste left behind in blender jars. The cup is then inserted into the machine, and is blended while the operator preps other drinks or tends to the register. The cup is then served to the customer & the machine automatically rinses itself so it's ready for the next drink.

"We welcome the opportunity to provide SmartServe Blend In Cup units to interested customers for placement in select locations early this year so they can see first-hand the benefits of this technology," O'Flynn said. "We also offer a Mix In Cup (MIC2000) unit for self-serve milkshakes or for more efficient crew-serve milkshake production."

Images of Hamilton Beach® Commercial products available at:
<http://commercial.hbps-imagebank.com>

KEY FEATURES



Recognized for its innovation in the 2013 *What's Hot What's Cool* product gallery at NAFEM

Eliminates Waste — All ingredients go directly into the cup and aren't left behind in the jar. Uses as little as 12 oz / 350 ml) of water to completely rinse the equipment.

Reduce Replacement Parts — No costly jars to replace.

Built-in Labor Savings — Automated rinsing allows operators to focus on the next drink, not clean-up

Fits in Any High-Volume Location— Takes up just over 7" / 18cm of counter width, less than many conventional blenders, but no jars to store.

Consistency is Key — Blending process is automated and perfectly consistent

Availability — Fall 2013

Toll-Free Number and Web site:

800.572.3331 (U.S.)

<http://www.commercial.hamiltonbeach.com>

Media Contact:

Mary Beth Brault - 804.418.8868

marybeth.brault@hamiltonbeach.com