

SMALL RESTAURANTS, BARS & GRILLS

**BULK CO₂ FOR
RESTAURANTS**

CASE STUDY #15

Chart Inc. is committed to providing its customers with the best beverage equipment solution for their specific application and is proud to offer the Carbo-Mite™ 220 Bulk CO₂ Tank as another option for beverage CO₂ distributors.

Companies

Distributor 1 is located in San Antonio, Texas, has been in operation since 1965, and enjoys a strong customer loyalty based on excellent customer service and product knowledge.

Distributor 2 started servicing bulk CO₂ and beverage gas systems in the State of Washington in 1987 by focusing their efforts on offering the very best in beverage gas equipment, with expert knowledge and superior service.

Distributor 3 is serving Southern California, was established in 1963, and bases its business on quality service with competitive prices from a staff that is always eager to help.

Problem

High-pressure liquid CO₂ storage tanks are expensive and cumbersome to switch out for low-volume users and there were few cost-effective options for Chart beverage CO₂ distributors to market to locally-owned, under 60 lb/mo. CO₂ users.

Challenge

Provide a low-pressure, lower-cost option for low-volume users, such as smaller restaurants, bars, convenience stores, delis, and concession stands.

Solution

Chart's Carbo-Mite 220 bulk liquid CO₂ storage container, is specifically designed for sites currently using small 20 to 50 lb. high-pressure cylinders.

This revolutionary design provides all the benefits of bulk storage and has a low evaporation rate that minimizes evaporation loss during periods of low usage. The tank is designed to efficiently hold product up to six months between refills for accounts using 1 to 2 lbs of CO₂ per day.



Many benefits of the **Carbo-Mite 220 Bulk CO₂ Tank** include...

- Safe, low operating pressure
- Enhanced drink quality
- Added back-room security
- Does away with the need for changing out high-pressure cylinders
- Eliminates running out of CO₂ during peak rush periods
- Peak flow rate of 1.5 lb/hr
- Allows indoor or outdoor installation
- Reduced floor requirements with a compact unit (40" high x 20" diameter)
- A built-in stainless steel external vaporization coil
- Stainless-steel handling ring to protect plumbing
- The new generation Roto-Tel™ liquid level gauge
- Optional 6" legs to meet sanitation requirements



Innovation. Experience. Performance.®

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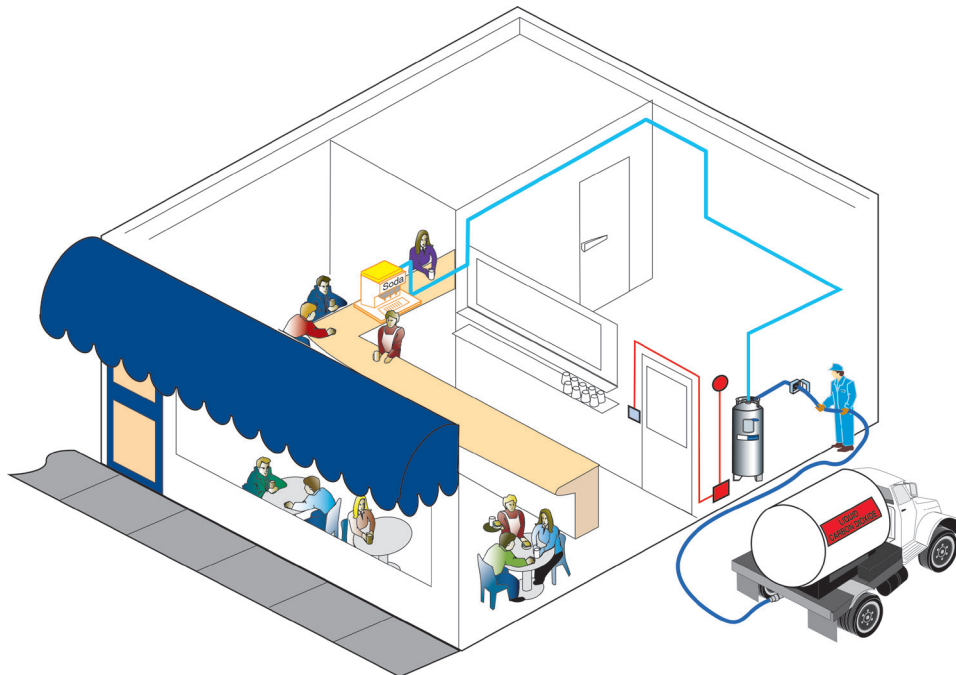
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Outcome

Your company can experience **INCREASE SALES AND PROFITS** as a result of adding the **Carbo-Mite™ 220 Bulk CO₂ Tank** to your portfolio because it will ...

- Increase your customer base with a unit built and targeted for the 60 lb/mo. or less usage market, which is currently a lost market for most Chart CO₂ distributors.
- Allow you to offer a unit that has been well received by low-volume restaurants, bars, convenience stores, delis, and concession stands in other markets of similar size.
- Provide an investment payback of less than 3 years.
- Reduce your long-term distribution cost with less fill stops by eliminating CO₂ loss*.
- Let you provide your new customers a proven, quality product, from a top-rated manufacturer.
- Eliminate the need to charge both unit rental and CO₂ usage, with a flat-rate option for your customers.

* With maximum account size CO₂ use of 1 to 2 lbs per day.



[CLICK HERE to view the Specification Sheet.](#)