



Robinson/Kirshbaum Industries, Inc.

Custom Beverage Technologies

“Putting a chill on milk...straight out of the box” exemplifies the next evolutionary step in selling milk, milk related and other beverage products. Our systems approach redefines for school foodservice the cost saving concepts behind true bulk dispensing, quality enhanced point of dispense temperature controlled, and instantaneous product brand-name appeal. Systems that draw upon years of proven technological and advertising capability, engineered to enhance beverage sales and marketing.

A NEW SCHOOL MILK PROGRAM WORTH CONSIDERING

When it comes to creating more school efficiency in foodservice, a lesson from the Soft Drink industry is finally at hand. Let’s talk about the advantages of dispensing drinks to school aged children. Research has proven that kids have preferences when it comes to choosing a beverage. So by offering them choices that are healthy, with variety that reflects top quality and fresh taste is a sure fire way to get kids attention. The primary focus of this drink program is milk, milk related, and natural juice beverage products. But as you will learn, there is so much more that can be offered.

Greater the possibilities:

Just think of a dispensing system that takes up a minimum of counter space, offers a multiple of beverage drink options, keeps the bulk beverage storage out of way, maintains an ice cold temperature from storage to point of dispense faucets that were designed to enhance the quality of the drink, keeping it simple to operate, easy to maintain, and safe to consume. Drinks dispensed ice cold in the range of 32° to 34° without the use of ice. A system supported by a refrigerated and circulated glycol coolant, just like the ones used in restaurants and sports venues. Recognized by 50 plus years of engineered technological tradition that can support almost every liquid beverage product on the market today, yet was specifically designed to handle milk and milk related products. Evaluated, tested, and certified for health safety and compliance by the National Sanitation Foundation for Standards 20 – bulk milk and 18 – general beverage dispensing.

The job of the SAC 403 system is being able to deliver milk and other beverages at there most pristine quality, ice cold! It’s a known fact that the colder the drink enhances the taste experience and just feels good when swallowed. Kids can tell the difference in temperature and if given the choice of an ice cold drink to just a cold drink, they will take the ice cold every time.

Studies showed:

Back in 2006, prior to remote milk dispensing, studies reported that students had shown a clear preference for milk in plastic bottles over milk in paperboard containers and that when milk is served cold in plastic containers and in a variety of flavors, kids drink more of the milk they need to stay healthy and strong. It was touted, that more milk will be consumed in school foodservice venues when the right package is offered. As kids continue to become more discriminate, we feel that the “new” right package is now available in glycol chilled remote and self-contained portable dispensing systems.

What advantages do bulk milk dispensing systems have in the school environment?

Bottled packaging offers great taste and good chill factors, yet requires a lot of handling involving storage, sales stocking, to sales re-supply. All this involves time and safety factors especially if a re-supply takes place during a busy serving period when kids are around. Waste is a critical consideration since bottles take up more trash container space, both in the lunch room and main trash area. Bottles just do not crush like a serving cup. Recycle programs involve additional safety and handling issues, while various types of wastes involves environmental issues.

Handling of bulk milk containers (Bag n Box) can be delivered and stocked to your refrigeration storage by the dairy driver. A typical systems BIB holds five to six gallons of product and can be easily inter-connected in a series of BIB's to increase product availability during peak serving periods. Bib's can be recycled or crushed. Dairies can also supply larger bulk milk containers, depending on your refrigeration storage access, that can be wheeled in lowering the numbers of deliveries a week, down to one. BIB's take up less space/per volume stored with less handling.

What set's our system a part from others:

Similar to a soda dispensing system, our Mix-Ratio Blending feature lets us create flavored milks. Example: We can ratio mix white and/or chocolate milk with flavor additives, delivering a different flavored drink per faucet. Use of a large bulk milk container with smaller flavor BIB containers, saves space yet offers more milk drink options. Just imagine, every few days after performing the easy 4 step maintenance line cleaning procedure, just by changing a single flavor option, you can create anticipation and excitement in kids desire in eating school lunches and buying healthier drinks from school. Of course our system gives you the option of serving pre-mixed flavored milks, juices, smoothies, flavored waters offered by many national brands all to increase your sales while enhancing the excitement that comes with choices. When it comes to drinks and food, the school cafeteria can be like the local convenience store where kids, can desire a quick and healthy nutritious drink and meal while on the run and wanting to get out and play.

What about teens?

Secondary schools means students with more independence and sophistication so quality and taste will be much more important. For teens it has to taste better, bottom line. Teens are on the go and so foodservice focuses around speed, convenience and mobility. So diversity in drink selection becomes an even more crucial factor that dispensing is designed for. From a remote system tower or two in the cafeteria line or a portable cart in a convenient location, dispensing means improved volume, selection, and fast service with less hassle. Along with milks and juices, teen drink options like flavored iced coffee and teas, smoothies, liquid yogurts, are essential. Just like their favorite hang-outs, giving teens dispensed drink options just makes sense.

