



Refrigerators for the beverage industry today need to do more than just be good at cooling.

They need to catch the consumers' attention! Because in this day and age, it is becoming increasingly more difficult for a beverage brand to get noticed by consumers. Only those who are actively advertising can build up brand awareness and increase their sales.

Gastro-Cool is specialised in the development and global distribution of innovative advertising and display refrigerators and has been a reliable partner of the beverage industry for more than 10 years. We are constantly keeping abreast of the times, observing the latest trends and adapting ourselves to the market requirements of the catering and retail trade.

Our latest observations have shown that the interior trend is moving towards retro design.



We have harnessed this trend and developed our own new retro refrigerator series. This series boasts an authentic 50s design, state-of-the-art cooling technology, and user-friendly handling.

It thus goes without saying that the fifties refrigerator is a welcome and particularly popular long-term advertising medium in the food and beverage industry.

So that you can also display your beverage brand in an extremely eye-catching manner, we recommend individual advertising print/branding.

The retro refrigerator series is equally perfect for competitions, prize draws, or as a gift/incentive for particularly strong sales partners.

We will be happy to advise you!

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The Beer Mat – everyone knows and loves it! Heralding from Germany's Black Forest, beverage coasters have been around for more than a hundred years – but they have easily stood the test of time to become a genuine classic of modern times. What was once a useful addition to bar and restaurant tables has been transformed into a versatile and adaptable ambassador

of the modern world of advertising. Coasters are omnipresent in the pub and restaurant trade, a fact that offers fantastic benefits for advertisers: They enjoy a very high rate of acceptance, have a very reasonable cost per thousand, and are generally considered to be appealing and



popular. „It's true that we've been making this product from wood pulp board for over a hundred years, but the beer mat is still as relevant as ever – a modern promotional tool which links the online and offline worlds," says Daniel Bitton, CEO The KATZ Group.

Modern beer mats certainly embrace a plethora of applications in both online and direct marketing, including QR codes, fan coasters for events such as the European Football Championship, and intriguing developments such as 3D puzzles and coasters with scratch-off and scented panels. "The number of creative and innovative beer mats we offer is increasing all the time, and

this year we've also introduced a beer mat mixing machine to provide an even better service to our customers," says Olaf Müller, Sales Manager at the KATZ Group. The new mixing system makes it easier than ever to combine beer mats with different designs into a single reel.

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