



Frederick Robinsons: One of the UK's largest independent family brewers with 330 pubs across the North West and Wales.

Helping you drive value

William Robinson, Managing Director of pubs at Robinsons explains the benefits of installing the iDraught system and how it adds ongoing value, not only to their licensees, but also to help improve technical services.

“iDraught is becoming an essential business tool for switched on operator”

*William Robinson, Managing Director,
Frederick Robinsons*



Business Intelligence

“For us, iDraught is about ongoing value it adds to the business. Our BDMs are provided with detailed management information, and they are using it over and above pub level to help licensees boost their businesses.

To summarise, iDraught is becoming an essential business tool for switched on operators who want to control cost, maximise yield, service and quality of product in a consistent form.



Protect Investment

“We started working with what was originally Brulines in the late 90s, and have since moved over to the iDraught system. There has been a gradual roll out of iDraught within Robinsons, to sites where we can see that there will be a benefit, and we would always install at an investment if iDraught is not already in.

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Sustainable Growth

There is a massive unspoken problem about yield within pubs across the UK.

The iDraught system can show licensees that yield problems are costing them money, and we can then help implement training to improve performance. More and more licensees are recognising the benefits, and when they do realise the value of the system everyone wins and we can help drive even greater benefits for our licensees.

One of the biggest benefits to Robinsons is in terms of technical services, where we can see core cellar temperature, temperature at point of dispense, and can analyse the dispense issues over time. We can use this valuable information to potentially rectify any issues on site, by talking the licensee through possible solutions over the phone, meaning a better service for the licensee and a more cost effective service for Robinsons.