



Beaver and Bulldog Case Study



Picture Taken on New Years Eve 2010



“Every Friday and Saturday night since November 27th we have had our heaters going with up to 65 - 70 additional patrons on the patio allowing us to have an equal amount let into the bar area inside .”

John A. MacDonald
Beaver and Bulldog in Burlington, ON Canada
Operating Partner - February 2011

The Bermuda Triangle at Ontario Lakeshore Bar

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Beaver and Bulldog Neighbourhood Taps and Grille located on the shore of Lake Ontario is an upscale casual dining restaurant with very successful bar nights on both Friday and Saturday. What started out as an investment to keep smokers warm during these

winter nights quickly turned into much more. Since the EvenGLO patio heaters were ignited, Beaver and Bulldog increased capacity up to 65-70 patrons a night and have had an average of \$400 per night extra from outdoor beverage sales alone!



evenGLO™
RADIANT PATIO HEATER



“What started out as a convenience for our smoking guests has morphed into a separate sales zone.”

Outdoor beverage sales were never an option or consideration for Beaver and Bulldog before their purchase of three EvenGLO Patio Heaters. Not only does Beaver and Bulldog increase sales from opening a beverage station outside, they also gain permission to allow more patrons inside - “With turnover on our bar night we believe that we get up to 65-70 more people through the doors on the nights we have the heaters on which results in significant additional cover charge and beverage sales.”



The response from the customers has not only been positive on the bottom line but through graceful word of mouth as well John proclaims - “We set the three units up in a sort of Bermuda Triangle (as one of my guests put it) and put a table in the middle. Guests, without coats on, have been known to remain out on the patio for hours on end, ordering from the beverage cart and being happy to enjoy a smoke without losing the spot in the triangle. The guests have made many comments that they wish more operators has this option in their smoking area.”

The Bermuda Triangle at Ontario Lakeshore Bar

Durability Beaver and Bulldog purchased three covers for their EvenGLO heaters to decrease ice collection from harsh Canadian winters. But the icy temperatures of Canada do not stop the EvenGLO from performing by any means says John. The Beaver and Bulldog have been able to use this to their advantage - “Even last weekend Saturday February 19th we averaged 40 people on the patio all night long... The EvenGLO units are light enough to easily move around yet stand up to the worst weather we have seen this year without any problems”. What started out as a two unit purchase to keep a few people warm quickly turned into a purchase of a third unit and a transformation of an otherwise empty winter patio!



“I truly believe that the heaters have given us a competitive advantage over our immediate competition ... I would not hesitate to recommend this company to any restaurant or outdoor venue that would like to extend their season.”



John A. MacDonald - Operating Partner, Beaver and Bulldog



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For more information, contact: