

## BLENDING IT UP WITH BE AT ONE

Since 2017, Icelly Done has worked with Be At One to help them serve delicious and inventive cocktails, quickly and consistently at their nationwide bars. This partnership has led to an array of best-selling cocktails featuring Icelly Done's blends, including their flagship drink Bit of Me.

### UP TO THE CHALLENGE

With 39 bars all across the country, Be At One are challenged with producing tasty and consistent cocktails, whilst keeping up with a high volume of orders, especially during Happy Hours.

Their guests have come to expect the experience of a first-class cocktail, without the waiting time. Be At One want to ensure they're maximising revenue per bartender, per shift, whilst maintaining a high gross margin on every drink sold across their menu. All this whilst reducing bartender prep hours, and wastage.

### VERSATILE SOLUTION

Icelly Done exclusive and custom blends have enabled Be At One to offer a versatile range of delicious, consistent and best-selling cocktails.

Whether they're shaking, stirring or mixing, Be At One's bartenders – regardless of staff turnover – are able to produce more cocktails per hour, increasing customer spend. Less waiting times means better customer experience, which increases the chances of customers returning to the bar in the future.

### TASTY RESULTS

- 3 of Be At One's best sellers feature Icelly Done cocktail blends
- Be At One continue to achieve upwards of 78% GP on cocktails using Icelly Done blends

### HEAR IT FROM BE AT ONE:

'Speed of serve and consistency of the final drink across our sites has proved vital.'

Matt Fleming @ Be At One

Looking to emulate Be At One's Success with blends of your own?  
Give us a shout at 01992 442993 or email [lefti@icelydone.com](mailto:lefti@icelydone.com)



BE AT  
ONE  
COCKTAIL BAR



RESPECT FOR  
Craft  
People  
Planet  
REMARKABLE COCKTAILS