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Tir Na Nog Enlists IntelTap to Monitor Draft Beer System

PHILADELPHIA, October 4, 2007 – Tir Na Nog has chosen IntelTap to install a complete draft beer monitoring system for its Philadelphia location. The IntelTap system will monitor beer cooler temperatures, temperatures in the Glycol and Kilkenny systems, line cleanliness and keg inventory management.

Tir Na Nog is an Irish restaurant concept that combines the traditional Irish pub experience with new American cuisine. In addition to the Philadelphia location, it also has locations in New York City and Baltimore. The Philadelphia location has 36 taps in its draft beer system.

“Our customers expect us to serve them a great draft beer when they visit us,” said Ken Merriman, general manager of Tir Na Nog. “IntelTap provides us with the information we need on our draft beer systems to keep them running at peak performance. Our patrons get the draft beer they expect and deserve, and we get repeat customers.”

“Our combined knowledge of draft beer dispensing, beverage reporting and the industry requirements specifically make Tir Na Nog a great partner,” said David Adams, IntelTap’s president and CEO. “We are excited to help Tir Na Nog remain a market leader by implementing a solution designed to provide the best customer experience.”

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InteliTap, founded in 2005, is headquartered in Powhatan, Va., and provides the hospitality industry with an automated solution and tools to better manage and control its draft beer systems and inventories. It has developed and installed monitoring systems for clients throughout the United States and the United Kingdom.

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