



**For Release September 20, 2022**

### **Jon Taffer x Krowne Collaboration**

*Krowne Collaborates with Hospitality Expert and Thought-Leader Jon Taffer on Revolutionary Bar Equipment*

*Introducing “The Taffer Command Station by Krowne” – a tech-driven bar solution*

Wayne, New Jersey (September 20, 2022) **Jon Taffer** and **Krowne** have teamed up to announce their biggest collaboration yet, **The Taffer Command Station by Krowne**. This launch represents the most innovative and tech-infused bar solution ever created by merging the ideas of Jon Taffer, renowned expert of business efficiency and profitability with the customer experience proficiency of Krowne, the leader in bar design, manufacturing, and cutting-edge technology.

The idea was first conceptualized as a solution to the immense output requirements of each of Taffer’s restaurant locations, [Taffer’s Tavern](#). Through intensive research, design, and testing, Taffer and the Krowne team crafted a zero-step station that achieves perfection in flow, functionality, and profitability. By utilizing the latest technology blended with augmented reality and Krowne’s groundbreaking bar configurator, [BarFlex3D](#), the team was able to stress-test hundreds of setups before producing the final design.

When asked what prompted the collaboration, **Jon Taffer** explains, “It all started with rough sketches and ideas to maximize the precision and quality of cocktails throughout each of our Taffer’s Tavern locations. After meticulously building this station with Krowne and seeing the incredible results that it produced, we decided it would be a disservice to not offer it to the world. This station really is a gamechanger and I’m proud to be part of a solution that will completely disrupt bar design as we know it.”

To further dig into the design philosophy, Krowne’s President **Kyle Forman** states, “The bar is the profit center of the restaurant, command central, and we’ve created a solution that extracts every bit of speed and efficiency out of the setup while keeping the bartender rooted in their station. This allows for faster service, higher quality cocktails, and increased profitability.”

This station redefines the status quo of bar design through forward-thinking Bluetooth® compatibility to automate soda gun cleaning, coveted freezer storage for large craft ice, and a hybrid space-saving dual sink for touchless hand washing and glass dumping. The station also has an integrated cutting board for preparation of fresh garnishes, a speed rinser for mixing tins and glasses, and a dipperwell for specialty tools along with ample garnish, elixir, and liquor bottle storage. For the cherry on top, add Krowne’s flush-mounted liquid CO2 glass froster for instant frosting, sanitizing and flair to add the x-factor to any cocktail program.

The Taffer Command Station is not your everyday workstation, but rather a premium solution that thrives in high output environments with a multitude of inputs and fresh ingredients. This station represents the pinnacle of bar design and is offered in a variety of configurations. Reach out to [sales@krowne.com](mailto:sales@krowne.com) or visit <https://krowne.com/taffer-command-station> to learn more today.

Available for immediate purchase. All orders subject to standard lead times.

### **About Krowne**

Krowne is a 3rd generation, family-owned company manufacturing in the U.S.A. Through rapid expansion and innovation, Krowne is now the fastest growing company with experience ranging from custom underbar equipment and refrigeration to high quality faucets and pre-rinses. For more information please visit: <https://krowne.com/>

### **About Jon Taffer**

Jon Taffer is an award-winning hospitality expert, entrepreneur and thought leader with nearly 40 years of experience in the hospitality, entertainment, and nightlife industries. Best known as executive producer and star of Paramount Network's Bar Rescue, a non-scripted reality show that spotlights Jon as he saves failing bars from looming closure that is now in its eighth season. This year Jon goes head-to-head against chef Robert Irvine in 24-hour restaurant makeovers on an all-new three-episode series streaming on Discovery+ called Restaurant Rivals: Irvine vs. Taffer. In 2019, Jon announced the launch of his own innovative, full-service restaurant franchise concept, Taffer's Tavern, which launched in Atlanta in 2020 and most recently opened locations in Washington D.C. and the Boston area. Taffer's Tavern features outstanding signature cocktails, elevated tavern foods, and the latest advancements in restaurant technologies. Concurrently, Jon runs Taffer Dynamics, his business consulting firm. Over the years, he has consulted for a range of well-known brands, including the NFL Network, Anheuser-Bush, Ritz-Carlton, TGI Fridays, Buffalo Wild Wings, Famous Dave's Barbecue and Fortune 500 brands such as Hyatt Hotels and Marriott International. In addition, Jon is a best-selling author having written three books: "Raise the Bar," "Don't Bulls\*t Yourself," and his newest book "The Power of Conflict: Speak Your Mind and Get the Results You Want." For more information, visit [www.jontaffer.com](http://www.jontaffer.com).

### **Media Contacts:**

#### For Krowne:

Allison Kane  
Marketing Coordinator  
(973) 305-3408  
[akane@krowne.com](mailto:akane@krowne.com)

#### For Jon Taffer:

Chelsea Brandon  
Scenario Communications  
[chelsea.brandon@scenariopr.com](mailto:chelsea.brandon@scenariopr.com)