



FOR IMMEDIATE RELEASE

EVOLVING FROM STATIC TO ADAPTIVE STATIONS WITH KROWNE

(Wayne, New Jersey July 24, 2024): Krowne, a leading manufacturer in the foodservice industry announces their most groundbreaking solution yet – MoveWell Adaptive Stations. These cutting-edge, ergonomic stations are designed to enhance flexibility and productivity. As the first of its kind, Krowne’s MoveWell Adaptive Stations are pioneering an alternative to static workstations with a new era of adaptivity behind the bar.

Designed for total versatility, MoveWell Adaptive Stations facilitates instant reconfiguration of bar stations to accommodate for specialty cocktails, left-handed bartenders, daytime coffee stations, mixology setups and much more. Krowne’s integrated modular sliding track system

enables seamless movement of all inserts, optimizing productivity and craftsmanship. The main station features a centralized drain for efficient water drainage and a backsplash integrated with multiple quick-disconnect water lines, offering Speed Swap plumbing connections for added flexibility. Krowne has expanded the station’s capabilities further with an optional ultra low-profile dual refrigerator featuring rollout sliding drawers providing additional integrated cold storage for bottles, cans, pre-batched cocktails and other chilled ingredients.



With the unveiling of MoveWell Adaptive Stations, Krowne has introduced a MoveWell Tool Caddy (pictured bottom left) featuring a high-performance speed rinser, a combination storage bin for wet and dry tools, and a perforated insert with a dipper well

Among other product launches is a newly designed angled 3-tier speed rack for quick liquor bottle access, an ergonomically designed high-performance speed rinser and a wash down dump sink with a flexible hose, both with connections for Speed Swap plumbing connections.

Driven by innovation, Krowne has additionally introduced 3 product bundles equipped with sets of modular inserts to further expand on the new series of adaptive stations. The Essentials Bundle includes everything needed to begin crafting cocktails and mocktails. The Enhanced Bundle





expands these capabilities, allowing for a broader range of craft beverages, catering to diverse needs. The Elite Bundle further maximizes efficiency and output behind the counter with its comprehensive array of modular inserts.

Krowne is committed to redefining industry standards by constantly improving, innovating, and anticipating the evolving demands of the market. Kyle Forman, President of Krowne, explains “We innovate through attentive listening. The introduction of MoveWell Adaptive Stations fully exemplifies what Krowne is known for today – being dynamic, efficient, and at the forefront of innovation.”

Step into a world of Adaptive Stations: <https://krowne.com/movewell/>.

Watch the full product reveal: [MoveWell Adaptive Stations](#).

About Krowne

Krowne is a third generation, family-owned company manufacturing in the U.S.A. for over 75 years. Rapid expansion and innovation have solidified Krowne as the fastest growing bar equipment company in the world, with experience ranging from custom underbar, refrigeration, and beverage dispensing systems to high quality faucets, pre-rinses, and gas connectors. Krowne’s drive for new-age design has propelled them to new heights with cutting-edge configurators like BarFlexPro and FloorDesigner, along with winning several awards for excellence in innovation. Through expansions and innovations Krowne remains committed to their values of quality and sustainability. For more information, please visit: <https://krowne.com/>.

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