

Changing the Way the World Drinks  
One Tube at a Time!

## Quaker Steak & Lube® LUBE TUBE Program

### Overview:

This program was designed exclusively for Quaker Steak & Lube® (QS&L) in an effort to develop a simple distribution, service, and marketing relationship with Beer Tubes™. The primary goal of the program is to provide high-quality, branded beverage dispensers to every QS&L location in the market which, in turn, can drive increased beverage sales. Additional service and marketing support will enhance the programs additional goal of increased brand awareness for QS&L.

### Program Advantages:

One of the primary advantages of developing a branded design for QS&L is the common experience that is created. A Lube Tube in Sharon, PA is the same Lube Tube in Milford, OH, as well as any other QS&L location. Customers can have the same great experience regardless of the specific location. This also provides a consistent branding and promotion platform that further enhances the QS&L experience and helps customers identify with the brand. Another advantage is in the distribution that can now be provided. Reinhart Food Service can efficiently handle the service needs of each individual franchise by stocking complete Lube Tube units as well as replacement tubes (with taps). Other replacement parts and accessories are all readily available and can quickly be supplied to each restaurant directly from Beer Tubes.

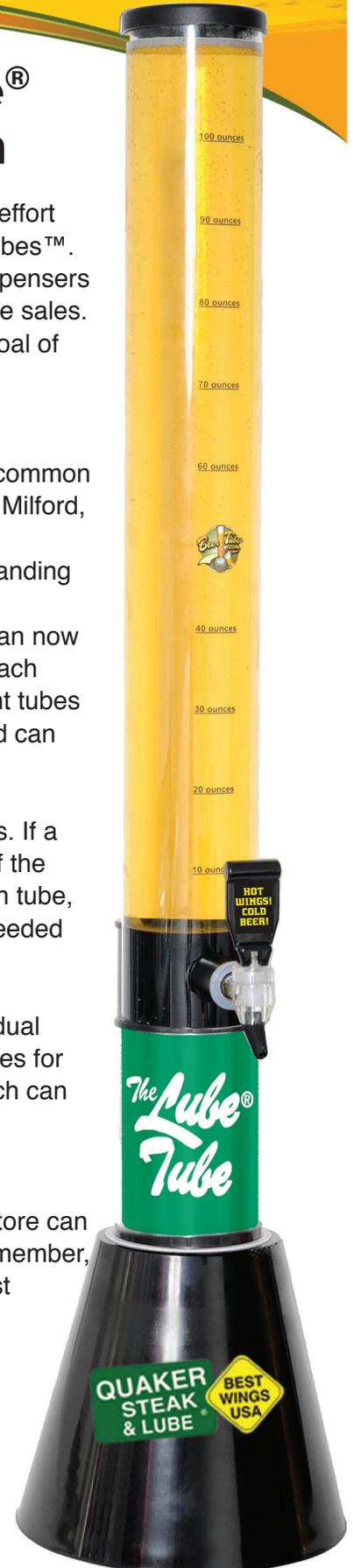
The interchangeable parts allow for efficient handling of broken or damaged units. If a tap breaks, it can be replaced without replacing the base and/or tube. Similarly, if the tube breaks it can be replaced without ordering a new base or tap. Because each tube, tap, and base is interchangeable, you can simply order any replacement parts needed in a cost-effective manner.

By offering a branded product that is specifically designed for QS&L, each individual store will benefit from the sharing of marketing ideas, promotions, and proven uses for the Lube Tube. Ideas can be shared and applied to the individual restaurant which can increase the effectiveness of the product for everyone.

### Pricing:

By taking advantage of the group buying power of the QS&L restaurants, each store can invest in this valuable tool for their business at a significant cost savings. And remember, the ability to reorder interchangeable parts individually will result in long-term cost savings as well.

**For additional information or questions, please contact:  
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