

BEEERCHAMP

Your best bartender never slows down

Live events are growing faster
than hospitality capacity.

Global stadiums, festivals, and
live experiences are expanding.

Service infrastructure is not.



Beverage service is one of the
biggest hidden revenue bottlenecks.

Automation is no longer optional.

It's inevitable.

FACT 1. - INDUSTRY GROWTH

The global events industry is massive and growing:

- Valued at over **\$1.27 trillion in 2024** and expected to surpass **\$1.9 trillion by 2029** (CAGR~9.1%).

The sports hospitality market, where food and beverage is the largest segment — is forecast to **more than triple from 2025 to 2032**.

FACT 2. - BEVERAGE SPEND + FAN BEHAVIOR

Nearly **94% of fans buy food or drink at live sporting events**, and a majority would spend *even more* if wait times were shorter.

In fixed stadium halves or breaks, traditional concession queues cause massive lost sales (e.g., only a fraction of fans actually buy during short peaks).





FACT 3. QUEUES = LOST REVENUE

75% of customers leave a queue if waits exceed ~10 minutes, directly translating to lost sales. When wait times exceed 15 minutes, satisfaction plummets by 67%, and the likelihood of negative reviews increases by 54%.

Over half of attendees *say they would spend more* if wait times were halved.

Nearly all, 94% of respondents noted they buy food and beverages while at sporting events and 58% said they would spend even more if they didn't have to wait in lines.

FACT 4 - HIGH TURN-OVER

Hospitality has some of the **highest staff churn in any industry**, with surveys showing retention as low as ~21% annually, making service consistency difficult at peak demand.

Global Events Market	+9.1% CAGR to \$1.9T by 2029
Sports Hospitality Growth	+21% CAGR to 2032
Fan Purchase Behavior	94% buy food/drink at events
Queue Impact	75% abandon if waits >10 min
Spend Potential	>50% would spend more with faster service
Staff Turnover	~21% annual retention in hospitality

THE EVENT EXPLOSION

Live events market nearly doubles by 2035.

Live experiences are not slowing. They're multiplying.

The global live events industry is booming:

Valued at **~\$438.8 B in 2023** and projected to **\$819.1 B by 2035** (5.4% CAGR).





Live events (music, sports, festivals, corporate, conferences) continue strong growth worldwide.

Event tourism alone was valued at ~\$1.45 T in 2024 and is projected to reach ~\$2.52 T by 2032 (7.3% CAGR).

THE ECONOMICS OF BEER AT SCALE

Demand is huge, but service delivery costs money. Beer waste is a silent margin killer.

Beer wastage costs hospitality billions:

- In the UK alone, beer wastage costs ~£212 million/year.





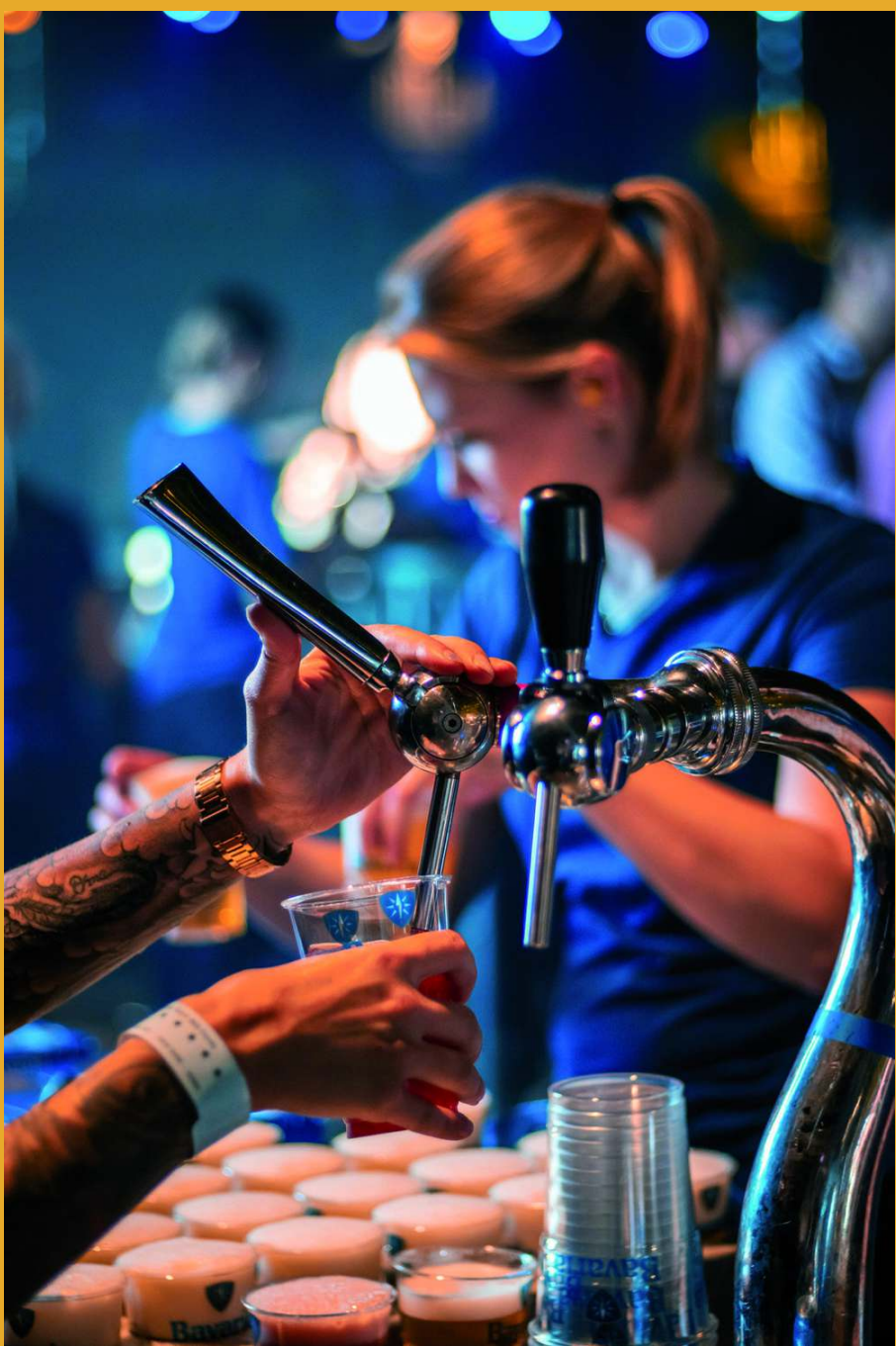
**Over-pouring, spills, cleaning
& service inefficiencies
directly cut into margins.**

The problem is not demand;
the problem is delivery.

THE HUMAN BOTTLENECK

People are great, but the traditional service model is breaking at scale.

Hospitality consistently ranks among industries with the highest staff turnover, especially at large-scale events where peak service stress is highest.



Great events are still relying on a workforce model designed **decades ago**, one that struggles with peak demand, burnout, inconsistency, and cost volatility.



SUSTAINABILITY & WASTE

Beer wastage is expensive and environmentally impactful.

Reusable systems like cup reuse programs dramatically cut single-use waste, but must be implemented thoughtfully (studies show 10–15% loss/damage without proper systems).



- › *Reusable cups reduce waste, but only with smart logistics*
- › *Every litre poured inefficiently costs money and reputation*
- › *Sustainability isn't a trend, it's operational risk management*

WHY AUTOMATION IS THE INEVITABLE NEXT STEP

Automation in Every Industry

AIRPORTS, SEAMLESS FLOW

Automated check-in kiosks and bag drops have become standard worldwide to reduce queues and improve throughput. Self-service systems let travellers process themselves quickly without front-desk staff bottlenecks.

Self-service travel tech reduces wait time and labour needs.

WAREHOUSES, PRECISION AT SCALE

In logistics, automation **reduces manual errors, increases speed, and cuts labour costs**, with robotics and real-time systems managing inventory and movements.



MANUFACTURING, PRODUCTIVITY UNLEASHED

Automation has transformed factory floors, faster production cycles, fewer defects, lower human labour for repetitive tasks. Efficiency gains from robotics are measurable and scalable.

RETAIL SELF-CHECKOUT, FASTER TRANSACTIONS

Self-checkout machines globally are projected to exceed **~1.2 million units by 2025**, letting customers check out without traditional cashier queues.

Hospitality is one of the last large-scale industries still operating manually at peak moments, and that's a strategic gap.

WHAT AUTOMATION REALLY MEANS (AND WHAT IT DOESN'T)

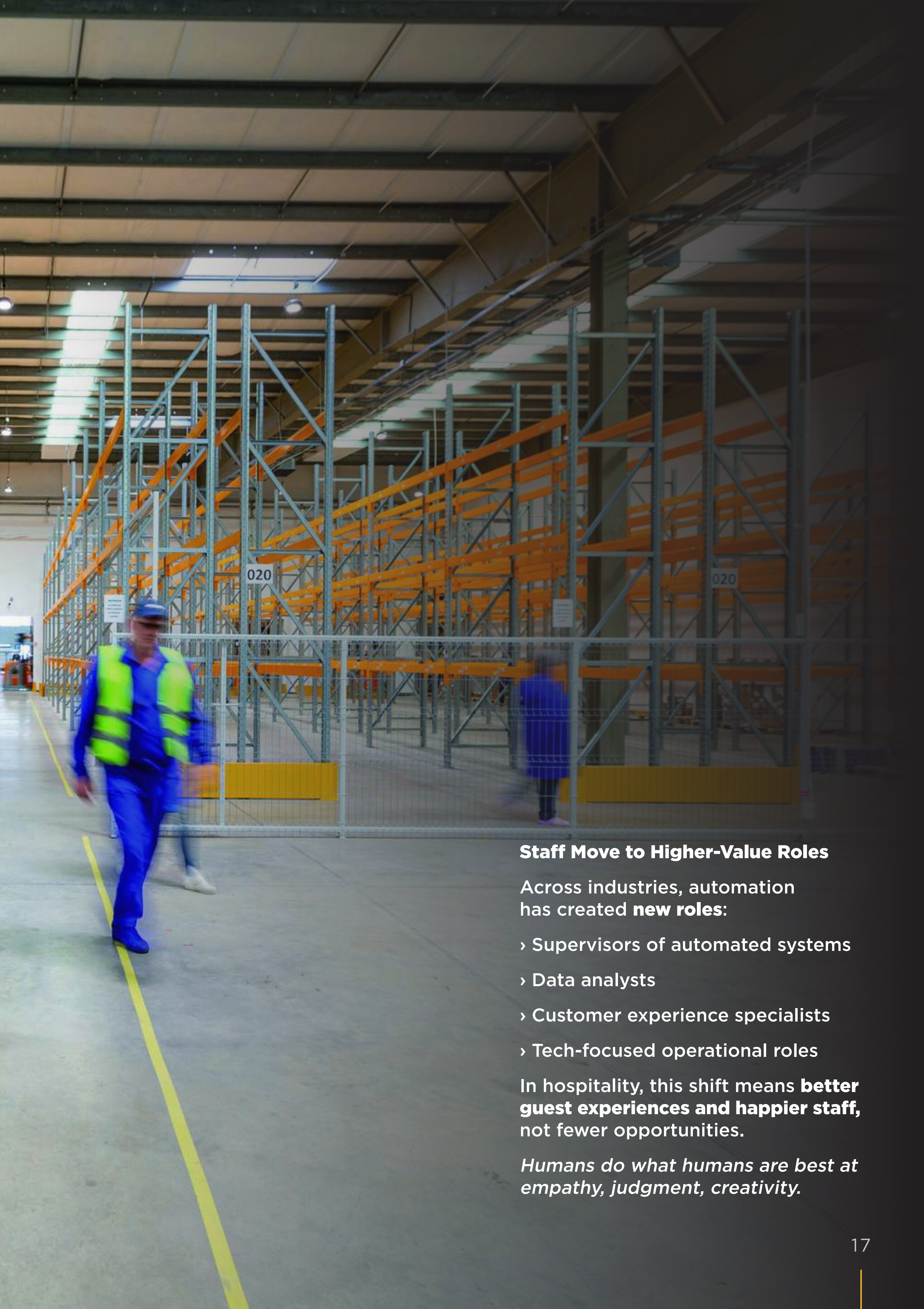
Automation improves human work;
it doesn't replace purpose.

Automation takes *repetitive, time-consuming bottlenecks* away from humans so people can focus on **value-added tasks** like relationship building, quality oversight, and complex problem-solving.

*Machines free talent,
they don't erase it.*

Automation = Removing Bottlenecks

When systems handle repetitive work, **consistency and speed improve** — with fewer errors and fatigue than human-only processes. This is why airports, logistics, and retail lean on automation.



Staff Move to Higher-Value Roles

Across industries, automation has created **new roles**:

- › Supervisors of automated systems
- › Data analysts
- › Customer experience specialists
- › Tech-focused operational roles

In hospitality, this shift means **better guest experiences and happier staff**, not fewer opportunities.

Humans do what humans are best at empathy, judgment, creativity.

DATA, PREDICTABILITY & CONTROL

The invisible layer

*What cannot be measured
cannot be optimised.*

Every pour generates information.

Every event creates patterns.

Data turns guesswork into
predictability.

Predictability is the difference
between reacting and operating.

Successfully published "Tapped beer" to s

Successfully published "Temperature repc

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Successfully published "Temperature repc



Automation only works when it fits into the wider system.

When beverage service becomes predictable, the entire event becomes easier to run.

THE BIRTH OF BEERCHAMP

We didn't discover the problem.
We lived with it.

For more than eleven years, we operated a professional football team, and match after match, season after season, one issue never changed. Demand was there, the crowd was there, and the atmosphere was right, yet beverage service remained the bottleneck. We tried several existing machines and alternative solutions, but none truly solved the problem at scale. Queues formed quickly, peak moments passed too fast, and sales were lost not because fans didn't want to buy, but because they couldn't.

Once we started paying attention, we saw it everywhere.

When we began to look beyond our own operations, the pattern became impossible to ignore.

No matter the size of the stadium or the scale of the event, the same issues appeared again and again. Long queues. Long waiting times. Frustrated guests.



Alexandra and Gábor at ZTE Arena, 2022



Queue at ZTE - Ferencváros football match, 2020



Queue at NK Osijek vs. Rijeka, 2026



From small venues to major arenas, from local matches to international events, beverage service consistently struggled at peak moments. Different locations, different formats, the same operational limits.

We stopped asking how to work faster. We started asking what had to change.

Once we accepted that the problem was systemic, incremental fixes no longer made sense. Adding more staff, extending shifts, or rearranging bars did not address the core issue.

The real question was no longer how to serve faster for a few minutes, but how to design a system that could perform consistently during every peak moment.

We realised that beverage service at scale was still relying on processes built for a different era.

We did not start with a machine.
We started with first principles.

We broke the problem down
to its simplest elements.
Speed. Precision. Consistency.

We asked what a beverage service
would look like if it never slowed
down, never over poured, and
delivered the same result from
the first drink to the last.

Only after defining those principles
did we begin exploring how
technology and automation could
support them in real operating
environments.

This was the moment we decided
to build it ourselves.

The idea of BeerChamp was born.

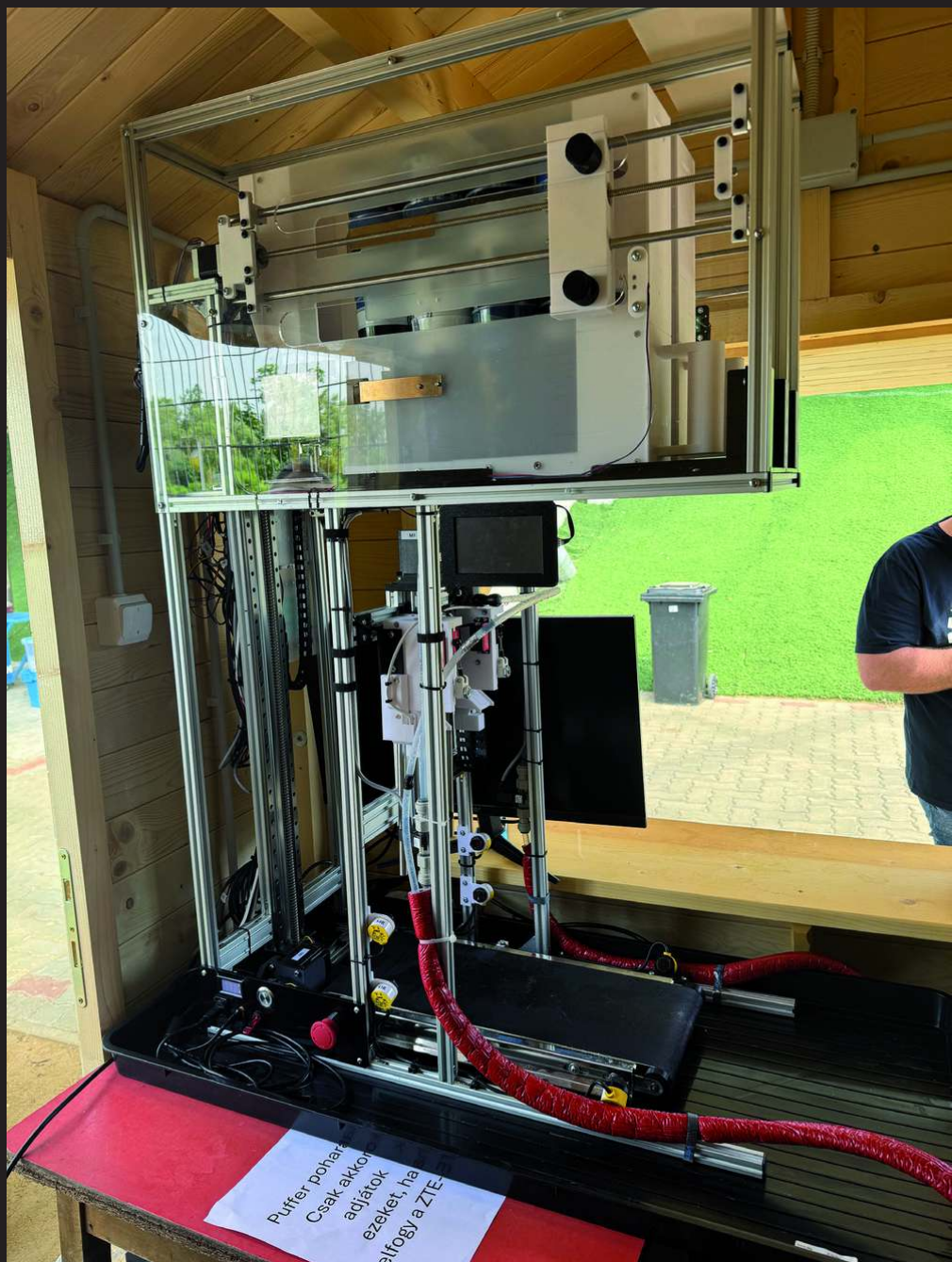
Turning that idea into reality was not
a straight path. The first prototype
took time, patience, and persistence.
Over nearly three years, the system
went through repeated highs and
setbacks.

Some versions moved too slowly.
Others delivered precision but
lacked reliability under pressure.
Each challenge forced us to rethink,
rebuild, and refine.

Progress came through continuous
testing, honest evaluation, and a
willingness to discard what did not
work. The process was demanding,
but it shaped a solution designed
for real operating conditions.



First prototype, 2023



Prototype 1 testing phase, 2023



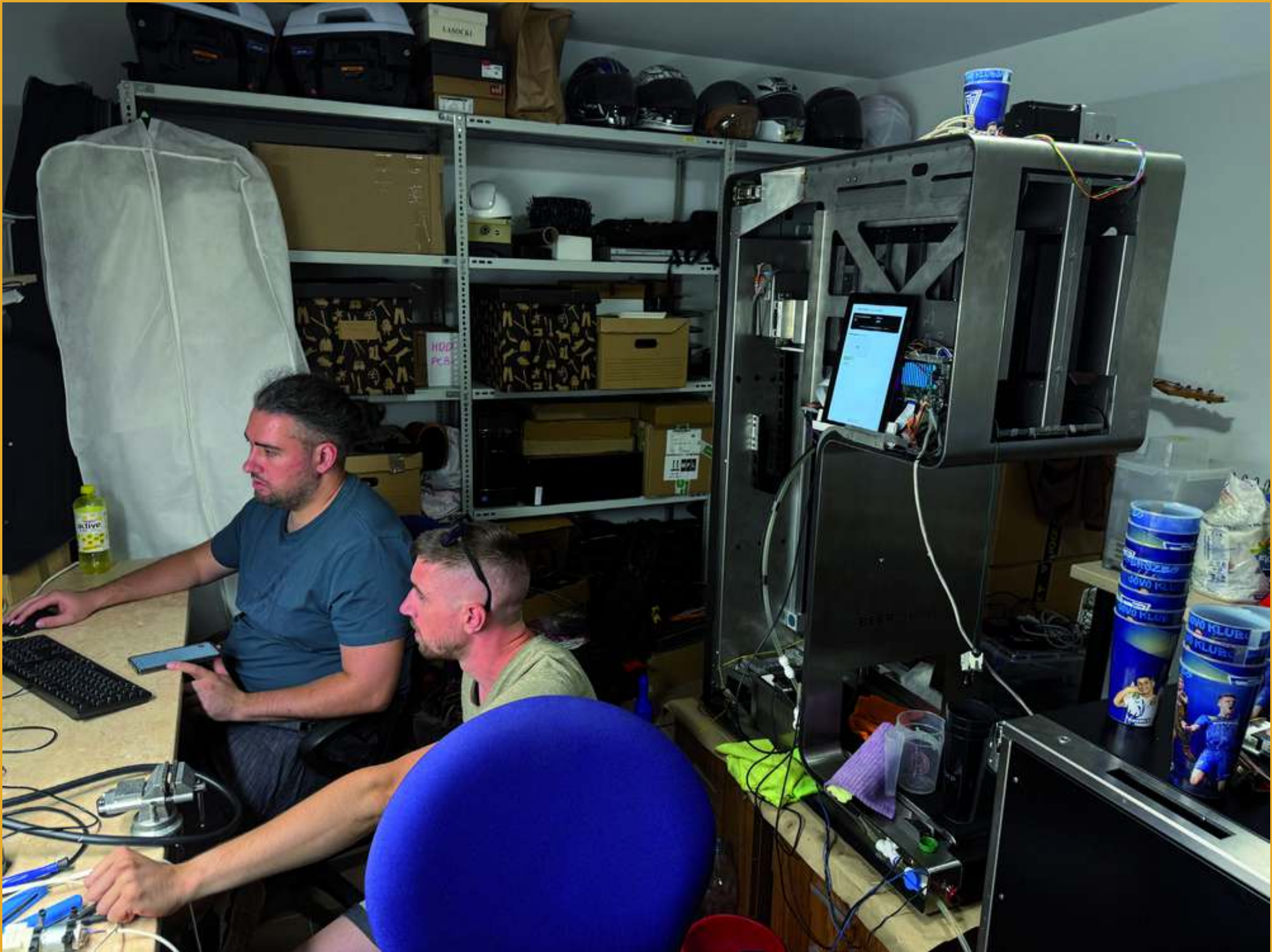
First cup holder design iteration, 2024



One out of the thousand late-night development sessions, 2025



Frame assembly at Indupro, 2025



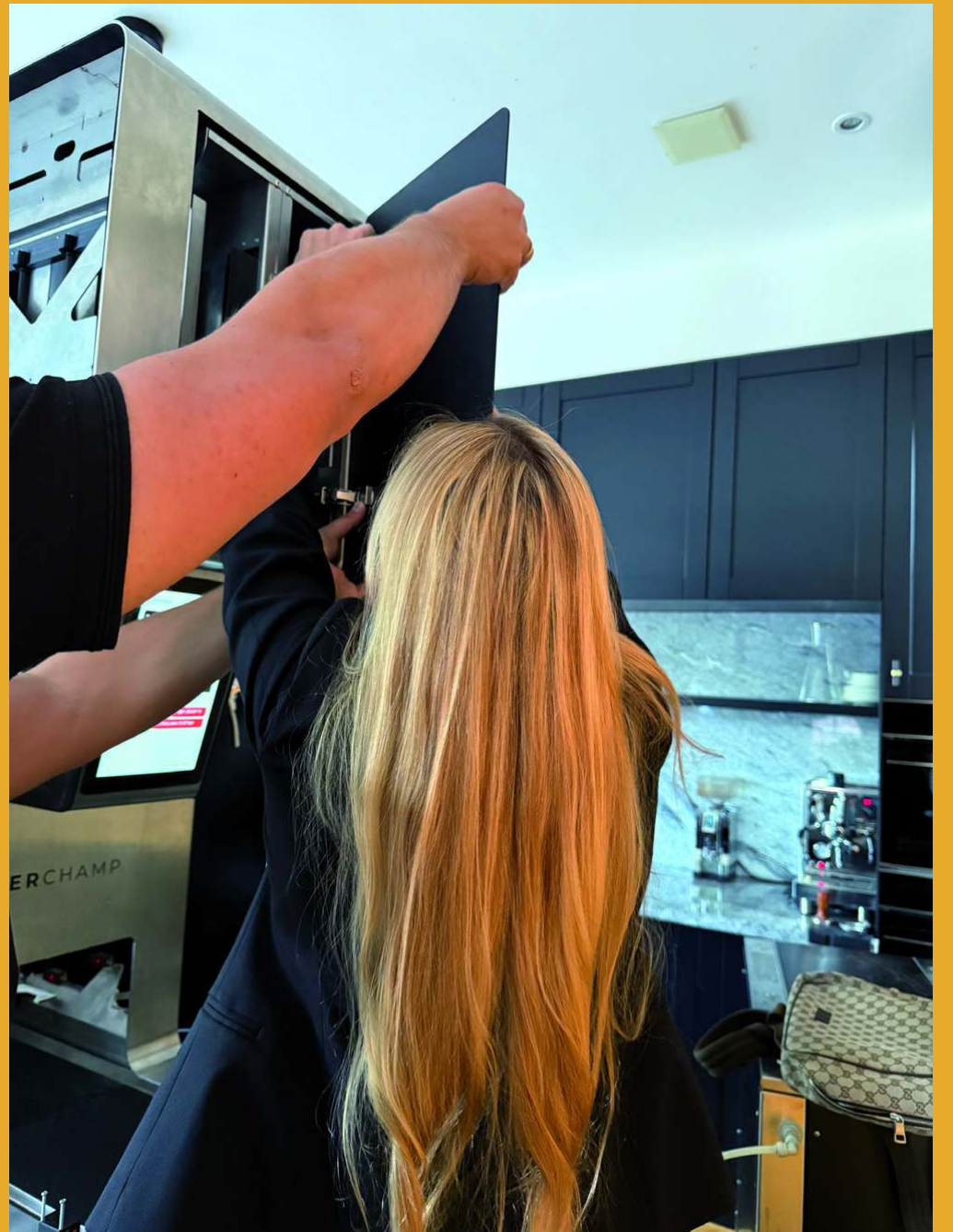
Programming and system configuration, 2025



First view of the custom rear display, 2025



*Installing the custom rear display in
Prototype 4, 2025*



Final adjustments before first live test, 2025



The real test began when theory met live events.

Live events have a way of exposing the truth. They also forced us to learn, improve, and adapt in order to maximise satisfaction, profitability, and the overall experience.

BeerChamp was tested at live events, during peak periods, and under conditions where speed, consistency, and reliability mattered immediately. These moments revealed what no workshop or simulation could fully predict.

Some things worked from the start. Consistency improved immediately, and pouring precision reduced waste more than expected.

Other elements surprised us. User behaviour, cleaning routines, and on site workflows required adjustments that only became clear in real operating environments.

Not everything performed as intended. Components that worked in isolation failed under continuous peak use. Those failures led directly to design changes, stronger materials, and simpler operating logic.



Student briefing at Puskás Arena before gates open, 2025



3D printing process at the factory, 2025



Event preparation phase, 2025



Home testing of the machine, 2025



Ready for initial live testing, 2025

BeerChamp is a system built for peak moments.

Today, BeerChamp is an automated beverage service designed specifically for high demand environments. It delivers speed and precision consistently, even during the most intense peak periods of an event.

With its performance, BeerChamp stands apart in the market. The system is capable of tapping more than 850 half liter beers per hour with

minimal human intervention. Only ten touches are required, limited solely to refilling the cup dispenser.

This level of automation enables faster service, significantly reduces waiting times, and supports a smoother event flow. By removing peak time bottlenecks, BeerChamp allows operators to meet the demands of large crowds while ensuring that every guest is served quickly, consistently, and efficiently.



First live event test, 2025

BeerChamp is built for stadiums, arenas, festivals, and large scale events where volume, speed, and predictability define success.

It fits into existing event operations, working alongside staff rather than replacing them. By handling repeti-

tive peak demand tasks, it allows teams to focus on guest experience, quality control, and smooth operations.

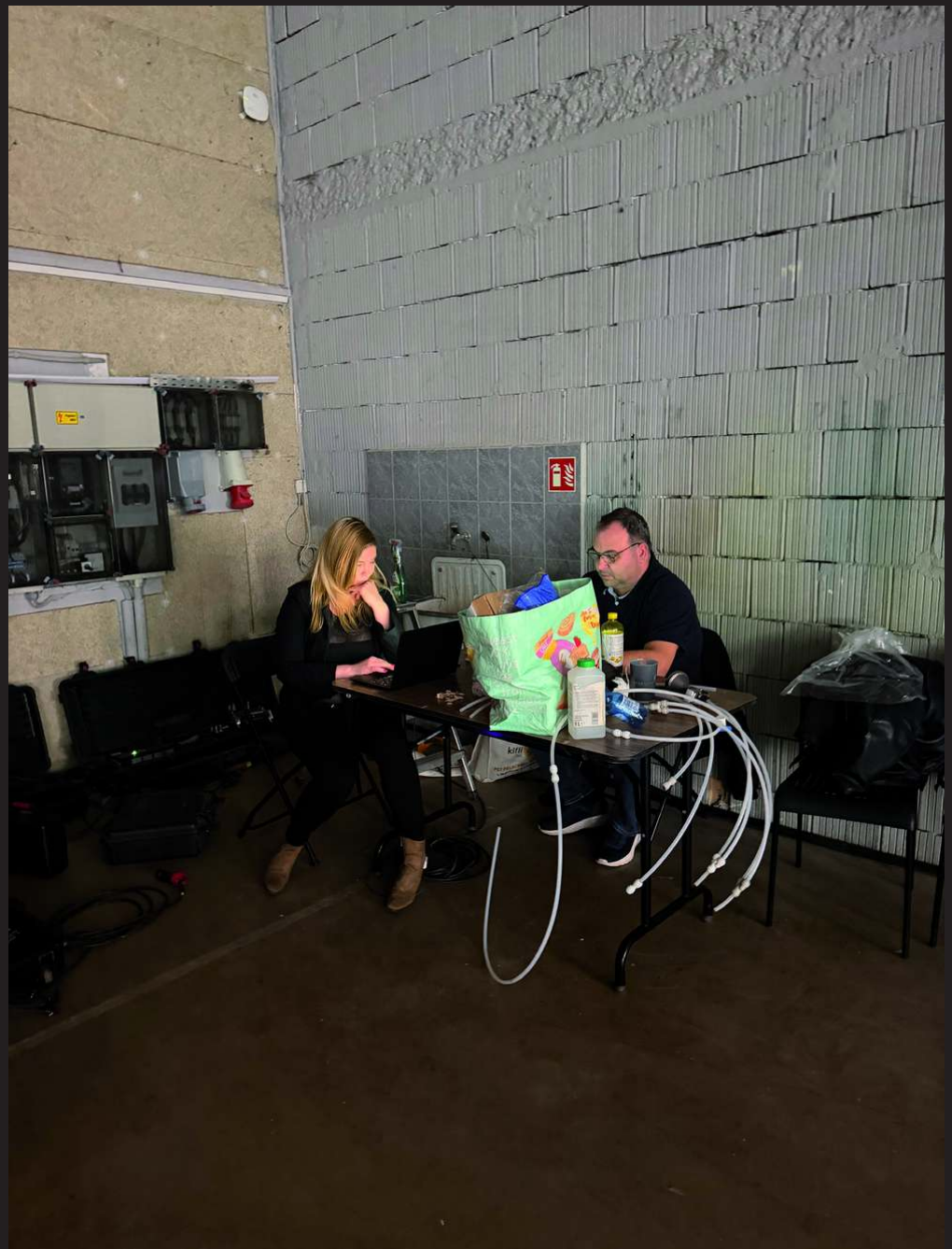
In modern live environments, BeerChamp is not an alternative. It is a natural evolution.



Behind-the-scenes photos from the photo and video shoot, 2026



*Behind-the-scenes photos from
the photo and video shoot, 2026*





*Behind-the-scenes photos from
the photo and video shoot, 2026*



THE FUTURE OF BEVERAGE SERVICE

The future of beverage service is not defined by speed alone. It is defined by information.

Every pour creates data. Over time, this data reveals patterns in demand, peak moments, consumption behaviour, and operational efficiency.

When beverage service becomes measurable, it becomes manageable.

Data driven operations allow event organizers to move from reactive decisions to informed planning, improving outcomes across every event cycle.

The next step is integration.

As events become more complex, beverage service cannot operate in isolation. The future lies in systems that connect seamlessly with the wider event infrastructure.

Integration with access control enables demand forecasting based on crowd flow.

Cashless payment systems simplify transactions and reduce friction.

Loyalty and engagement platforms turn service moments into long term relationships.

Together, these connections allow operators to optimise events in real time and deliver a smoother, more coordinated experience for guests.





THE BEERCHAMP VISION

Built from experience, shaped by pressure, designed for the future.

BeerChamp did not begin as a product idea. It began as a response to years of real operational pressure, repeated frustrations, and unanswered questions.

It was shaped by crowded concourses, peak moments that moved too fast, and the constant tension between guest experience and operational limits.

BeerChamp exists because live events deserve systems that can keep up with their energy, their scale, and their expectations. Systems that perform when it matters most.

Some solutions are not invented.

They are revealed once the problem has been lived long enough.











SOURCES & METHODOLOGY

The insights, market observations, and industry context presented in this publication are based on a combination of publicly available research, industry reports, academic studies, and sector specific analyses.

Market size figures, growth projections, and behavioural insights have been sourced from recognised research institutions, industry publications, and professional platforms covering live events, hospitality, and operations.

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This project was built together.

Thank you,
Alexandra

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