

# Why Ireland Is Ready for a New Standard in Cocktail Service

By David Mc Donald

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# Why Ireland Is Ready for a New Standard in Cocktail Service

*Ireland's hospitality industry continues to evolve  
but one area remains under significant pressure.  
Cocktails.*

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Demand is rising yet the ability to produce them quickly consistently and profitably is increasingly difficult.

This is the challenge that led me to Mixologiq.

Mixologiq was created around a belief that immediately resonated with me as someone who supports venues across Ireland every day.

Every venue deserves to serve high quality cocktails with speed consistency and ease.

Along with that belief Mixologiq is an advanced cocktail automation system built specifically for commercial hospitality. It is designed to deliver premium cocktails at high speed and with perfect consistency regardless of staff experience. It gives venues a dependable way to handle busy service periods without compromising quality.

This combination of purpose and capability is exactly why Refrigeration Solutions Ireland is proud to introduce Mixologiq to the Irish market as its exclusive distributor.

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# Ireland's Cocktail Challenge

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The operational issues facing Irish hospitality are persistent and widespread.

## Staff shortages



Skilled cocktail bartenders are difficult to find and even harder to retain.  
Many venues restrict cocktail menus simply because they cannot produce them reliably.

## Waste and lost margin



Over pouring mis pours and remade drinks reduce profit without operators realising how much is lost week after week.

## Inconsistent results



Different bartenders produce different cocktails which leads to customer disappointment and lower repeat business.  
For chain restaurants and hotel groups this is a significant brand concern.

## Peak time pressure



Match days, concerts, festivals, weekends and ferry boarding periods all create intense bursts of demand.  
Slow cocktail production during these periods results in lost sales and frustrated guests.

## Spirit brand expectations



Spirit brands need signature serves that match their standards in every venue. Human variation makes this difficult to achieve at scale.  
These challenges will not resolve themselves which is why a more reliable solution is needed.

## Limited bar space



Most Irish bars do not have the space for expansion.  
Efficiency must come from smarter equipment not larger bars.

# How Mixologiq Solves These Challenges

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Mixologiq offers a combination of speed accuracy and simplicity that directly supports both small independent venues and national chains.

## 1. Consistency across all venues

Mixologiq ensures that every cocktail follows the same recipe every time. This allows chain restaurants bar groups and hotel brands to guarantee the same guest experience in every location.

## 2. Speed that increases sales

Cocktails produced in under 30 seconds allow venues to serve more guests during peak times.

More speed means more rounds more revenue and happier customers.

## 3. Reduced waste and stronger margins

Precision dispensing eliminates over pouring and mis pours.

This protects profitability and gives operators more confidence in stock control.

## 4. Support for staff

Any team member can operate Mixologiq with minimal training.

This reduces dependence on highly skilled staff and allows the team to focus on hospitality and customer service.

## 5. Stronger outcomes for spirit brands

Spirit brands benefit significantly from reliable serve quality.

Mixologiq ensures that every cocktail showcases the spirit exactly as intended which strengthens brand integrity and improves customer trust.

## 6. Built for Irish venues

Mixologiq has a compact footprint designed to fit comfortably into Irish back bars with easy installation and minimal disruption.

# See Mixologiq in Action

## *Tradeshow Demonstrations*



Refrigeration Solutions Ireland will present Mixologiq at upcoming hospitality tradeshows across Ireland.

Both the Mixo 8 and the Mixo 20 will be available for live demonstration.

Attendees will see:

- Real time cocktail production
- Menu customisation options
- Spirit brand integration
- Speed and volume performance
- Software and analytics
- Back bar layout solutions

This is the best way to understand how Mixologiq performs under genuine service conditions.

# A New Standard for Irish Cocktail Service

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*Automation is not about replacing bartenders.  
It is about supporting teams improving consistency reducing pressure  
and creating a better experience for guests.*

Just as refrigeration espresso machines and draught systems changed hospitality Mixologiq represents the next step forward.

Ireland is ready for a smarter more reliable and more consistent approach to cocktail service.

Mixologiq provides that solution and I am proud to bring it to venues across the country.

For operators interested in exploring the future of cocktail service I would be delighted to discuss your needs.

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