

## Behind the Bar, Behind the Scenes: How Flojet Powers the Bottoms Up Experience



In an industry where speed, consistency and customer experience define success, beverage service is about more than background detail – it’s about performance under pressure. For GrinOn Industries, creators of the innovative Bottoms Up draft beer dispenser, the goal has always been simple: deliver great beer to people faster, with less waste and zero compromise on quality.

To push that vision even further, GrinOn partnered with Xylem to integrate Flojet G56 Beerjet pumping technology into its systems – helping bars, stadiums and entertainment venues maintain smooth, consistent pours across high-volume environments where every second counts. In this Q&A, Josh Springer, inventor of the Bottoms Up system, shares how the partnership came about, why Flojet pumps stood out and what it means for operators everywhere who depend on reliable service at scale.

## From dive bars to major venues, Bottoms Up has become a standout. What makes the system unique, and why has it been such a strong fit for such a wide range of environments?

Bottoms Up is built for places that experience a rush of customers at any time. Whether it be at halftime in a stadium or dinner time at the local mom and pop. The system fills the cup/glass/pitcher from the bottom and stops on its own, so staff can keep working away while the beer pours itself. That alone changes how service runs. It cuts waste and helps teams from getting into the weeds without added effort. It helps operators stay on top of demand and focus on serving people well instead of pouring pints and waiting on drink orders.

## As Bottoms Up grew, what made you look closer at the pumping side of the system, and where were the older setups falling short?

Many of our customers were working with draft setups that struggled during peak demand. They were seeing pour speeds that fell behind, along with issues from blended gas systems such as nitrogen creeping into the beer causing taste variations. Maintenance added to that, especially in tight installs where simple fixes took time. It was clear we needed a different approach to support them. We wanted something consistent, easy to work with and that was scalable across different setups. Xylem's Flojet pumps checked those boxes for us.



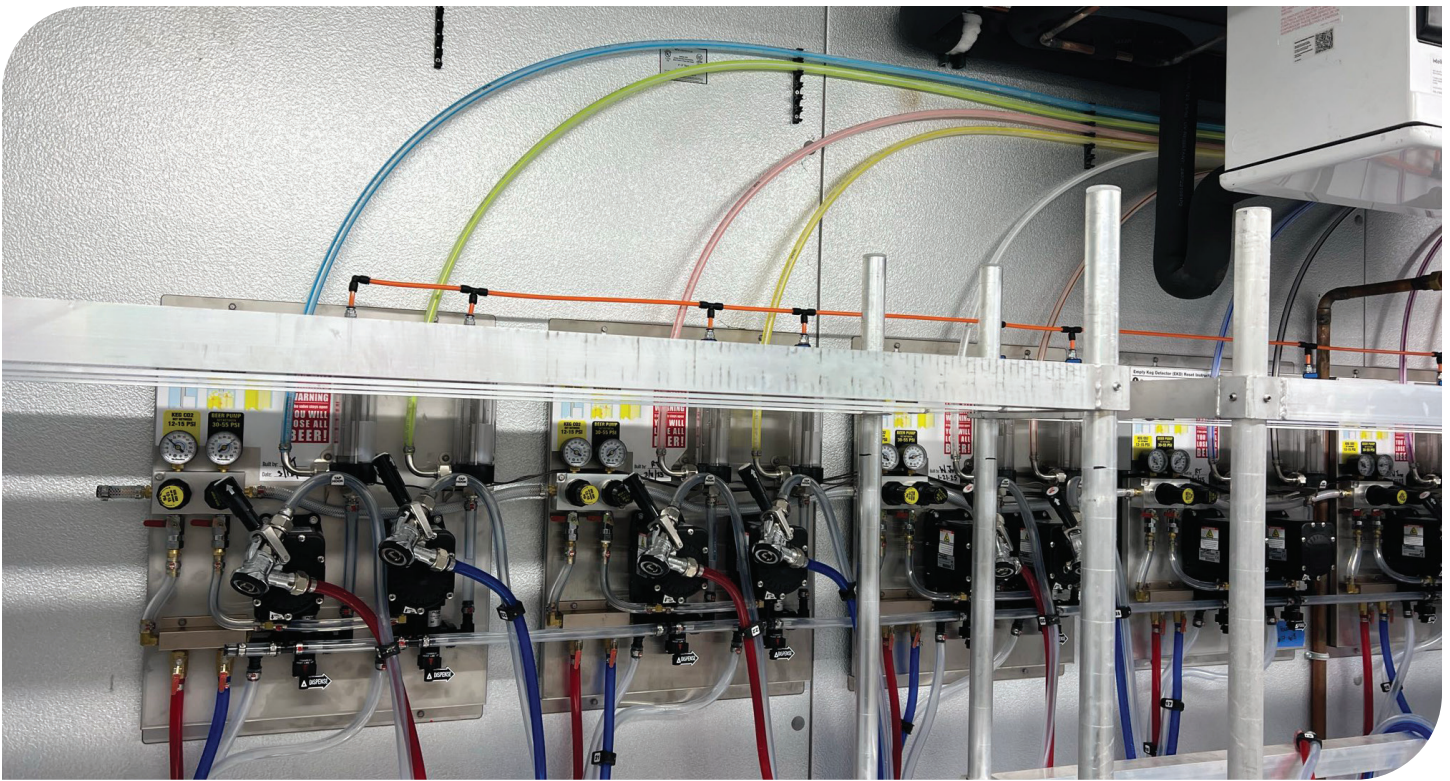
Flojet G56 Beerjet beer pumps provide precise control of flow and pressure, enabling faster pours without compromising taste or consistency.

## Once you brought Flojet into the system, what changed in terms of pour consistency and pace of service?

Flojet gives us independent control of pressure and flow, which isn't possible with traditional pressure-only setups. That lets us pour faster while keeping the CO<sub>2</sub> level where the brewer intended. We've seen real time savings during peak hours, which helps service move and keeps things steady without sacrificing pour quality.

## From a maintenance standpoint, what differences have you noticed since moving to Flojet?

Before switching, a service call could take a while, especially when equipment was packed into tight spaces. With Flojet, most swaps take only a few minutes and don't require tools. The pumps are modular and easy to reach, which makes preventative work straightforward and keeps surprises to a minimum. That simplicity matters when a bar is running at full speed.



With modular design and intuitive layouts, Flojet G56 Beerjet beer pumps make maintenance quick while supporting peak service performance.

### Have you found uses for the pumps outside beer service?

Yes. We use Flojet pumps in mixed-drink setups where carbonation isn't a factor, which keeps the plumbing simple and the service consistent. Around our shop, we even mounted one on a milling machine to move whey oil – a job that used to take a lot more effort. It's a good example of how flexible the pumps are and how the right equipment can spark new ideas.

### What do you hear from the teams who work with these systems every day?

Most clients never call us about the pumps, and that's exactly the feedback we want. When equipment works the way it should, it disappears into the background and lets operators focus on their guests. For the customers who have tried other systems and switched back to Flojet, the difference in reliability and ease of use is the first thing they mention.

They also notice how clean the pump panels look. The tidy, intuitive layout stands out, especially for staff who are used to more cluttered setups. Some clients have told us it's one of the first things their bar teams comment on. For a lot of operators, it's not just about how the system works, it's about how it looks and how easy it is to work around.