GrinOn Industries partners with Bottoms Up Africa (Pty) Ltd to Expand Revolutionary Beer System Throughout Southern Africa

The Bottoms Up Draft Beer System is now available throughout southern Africa. GrinOn Industries, inventors of the Bottoms Up Draft Beer Dispensing System, based in Indianapolis, Indiana, USA and Bottoms Up Africa (Pty) Ltd based in Johannesburg, South Africa have announced that the system is now available throughout the region.

Indianapolis, IN (PRWEB) October 12, 2015 -- The Bottoms Up Draft Beer System is now available throughout southern Africa. GrinOn Industries, inventors of the Bottoms Up Draft Beer Dispensing System, based in Indianapolis, Indiana, USA and Bottoms Up Africa (Pty) Ltd based in Johannesburg, South Africa have announced that the system is now available throughout the region. The inventors of the system have partnered with the South African company to supply the tremendous demand that they have received from the region. The principles from Bottoms Up Africa have been working with GrinOn and using the systems for the past three years.

The partnership has deemed Bottoms Up Africa (Pty) Ltd the exclusive distributor of the Bottoms Up Draft Beer Dispensing System and GrinOn Industries’ full line of products for southern Africa. The countries included in the contract are South Africa, Namibia, Botswana, Mozambique, Angola, Zambia, Lesotho, Swaziland, Tanzania, Zimbabwe, Kenya, Nigeria, Ghana, and the Democratic Republic of Congo with the possibility of adding more countries in Africa in the future.

“Our partnership with GrinOn Industries, or better known as Bottoms Up, in Africa will quite literally fill the map of Africa from the bottom up, with beer” said Jared-Dwight Geyser, CEO of Bottoms Up Africa. “We embark on this partnership with a great deal of excitement for this system has enormous potential within Africa. This revolutionary dispenser is a sure winner in and endless array of outlets and already the response we are receiving has been tremendous. Dispensers have been installed at this stage in Namibia, South Africa and Zimbabwe and massive growth is expected looking forward into 2016 within stadiums and festivals. Needless to say, the fruitions of this partnership leave us anticipating where we will be in five years from now.”

“I never expected our product to expand to such a vast region of Africa before reaching parts of Europe that we are still working on” said Josh Springer, inventor of Bottoms Up and CEO of GrinOn Industries. “This partnership and the amplification of our reach have been made possible by the resources and stellar efforts of Jared-Dwight Geyser and Bottoms Up Africa. They have already shown tremendous dedication to the branding of our product to assure the success of this partnership. I anticipate rapid penetration into the market and am excited to see what Bottoms Up Africa is capable of in the future with our full support.”

Bottoms Up Draft Beer Dispensing System® is the fastest automated & hands-free beer dispensing system in the world. It increases throughput efficiency, and advertising/branding opportunities for stadiums, music festivals, arenas, clubs, etc. The distinguishing feature of Bottoms Up is the hands-free method of filling up a beer through the bottom of the cup. Bottoms Up was specifically designed to increase profitability for owners/operators and this is evident in every aspect of the system as well as in the company’s rapid expansion.

For more information on the Bottoms Up System in southern Africa please contact Jared-Dwight Geyser, CEO of Bottoms Up Africa & Africa Representative at jared(at)bottomsupbeer.co.za or +264811245185.
About GrinOn Industries
GrinOn Industries is the designer and fabricator of the Bottoms Up Draft Beer Dispensing System®. The system is the brainchild of CEO Josh Springer and is the first ever system that fills beverages from the bottom up. Currently located in Indianapolis, Indiana, USA GrinOn Industries has, in a few short years, experienced tremendous success and growth with the Bottoms Up Draft Beer Dispensing System. GrinOn Industries currently supplies products all over North America and to a growing list of international markets. For more information, please visit http://www.bottomsupbeer.com.

About Bottoms Up Africa (Pty) Ltd
Bottoms up Africa, operating out of South Africa, is the license holder for this amazing system for the African continent and African Indian Ocean Island. The entity is also engaged in the supply of dispensing accessories such as beer line tubing, clamps and nozzles, flash chillers, CO2 cylinders and popular premixed drink kegs. The teams in these areas offer outright purchase of equipment or a rental alternative, supported by mobile bar equipment with technical assistance integral to the level of service. Look out for the innovative BOTTOMS UP JOCKEY BOX which provides the drink solution for the weekend private party, at the beach or barbecue. Equally innovative is the BEER PONG TABLE available to purchase or rent for pub and sport club events. Follow us on Facebook as we roll out into the rest of the African continent and visit us on the web site http://www.bottomsupbeer.co.za.
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