

FOR: SulliPlug™
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FROM: Falk Associates
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FOR IMMEDIATE RELEASE

SULLIPLUG™: SIMPLE & EFFECTIVE

Nothing beats the charm and conviviality of a bar. The cool libations. The keen conversations. The wild gyrations...of bartenders and patrons alike as they attempt to swat away the annoying, ever-present gnats and fruit flies that are drawn like, well, flies – by the tiny drops of brew that collect overnight in even the cleanest beer taps.

Until the revolutionary SulliPlug™ came along, these winged beasties had been the bane of bartenders' existence, and customers' as well, for as long as anyone could remember. No amount of tap rinsing could keep them at bay; acres of hard-to-work-with plastic wrap, laboriously tied around tap openings, were wasted in futile efforts to foil them. Despite the most vigilant efforts of bar staffers, the darn things just never went away, forever flying up your nose and ruining your happy hour.

In thinking about this problem, Chicago-area bar owner Brian J. Sullivan, weary of battling fruit flies himself, had a brainstorm. He envisioned a custom-made plug that would not only seal the beer tap opening, but would help keep it clean as well – and proceeded to invent that very item. Sullivan dubbed his creation SulliPlug (patent pending), and it's quickly become the talk of the bar industry.

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SULLIPLUG/Add One

Simple in design, easy to use and decidedly economical – each SulliPlug (MSRP: \$3.99 each), with suggested replacement every six months – the 2-inch-long SulliPlug consists of a nylon-bristle brush set in a stainless-steel support column, attached to an injection-molded, ½-inch in diameter plastic plug that conforms perfectly to the beer faucet opening. At closing time, the bartender rinses the SulliPlug with water, and then inserts it into the beer faucet. The SulliPlug’s bristles give an extra scrub to the inside of the faucet as it slides into place, and the plug’s firm fit ensures that not one molecule of beer will escape overnight to attract flies.

When it’s time to open the bar again, the bartender removes the SulliPlugs from all taps (thus brushing the spigots out one more time as the product is disconnected) and drops them into a container of sanitizing solution, where the plugs will remain until closing time. At that point, after a thorough rinse under the bar’s faucet, the SulliPlug is ready to resume its place in the beer tap.

SulliPlug enthusiast Bob Maroney is putting the SulliPlug in all of his clients’ bars: “They’re telling me the SulliPlug has actually eliminated all gnats and fruit flies—and when you consider that a lot of bars these days might have as many as 10 beer taps, that’s a whole lot of bugs they’d otherwise have to battle. And not only are the bar owners delighted with the product; so are the professionals who clean the draught beer system’s coils, which is required by law twice a month”.

“In addition to keeping flies away, the SulliPlug helps prevent growth of bacteria and yeast on the beer faucet,” notes Sullivan. “And it’s the first indicator of beer stone buildup. Beer stone is the thin layer of calcium that coats the internal components of beer lines and dispensing equipment; it’s a necessary element in the draft beer system, because it keeps the beer from picking up a metallic or plastic taste as it goes through the lines. But it can build up and flake off over time, and then brown flecks end up in the beer. Before that happens, however, the flecks will show up on the SulliPlug – a clear indication that it’s time to clean the beer line.”

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SULLIPLUG/Add Two

Twenty-year bar owner John Slivka of *The Marina* is a huge fan of the SulliPlug: “Here at the Marina we’ve been using the SulliPlug for six months, and I can tell you that SulliPlug has really helped cut down on our “barflies”. In fact, I estimate that there’s been a 90% reduction in flying insects since we started using the product”.

Customer Paul Joyce is starting to distribute SulliPlug to all of his bars: “Bar owners tell me that the first time they use the product, scrubbing out the tap with the attached brush, a lot of residue comes off on the brush. After a week, the residue is all but gone—and that is visible proof of SulliPlug’s cleaning power.”

From its humble beginnings, the SulliPlug is now poised to become the top tap sealer in the industry. Easy to use, highly effective and extremely economical, the SulliPlug will soon be as ever-present in bars as the flying critters *used* to be.

SulliPlug is the barkeep’s best friend – and the fruit fly’s worst enemy. The SulliPlug’s simple yet revolutionary design solves an age-old tavern problem by keeping beer taps and surrounding area free of the annoying and unsightly flies, gnats and other winged pests that are naturally attracted to the residue inside. Each 2-inch long, ½-inch wide plastic SulliPlug with attached nylon bristle brush tightly seals any standard beer faucet, with the added benefit of its durable brush components giving taps an extra cleaning with each insertion and retraction. Snug, sturdy and sanitary, the SulliPlug only needs replacing once every six months, at a minimal cost (just \$3.99 MSRP per unit.) SulliPlug was invented by Chicago restaurateur and bar owner Brian J. Sullivan, who is also a partner in the popular and quickly-growing restaurant chain SkrineChops. For more information about SulliPlug, please call 708-366-3519 or visit www.sulliplug.com.

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For further information, to secure a product sample or schedule an interview with company founder Brian Sullivan, please call Falk Associates at (847) 675.2580.