



## ▶ NEW J & E HALL CELLAR COOLER SYSTEM KEEPS BEER TIP TOP FOR DONCASTER ROVERS FOOTBALL CLUB



### INTRODUCTION

With a seat capacity of 15,000, Doncaster Rovers Football Club hosts thousands of visitors at every game played at the Eco Power Stadium. The club needs to have cold beer on tap and ready to go for many of these fans, and therefore a reliable and efficient beer storage system is a necessity.

DONCASTER ROVERS CHOSE YORKSHIRE BASED REFRIGERATION AND AIR CONDITIONING CONTRACTOR PAR SERVICES TO FIT THE NEW J & E HALL CELLARPLUS COOLING SYSTEM, TO REPLACE THE OLD AND BROKEN UNIT AND IMPROVE BEER COOLING AT THE CLUB.

### PROJECT OVERVIEW

When Doncaster FC's old cooling system completely failed, the club's beer store no longer kept drinks at the correct temperature in the cellars. Unfortunately, this meant a large volume of the club's beer was no longer fit to be sold and had to be discarded, wastage which had a significant financial impact for the club.

Doncaster Rovers FC faced considerable time constraints with the project, as the team needed to avoid any further beer wastage and loss of revenue. The existing cellar cooling system was very old and the compressor had failed. Its age and poor condition meant it was not cost efficient to have it repaired, so the club was looking to replace the units completely.

PAR Services was engaged to quickly get a new, powerful cooling system installed, with the capability to keep the club's beverage offering fresh and at the optimum temperature to be sold to customers.

PAR Services chose to install J & E Hall's 8KW single evaporator cellar cooling system with a three-phase outdoor condensing unit for the project. This J & E Hall CellarPlus system was chosen as both a cost effective and reliable solution, which was capable of maintaining the specific temperatures required for the beer cellars at the club.



# New J & E Hall cellar cooler system keeps beer tip top for Doncaster Rovers Football Club

## CASE STUDY

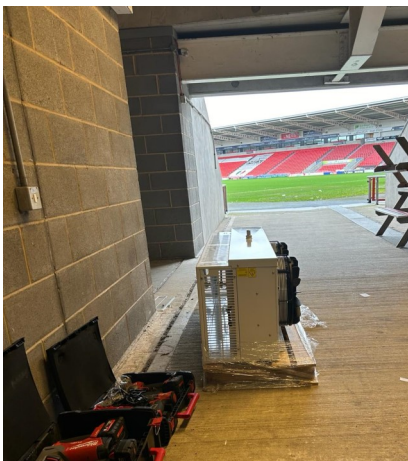


### KEY FACTS & STATS

- J & E Hall cellar cooler achieves room temperature down to 4°C to keep beverages at the optimum temperature
- Air straighteners fitted as standard for increased air throw
- 3 years manufacturer's warranty for total peace of mind
- Indoor units could be wall mounted, to maximise space
- Up to 50m pipe run capability for total flexibility
- Systems operate using low GWP refrigerants R448A or R449A

### THE BENEFITS

- J & E Hall's cellar cooling system was chosen by PAR Services for this project because of its energy efficiency and even air distribution, resulting in a significant improvement on the old and inefficient system.
- Old cooling systems can get more expensive to run as time goes on. With energy costs continuing to rise, and the new cooling system should reduce the club's long-term outgoings on cooling their beer.
- The new energy efficient J & E Hall cellar cooler will reduce costs for the club over the long term while keeping the beer fresh and ready for football fans to enjoy.



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