



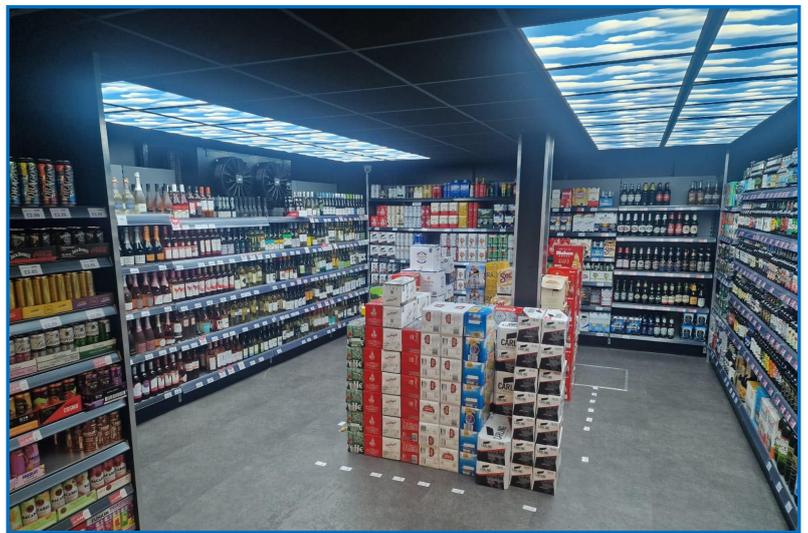
## ▶ BEER CAVE FIT-OUT

### J & E HALL DELIVERS ENERGY-EFFICIENT BEER CAVE SOLUTION FOR PREMIER STORES, CARDIFF

#### PROJECT OVERVIEW

J & E Hall has recently completed a specialist beer cave fit-out for a Premier Stores convenience store in Cardiff, providing an energy-efficient and high-performance chilled retail solution designed to enhance customer experience and boost sales.

Specified and installed by Craven Cooling Services, the project centered around J & E Hall's **Cellar Plus** chiller range, delivering reliable temperature control while reducing operational costs compared with multiple standalone refrigeration units.



#### THE CHALLENGE

Keeping beverages at the optimum serving temperature presents an ongoing challenge for pubs and retailers alike. Consumers increasingly expect drinks to be ready to consume immediately, placing greater demands on refrigeration systems to deliver consistent cooling while managing rising energy costs.

In the retail sector, this expectation has driven demand for innovative solutions that can store and display large volumes of chilled drinks efficiently, without compromising sustainability or operating budgets.

#### THE SOLUTION: CELLAR PLUS BEER CAVE

To meet these requirements, J & E Hall supplied a **Cellar Plus specialist chiller solution**, purpose-designed for walk-in beer caves.

Often described as walk-in fridges, beer caves create a fully immersive shopping experience, allowing customers to browse a wide range of chilled products at their ideal serving temperature. This approach has grown rapidly in popularity as retailers respond to more discerning shoppers and the desire for convenience.

The **Cellar Plus** range is highly versatile, accommodating unconventionally shaped rooms – including L-shaped layouts – and offering longer pipe runs of up to 50 metres. In this Cardiff installation, the system was designed to deliver temperatures as low as **4°C**, ensuring consistent cooling across the entire space.





### TECHNICAL SPECIFICATION

Key features of the **Cellar Plus** solution installed include:

- **Accurate temperature control with exceptional cooling performance**
- **Operation using low GWP refrigerants R448A or R449A**
- **High-quality Copeland scroll compressors**
- **Blue fin coated outdoor coils for enhanced durability and corrosion protection**
- **Capability for extended pipe runs up to 50m**

To further enhance thermal efficiency, the beer cave was constructed using **70mm insulated walls** and fitted with a **double-glazed front**, helping to maintain stable temperatures while minimising energy loss.



### BENEFITS

Beer caves have a proven track record in the US market, where research suggests this method of chilled drink presentation can increase sales by around **35%**. This performance uplift has been echoed by the Premier Stores owner in Cardiff, who reported significant commercial benefits following installation.

They commented: *“This new equipment is much more cost effective for us rather than having several smaller units running at the same time. It keeps the stock at the perfect serving temperature. We have seen a dramatic increase in our sales of chilled drinks, wines and beers since we have had this beer cave installed.”*

Craven Cooling Services also praised the ease of installation and overall performance of the system.

They said: *“From a refrigeration engineers’ perspective, the J & E Hall equipment is a dream to install. We can highly recommend their products. The ease of availability is a definite bonus when needing to get the job done. The new units are a cost effective, energy efficient solution.”*



### CONCLUSION

The successful beer cave installation at Premier Stores, Cardiff, demonstrates how J & E Hall’s **Cellar Plus** range can deliver reliable temperature control, improved energy efficiency and increased retail sales. By combining robust engineering with flexible design, the solution meets the growing demand for chilled, ready-to-drink beverages while helping retailers manage running costs and enhance customer satisfaction.

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