



**Max-Hamilton Group**



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Les Gray, Owner

Les.gray@max-hamilton.com

513-426-0004

## **Max-Hamilton Group Announces Mixologiq**

### **Max-Hamilton Group to Exhibit at The National Restaurant Association Show, May 20-23, 2023**

**[5/10/2023]** – Max-Hamilton Group, the exclusive US distributor of Mixologiq, will showcase the Mixo Two cocktail machine at The National Restaurant Association Show. As an exhibitor at the Show, an event bringing together more than 51,000 foodservice professionals from 112 different countries and representing over 900 product categories, Max-Hamilton Group will be able to connect with the industry and share leading-edge trends, solutions, and knowledge for the year ahead in Chicago, Illinois.

Max-Hamilton Group is excited to introduce a new generation of mixology to the US market.

The Mixologiq Mixo Two cocktail machine has been taking Europe by storm and there is no better place to introduce this revolutionary machine to the United States than at the National Restaurant Association Show.

Mixo Two is the revolutionary cocktail machine that provides consistency, portion control, and speed, while also adding to the overall customer experience.

Mixologiq Mixo Two:

- Perfect cocktails in less than 30 seconds.
- Comes with 100 pre-programmed cocktail recipes, with the capacity for more than 300.
- A perfect solution to a backed-up service well.
- Bar Management Dashboard makes it easy to modify recipes or add new cocktails; great for seasonal menus.

- View inventory and product mix reports with ease
- Easy to clean. At the touch of a button, every line is clean in 5 minutes. Prevents build up in the lines.

The Mixo Two is a perfect bartender assistant and will enable your bartenders to give guests the experience they are looking for and deserve.

Stop by the Mixologiq booth to watch the magic happen and taste the perfect cocktail.

### **"Sharing the New Generation of Mixology"**

"The Show is the perfect opportunity to reach new buyers, build stronger relationships and strengthen our brand, which is why we're showcasing Mixologiq," said Les Gray, CEO/Owner of Max-Hamilton Group, "We're thrilled to be able to share our products with thousands of hospitality professionals from around the globe and look forward to connecting with new and existing customers at the must-attend event for the industry."

"We're pleased to welcome Max-Hamilton as exhibitor at the 2023 Show," said Tom Cindric, President of Winsight Exhibitions. "The annual event showcases the latest in foodservice innovation and continues to inspire menus, revitalize beverage programs, initiate equipment investments and pioneer groundbreaking technology. We're thrilled to bring together start-ups, niche brands and the biggest names in the industry to help foodservice professionals solve for today's biggest challenges including workforce shortages, labor costs and overall operational efficiency."

As the global restaurant and hospitality industry's premier trade show, the National Restaurant Association Show is the place to explore everything that's happening in the hospitality industry, from the latest food and beverage trends to emerging technology. It's all here! For more information, visit [nationalrestaurantshow.com](https://nationalrestaurantshow.com).

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### **About Max-Hamilton Group**

Official distributor of Mixologiq in the USA.

The National Restaurant Association Show, Hotel-Motel Show is owned and operated by Winsight LLC in partnership with the National Restaurant Association.

### **About Winsight LLC**

Winsight LLC is a business-to-business information, event and market intelligence company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools, research programs, fully custom studies, conferences, custom marketing services, meetings, print, digital trade media and tradeshows, including the National Restaurant Association Show.