

Press Release



Livonia companies combine to produce new beverage organizer for restaurants.

Leans on local companies to turn idea into reality.

(LIVONIA: March 1, 2012) – It was a dilemma Johnny Subu discovered several years ago when restocking his restaurant’s beverage coolers late each night after he closed his family’s restaurant, G. Subu’s Leather Bottle on Farmington Road near Eight Mile Road.

He wanted to pull the beer bottles to the front of his refrigerators and place new bottles behind them. This menial task can be frustrating when it’s the last thing that needs to be done before going home after a long night at work.

“At all times, you want the new beverages stocked behind the old beverages,” Subu said. “Fatigue gets you not rotating the cold ones or knocking over and breaking bottles after a busy night. It’s very common.”

This inspired him to create the Beverage Organizer FIFO (first in, first out), a plastic device for restaurants that quickly restocks coolers while properly rotating bottles and cans. Restaurant workers can easily place new beverages through the cooler’s front door with this push-and-pull system that moves older drinks to the front of the cooler. Subu’s thin, but sturdy black tray has patents pending in the U.S., U.K., and going worldwide.

Subu has used his creation at his family restaurant since last summer. He said his employees appreciate how the Beverage Organizer simplified their jobs.

He started sketching designs about a year ago, but he needed companies to manufacture his creation. However, he didn't want to turn merely to the lowest bidder. He not only wanted American companies involved in this project, he wanted local companies to produce it.

After months of searching and networking, Subu found two manufacturers in Livonia to mass produce his product, a Redford company to distribute it, and a Livonia restaurant was the first to buy it.

S&L Tool, a Livonia operation for 10 years, built the mold to create the product. American Test Plaque, a manufacturer of sturdy plastic products based in Livonia for four years, produces the beverage holders. Bell and Sons, a 57-year-old, three-generation restaurant supply distributor based in Redford, will promote product sales.

"I really wanted this to be produced by local, American companies if we were able to stay competitive with our pricing," Subu said. "Now, we have a great product, priced right and produced in the United States. Also, we have a good chemistry among the involved people and companies."

As part of the product launch, Greg Bell, from Bell and Sons, will pitch the Beverage Organizer at a major show for restaurant supply buyers show in Seattle later this month.

"I think the product will do well at this show and at another show in Novi later this year," Bell said. "It provides convenience and organization for restaurants and it improves the look for refrigerators, too."

For more information on this product, contact Bell at (313) 531-2119, or via e-mail at gbell@bellandsons.com.

###