

**BevTrac®**

Spring-Feed Shelf Management Systems  
for Cold Vaults, Free Standing Coolers & Ambient Shelves

[www.bevtrac.com](http://www.bevtrac.com)

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**FOR IMMEDIATE RELEASE**

**SUBWAY'S CHICAGO RESTAURANTS FOCUS ON OPERATIONAL EFFECIENCIES  
WITH RTC'S BEVTRAC BEVERAGE MANAGEMENT SYSTEM**

**ROLLING MEADOWS, ILL.**, (Feb. 19, 2009)—Subway restaurants in suburban Chicago have selected RTC's BevTrac beverage management glide system to increase operational efficiency by keeping their freestanding beverage coolers organized and well stocked.

More than 90 Subway restaurants have implemented RTC's BevTrac beverage management system. Subway coolers stock Coca-Cola beverages, Minute Maid juices, Shamrock Dairy milk and other items that support their popular meals, including sliced apples and yogurt. BevTrac features a shelf glide with spring pusher, which keeps beverages and other items organized, and front faced. It is manufactured with reprocessed plastic and includes a four year warranty, reducing the amount of equipment sent to landfills.

By keeping beverages and food items front faced, BevTrac reduces the amount of staff time needed to stock and straighten coolers and keeps product readily available for customers. BevTrac users in the quick service restaurant, grocery and convenience store channels have reduced labor costs by up to 15 percent.

"We're proud that Subway has chosen BevTrac as a business solution to help address both merchandising and operational issues," said Joel Linton, director beverage merchandising of RTC. "They are certainly on the forefront of restaurants that are focusing on using retail systems that are good for their customers, their productivity and the environment. That is a pretty cool triple play!"

Since its introduction in 2008, BevTrac has been utilized by progressive companies in the restaurant, grocery, mass market and other convenience retail channels to keep beverages front and center, while reducing out of stocks and decreasing operational costs.

**About RTC**

Established more than 50 years ago, RTC is a global shopper marketing organization with the capability to help brand companies and retailers profitably activate their retail presence in the United States, Europe and Latin America. Headquartered in suburban Chicago, the company provides a comprehensive range of services and products to ensure retail activation: retail planning and design, manufacturing, program management, global logistics, retail technology and store ready solutions. The RTC line of store ready, shelf management solutions offer intelligent, tested solutions and provides answers to a wide variety of common, in-store needs. Requiring no retooling costs, solutions such as beverage management glide systems, are adapted to the store or brand to ensure speed- to-market. For more information, visit [www.rtc.com](http://www rtc.com).

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