

# Cold Beers & Cheeseburgers

CASE STUDY | RESTAURANT

CHANDLER, AZ

## ➔ Challenge

Control multiple displays on-the-fly easily, while also ensuring superior sound inside and outside this busy neighborhood bar and grill.

## ➔ Solution

State-of-the-art Crestron AV technology ensures diners enjoy the best viewing and listening experience.



A busy sports bar needs great sound, so we installed Crestron SAROS 8-inch surface-mount speakers throughout, plus Crestron control to manage the entire system.”

— **Tom Yario**  
*Clean Media AV*

## Bustling Bar & Grill Gets Tech Makeover

*Crestron Audio & Video makes Cold Beers & Cheeseburgers the place to be on game day*

Established in 2011, Cold Beers & Cheeseburgers’ goal has been to take customers back in time to a classic neighborhood burger joint. A local place where the staff is on a first name basis with every customer, and you can easily walk or ride a bike home.

Beyond serving a variety of house-blended specialty burgers and drinks, Cold Beers & Cheeseburgers is known for having plenty of televisions constantly tuned to sports coverage, including games on DIRECTV® NFL Sunday Ticket®.

The 5,000 square-foot burger bar is growing rapidly, with three locations opened, one on the way, and a food truck. Scottsdale-based integration firm Clean Media AV is behind the technology in the storefront locations.

Clean Media’s reputation for implementing advanced AV and control systems in area restaurants and sports bars caught the attention of restaurateur Barrett Rinzler. Rinzler wanted to be able to easily control the 44 TVs in the new Chandler, AZ location on-the-fly, while also ensuring superior sound throughout the restaurant and on the outdoor patio.



## Systems at a glance

“A busy sports bar needs great sound, so we installed Crestron SAROS® 8-inch surface mount-speakers throughout, plus Crestron control to manage the entire system. We programmed the system so that any of the staff members can easily switch channels or control the volume,” said Tom Yario, Clean Media AV Director of Operations. “Staff can control the AV using the 22-inch Crestron touch screen at the equipment rack, or with the restaurant iPad®.”

Crestron provides AV control to 44 TVs and four audio zones. “Anyone can come watch any game at any time. You aren’t stuck watching only certain games because there are only so many displays. Customer have plenty of options,” says Dylan Vicha, Clean Media AV Owner.

Crestron technology helps to uphold the restaurant’s mission to provide a hometown look and feel, while providing the ultimate in entertainment. Cold Beers and Cheeseburgers’ managers and hosts can focus on serving quality food and drinks, instead of spending time worrying about changing channels or raising and lowering the volume.

“When there’s this many TVs on in a place that’s as popular as this location, you want the staff to be able to control everything and for it to be as simple as possible. So you can train someone in minutes,” adds Vicha.



When there’s this many TVs on in a place that’s as popular as this location, you want the staff to be able to control everything and for it to be as simple as possible. You want to be able to train someone in minutes.”

— **Dylan Vicha**

*Clean Media AV*

## Other side of the coin

“It may seem like a small detail to simply turn on TV’s, change the channel, and adjust volume levels, but this can be time consuming when you have 40+ TVs. “If there wasn’t a control system, someone would have to turn on all the TVs and choose the channel for every single one. The staff doesn’t have to worry about setting everything up or looking for a remote to open or close the restaurant every day,” notes Vicha.



## Savings and better service

While customers appreciate the great food, great sound and video, the restaurant is saving on time and utility costs with the implementation of Crestron AV. Management can now focus on getting the restaurant and staff ready each day, and staff can focus on their customers.

This was the third Cold Beers & Cheeseburgers location Clean Media completed. They are currently installing systems at a new location in Scottsdale, AZ which will open later this year (and include Crestron AV).



If there wasn't a control system, someone would have to turn on all the TVs and choose the channel for every single one. The staff doesn't have to worry about setting everything up or looking for a remote every day."

— Dylan Vicha

Clean Media AV

---

### Integrator

Clean Media AV  
[www.cleanmediaav.com](http://www.cleanmediaav.com)

Photos courtesy of Clean Media

---

All brand names, product names and trademarks are the property of their respective owners. Certain trademarks, registered trademarks, and trade names may be used to refer to either the entities claiming the marks and names or their products. Crestron disclaims any proprietary interest in the marks and names of others. Crestron is not responsible for errors in typography or photography. ©2015 Crestron Electronics, Inc. Published 5/2015.