



PRESS RELEASE
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Krowne and Behind Bars Announce Strategic Partnership

Krowne and Behind Bars are excited to announce a new partnership, built on shared values and a common vision. The collaboration combines Krowne, a leader in the U.S. market with 75 years of experience and extensive manufacturing capabilities, with Behind Bars' bold, innovative, and human-centered approach to bespoke bar design. This marks an exciting new chapter for both companies and for the global hospitality design community.

At our core, we share the same love for great design, thoughtful craftsmanship, and the highest quality equipment. Together, we look forward to merging ideas and learning together, elevating the hospitality experience, and forging the future of our industry by building outstanding products.

We are grateful to our teams, partners, and collaborators for helping make this milestone possible. Day-to-day operations at both companies will continue as usual, but now with exciting opportunities ahead. Wishing you a wonderful holiday season. Feel free to get in touch!

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For more information, please read the [article](#).
For the latest updates, follow both companies' social media channels below:

About Krowne

Krowne is a third-generation U.S. manufacturer with over 75 years of experience in bar equipment, refrigeration, and dispensing systems, known for its innovation, design tools, and commitment to quality and sustainability.

[instagram](#) | [linkedin](#) | [website](#)

About Behind Bars

Behind Bars creates bespoke bar stations shaped around bartender needs and guest experience. Shaped by work with leading and aspiring best-in-class bars, the company uses a human-centered approach to systems that elevate hospitality.

[instagram](#) | [linkedin](#) | [website](#)