



**Challenge:**

Ensure patrons and bar staff alike remain cool and comfortable with a high volume of air circulation, especially during peak business hours.

**Solution:**

Entrematic C-Class commercial HVLS fan that provides a consistent and easily controllable volume of air flow through the establishment's multi-level bar and restaurant.

**Results:**

Powerful, energy-efficient air movement which helps keeps the indoor temperature consistent when crowd sizes are constantly fluctuating and fast moving staff cool.

**Establishment:**

Drunken Donkey Craft Bar & Scratch Kitchen

**Environment:**

Restaurant/Bar

**Geography:**

Dallas, Texas

**Great Craft Beers and a Cool, Relaxing Breeze Keep Patrons at the Drunken Donkey Coming Back for More**

The state of Texas is famous worldwide as a major crude oil and gas producer. While not exactly a crude oil producer itself, the Drunken Donkey Craft Bar & Scratch Kitchen does pump its own version of gold liquid fuel with the help of anywhere from 55 to 146 individual draft craft beer taps (depending on location) at its three Dallas, Texas area establishments in Denton, Lewisville and The Colony.

The Drunken Donkey name evokes one of the most recognizable icons associated with fossil fuel production in the Lone Star state—the pumpjack, also known as a “donkey pumper” because of its distinctive donkey head shape on the working end of the pumpjack’s walking beam.

### **Lime green’s the theme, fan and all**

When the Drunken Donkey’s Tim McClure decided to add a large and dramatic ceiling fan in the bar area at his The Colony location to better circulate air in the establishment, he worked with Entrematic Fans to determine the best size fan for his space: an 8-foot diameter C-Class commercial HVLS fan.

For visitors who find their way to the Drunken Donkey’s website, they’ll immediately notice a distinct brand color that evokes the look and feel of a lime green margarita. This high-energy lime green color is mirrored throughout the business’s logo design and interior décor as well. In keeping with this lime green brand theme, the Drunken Donkey’s new HVLS fan is custom powder-coated in the same stand out color and makes a strong statement set against the establishment’s open structure black ceiling.



***“It was only natural to carry the lime green color into the new fan which really stands out against all of the ceiling components.”***

– Tim McClure, The Drunken Donkey, Dallas, Texas

### **What exactly is an HVLS fan?**

When most restaurant and/or bar owners think of ceiling fans, they envision high-speed residential fans typically found in big box hardware stores or home centers. The Drunken Donkey wisely opted instead to install Entrematic Fans’ new C-Class commercial HVLS fan that is specifically designed to move a high volume of air at a very slow speed. Hence, the initials HVLS, which stand for high volume, low speed.

Although HVLS fans are most widely associated with warehouse and other industrial applications, don’t let that be misleading for restaurants and bars. Entrematic Fans’ C-Class commercial HVLS fan features a uniquely sleek, low profile design to complement any décor. It’s completely customizable to either blend in to any décor or jump out as an eye-catching feature piece, as it does for the Drunken Donkey’s application.

With HVLS fans, faster doesn’t necessarily mean better. Drunken Donkey’s management keeps its HVLS fan running at the slower end of several available speed settings. If management determines that the fan requires a speed adjustment (depending on the size of ever fluctuating crowds and patron needs), the fan comes with a convenient wireless remote control that is sensitive enough to work from an enclosed room or office.

***“The new C-Class fan now generates a comfortable breeze that is highly effective, but hardly noticeable. If the added breeze wasn’t there, you’d definitely notice a big difference in overall comfort.”***

– Tim McClure, The Drunken Donkey, Dallas, Texas

### **Patron and staff opinions matter**

“Before we installed our new fan, and even though we have plenty of air conditioning, we found that the air needed additional circulation, especially when humidity levels are high,” explained Tim McClure, The Drunken Donkey. “The new C-Class fan now generates a comfortable breeze that is highly effective, but hardly noticeable. If the added breeze wasn’t there, you’d definitely notice a big difference in overall comfort.” The Drunken Donkey also offers patrons a second-level gathering and eating area, and the fan provides additional air movement for that space as well.

The Drunken Donkey’s wait staff appreciates the new fan and all it has to offer. While keeping patrons comfortable, it also helps to minimize the effects of numerous trips that wait staff has to make in and out of a hot kitchen during an average shift, especially during those shifts with a high volume of patrons.

McClure pointed out that careful attention to details is one of the reasons that the Drunken Donkey’s interior design is so appealing. With brightly illuminated craft beer logo signs on the walls and several large screen TVs that feature a variety of sporting events, one TV is dedicated to displaying the latest line up of available craft beers.



Behind the bar, the Drunken Donkey boasts an array of draft craft beer tap handles mounted against a stainless steel background. In addition, an impressive collection of non-operating draft tap handles line a shelf that runs along the bottom edge of the second-level's floor façade.

"The Drunken Donkey has a very high-energy atmosphere due the vibrant lime green color scheme that is part of our brand," McClure added "The black open structure ceiling gives the establishment an industrial feel as well, so it was only natural to carry the lime green color into the new fan which really stands out against all of the ceiling components." Entrematic Fans' installation team easily mounted the C-Class commercial fan to two cross braces that span two of the Drunken Donkey's ceiling trusses.

In fact, the Entrematic Fans C-Class commercial HVLS fan stands out so much that it's one of the first design elements that patrons notice when they enter the establishment, even when it's operating at a very slow speed. "Once the fan was up and running, patrons immediately noticed the new addition to the décor and commented on how cool the fan looks, no pun intended!" said McClure. "It's amazing how something so simple and functional can make such a significant impact on an interior space."

Day in day out, the Drunken Donkey will continue to pump its own varieties of liquid gold fuel from its seemingly unlimited number of craft beer draft taps. While that's happening, its patrons can relax, and along with staff, will enjoy the added comfort produced by the Drunken Donkey's vibrant lime green HVLS fan.

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– Tim McClure, The Drunken Donkey, Dallas, Texas

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