ICRTOUCH

DRIVING SUMMER SUCCESS

Serve smarter with industry-leading EPoS

Trusted by
50% OF THE
UK's independent pubs

Backed by
30+ YEARS'
innovation & development

Supported by
OVER 150
Authorised Partners

More than
1,000
service engineers

ST AUSTELL BREWERY EST. 1851

BII TRUSTED PARTNERS

UKH UKHOSPITALITY

★star PUBS&BARS

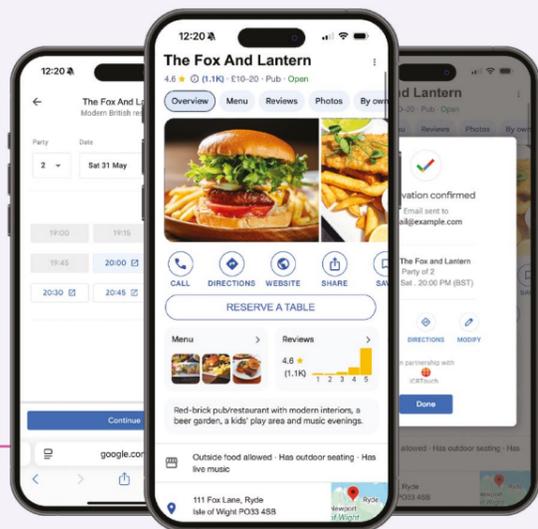SINCE 1698 SHEPHERD NEAME BRITAIN'S OLDEST BREWER

ICRTOUCH SOFTWARE IS ALREADY USED BY MANY OF THE UK'S TOP BRANDS

Introducing the UK's No. 1 EPoS ecosystem

ICRTouch has been working alongside the hospitality industry for 30+ years, currently supporting over 50% of the UK's independent pub, bar and gastro scene with intuitive solutions.

Our aim is to support businesses by providing robust and reliable solutions that help to navigate the industry's most serious challenges. So whether you're trying to find ways of reducing labour costs, increasing average consumer spend, or mitigating business rates hikes, we are here to help.

This isn't just an EPoS system - it's your all-in-one solution for smoother operations, from kitchen display systems and customer order status screens to app-based & kiosk self-ordering channels, loyalty programmes and more - you'll be sure to find a combination of solutions to support your style of operations.

NEW INTEGRATION

🗓️TouchReservation **integrates seamlessly with** Reserve with Google

All those searching for your business – via a Google search, your Google Business listing, or even via Google Maps, can now instantly reserve without needing to visit your website, simplifying the customer journey and offering more flexibility than ever.

"The streamlined operations and seamless integration offered by the upgraded system empowered us to achieve new levels of efficiency and profitability."

Find your local Authorised ICRTouch Partner.

Our network of Authorised Partners extends across the whole of the UK. When you're ready to improve the efficiency across your business with intelligent EPoS solutions, you can be assured that there's an Authorised Partner near you.

Find your local Partner by scanning the QR code or by going to **icrtouch.com/pubs2026-q2-buy**

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TouchPoint

The ultimate summer solution

At the heart of the ICRTouch ecosystem, is our flagship product, the robust and reliable TouchPoint till.

With over 25 years of continuous development and **more than 150,000 installs across the UK**, TouchPoint has become an integral part of UK hospitality, supporting pubs and bars with functionality to serve smarter, not harder.

TouchPoint has been designed with streamlined efficiency in mind, offering a wide range of useful functionality. Whether it's seamless bill splitting, staff clocking in & out, customer loyalty, event ticketing, mix and match promotions, happy hours or even set menus - TouchPoint has you covered.

With an intuitive and customisable interface, your staff will effortlessly pick up all industry-leading functionality, empowering your team to seamlessly manage your busy bar areas, outdoor beer gardens, live music nights and every other element of your seasonal operations.

Customisable functionality

TouchPoint is the only solution in the world that utilises ETAL. The ETAL scripting engine was introduced back in 2010 and allows the ICRTouch Partner Network to fully customise the way that TouchPoint works, beyond the standard features that are provided.

Automate alerts
From notifying your staff of allergen alerts to age verification, let your EPoS take the strain.

Product image buttons
Make it easy for all staff to quickly identify products on the till by using images to replace standard text.

Security features
Displays transaction & clerk information. TouchPoint helps you deter, detect and decrease fraud and theft.

TouchPoint lite

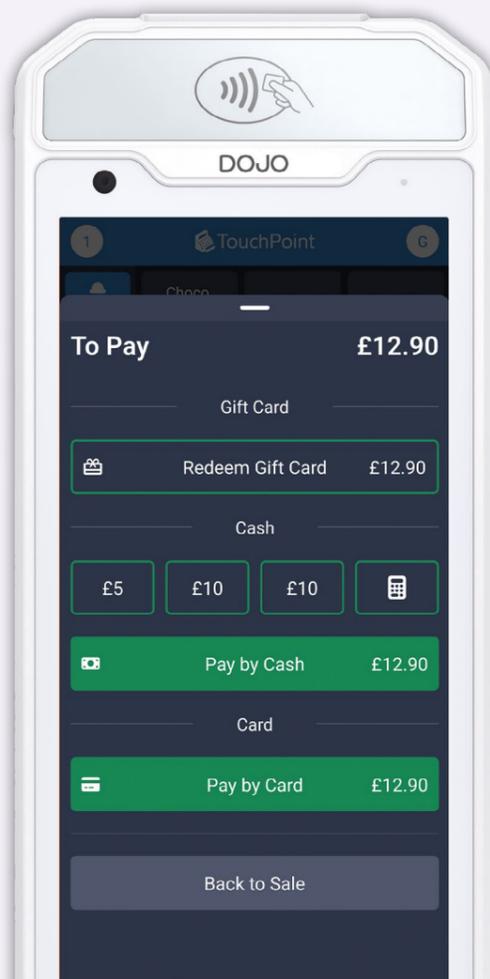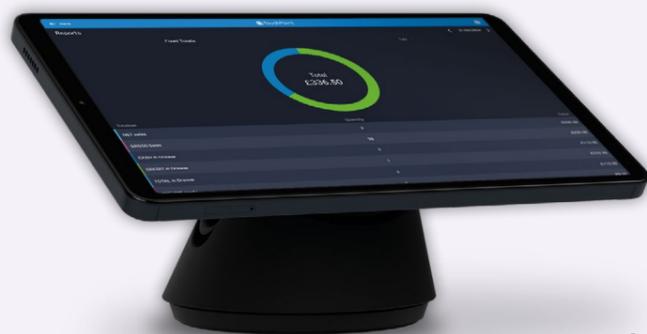# Portable lightweight EPoS with heavyweight features

Pubs and bars are increasingly requiring solutions with versatile implementations like a lightweight EPoS option, that provides flexibility across the whole venue.

TouchPoint lite offers a reliable EPoS option from a lightweight device, making it the perfect tool for keeping staffing costs to a minimum and letting the software handle the responsibility during the busy summer season.

It's all the robust reliability you'd expect from a static TouchPoint terminal, in a powerful, portable solution. TouchPoint lite is built for purpose with lightweight hardware in mind to give businesses of all shapes and sizes a streamlined, flexible option that's not only easy to set up, but also easy to use.

Take orders and payments, scan barcodes, manage gift cards and vouchers, print receipts and dive into detailed reports, all from a handheld device of your choice. As well as being available on iOS and Android devices, TouchPoint lite integrates seamlessly with a number of payment terminals, giving an efficient all-in-one solution to manage your whole operations from just one portable device.

So whether you need an extra pair of hands on your busiest weekends, during your sunset sessions and bottomless brunches or even throughout all of the Fifa World Cup celebrations, TouchPoint lite has you covered.

User friendly
TouchPoint lite's intuitive interface means staff can effortlessly learn all cutting-edge functionality quickly.

Unrivalled flexibility
TouchPoint lite operates seamlessly on 4G connectivity so you can benefit from uninterrupted operations.

Security features
Remotely de-authenticate any device to gain complete security control if devices are ever misplaced.

ICRTOUCH

TouchOffice Web

Make informed, strategic decisions

Moving into 2026, detailed reporting isn't nice to have anymore - it's a necessity, meaning pub and bar management teams will be relying on it more than ever.

Identifying cost saving and revenue driving opportunities is going to be a vital part of the everyday planning process, to effectively navigate the industry's biggest challenges.

TouchOffice Web offers 200+ built-in reports, as well as the ability to request custom reports, so your management team can drill down to essentially any aspect of your business in real-time; whether it's your top selling products, stock levels, expected footfall, staff time and attendance and everything in between.

However, TouchOffice Web offers so much more than just back-office reporting, giving you complete control over your entire business. Create strategic mix and match promotions, implement a variety of bespoke loyalty schemes, manage event tickets, and much more, in one convenient place anytime, anywhere.

Upgrade to TouchOffice Web+

Unlock additional functionality like Ticketing, vouchers, scheduled reports, cash management, workforce management system integrations, accounts links and more.

Stock control
Quickly and efficiently analyse your sales and products and plan your stock around your business's performance.

Remote programming
Make instant changes to your pricing, promotions and products across your entire estate, or schedule them for later.

Promotions
Create bespoke promotions and vouchers within TouchOffice Web+ to entice customers and offer exclusives.

Try it for yourself

Simply scan the QR code and dive into a range of interesting reports and useful functionality within our demo TouchOffice Web account or go to **icrtouch.com/pubs2026-q2-tow**

USERNAME: demo
PASSWORD: demo

"We can pull off a report of the top 100 items that sell and look through it to see which products sell most often. We often use that report as a basis for designing a new menu."

ICRTOUCH

⌂ SelfService

Streamline operational efficiency with kiosks

Today's pubs need faster service, higher basket totals and less pressure on staff - which is where SelfService steps in.

SelfService kiosks empower customers to place orders independently, without the need for staff assistance. Not only does your team have more flexibility to focus on order prep and great customer service, you'll also benefit from shorter queues around your already busy bar areas.

Our in-house data also shows that customers ordering via kiosks typically **spend 40% more**, as they can fully consider their choices and not be rushed into making a decision, driving more revenue at no extra cost.

With customisable screensaver functionality, SelfService kiosks can also serve as a great advertising space, complementing your venue's theme, attracting more customers and effectively upselling your latest deals and promotions, making it the ultimate tool for serving up summer success.

The Chequers Inn, Wight Pubs
Read the full case study on pg 16.

↑ Automated upselling
Skyrocket order totals by linking menu items that complement each other to entice customers upon checkout.

⊞ Seamless integration
Save time and money by updating menu items, promotions and prices at the click of a button.

→ Speed up service
Let your staff focus on excellent customer service and order preparation to streamline operations.

"Since we've had the SelfService kiosk installed, we've seen a big rise in price per head outside. Without the fear of judgement, customers have been spending a lot more on the kiosk which has been really positive for the business."

Jack Read, Area Manager of Wight Pubs

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洪 ByTable

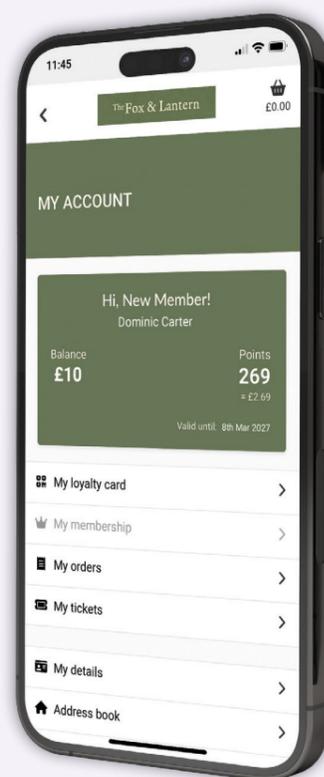# Bespoke ordering platform with countless features

Save time this summer with ByTable and ease the pressure on your staff with your own bespoke self-ordering platform.

In venues where the use of kiosks may be impractical, customers can place orders independently from their personal devices, making it a breeze to manage your beer gardens and large outdoor areas.

With a fully customisable digital menu, you can adjust prices and promotions in real time, saving your management team time and money. ByTable charges 0% commission on every order, meaning **100% of the profit stays in your pocket**, offering a seamless solution to diversifying your revenue streams.

However, ByTable offers so much more than just customer self-ordering. With built-in customer account functionality, customers can view previous transactions, conveniently reorder, collect and redeem loyalty points, add balances, access their event tickets and even receive personalised push notifications, making it the ultimate tool for increasing customer retention.

If you're planning to tackle the upcoming seasonal period with ease, whilst keeping your operational costs to a minimum, ByTable is the solution for you.
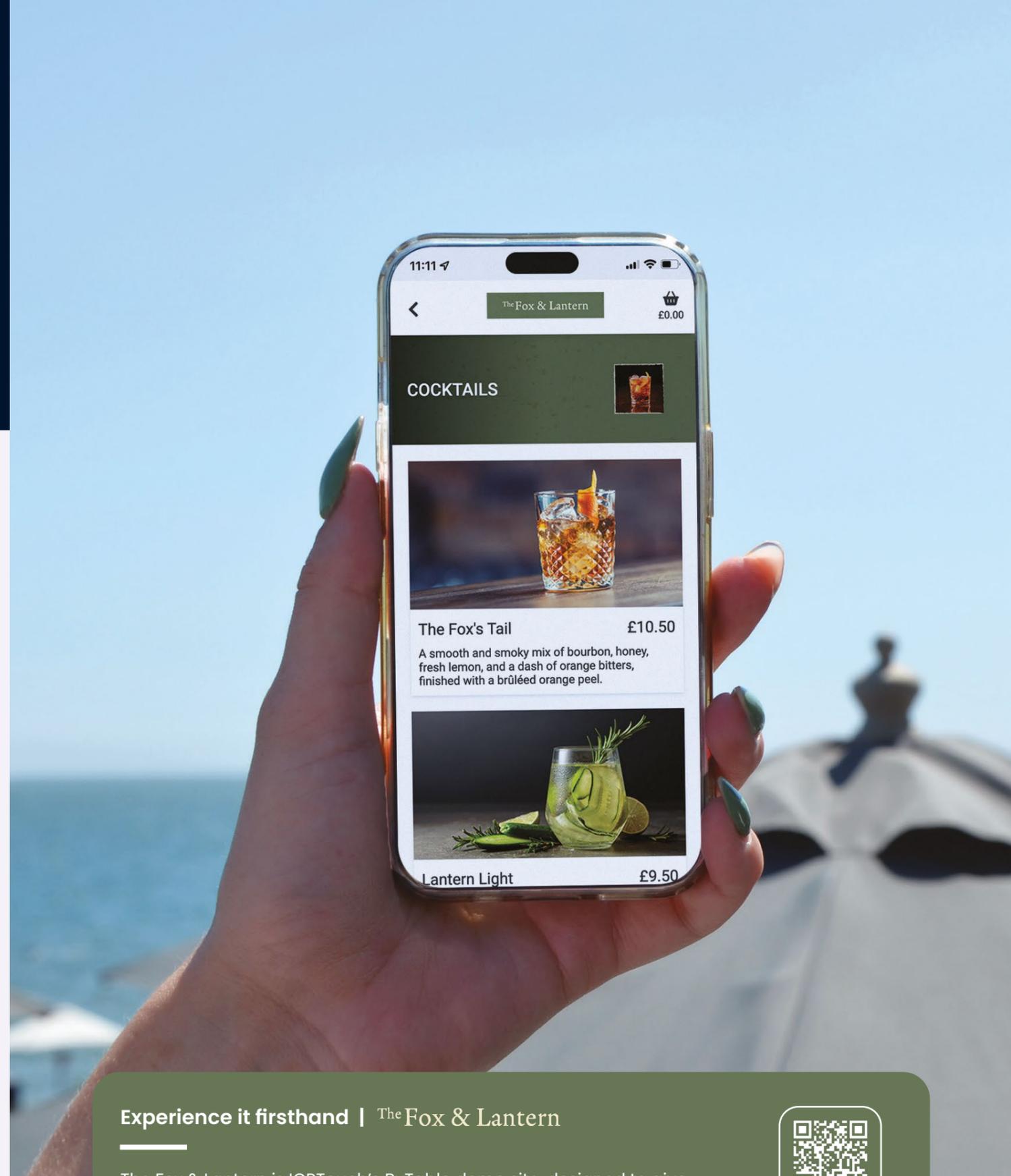
Reduce mistakes
Eliminate miscommunication between customers and staff to reduce incorrect orders and food waste.

Increase order totals
Data shows customers spend up to 40% more when placing their own orders, boosting revenue.

Push notifications
Send personalised push notifications to customers' devices and entice them with all your latest deals.

Experience it firsthand | The Fox & Lantern

The Fox & Lantern is ICRTouch's ByTable demo site, designed to give businesses the chance to experience the platform from a customer's perspective and see its robust functionality in action. Try it now by scanning the QR code or go to **icrtouch.com/pubs2026-q2-by**

THE FOX & LANTERN

ICRTOUCH

⊞ PocketTouch

Empower your team with digital order taking

Reducing the number of staff isn't always the preferred option, so making your team more efficient is a useful alternative.

Digital order taking solutions like PocketTouch have completely revolutionised the hospitality industry, by speeding up service and eliminating the traditional pen and paper order taking process.

Staff can send orders directly to order management systems at the click of a button, from a handheld device, reducing back and forth trips to the till. With live stock updates and clear, unified options, the solution reduces mistakes and miscommunication, ensuring no orders are placed for something that's not available, saving you time and money and accelerating service.

PocketTouch integrates seamlessly with payment terminals allowing your team to take orders and payment at the same time from a single device, significantly increasing table turnover and essentially equipping your staff with the ultimate tool for success.

Streamline service
Transitioning to digital order taking eliminates the need for pen and paper order taking which reduces mistakes.

Effective upselling
Provide staff with all necessary menu and promotional information from the palm of their hand to facilitate upselling.

Reduce labour costs
Empowering employees means your team can effortlessly take on more covers without the need for more staff.

Give it a try

If you'd like to try out some of PocketTouch's features, simply scan one of the QR codes and download it onto your personal device or type in the links below.

GOOGLE: **icrtouch.com/pubs2026-q2-google**
APPLE: **icrtouch.com/pubs2026-q2-apple**

GOOGLE   APPLE

"PocketTouch has been a breath of fresh air, instantly improving efficiency and eliminating stress around service."

Harry Fletcher, landlord of The Woodmans Arms

ICRTOUCH

THE CHEQUERS INN

The Chequers Inn streamlines efficiency with SelfService kiosk

The Chequers Inn is a renowned pub located on the sunny Isle of Wight, offering hearty meals, refreshing drinks and an extensive outdoor area for its visitors.

The traditional rural pub is popular amongst the local community and holidaymakers alike, completing around 4,000 covers a week.

In order to effectively manage the pub's busiest times, whilst keeping costs to a minimum, they reached out to a local Authorised Silver Partner, to implement a range of robust and reliable systems, including an intuitive self-ordering kiosk in the large pub garden.

The brief - reducing operational costs with robust solutions

The continuous rise in staffing and product costs have proven to be a challenging hurdle for many hospitality businesses, including The Chequers Inn. The pub operates a spacious venue, so effectively managing both the large indoor and outdoor areas, whilst trying to maximise profits and minimise costs can be a tricky task during high footfall periods.

To achieve this, the pub wanted to automate a range of their processes – particularly order taking and management, in order to cut operational costs

whilst ensuring service remains as seamless as possible for their customers. They quickly realised this would not be possible with their outdated systems and their local Authorised ICRTouch Partner suggested a suite of robust and reliable solutions to meet these needs.

The solution - seamlessly integrating solutions

In order to meet the needs of The Chequers Inn, the following solutions were introduced:

- TouchPoint tills
- ByTable self ordering platform
- SelfService kiosk to support the large outdoor area
- TouchOffice Web back office management system

The install was completed quickly and efficiently. Having local support from an Authorised Partner is greatly appreciated by The Chequers Inn management team, giving them peace of mind with all the implemented solutions.

The result - enhanced efficiency and lower operational costs

The introduction of the SelfService kiosk has completely streamlined the management of the pub's large outdoor area, encouraging people to place orders without the assistance of staff, and freeing up The Chequers Inn team to focus more on providing excellent service.

The kiosk has also resulted in an increase in spend per head, as customers can fully consider their choices before placing an order, and not be rushed into making a decision.

All useful data feeds into TouchOffice Web in real-time, allowing the management team to analyse every area of The Chequers Inn and make informed decisions to boost revenue and cut costs even further.

The combination of solutions provide the pub with all the necessary tools to streamline their operations, boost revenue and reduce costs – all while improving customer experience.

Watch the case study video!

Scan the QR or go to **icrtouch.com/pubs2026-q2-video**

Streamline your pub and bar operations with a seamlessly integrated ecosystem

All software solutions from ICRTouch have been designed and developed with streamlined operations in mind. Improve efficiency and provide your customers with the best possible experience and benefit from increased revenue alongside improved customer experience.

You could be benefitting from a whole system that integrates seamlessly from day one. Gain complete confidence and peace of mind with a low cost, tried and tested solution.

Payment integrations

ICRTouch's ecosystem integrates with only the best card payment providers to ensure you get fast, quality and secure transactions every time.
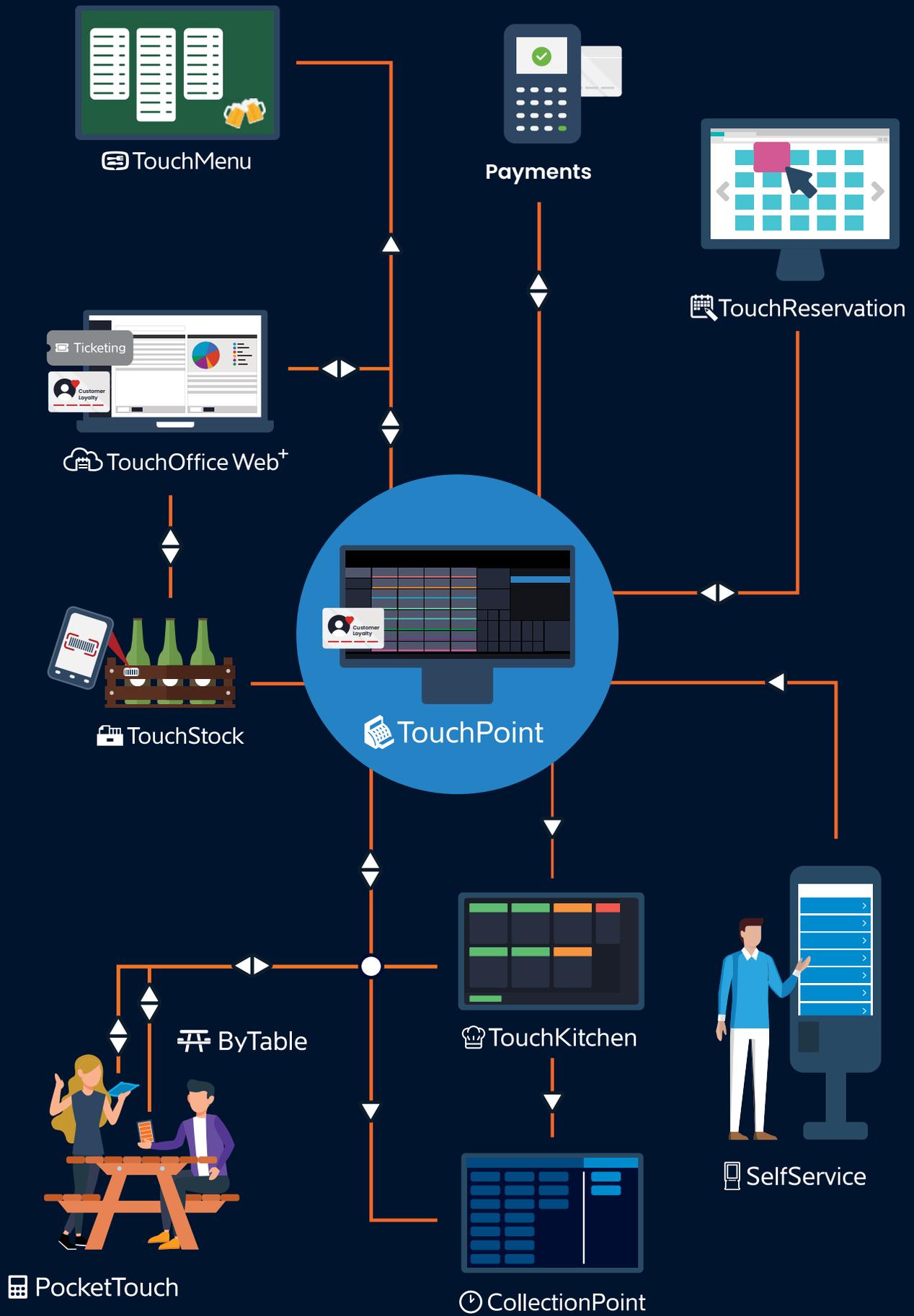
DOJO   stripe   Elavon   barclaycard

Find out more about payment integrations by scanning here or by going to **icrtouch.com/pubs2026-q2-payments**

TouchMenu

Payments

TouchReservation

Ticketing

Customer Loyalty

TouchOffice Web⁺

TouchStock

Customer Loyalty

TouchPoint

ByTable

TouchKitchen

SelfService

PocketTouch

CollectionPoint

Learn more at icrtouch.com/pubs2026-q2