CLAIMS

WHAT IS CLAIMED IS:

~~1. A method of providing a virtual bottle service from an establishment by use of an app on a smartphone of a user, comprising:~~

~~purchasing, via the app on the smartphone, a virtual bottle of a particular liquor from an establishment;~~

~~in response to the purchasing, receiving a predetermined number of e-vouchers corresponding to a predetermined number of drinks of the particular liquor, the e-vouchers being accessible by the user via the app;~~

~~displaying, on a display of the smartphone of the user, the number of drinks of the e-vouchers from the establishment that are available to the user;~~

~~in response to a drink order from the virtual bottle by the user, decrementing the number of e-vouchers and displaying the remaining number of e-vouchers on the display of the smartphone; and~~

~~in response to the user transferring one of the e-vouchers to a patron of the establishment to provide the patron with the opportunity to order a drink from the virtual bottle, decrementing the number of e-vouchers and displaying the remaining number of e-vouchers on the display of the smartphone.~~

~~2. The method of claim 1, wherein the virtual bottle corresponds to a 750 ml bottle of liquor and the predetermined number of drinks is sixteen.~~

~~3. The method of claim 1, further including (i) transmitting, via the app, the drink order from the user to the establishment, and (ii) exchanging one of the e-vouchers for the drink order by use of a code from the app of the user's smartphone.~~

~~4. The method of claim 3, wherein the code from the app of the user's smartphone is a scannable image that the establishment scans.~~

5. The method of claim 1, wherein the e-vouchers are stored in a memory on the user's smartphone.

6. The method of claim 1, further including, displaying on the display of the smartphone, a plurality of bottle service offers from a plurality of establishments in the vicinity of the smartphone.

7. The method of claim 6, wherein the displaying includes displaying different types of liquors to be offered as bottle service at the plurality of establishments.

8. The method of claim 6, wherein the plurality of establishments is determined based on the GPS coordinates of the smartphone.

9. The method of claim 1, wherein the transferring of one of the e-vouchers to the second patron is accomplished through a communication link between the smartphone of the user and a smartphone of the second patron, the communication link being a WiFi link or a Bluetooth link.

10. The method of claim 1, further including, displaying on the display of the smartphone, a plurality of mixers available for use with the particular liquor that is provided in the bottle service.

11. A method of providing a virtual bottle service from an establishment to a user, the virtual bottle service being accessible by the user via an app on a smartphone of a user, comprising:

receiving, via the app on the smartphone of a user, a purchase request for a virtual bottle from an establishment;

after the receiving, allocating the user with a predetermined number of drinks of a particular liquor from the establishment;

in response to a drink order from the virtual bottle by the user, decrementing the number of drinks from the virtual bottle that remain available to the user; and

communicating, to the user, the remaining number of drinks via the app on the smartphone.

12. The method of claim 11, wherein the predetermined number of drinks is sixteen.

13. The method of claim 11, wherein the allocating includes providing the user with e-vouchers that can be exchanged for the drinks from the virtual bottle service.

14. The method of claim 13, further including, in response to a drink order from the virtual bottle by the user, receiving a code associated with the e-voucher from the user.

15. The method of claim 13, wherein, in response to the user transferring one of the e-vouchers to a patron of the establishment to provide the patron with the opportunity to order a drink from the virtual bottle, decrementing the remaining number of drinks.

16. The method of claim 11, wherein the communicating is from a central host or point-of-sale system of the establishment to the smartphone of the user.

17. The method of claim 11, further including, storing the remaining number of drinks in a memory accessible by the central host.

18. The method of claim 11, wherein the establishment provides virtual bottle service offers to the user in response to the GPS coordinates of the smartphone of the user being within a certain distance of the establishment.

19. The method of claim 11, further including providing the user with a list of other patrons who are present at the establishment.

20. The method of claim 19, further including allowing the user to establish a link with one of the other patrons to provide access to the virtual bottle.

21. A computer-implemented method of receiving drink orders from a virtual bottle, the method comprising:

storing on a first computing device a virtual bottle representing a predetermined volume of virtual liquid corresponding to a first volume of a consumable liquid stored in a tangible structure;

providing an option on a software application executed on the first computing device to divide the virtual bottle into a corresponding plurality of e-vouchers, each of the plurality of e-vouchers corresponding to a consumable drink including a portion of the predetermined volume of virtual liquid;

receiving from a first user interface of the software application a request to deduct a to-be-dispensed portion of the virtual liquid from a virtual bottle;

receiving by a second computing device a first code provided by the first computing device, the first code representing a drink order that includes a portion of the first volume of the consumable liquid corresponding to the to-be-dispensed portion of the virtual liquid;

validating the code, and, responsive thereto, deducting the to-be-dispensed portion from the virtual bottle and communicating the drink order by a point-of-sale (POS) system in an establishment to an electronic display that displays a representation of the drink order;

responsive to the displaying, causing a drink including the portion of the first volume of the consumable liquid to be prepared in the establishment and poured into a tangible drinking vessel for delivery to a user of the first computing device in the establishment.

22. The method of claim 21, further comprising:

receiving from the first computing device a request to exercise the option to divide the virtual bottle into the corresponding plurality of e-vouchers, and, responsive thereto, storing on the first computing device a plurality of e-vouchers associated with the virtual bottle;

communicating directly or indirectly at least one of the plurality of e-vouchers from the first computing device to a third computing device;

receiving from a third user interface of a second software application executed on the third computing device a request to use the at least one of the plurality of e-vouchers;

receiving by the second computing device or a fourth computing device a second code provided by the third computing device, the second code representing a second drink order redeemable by the at least one of the plurality of e-vouchers;

validating the second code, and, responsive thereto, removing or disabling the at least one e-voucher from the third computing device, and communicating the second drink order to the electronic display that displays the second drink order;

~~responsive to displaying the second drink order, causing a second drink fulfilling the second drink order to be prepared in the establishment and a corresponding portion of the first volume of the consumable liquid to be poured into a second tangible drinking vessel for delivery to a second user of the third computing device.~~

~~23. The method of claim 22, further comprising deducting from a memory of the first computing device a portion from the virtual bottle corresponding to a volume of consumable liquid associated with the at least one e-voucher.~~

~~24. A method of providing a virtual bottle service from an establishment by use of an app on a smartphone of a user, comprising:~~

~~purchasing, via the app on the smartphone, a virtual bottle of a particular liquor from an establishment;~~

~~in response to the purchasing, receiving a predetermined number of e-vouchers corresponding to a predetermined number of drinks of the particular liquor, the e-vouchers being accessible by the user via the app; and~~

~~in exchange for one of the e-vouchers associated with the app, receiving a drink that includes the particular liquor from the establishment.~~

~~25~~1. A system for providing a virtual bottle of a particular liquor within an establishment by use of an app on a smartphone, comprising:

a refillable vat for containing a volume of specific liquor exceeding 1 liter, the refillable vat including a tap from which to pour the specific liquor;

a host system that communicates with smartphones of patrons within the establishment, wherein in response to a first patron purchasing a virtual bottle of the specific liquor via the app on the smartphone, the host system providing the first patron with e-vouchers corresponding to a predetermined number of drinks of the specific liquor associated with ~~from~~ the virtual bottle; and

wherein, in response to the first patron ordering a drink via the app, the first patron redeems one of the e-vouchers and the drink is provided to the user after being poured from the tap of the refillable vat.

~~26~~2. The system of claim ~~25~~1, wherein the host system is coupled to a point-of-sale system within the establishment and, wherein in response to the first patron ordering the drink, the first patron provides, via the app on the smartphone, a code associated with the e-voucher at the point-of-sale system.

~~27~~3. The system of claim ~~26~~2, wherein the code is displayed via the app on a display of smartphone of the first patron.

~~28~~4. The system of claims ~~27~~2 and 3, wherein the code is scanned at the point-of-sale system.

~~29~~5. The system of claims ~~25~~1 to 4, wherein the first patron requests the virtual bottle of the liquor via the app of the smartphone of the first patron.

~~30~~6. The system of claims ~~25~~1 to 4, wherein the e-vouchers are conf in both the establishment host system and the smartphone of the user.

~~31~~7. The system of claims ~~25~~1 to 4, wherein, in response to the first patron transferring one of the e-vouchers to a second patron, the establishment host system permits the second patron to redeem the transferred e-voucher for a drink and decrements the number of e-vouchers associated with the first patron.

8. The system of claim 7, wherein the transferring of one of the e-vouchers to the second patron is accomplished through a communication link between the smartphone of the first and a smartphone of the second patron, the communication link being a WiFi link or a Bluetooth link.

9. The system of claim 7, wherein, in response to the drink order from the virtual bottle by the first patron, the number of e-vouchers to the first patron is decremented and displayed on the display of the smartphone.

10. The system of claim 1 to 9, wherein the virtual bottle corresponds to a 750 ml bottle of the specific hard liquor and the predetermined number of drinks is sixteen.

11. The system of claim 1 to 10, wherein in response to a second patron purchasing a second virtual bottle of the specific hard liquor via the app on the smartphone of the second patron, the host system provides the second patron with a second set of e-vouchers corresponding to a predetermined number of drinks from the second virtual bottle associated with the second patron, the drinks associated with the first virtual bottle of the first patron and the second virtual bottle of the second patron both being poured from the refillable vat.

12. The system of claim 1 to 11, wherein the e-vouchers from the host system of the establishment are configured to be stored within the app on the smartphone

13. A method of providing a virtual bottle service from an establishment by use of an app on a smartphone of a user, comprising:

purchasing, via the app on the smartphone, a virtual bottle of a particular liquor from an establishment, the particular liquor being stored in a refillable vat containing a volume of the particular liquor exceeding 1 liter;

in response to the purchasing, receiving a predetermined number of e-vouchers corresponding to a predetermined number of drinks of the particular liquor, the e-vouchers being accessible by the user via the app; and

in exchange for one of the e-vouchers associated with the app, receiving a drink that includes the particular liquor from the establishment.

14. The method of claim 13, wherein the virtual bottle corresponds to a 750 ml bottle of liquor and the predetermined number of drinks is sixteen.

15. The method of claims 13 to 14, further including, prior to receiving the drink, transmitting, via the app, the drink order from the user to the establishment.

16. The method of claims 13 to 15, wherein the e-vouchers are associated with a code having a scannable image that the establishment scans.

17. The method of claims 13 to 16, further including transferring one of the e-vouchers to a patron of the establishment to provide the patron with the opportunity to order a drink from the virtual bottle.

18. The method of claim 17, wherein the transferring of one of the e-vouchers to the second patron is accomplished through a communication link between the smartphone of the user and a smartphone of the second patron, the communication link being a WiFi link or a Bluetooth link.

19. A method of providing a virtual bottle service from an establishment by use of an app on a smartphone of a user, comprising:

purchasing, via the app on the smartphone, a virtual bottle of a particular liquor from an establishment;

in response to the purchasing, receiving a predetermined number of e-vouchers corresponding to a predetermined number of drinks of the particular liquor, the e-vouchers being accessible by the user via the app;

displaying, on a display of the smartphone of the user, the number of drinks of the e-vouchers from the establishment that are available to the user;

in response to a drink order from the virtual bottle by the user, decrementing the number of e-vouchers and displaying the remaining number of e-vouchers on the display of the smartphone; and

in response to the user transferring one of the e-vouchers to a patron of the establishment to provide the patron with the opportunity to order a drink from the virtual bottle, decrementing the number of e-vouchers and displaying the remaining number of e-vouchers on the display of the smartphone.

20. The method of claim 19, wherein the particular liquor is stored in a refillable vat containing a volume of the particular liquor exceeding 1 liter.