CLAIMS

WHAT IS CLAIMED IS:

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 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.

2. The system of claim 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.

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

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

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

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

7. The system of claims 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.