

Beerfest

Bar-Stack Build-Up Promotion · Beer Tapper-Inspired Interactive Revealer

“Four mugs. One bar. A seasonal promotion designed to stack prizes and outlast the occasion it was built for.”

GAME TYPE	PLATFORMS	PRIMARY ROLE
Interactive Revealer / Split Prize (Wheel)	Kiosk Landscape · Kiosk Prelude · Mobile	Game Designer / GDD Author

OVERVIEW

Beerfest is a seasonal Interactive Revealer promotion built around a bar-stacking mechanic: players participate to fill and stack beer mugs on a bar, up to a maximum of four. The prize is split across up to four mugs. each mug placed represents a portion of the total prize award. When the tap runs dry or the bar hits capacity, the accumulated prize is delivered. The game targets Oktoberfest, Fall, and general beer-celebration windows, and was designed from the outset with a St. Patrick's Day reskin in mind; green beer, same mechanic, zero additional development cost.

DESIGN ORIGIN: BEER TAPPER AS FOUNDATION

The mechanic traces directly to Beer Tapper (Bally Midway, 1983), the arcade classic in which a bartender slides mugs down a bar to thirsty patrons, catching empties on the return. The core spatial logic of that game, a bar as a left-to-right delivery track, mugs as discrete countable units, the bar itself as the playing field and maps cleanly onto a casino promotion build-up mechanic. Where Beer Tapper used mugs as a throughput challenge, Beerfest repurposes them as prize containers: each mug placed is a prize slice, the bar is a prize meter, and filling it to capacity is the win condition.

This is the same design philosophy applied in Rocket Cow's Defender reference: a proven arcade loop that already solved the engagement problem gets translated into the promotional casino context rather than invented from scratch. The patron doesn't need to know Beer Tapper to understand the mechanic, the bar and the mugs are immediately legible, but the spatial clarity of the original is the reason the translation works.

IP STRATEGY: PROMOTING AN EXISTING EVERI SLOT TITLE

Beerfest is an existing Everi slot title; originally a Multimedia Games property, now under the Everi umbrella. Designing the promotion around an already-shipping floor game was a deliberate strategic choice, not a

coincidence. The promotion becomes a direct extension of the slot experience: a patron sitting at the Beerfest machine can participate in a promo that shares the game's name, characters, and theme. The slot and the promotion reinforce each other on the floor.

The clearance benefit is real but secondary. The primary win is cohesion: operators get a promotion that feels purpose-built for a specific title rather than generic seasonal chrome. Players at the Beerfest slot already have brand familiarity, and the promotion meets them where they are. This is IP reuse as product strategy: the slot title did the brand-building work, the promotion harvests that equity and drives additional floor engagement around the same IP without requiring a new name, new clearance, or a new creative brief to establish context.

The St. Patrick's Day reskin (green beer, same mechanic) extends the value into a second seasonal window but the Beerfest slot tie-in is what makes the Oktoberfest deployment stronger than a standalone seasonal promo would be.

CORE MECHANIC: THE BAR STACK

The mechanic is an Interactive Revealer with a Split prize normally reserved for the deluxe wheel. Each participation takes the server delivered prize amount and the game randomly divides the prize in to 1 - 4 (equal or unequal parts) and places one beer mug on the bar. The session ends when the tap runs out or the bar reaches capacity. A lose prize is supported and optional.

ELEMENT	FUNCTION
Beer mugs (1–4)	Each mug = one prize unit; up to 4 stacked on the bar
Bar surface	The playing field — spatial prize meter, directly from Beer Tapper
Tap / keg	Session timer metaphor — when the tap runs dry, prize is delivered
Split prize (1–4)	Prize divided by mug count; full bar = full prize
Lose state	Supported and optional; operator-configured per deployment
Particle tiers (t1–t4)	Win celebration scaled to prize value: t1 few coins → t4 coins + diamonds

MULTI-PLATFORM DELIVERY

The game was scoped for three simultaneous form factors with responsive design across a wide range of aspect ratios: Kiosk Landscape (1680×1050, 16:10), Kiosk Prelude Portrait (1080×1920, 16:9), and Mobile Landscape (2048×1152, 16:9). Software compatibility spans Trilogy 2.x, Platform 4.x, and Trilogy Go! V2.x. Multi-language support covers English, Spanish, French, and Chinese. Oversized tiles are supported. Three tiers (Explorer, Enhanced, Elite) are configured at the operator level.

REUSABILITY: THE TWOFER DESIGN

The St. Patrick's Day reskin was specified in the design from day one, not as an afterthought but as a stated design requirement. Green beer, same bar, same four-mug mechanic, same prize split logic. Theming assets are isolated so the seasonal layer swaps without touching the game engine. This is the same asset isolation principle applied across the promotional game catalog: build one chassis that can wear multiple seasonal skins, maximizing the return on each game's development investment. One build, two deployment windows, zero additional clearance overhead.

KEY OUTCOMES & DESIGN WINS

- ❖ Beer Tapper's bar-and-mug spatial logic translated directly into a casino split-prize build-up mechanic; proven engagement loop, zero concept-from-scratch cost
- ❖ Promotion built directly on an existing Everi/Multimedia Games slot title (Beerfest); patron brand familiarity on the floor exploited to drive promo engagement around the same IP
- ❖ Four-mug prize split (1–4) delivers clean operator math: predictable prize distribution across all participation counts
- ❖ Lose prize supported and operator-optional; gives casinos flexibility without requiring a loss mechanic
- ❖ St. Patrick's Day reskin built into the spec from the start; one promo, two seasonal windows, documented before art build began
- ❖ Responsive design scoped across three form factors and four languages before asset production began
- ❖ Consistent with studio reuse philosophy: Everi IP, Beer Tapper mechanic, and seasonal asset isolation all reduce cost and time to market