



# Alter Brewing + Kitchen

**PRODUCT**

Planar Venue Pro Series

**LOCATION**

Oak Brook, Illinois

**INDUSTRY**

Hospitality

**APPLICATION**

Video Display

**PARTNERS**

Barrett's Technology Solutions

## Fine-Pitch LED Display Elevates the Game-Day Experience at Alter Brewing

In December 2015, Alter Brewing launched its taproom and production facility in the Chicago suburb of Downers Grove, Illinois, during the height of the craft beer boom, when the number of U.S. craft breweries surged from 2,400 in 2012 to around 8,200 by 2019. With such rapid growth, Alter realized it could no longer rely on distribution alone to meet its business goals. To adapt, the company pivoted toward hospitality, opening its first restaurant in May 2020 in St. Charles, IL.

Despite opening during the pandemic, the new location began to thrive as COVID became a something many were ready to put in the rear-view mirror. According to Alter Brewing President Ken Hendricks, “Restaurants became beacons of gathering and socialization with unwavering support from the community.” Encouraged by this success, Alter expanded further, opening a second restaurant in Oak Brook, IL, in December 2022.

However, inflationary pressures in 2023 and 2024 presented new challenges. “Cost inputs surged as the spending power of our core guests declined,” Hendricks explained. “In short, folks simply couldn’t afford to come out as frequently as they wanted.” With consumer spending habits shifting, Alter recognized the need to adjust its strategy again.



“Great beer and great food in a great location isn’t enough,” Hendricks said. “As people became more discerning with their spending, we needed to enhance the experience we provide and, as sports fanatics, we want to offer the best sports viewing in the area.”

## Ambiance with Excitement

Aiming to become the go-to restaurant for televised sporting events, Alter Brewing Founder Pete Kosanovich contacted Barrett’s Technology Solutions to explore options for creating a more engaging game-watching environment at the Oak Brook location. Barrett’s President Brian Perreault met with Kosanovich on-site to assess the space and provide recommendations.

Barrett’s Technology Solutions initially considered adding to the existing TV displays or increasing their screen sizes, but quickly realized that approach would not create the impactful experience Kosanovich had in mind. The solution had to be balanced, as it was essential to maintain the restaurant’s upscale ambiance without transforming it into a traditional sports bar.



**“The result is spectacular, completely transforming the space.”**

— Brian Perreault, President, Barrett’s Technology Solutions



“The client envisioned an inviting setting that would encourage diners to stay longer and attract new patrons—positioning Alter as a top destination for enjoying sports and other marquee events alongside a great dining experience,” Perreault said. “That’s when we began exploring the idea of a large LED video wall behind the bar to create a dynamic focal point visible throughout most of the restaurant, elevating the atmosphere to keep guests engaged.”

Representatives from Alter and Barrett Technology Solutions then visited Planar’s showroom in Buffalo Grove, IL to evaluate different LED video wall options, which ultimately led to the selection of a nearly 16-foot-wide by 4.5-foot-high (8x4) Planar® Venue™ Pro Series indoor LED video wall with a 1.9mm pixel pitch. Installed behind the bar, the lightweight design and suspended ceiling truss mount—which drastically simplified installation—played a key factor in their decision.

Barrett’s Technology Solutions also installed a video processor that allows Alter to display up to four source images simultaneously. Using a Crestron interface, staff can easily select and route content to each section of the video wall, enabling them to show cable TV, streaming services and corporate presentations. The system also supports a digital signage media player for displaying Alter’s tap list or promoting special events and offers. “The result is spectacular, completely transforming the space,” Perreault said.







**“We look forward to providing the best sports viewing experience for years to come.”**

**— Ken Hendricks, President, Alter Brewing + Kitchen**

With the new LED video wall driving traffic to the Oak Brook brewpub, Alter is leaning into sports and receiving positive feedback from customers. “Word is spreading, and we’ve already developed a loyal Bears following for watching games,” Hendricks said. “We can configure the video wall into a quadrant view, split screen, or a single display which is absolutely amazing for big events. It is perfect for our venue and offers sightlines from every angle. We look forward to providing the best sports viewing experience for years to come.”

## About the Planar Venue Pro Series

Planar Venue Pro Series indoor LED video wall displays are designed to meet the needs of temporary event applications, large venues and fixed installations. The displays deliver 1,000-nit brightness and offer full front or rear service access to electronics for deployment versatility. Handles, locking pins and an embedded quick-lock system make it easy and efficient for a lone person to secure cabinets together and build a video wall.