



“The BeerBoard system has done what it’s supposed to do...it has given us a better system to monitor our pouring versus sales. Our pour costs were 24.5% through February 2008 and reduced this year to 21.5% with the system in place”

– Trey Woessner, CEO/President, Buckeye Restaurant Concepts Inc.

SITUATION

- There was no system available to measure beer draft beer poured and compare it to rings on the POS system
- The owner and managers used to visually monitor bartenders’ pouring techniques to check for signs of wastage
- Other controls included monitoring theoretical pour costs and inventory on a weekly basis
- In the absence of data on losses, the owner did not know if there were any problems with wastage or theft of draft beer

SOLUTION

- The BeerBoard system was implemented in the Arvada location without informing the staff
- The owner initially spent time verifying the accuracy of the system and monitoring data on a daily basis
- By identifying time slots when the losses were high, the owner used the location’s camera system to monitor suspicious activity
- Although losses were relatively low, there were some obvious areas identified where wastage and theft could be eliminated

RESULT

- Using the BeerBoard system, the owner discovered instances where bartenders were serving draft beers without ringing them in
- In one instance, a bartender was caught giving away unauthorized free beers to another employee who was off-duty
- Although draft beer losses were already low to begin with, they were further reduced with the newfound visibility and accountability
- This resulted in a significant improvement in pour costs, which reduced from 24.5% through February, 2008 to 21.5% in February, 2009
- Owner recently added BeerBoard system to another concept that he opened in February, 2016



COMPANY

Franchisee of Buffalo Wild Wings
Grill & Bar

LOCATIONS

2 locations in Arvada, CO

DRAFT LINES

20 to 24 lines per store


POS SYSTEM


NCR-Aloha

CUSTOMER SINCE


July 2008

www.buffalowildwings.com

 US Beverage Net
225 W. Jefferson St.
Syracuse, NY 13202

 888.298.3641

 info@beerboard.com

 beerboard.com

ROI: Approximately \$22,000 annually per location – \$7,500 impact for every percentage point in cost reduction

