



Integrated Beer Management  
& Guest Display System

“BeerBoard is the most effective tool I have ever encountered to monitor and reduce draft loss and manage my brewing schedule. The system takes little time to learn, master and realize results.”

– Tim Butler, Brew Master, Empire Brewing Company, Syracuse, NY

## SITUATION

- Few controls existed to help monitor losses, and manage inventory and brewing processes
- No way to easily/accurately schedule brewing cycles as there was no real-time info on when products needed replenishment
- Inventory process involved manual kettle/keg checks and counts
- Utilized theoretical costs to estimate profitability and product losses but couldn't isolate days/shifts/employees

## SOLUTION

- Realized from looking at the BeerBoard data that projected draft beer losses were significant and needed a way to recapture waste/theft
- Started using the BeerBoard web interface and email reports regularly for loss tracking and inventory management
- Created staff awareness and accountability and eliminated excuses by regularly printing reports to show staff
- Started acknowledging staff performance and rewarding them for good variances during their shifts

## RESULT

- Awareness and accountability generated quick results and losses dropped from 22% to 4% after staff training
- System helped quickly identify when there were draft system issues
- Streamlined brewing procedure to just in time process which could be monitored from off-site
- Realized pour cost reduction from approximately 22% prior to BeerBoard installation to 14.2% for the year 2009
- Real-time data improved management of seasonal brews through better and more accurate forecasting of demand and supply



### COMPANY

Contemporary bar and grill  
with a brewery on the premises

### LOCATION

Syracuse, NY

### DRAFT LINES

15 draft lines

### POS SYSTEM

MICROS

### CUSTOMER SINCE

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**ROI:** Over \$50,000 in annual impact, net of fees

