



“Not only has the BeerBoard initiative increased yields, but it has also brought automation and accuracy to our beverage reporting and ordering system.”

– Cary North, DO, Hooters of America, Texas Division

SITUATION

- Hooters, system-wide, generates 23% of its sales from beer and wine
- Draft beer control procedures included placing tickets in front of customers, physical counts, and placing buckets under drains
- Completely relied on distributors to ascertain and deliver correct quantities of beer kegs, with limited knowledge of inventory on hand
- Absence of accurate and timely draft beer data

SOLUTION

- Implemented BeerBoard's draft beer solution at two locations for two accounting periods
- Management used BeerBoard tools to immediately identify and address draft beer loss due to spillage and giveaways
- By presenting hard facts by shift to the staff, management eliminated all excuses for draft beer losses
- Executives now manage by exception using automated variance and after hours pouring alerts generated by the BeerBoard platform

RESULT

- Within days of implementing the BeerBoard solution, draft beer variance for both stores reduced from 12% and 16% respectively to below 4%
- GMs save significant amount of time while accurately quantifying loss and reducing it easily, quickly and substantially
- Operators are also leveraging BeerBoard's ordering and inventory management tools
- **Given the success at the two stores, Hooters rolled out the service to all corporate locations**



COMPANY

Hooters of America, Inc.

LOCATIONS

Over 190 locations
throughout the U.S.

DRAFT LINES

15 to 20 lines per store at HOA


POS SYSTEM


HOA-Proprietary

CUSTOMER SINCE


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www.hooters.com

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ROI: Translates into over \$10,000 ROI annually per store,
depending on location volume

