BEERBOARD

Summary of Capabilities
2024

BeerBoard Origin

BeerBoard Was Founded to Help Bar Owners Reduce Loss on Draft Beer

Prior to BeerBoard's founding in 2005, bar owners were losing thousands of dollars per year, per location due to over-pouring, theft or underperforming draft systems.

For the first time in the industry, BeerBoard provided bar owners and brewers real time, actionable data to drive sales:

- ❑ Average loss of 24 pints per keg, or 18% of the product
- ❑ Flow meters installed on each draft line
- ❑ System tracked draft beer poured vs. cash register rings
- ❑ Monitoring included keg room temps, line cleaning and more

As a result, BeerBoard was able to help bar owners lower draft beer loss to an average of less than 5% per location, resulting in reclaimed revenue of an average of $22,000 per location annually.

Company Growth Driven by Market Need

In the early 2010s, with the explosion of craft beer, retailers were adding tap handles to meet demand. BeerBoard evolved its software platform to allow for synchronizing tap handles with the bar menu. BeerBoard was now offering a broader list of benefits to retailers, including:

- ❑ Data insights provided fact-based decision making
- ❑ Instant menu management and communication to consumers
- ❑ Retailers reduced inventory losses to less than 5%
- ❑ Increase premium beer sales by 10% or more

As a result, BeerBoard's client base grew exponentially due to the benefits above, adding national and regional retailers.

Retail Partners

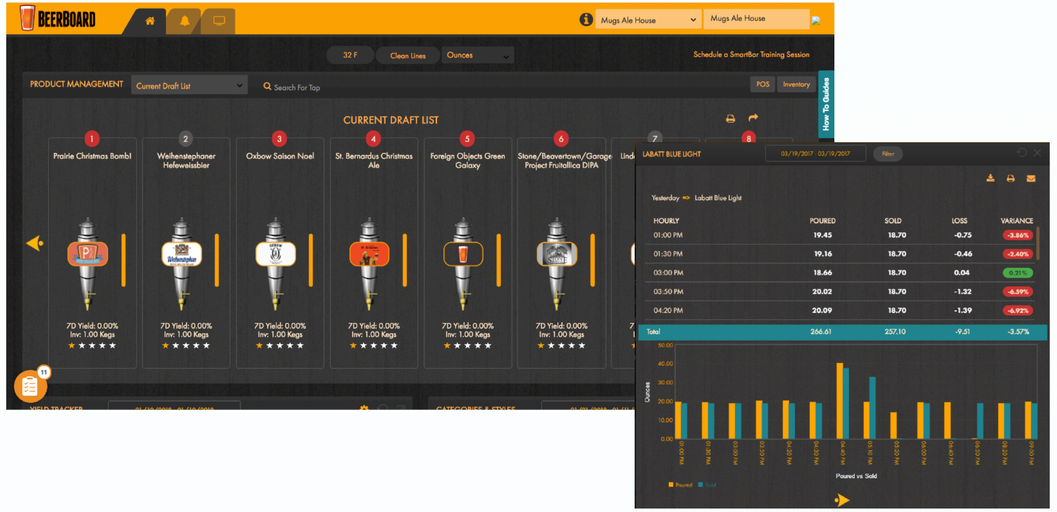
BeerBoard's robust client list features high-profile independent groups and major chain operators across North America.

Retail clients include, among others:

BeerBoard's Legacy Solutions

Industry-leading alcohol management platform:

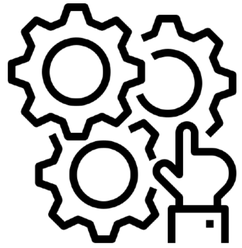
* Draft Beer data via Flow Meters
* Yield Management
* BeerBoard TV (displayed beer list)
* Print / web-based Menus



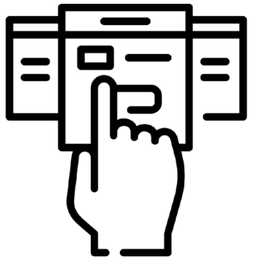
Industry Transformation

Industry Shift to Embracing Technology

As a result of Covid, the market was caught flat-footed with the need for a contactless menuing option. BeerBoard quickly developed **SmartMenus** - a dynamic, digital solution driven from a QR code. This gave retailers the ability to accurately display food and beverage offerings, including video.



In addition, Retailers were in need of the ability to order all alcohol from a single source. Suppliers each had their own ordering policy — not sustainable for a retailer when interacting with 5-10 suppliers. **SmartOrders** launched in 2021 to consolidate the ordering process for all constituents.



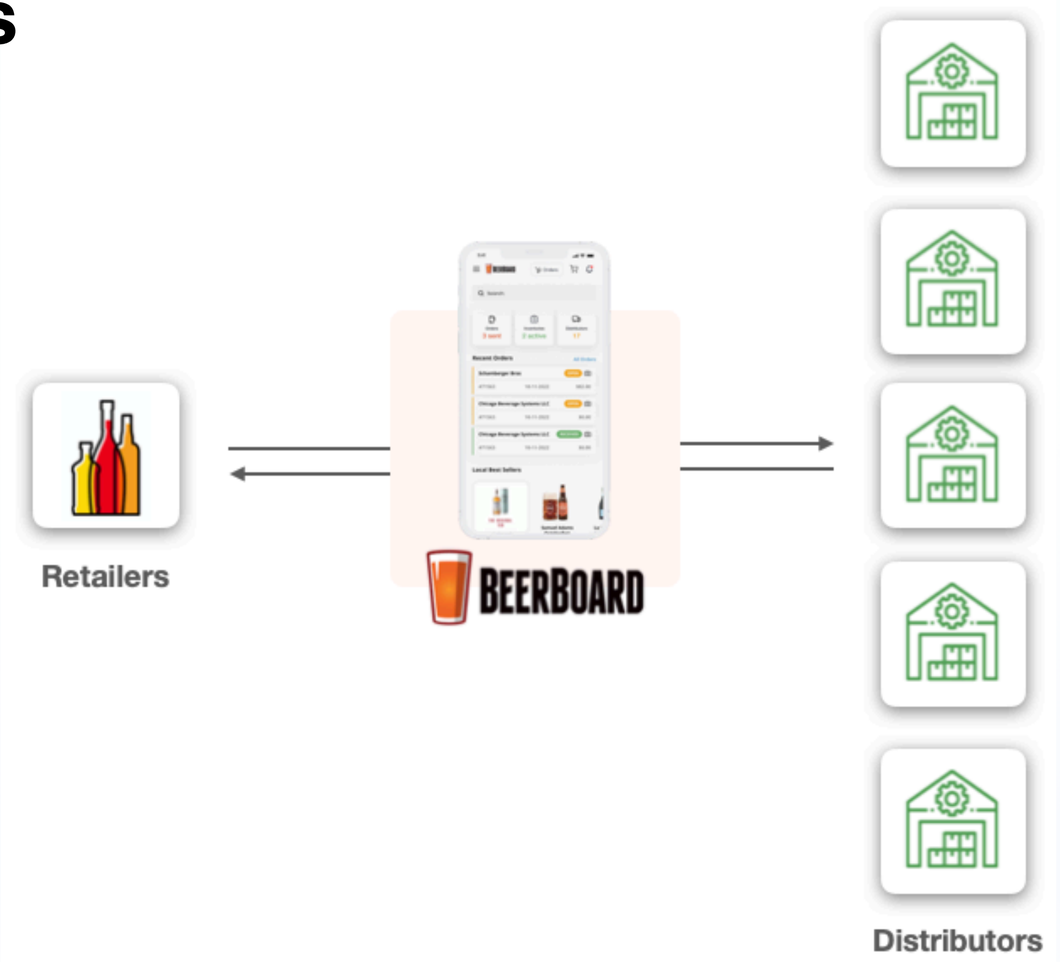
BeerBoard retail partners are positioned to benefit from the digital transformation – integrating data into a retail operations will save time and bring accurate insights. This will empower owners and managers to make fact-based decisions about their business.

Extended Platform: Full Alcohol Management Connecting Retailers & Distributors

Due to our vast industry experience, BeerBoard recognized how inefficient the supply chain is between retailers and distributors.

Retailers traditionally place alcohol orders by phone, text or handwritten notes. Without a consolidated ordering solution, managers at each store will now (or soon) be expected to place every order through five to 10 different distributor websites and manage their products and data in these disconnected systems.

To meet the industry challenge, BeerBoard launched **SmartOrders** to consolidate all alcohol ordering and inventory interactions into **one, unified, agnostic platform**.

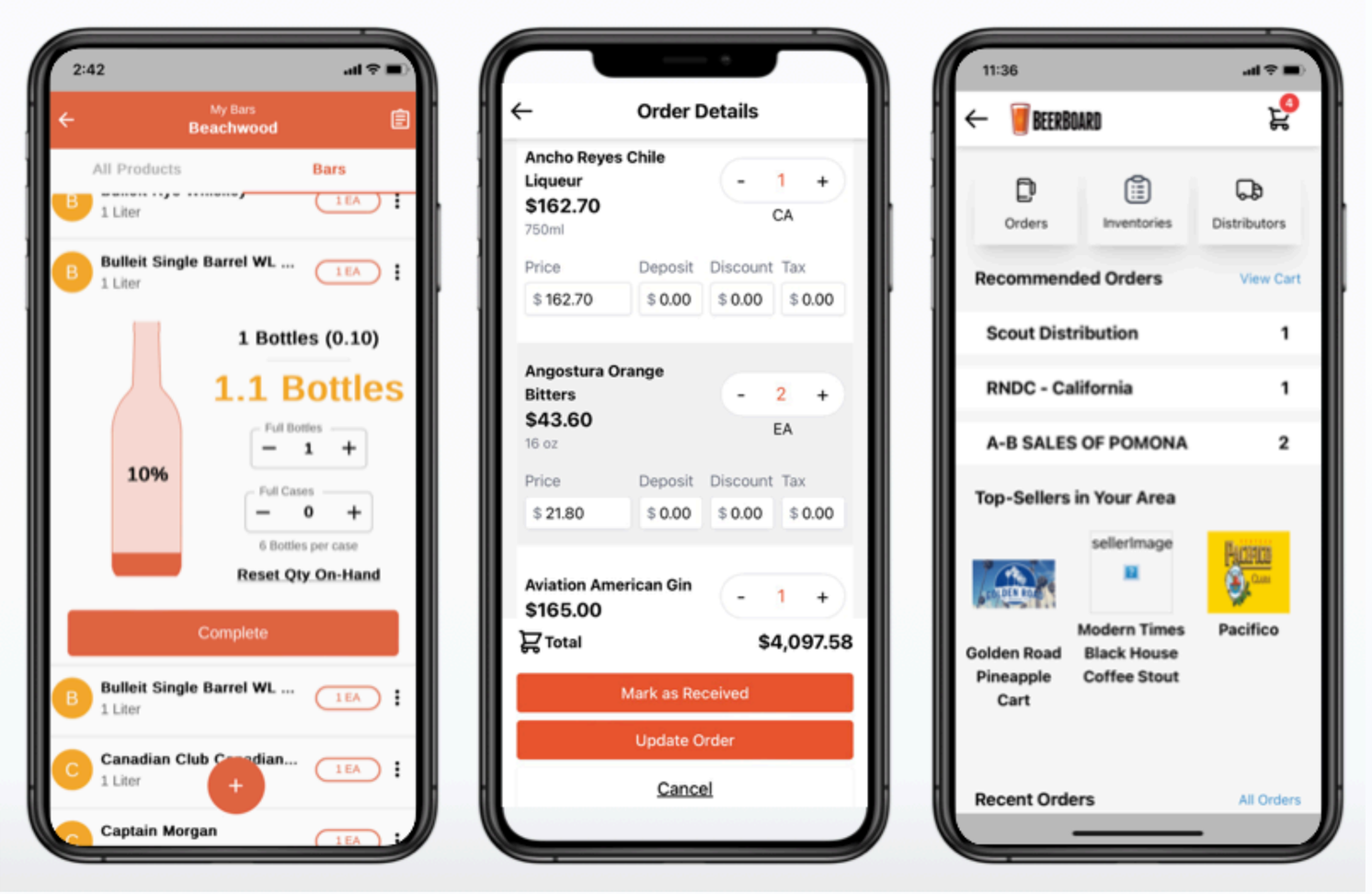


Current BeerBoard Solutions

SmartOrders: Automated Ordering, Inventory & Payments

A CENTRALIZED, agnostic solution to manage ALL liquor, beer, wine and packaged goods:

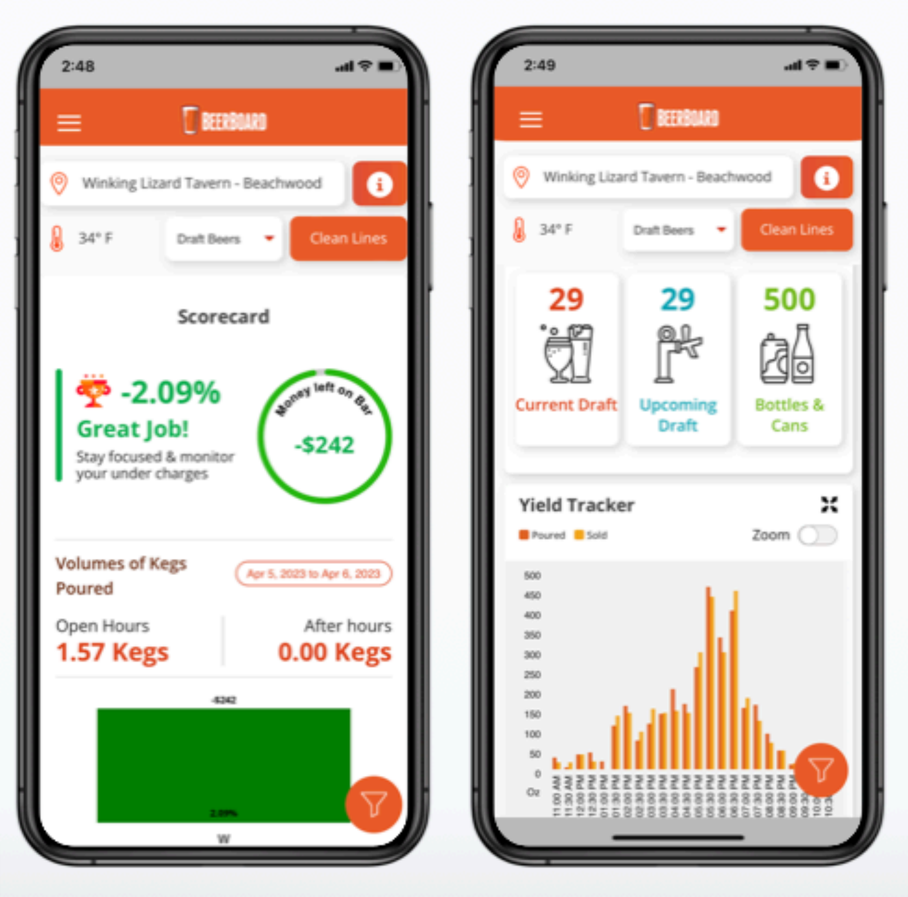
* Simplify ordering, inventory & payments
* Reduce manual counts and eliminate manual orders to the distributor reps
* Automated ordering based on sales and inventory levels to reduce on-hand inventory and improve cash flow
* Empower distributor sales team to be consultative partners

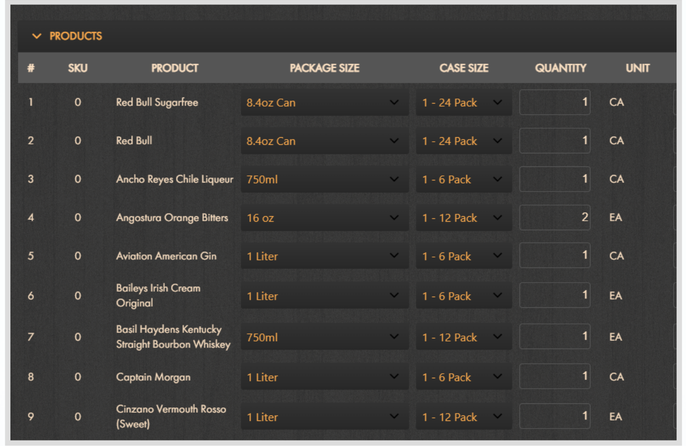


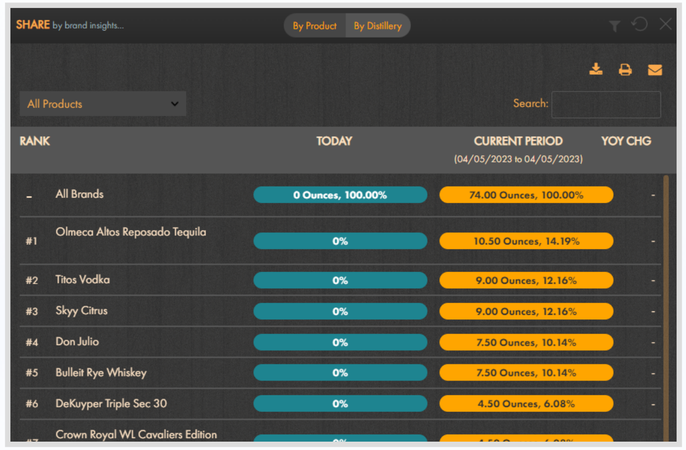
SmartBar: Actionable Data & Insights

Industry-leading alcohol management platform:

* Yield Management
* POS Integration
* PLU Management
* Real-time insights for location and brands
* Perpetual Inventory Management
* Pricing Tiers
* Mandate Reporting



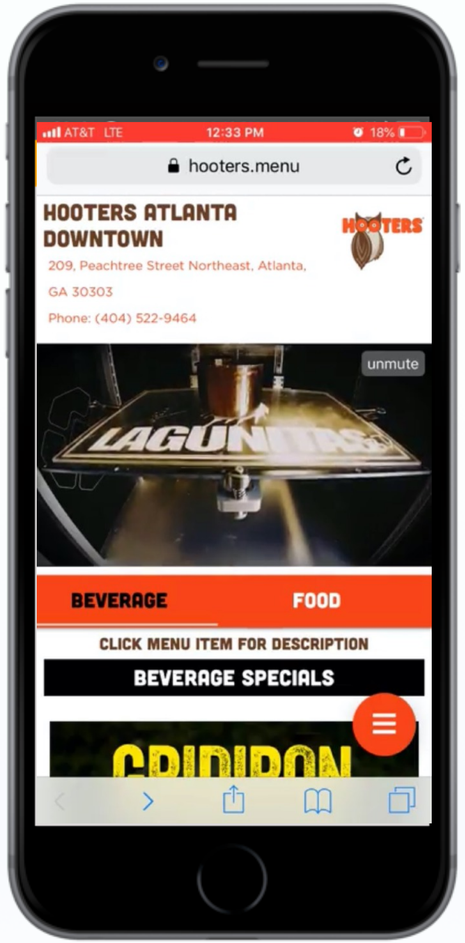


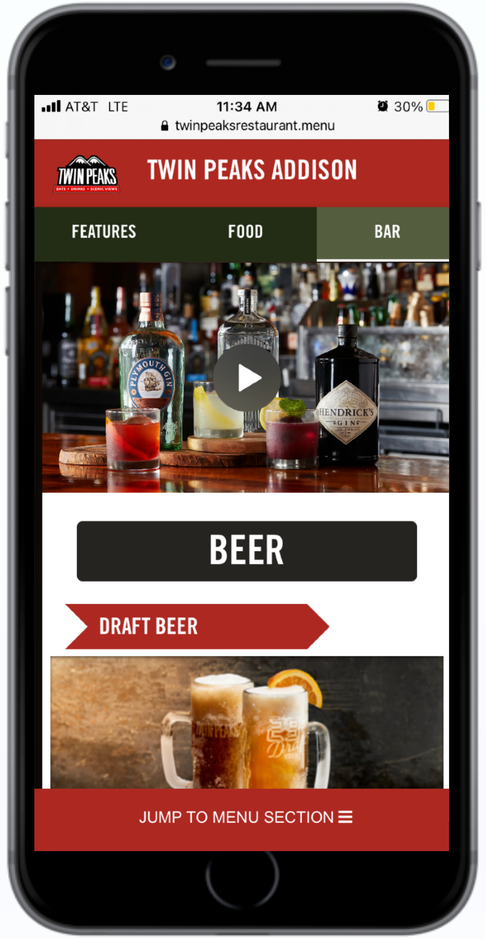


SmartMenus: Real-Time Digital Menus

ONE SOURCE to populate and feature all current food & beverage items:

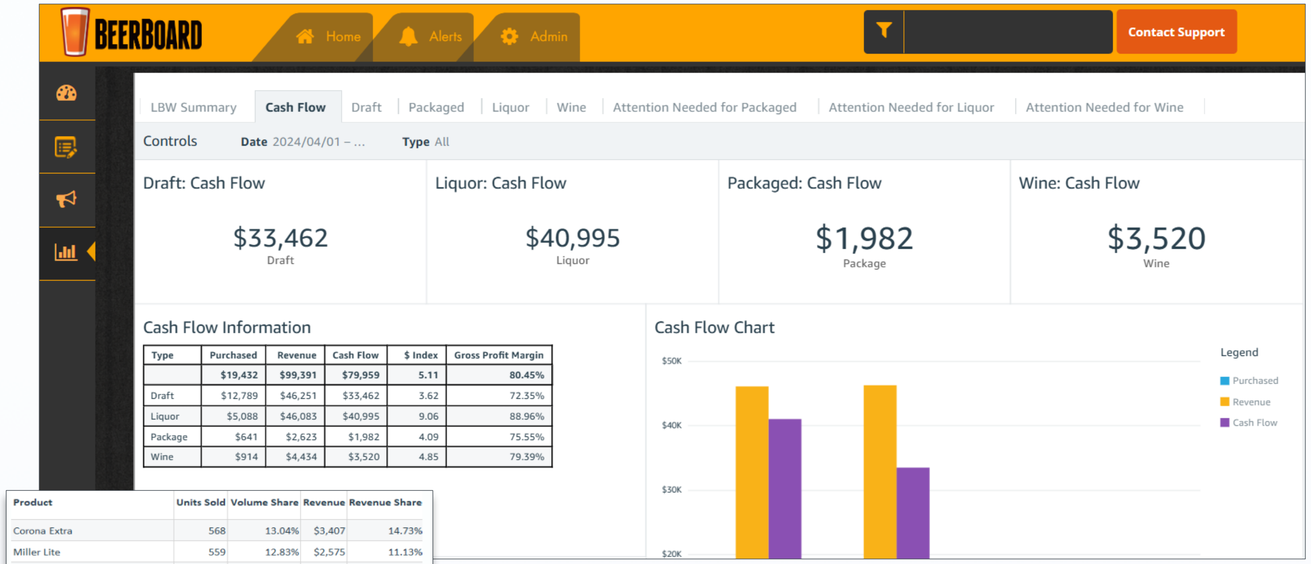
* Contactless menus accessed via QR code
* Updates in real-time
* Lower cost than printed menus
* Dynamic content, including video, for impactful promotions
* Flexibility for item changes, prices and LTOs





Cash Flow Index

A simple way to view beverage alcohol performance and make immediate adjustments, maximizing bar profitability



Type	Purchased	Revenue	Cash Flow	$ Index	Gross Profit Margin
	$19,432	$99,391	$79,959	5.11	80.45%
Draft	$12,789	$46,251	$33,462	3.62	72.35%
Liquor	$5,088	$46,083	$40,995	9.06	88.96%
Package	$641	$2,623	$1,982	4.09	75.55%
Wine	$914	$4,434	$3,520	4.85	79.39%

Product	Units Sold	Volume Share	Revenue	Revenue Share
Corona Extra	568	13.04%	$3,407	14.73%
Miller Lite	559	12.83%	$2,575	11.13%
Michelob Ultra	468	10.74%	$2,206	9.54%
Labatt Blue Light	472	10.38%	$2,173	9.39%
High Noon Sun Sips Pineapple	180	4.13%	$1,748	7.56%
Coors Light	310	7.11%	$1,458	6.30%
Bud Light	285	6.54%	$1,401	6.06%
High Noon Sun Sips Black Cherry	119	2.73%	$1,108	4.79%
Yuengling Traditional Lager	154	3.53%	$772	3.34%
Budweiser	157	3.60%	$739	3.19%
Lagunitas IPA	117	2.69%	$692	2.99%
Brooklyn Special Effects	111	2.55%	$641	2.77%
Labatt Blue	144	3.30%	$636	2.75%
Allagash White	84	1.93%	$630	2.72%
Utica Club	146	3.35%	$616	2.66%
Pabst Blue Ribbon	127	2.91%	$536	2.32%

Product Name	avgBottles	avgKegs	Purchased	Revenue	Cash Flow	$ Index	Gross Profit Margin
Meier's Creek Floatin' On By		2.78	$2,742	$5,700	$2,958	2.08	51.89%
Middle Ages Syracuse Pale Ale		2.88	$2,136	$4,228	$2,092	1.98	49.49%
Sloop West Coast IPA		3.80	$705	$2,343	$1,638	3.32	69.91%
Stella Artois		3.94	$820	$2,125	$1,305	2.59	61.42%
Don Q Limon Rum			$605	$1,961	$1,357	3.24	69.17%
Guinness Draught		3.79	$600	$1,960	$1,360	3.27	69.39%
Bud Light	289.35		$446	$1,464	$1,018	3.28	69.52%
Jameson Irish Whiskey			$496	$1,204	$708	2.43	58.77%
Imagery Estate Winery Cabernet Sauvignon			$408	$1,020	$612	2.50	60.00%
Lagunitas IPA	116.13		$255	$710	$455	2.78	64.06%
Aurora La Crema		2.27	$230	$662	$432	2.88	65.27%
New Amsterdam Vodka			$320	$517	$197	1.62	38.10%
AVA Grace Rose Wine			$176	$483	$307	2.74	63.55%
Casamigos Anejo Tequila			$135	$432	$297	3.20	68.78%
Makers Mark Bourbon Whiskey			$128	$355	$227	2.78	64.01%

Insights That Show:

Product Performance

- Draft, Packaged, Liquor & Wine
- Insights to optimize revenue
- Recommended fixes

GPM: Less Than 70%

- Monitor products to ensure more than 70% GPM
- Eliminate overbuying on products which don't sell

Draft: Slow Movers

- Products with Average Kegs below 0.70 kegs per 30 days
- Yield opportunity

Embrace Technology to Improve Efficiencies

Single Source of Connectivity for the Industry

As an industry technology leader, BeerBoard's vision is to cement itself as the single point of connectivity between retailers and suppliers.

Our retail partners can leverage BeerBoard's industry positioning and agnostic platform to untap key operational gains.

This ultimately allows our clients to increase operating margins through actionable insights and more efficient labor to manage alcohol inventory.

Back-Office Integrations to Drive Efficiency

BeerBoard has developed integrations with the industry's leading back-office management providers. This helps to make operations more efficient, operating from one unified platform. Equally important, the time savings allows restaurant operators to shift their focus back to providing their guests an exceptional experience.

- ❑ All alcohol invoices directed to back-office system
- ❑ Administer accounting, payroll, operations and purchasing
- ❑ Intuitive technology for data-driven business practices

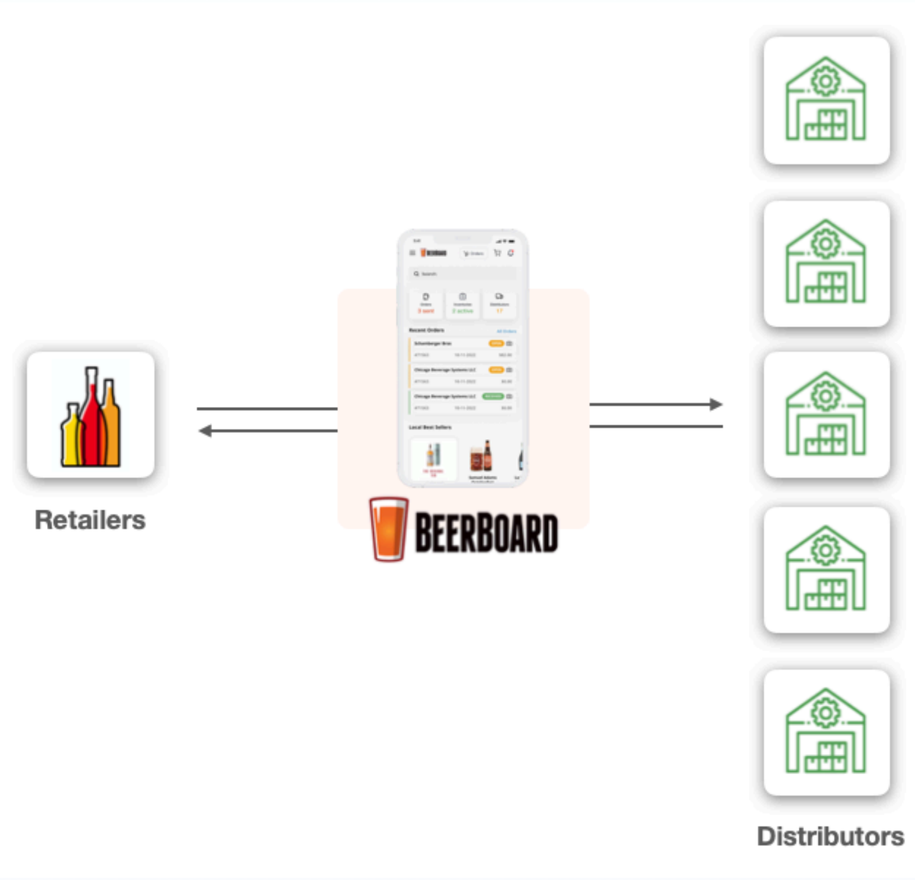
BeerBoard integrates with the following restaurant management platforms (among others):

ENCOMPASS | Restaurant365 | CTUIT | crunchtime | P4R | Data Central®

Adopt Best-In-Class Technology Today

REALIZE BENEFITS — both immediate and long-term:

- ❑ Automated Recommended Orders (save time)
- ❑ Invoice / Cost Collection (save time – manual entry/ accounting)
- ❑ Electronic Payments (save time – store/accounting)
- ❑ AI Generated AvT (losses for all product types – save time on counting)
- ❑ Profitability and Performance Metrics by Alcohol Category and Brand at store level & regional/market level (price integrity & improved promotional mix to increase profit margins at the bar)
- ❑ Streamlined process to scale across multiple locations and multiple team members (more scalable process to implements in industry suffering from high turnover)



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