

# caseSTUDY

“The USBN 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 Feb '08 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 USBN 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 USBN 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 Feb '08 to 21.5% in Feb '09.
- + The owner has already signed up to install the system in a new franchised location to be opened in April '09



**Buckeye**  
Restaurant Concepts



### company

Franchisee of Buffalo Wild Wings Grill and Bar

### locations

2 locations in Arvada, CO

### draft lines

20 to 24 lines per store

### pos system

POSitouch

### customer since

July 2008

[www.buffalowildwings.com](http://www.buffalowildwings.com)