

caseSTUDY

“ Not only has the USBN initiative increased yields, but it has also brought automation and accuracy to our beverage reporting and ordering system.”
CARY HAMER, DIRECTOR OF OPERATIONS, HOOTERS TEXAS WINGS

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 draft-beer data lead to lack of control and accountability

solution

- + Implemented USBN's draft-beer solution at two locations for two accounting periods
- + Management used USBN 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 USBN platform

result

- + Within days of implementing the USBN solution, draft-beer variance for 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
- + Given the success at the two stores, management is now rolling out the service to their other regions
- + Management is also implementing and mandating the use of USBN's ordering and inventory management tools
- + Texas Wings plans to introduce the solution to help other Hooters franchisees/corporate to replicate the success they have realized

HOOTERS Texas Wings



company

Hooters of America, Inc. franchisee established in 1989 and having rights to all of Texas

locations

43 locations in TX

draft lines

8 to 12 lines per store

pos system

Digital Dining

customer since

June 2007

www.hooterstexas.com