

# caseSTUDY

“What a difference US Beverage Net has made in our profitability and bottom line. I highly recommend this product and the company that stands behind it. Bevnet is a MUST for every cost conscious draft beer restaurant and bar establishment.”

RONALD PLATT, OWNER, MELLOW MUSHROOM DELRAY BEACH, FL

## situation

- + Information on draft beer losses was not readily available or timely enough to make an actionable difference
- + Bar staff were extending unauthorized comps to customers
- + Average Draft Beer Losses were 20%
- + With so many draft products on tap, management had a tough time identifying slow moving products to be able to keep the freshest product on hand

## solution

- + Implemented USBN solution and collected data for 2 weeks without informing staff
- + Owner and GM received automatic email reports on exactly what the losses were, when and on what products
- + Notified staff that system was in place and that they would be held accountable for draft beer performance going forward
- + Email and text alerts are sent on draft losses, inventory levels and after hours pours

## result

- + Within days of informing staff, daily draft beer losses went from 20% to 4%
- + Bar staff were now mindful of unauthorized comps and giveaways
- + Easy to use web interface and automated reporting now allows management to easily manage the entire category and keep losses down, consistently
- + With an easier more accurate way to monitor inventory levels, draft products are fresher which has heightened customer experience



### company

Mellow Mushroom franchisee located in Delray Beach, FL

### locations

80 Locations throughout the US

### draft lines

36-50 Lines per store

### pos system

Aloha

### customer since

October 2008

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