



caseSTUDY

“ Our store has received tremendous support and attention from the USBN staff. It is like we are partners in our efforts to control the waste and potential theft of draft beer...it has been a huge reason why our draft beer costs are going down”

SHAWN FALLON, GM, PICCADILLY PUB RESTAURANT

situation

- + No controls existed to gain control over draft beer waste
- + Lacked tools to track draft beer inventory and brand performance
- + Pour-cost and inventory carrying cost were high due to no controls
- + Staff lacked appropriate training in proper draft beer pours
- + Lack of appropriate training was never brought to attention and as a result customer experience was suffering

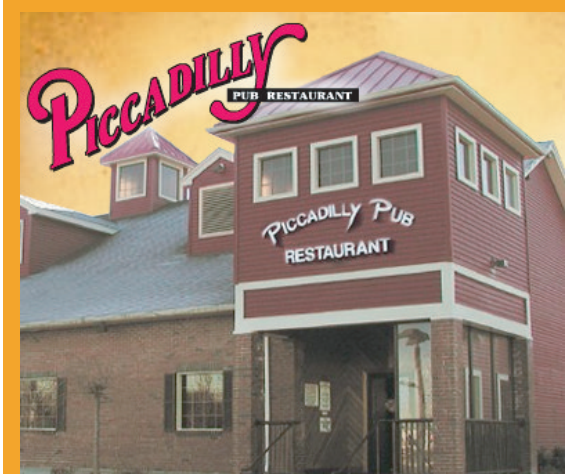
solution

- + Implemented USBN's solution without informing the bar staff
- + After monitoring the bar staff and existing variance, management established a base-line draft beer waste
- + Staff was educated about draft beer and the standards to which they were going to be held
- + Management established shift reward systems based on the bar staff's draft beer performance
- + Managers now actively monitor the USBN system and reports and share them with their staff to improve awareness and performance

result

- + Average variance dropped significantly while management saw a “2 to 3 barrel a week” decrease in draft beer waste
- + Staff embraced the system and practices to improve their efficiency
- + Both draft beer and food sales are up while profitability has risen
- + Guest experience has significantly improved with staff training
- + The system's inventory management tools have significantly reduced carrying costs and improved ordering practices

Piccadilly Pub Restaurant



company

Casual dining serving American food, with particular emphasis on seafood

locations

13 locations in MA

draft lines

12 to 16 lines per store

pos system

POSitouch

customer since

June 2007

www.picpub.com