

# caseSTUDY



Our draft beer revenues increased by 6%, thus increasing our draft beer profits by 4.25%. The USBN system has been welcomed by peers & staff, since they can streamline operations & meet their bottom-line goals.”

JOHN PAUL GIAMARTINO, OWNER, TULLY'S GOOD TIMES

## situation

- + Draft-beer category was most challenging to gain cost-control over
- + Conducted audits involving physical counts to determine pour cost
- + Estimated draft-beer ounces by *weighing, shaking, or kicking* kegs!
- + Process was extremely time-consuming and labor-intensive
- + Never had an accurate estimate of draft-beer variance (*difference between Oz poured and Oz sold*)

## solution

- + Implemented USBN's draft-beer solution at one location in Nov. '05
- + System installed behind the scenes in less than three hours
- + Staff was not informed about implementation of the new solution
- + Audited data for more than a week, and found the reconciliation (*Oz poured versus Oz sold*) to be absolutely accurate
- + Average draft-beer variance was approximately **15%** (*below the industry average of 20-25%*)
- + Started monitoring draft beer variance on a daily basis
- Informed staff about the implementation of USBN's solution after a few weeks

## result

- + Average variance dropped from **15% to below 3%** as soon as staff was informed about the USBN draft-beer solution
- + Revenues increased by **6%**, increasing draft-beer profits by **4.25%**
- + Staff embraced the system and practices to improve their efficiency
- + The system has since been rolled out company-wide
- + Beyond variance control, managers adopting USBN system's inventory management tools

## Tully's Good Times



### company

Sports-themed, casual family-dining restaurant chain in NY

### locations

9 locations in NY

### draft lines

6 to 20 lines per store

### pos system

Digital Dining

### customer since

November 2005

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