

# caseSTUDY

“ US Beverage Net is a no brainer if you want to significantly improve your overall beverage cost”

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## situation

- + Draft beer performance and losses were difficult to estimate in a timely fashion in order to make an actionable impact
- + After hours pouring of draft beer was occurring without the management's knowledge
- + Methods to take inventory were inaccurate, time consuming and labor-intensive
- + Never had an easy and accurate way to monitor brand performance in order to create the ideal brand mix

## solution

- + Implemented USBN solution at one location and collected data for 2 weeks without informing staff
- + GM/AGM received automatic email reports on exactly what the losses were, when, and on what products
- + After hours reports provided new visibility on pouring after close
- + Notified staff that system was in place and that they would be held accountable for draft beer performance going forward
- + Implemented inventory management tools to track, order and manage inventory

## result

- + Within days of informing staff, daily draft beer losses reduced
- + After hours beer pouring was completely eliminated
- + Inventory management was faster, easier and more accurate (no more weighing/shaking kegs)
- + With an easier more accurate way to monitor brand performance, management now had a way to keep best performing lineup on tap
- + E & C has decided to implement the solution in all 11 US stores



### company

Elephant & Castle located in Chicago, IL

### locations

Over 20 locations in US & Canada

### draft lines

20-30 draft beer lines

### pos system

HSI

### customer since

June 2008

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