

# caseSTUDY

“The USBN team worked with our management staff and hammered out every detail. Great snapshot reports for management and myself to ‘watch the store’ with budgeted time”

JOHN DELLAS, OWNER, FAEGAN'S CAFÉ - PUB, SYRACUSE, NY

## situation

- + Popular bar with Syracuse students and faculty with a selection of 44 different beers on tap
- + Offers a variety of drink specials throughout the week - For example "World Beer Tour", "Flip Night" etc.
- + Student demographic and a large selection of draft beer, combined with drink specials and student bartenders, made it very difficult for the owner to manage draft-beer variances accurately
- + Huge keg volume and the limited cooler space for the kegs on tap as well as in backup stock created inventory problems

## solution

- + Implemented USBN's draft-beer solution in November '05
- + Managers and owner monitor draft-beer variances on a daily basis
- + Monitoring by shift enables the owner and management to track bartenders' performance and pin-point problems
- + The real-time solution also enables the owner to monitor any after-hours pouring and consumption

## result

- + The owner is now well aware of draft-beer variances and has a tight control over losses due to over-pours and give-aways
- + The owner can now accurately track the results of the various specials and promotions throughout the week
- + Draft-beer beer selection and inventories are managed based on brand performance reports and performance during specials
- + Snapshot reconciliation reports help the owner gain insight into the bar's operations with budgeted time
- + With increased control, owner plans to increase draft-beer selection

## Faegan's Cafe - Pub



### company

High volume draft-house offering 44 different beers on tap

### locations

Syracuse, NY

### draft lines

50 lines

### pos system

MICROS

### customer since

November 2005