

# caseSTUDY



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RANDY MCNAMARA, VP OF OPERATIONS, HEARTLAND BREWERY

## situation

- + Lacked an accurate estimate of draft beer variance (*difference between Oz poured and Oz sold*)
- + Conducted manual monthly inventories to estimate draft beer inventory and costs
- + Existing systems were time consuming and labor intensive and did not provide timely information to pinpoint losses
- + With high draft beer volumes, management wanted a sophisticated method of tracking the variance between poured and sold

## solution

- + Implemented USBN's monitoring technology without informing the staff initially
- + Started conducting nightly reconciliation of variances to pinpoint losses by time of day
- + Created staff accountability by improving communication on beer waste and awareness of proper pouring techniques

## result

- + Regular reconciliation of data and improved communication made the staff more cognizant of draft beer waste
- + Improved visibility helped define accountability in terms of waste control and COGS
- + Although draft beer losses were lower than industry standards to begin with, they reduced even further, thus improving pour cost



### company

American style Brew Pub with six locations in New York city

### location

New York, NY

### draft lines

10-14 draft beer lines

### pos system

Positouch

### customer since

2008

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