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Heartland Brewery implements US Beverage Net companywide

New York based brewpub chain buys draft beer control solution for all locations

Syracuse, NY – February 11, 2008 – In early 2008, US Beverage Net (USBN), a beverage monitoring solution provider, began working with Heartland Brewery to implement its solution at Heartland's Radio City location. Heartland, the largest group of brewpubs in the New York region, was looking to implement a solution to help control their draft beer variances and manage their inventory. Upon successful completion of a four week pilot at the Radio City location, Heartland has decided to implement USBN's solution at all six company locations, including Spanky's BBQ.

The addition of Heartland to its portfolio has further strengthened USBN's progress within the brewery and brewpub segment. Often beset by intricate systems and infrastructure, brewpubs are susceptible to high beer wastage. Additionally, they are also challenging locations to implement technology solutions. However, USBN's success within a variety of restaurant settings has proven it to be a valuable proposition for any location that serves draft beer. "Our success within the various hospitality segments shows the degree of flexibility of our solution and our commitment to servicing our clients' specific needs," said Mark Young, CEO of USBN. "Our solution is extremely valuable and affordable for every restaurant or bar operation. A highly successful chain such as Heartland is a testimony to the value of our system."

Heartland Brewery was one of the first to bring quality craft beers to New York City. The restaurant group is consistently growing, expanding its operations in Manhattan. Using USBN's draft beer solution Heartland managers will now be able to monitor every ounce of draft beer poured and automatically reconcile that with ounces of draft beer sold from the point-of-sale system to determine wastage or loss. With the system's web-based platform and ability to send automatic email and SMS alerts, managers will be alerted about high variances, low inventory, or any such problems with their draft beer operation.

About Heartland Brewery

Heartland Brewery is the original and the largest urban group of brewpubs with five locations around Manhattan. Since the opening of its first restaurant in 1995, Heartland has been consistently distinguished for its award-winning craft microbrews and tasty American cuisine. In 2006 Heartland added Spanky's BBQ to its restaurant roster.

About US Beverage Net, Inc.

US Beverage Net, Inc. (USBN) is "the" beverage monitoring and data-management company that offers web-based inventory control, data research, and marketing solutions to a customer and supply chain network consisting of high volume bars, restaurants, concessionaires, distributors, and suppliers. Established in July 2005, USBN offers a patent-pending solution that enhances beverage inventory control efficiencies and maximizes profits by reducing beverage waste and loss. By tracking ounces of draft beer flow and sales in real time, the USBN solution reduces variances (difference between ounces poured and sold), offers improved inventory management, and tracks brand performance in real time.

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