

FOR IMMEDIATE RELEASE

## **Ker's WingHouse chooses US Beverage Net's draft beer solution**

**Florida-based chain to implement unique beverage monitoring service companywide**

**Syracuse, NY – September 25, 2007** – Ker Inc., parent of sports-bar chain Ker's WingHouse Bar & Grill (WingHouse), has decided to implement a unique draft beer monitoring solution offered by US Beverage Net, Inc. (USBN). The Florida-based chain will implement USBN's service companywide in an effort to reduce draft beer loss resulting from spillage, bad pours, and giveaways.

WingHouse began testing the service at its Tampa location this summer and quickly realized significant benefits from the USBN service. It allowed WingHouse managers to accurately monitor ounces of draft beer poured, and compare that with ounces sold from the point-of-sale (POS) register in real time. Managers used the web-based system to gather and present accurate data to their staff and hold them accountable for draft beer loss by shift.

The results were almost immediate. Draft beer variance (difference between ounces poured and sold) for the location fell below 1%, while real time data and alerts allowed management to closely analyze inventory carrying costs and brand performance. "Bottom line, US Beverage Net saves us money and helps us hold staff accountable," said Chris Jones, Director of Purchasing for WingHouse. WingHouse plans to complete the phased companywide rollout of the service by early 2008.

The hospitality business has been plagued by draft beer losses for a long time. Some estimates put the number as high as 25% or one in every four kegs poured. As one of the most profitable categories on-premise (draft beer yields almost 90% gross margins), draft beer is a key ingredient of any beverage program. By providing visibility into this category, USBN has been successful in providing restaurant operators with a tool to implement a dynamic beverage program and increase beverage profitability.

"Together with the WingHouse management, we identified a tremendous opportunity to increase beverage profits and improve accuracy and efficiency in inventory management," said Josh Solomon, Director of Sales for USBN. "We will continue to work with their (WingHouse) management to replicate the success of the trial companywide."

### **About Ker's WingHouse Bar & Grill**

Ker's WingHouse Bar & Grill (WingHouse) blends a casual sports-bar style with 22 locations in Florida and Texas. Established in Largo, FL in 1994, WingHouse specializes in buffalo wings, hot sauce, beer, and great food. Menu selections are classic American favorites. Sports memorabilia on the walls and WingHouse Girls waiting tables and behind the bar creates the restaurant's fun-filled ambiance.

### **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 sold), offers improved inventory management, and tracks brand performance in real time.

*For more information on this topic, please contact Rajiv Kalra at 315-579-2365 or [rkalra@usbeveragenet.com](mailto:rkalra@usbeveragenet.com)*