

US BEVERAGE NET OPENS A WINDOW ON BEVERAGE SALES

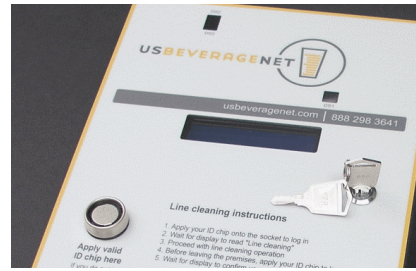
BY VANESSA SANDS

Beverage sales are a leading profit-maker for most restaurants. But they also can be, in a word, leaky. Typically, somewhere between ounces poured and ounces sold lie gallons of unaccounted waste. That translates to lost profits. US Beverage Net Inc., based in Syracuse, New York, offers the solution: An easy-to-use, cost-effective monitoring system that accurately compares how much product is dispensed against how much is actually sold.

HOW IT WORKS: Easily and quickly installed and implemented, the system (USBN) involves the use of one flow meter per line in the storage room, above the keg. Each flow meter is connected to a data transmitter that sends information to a secure Web server. Tied in with the customer's point-of-sale system, USBN allows the user to compare revenue against actual product movement in real time. The data generated is collected and stored in USBN's data warehouse. A monthly subscription fee allows the user access to the data, along with monthly reports.

KEY ADVANTAGES:

- **Visibility** – User can see, in real time, how much of any monitored beverage has been poured...and how much has been sold.
- **Accountability** – User can spot patterns to stop waste and loss due to leaky taps, unauthorized comps, spillage, etc.



- **Instant, 24/7 access** – User can view data anytime from any computer connected to the Internet.
- **No up-front costs** – US Beverage Net installs its system at no charge. Customers pay only a monthly subscription fee for a package that includes inventory control hardware, technology and Web interface.



- **Flexibility** – USBN works with any dispensed beverage, on any number of lines, even in multiple locations.
- **Marketing support** – By watching trends, the user can adjust inventories and promotions based on patron demand.
- **Better inventory management** – The user can be aware of inventory levels at any given moment and receive low stock alerts. The system can even be programmed to generate sales orders to distributors automatically in response to inventory levels.

WHAT USBN CUSTOMERS

SAY: John Paul Giamartino, owner of restaurant chain Tully's Good Times,

says USBN increased revenue and profits immediately at the seven of his nine stores where the system is installed (see sidebar). "Until now, the only way to estimate ounces of beer in a keg has been to weigh, shake or kick it!" he says. "But now, for the first time, we have the ability, through a real-time Web interface, to monitor flow and variances. Since the data is automatically reconciled with sales from the POS system, it takes the intense labor and guesswork out of calculating pour cost and waste. The USBN system brings real value and real relief."

Chris Yiavras, general manager of Zebb's Deluxe Bar in Grill in Mattydale, New York, says USBN has cut his restaurant's poured/sold variances dramatically – from about 30 percent to around 8 percent. That translates to about \$700 per week in revenue that used to literally go down the drain -- roughly four times the subscription fee USBN charges Zebb's for an entire month.

To learn more about how USBN can help you stop the leaks in your beverage sales, contact your Maines Account Manager.

Case study:

TULLY'S GOOD TIMES, a sports-themed, family restaurant chain in NY.

OWNER: John Paul Giamartino **IMPLEMENTATION:** Summer 2006

RESULTS: Increased draft beer revenues by approximately 6%, draft beer profits by 4.25%; dropped average variance substantially (to below 3%); subsequent successful rollout of system at seven of nine locations

FUTURE PLANS: Expand number of draft beer lines; Use advanced USBN features to track inventory on hand, reduce inventory carrying cost, and prevent out-of-stock situations; begin using automatic order generation feature

