

The Post-Standard

Restaurant chain buys local company's drink tracker

By Rick Moriarty
Staff writer

A Syracuse start-up company has received its first order from a national restaurant chain for a product that allows restaurants and bars to monitor remotely the beverages that flow from their taps.

US Beverage Net Inc. reached an agreement to put its flow monitoring system in UNO Chicago Grill (formerly Pizzeria Uno) restaurants, said Mark Young, chief executive officer of US Beverage Net.

The company's system attaches to beverage supply lines and lets managers monitor, from any

computer connected to the Internet, the flow of beer and other beverages.

The system helps restaurants and bars cut a major source of revenue loss: employees failing to charge for all the drinks they serve. It also allows managers to keep track, in real time, of their inventory and can automate their ordering process so they never run out of a beverage.

Young said UNO Chicago Grill will first put the system into eight restaurants — seven in New York and one in Vermont. It has been installed in the chain's restaurants in the Carousel Center mall and on Route 31 in Clay, and it will go into its

Fayetteville and New Hartford locations in a couple of weeks, he said.

It was the system's inventory management feature that attracted UNO and is going to be one of the system's best selling points as his company markets the system to regional and national restaurant chains, said Young.

"Managing inventory is a big appeal," he said. "You can use it to do all of your draft beer ordering."

Young founded US Beverage Net and began marketing its system late last year after more than a year of development. Its revenues come from monthly fees

customers pay for using the system.

The company, which just hired its seventh employee, has an office in the Rockwest Building on West Fayette Street. It has received the backing of local economic development groups. Greater Syracuse Business Development Corp., Central New York Enterprise Development Corp. and Onondaga County Industrial Development Agency have each approved \$60,000 loans, providing working capital for the company's national marketing push.

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