



Retail Case 3: **SHOW ME THE MONEY**

THE RESULT: If improvements were static throughout the year, annualized margin improvement would equate to an additional \$14,000 in profit.

Business Profile

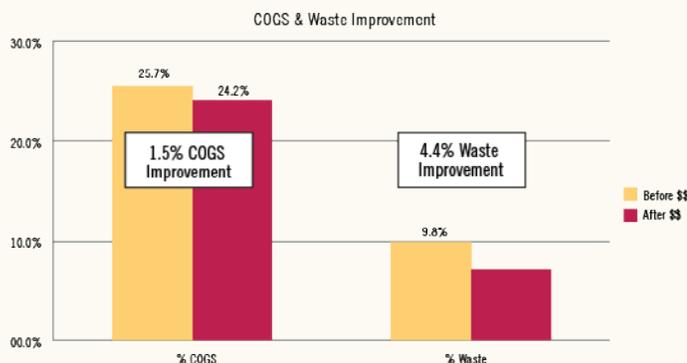
- **Location:** Midwest Metro
- **Size:** Mid-Sized Restaurant & Bar
- **Business Focus:** Upscale Dining & Draft Beer
- **Tap Lineup:** 42 taps, <25% rotating kegs
- **Period:** 8 weeks
- **Management:** Engaged Manager, bartenders use iKeg app

Utilization Improvements:

- **Revenue Change:** + 1.1%
- **Margin Change:** + 1.1%
- **Waste Change:** - 4.4%
- **COGS:** - 1.5%

Annual Return On Investment:

- **# of taps:** 42
- **Annual iKeg cost:** \$2,520.00
- **Incremental Improvement:** \$14,747.00
- **Annual ROI:** 485%



Situation Analysis

This establishment mixes craft beer with world class food and an upscale dining experience. Absent are the myriad of television monitors tuned to sports or amplified music that patrons have to talk over. Instead, there is a low and constant hum of conversation and activity that arises from a packed restaurant and crowded bar.

The bar begins to fill up after work during the week. Executives and Millennials meet up with business colleagues and friends, enjoying a wide variety of draft beer. This group morphs into varying groups arriving for dinner. As the weekend approaches, the patron mix shifts yet again. Ensuring that the beer menu and tap line up is right can be a daunting task, as the bar staff must also work with the kitchen staff to ensure that what's on tap pairs well with what is on the menu. This is a challenge many establishments don't have.

The staff uses a variety of SteadyServ tools to get the style mix, beer offerings and pairings right. This includes tapping into the world's most comprehensive database of beer built into the iKeg and iQ applications. This information provides staff access to beer tasting notes, flavor profiles and key information they need such as ABV (alcohol by volume) and IBU (international bitterness units).

All bar staff have the application on their phone and are well trained in its use. Management has become adept at using the iQ reports and portal to manage inventory, mix and rotation to provide an interesting and fresh selection of beers along with ensuring that popular high performers are available as well. As stated by one manager, "once you understand how to use iKeg, it's easy. SteadyServ allows us to leverage our beer offering in ways our competitors can't. It clearly helps to increase revenue and profit, as well as, patron traffic and satisfaction."

Sell More Beer. Save More Time. Increase Customer Happiness.
 tel: (800) 257.6898 | email: retailer@steadyserv.com | web: www.steadyserv.com