

# Case Study - Large Brew Pub

3 month improvement



## Metrics **BEFORE** BarTrack Installation

Quantity (GAL)		Sales	Pour Cost	Profit	Goal	KEG Breakdown								OZ Lost	Bartrack Savings	
						Sold 1	Waste 2	Human 3	Over-Pour 4	Under-Pour 4	Quality 5	Comp 6	System 7		Cost	Revenue
Overall	2,457	\$134,817	28.2%	\$104,082	-\$4,183	90%	10%	9%	1%	-2%	1%	1%	0%	32,644	\$3,650	\$19,667
1/2 BBL	1,413.5	\$82,338	21.6%	\$64,136	\$760	95%	5%	5%	1%	-2%	0%	1%	0%	9,877	\$2,355	\$12,364
European	941.1	\$44,634	38.0%	\$34,367	-\$1,634	83%	17%	16%	1%	-2%		1%	0%	20,854	\$1,086	\$6,520
1/4 BBL	101.8	\$7,789	29.2%	\$5,579	-\$3,309	85%	15%	12%	2%	-1%	1%	2%	<0%	1,963	\$209	\$783
N/A	0.5	-	100.0%	-	-	-	-	-	-	-	-	-	-	69	-	-
General Sales	-	\$56	-	-	-	-	-	-	-	-	-	-	-	-118	-	-

## Metrics **AFTER** BarTrack Installation

Quantity (gal)		Sales	Pour Cost	Profit	Goal	Keg Breakdown								Oz Lost	Bartrack Savings	
						Sold 1	Waste 2	Human 3	Over-Pour 4	Under-Pour 4	Quality 5	Comp 6	System 7		Cost	Revenue
Overall	1,704.1	\$98,690.78	19.2%	\$80,153	\$6,672	93%	7%	5%	2%	-2%	0%	2%	0%	15,664	\$2,843	\$15,440
1/2 BBL	1,323.5	\$77,731.65	19.0%	\$63,236	\$5,672	93%	7%	5%	2%	-2%	0%	2%	0%	12,549	\$2,216	\$12,113
European	380.1	\$20,959.13	19.8%	\$16,917	\$1,000	94%	6%	4%	2%	-1%	0%	1%	0%	3,036	\$627	\$3,327
N/A	0.6	-	100%	-	-	-	-	-	-	-	-	-	-	78	-	-

## Before issues

- Pour cost over **28%** resulting in **\$4,183** left on the table
- Occurred from mispriced drafts
- New Bartender hired causing human waste

## After - Post increase in efficiency

- **32%** decrease in pour cost resulting in \$10,855 increase in revenue from proper pricing
- **45%** decrease in 'unrung' beers from identifying staff issues



# Case Study - Multi-unit

60 day improvement



## Metrics **BEFORE** BarTrack Installation

QUANTITY (GAL)		REVENUE	COST	PROFIT	POUR COST	GOAL	KEG BREAKDOWN								OZ LOST	PROFIT LOST	MANAGEMENT SAVINGS	
							SOLD 1	WASTE 2	HUMAN 3	OVER 4	UNDER 4	QUALITY 5	COMP 6	SYSTEM 7			COST	REVENUE
Overall	1,226.6	\$46,932.15	\$13,858.67	\$33,073.48	29.5%	-\$4,857	81%	19%	13%	5%	-1%	1%	0%	< 1%	29,473	\$10,843	\$588	\$2,016
1/2 BBL	1,059.8	\$38,351.78	\$11,281.37	\$27,070.41	29.4%	-\$6,214	79%	21%	15%	5%	-1%	1%	0%	< 1%	28,630	\$10,255	\$507	\$1,830
1/6 BBL	158.1	\$5,780.87	\$2,479.07	\$3,279.07	42.9%	-\$1,344	80%	20%	13%	5%	-1%	1%	0%	< 1%	4,120	\$1,479	\$81	\$186

## Metrics **AFTER** BarTrack Installation

QUANTITY (GAL)		REVENUE	COST	PROFIT	POUR COST	GOAL	KEG BREAKDOWN								OZ LOST	PROFIT LOST	MANAGEMENT SAVINGS	
							SOLD 1	WASTE 2	HUMAN 3	OVER 4	UNDER 4	QUALITY 5	COMP 6	SYSTEM 7			COST	REVENUE
Overall	1,361.8	\$52,850.81	\$14,521.47	\$38,329.34	27.5%	-\$5,060	94%	6%	5%	2%	-2%	< 1%	0%	< 1%	9,930	\$3,192	\$2,296	\$8,289
1/2 BBL	1,353.7	\$51,181.81	\$14,410.24	\$36,741.57	28.2%	-\$6,279	93%	7%	6%	2%	-2%	< 1%	0%	< 1%	11,509	\$3,642	\$2,296	\$8,289
1/6 BBL	7.2	\$342.0	\$100.79	\$241.21	29.5%	-\$91	61%	39%	30%	2%	0%	6%	0%	0%	354	\$215	0	0

## Results

Break-even: **Less than 60 days**  
Realized Rev in year 1: **\$84,800**  
Keg yield increase: **13%**  
Decrease in pour cost: **2%**  
Profitably increase: **\$5,256**

**~20K oz sold with ~10% more volume poured in May**

**Each year, this client breaks even on the annual subscription in less than 1 month!**



# Case Study - Small Craft Brewery

## 2 week improvement



### Metrics **BEFORE** BarTrack Installation

QUANTITY (GAL)		SALES	POUR COST	PROFIT	GOAL	KEG BREAKDOWN								OZ LOST	REVENUE POTENTIAL	BARTRACK SAVINGS	
						SOLD 1	WASTE 2	HUMAN 3	OVER-POUR 4	UNDER-POUR 4	QUALITY 5	COMP 6	SYSTEM 7			COST	REVENUE
Overall	43.2	\$1,461	26.8%	\$1,161	\$81	73%	27%	26%	0%	1%	0%	0%	0%	2,024	\$225	\$4	\$61
1/2 BBL	43.2	\$1,247	26.8%	\$1,161	\$81	63%	37%	36%	0%	1%	0%	0%	0%	2,024	\$225	\$4	\$61
-	-	\$214	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

### Metrics **AFTER** BarTrack Installation

QUANTITY (GAL)		SALES	POUR COST	PROFIT	GOAL	KEG BREAKDOWN								OZ LOST	REVENUE POTENTIAL	BARTRACK SAVINGS	
						SOLD 1	WASTE 2	HUMAN 3	OVER-POUR 4	UNDER-POUR 4	QUALITY 5	COMP 6	SYSTEM 7			COST	REVENUE
Overall	22.7	\$961	5.9%	\$754	\$153	91%	9%	7%	1%	1%	0%	0%	0%	654	\$143	\$2	\$22
1/2 BBL	22.7	\$801	5.9%	\$754	\$153	77%	23%	21%	1%	1%	0%	0%	0%	654	\$143	\$2	\$22
-	-	\$160	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Before issues

- Pour cost over **26%**
- Efficiency at **73%** - this is already a **15%** increase in efficiency from the previous month
- Unrung beers at **26%**
- **1 Keg** lost in one day

## After two weeks

- **78%** decrease in pour cost
- **18%** increase in efficiency
- **73%** decrease in 'unrung' beers



BarTrack is the future of smart inventory, better quality and increased visibly both behind the bar and beyond.



**GJ Hart**  
CEO, Red Robin

I was shocked when BarTrack showed me how much inventory I was actually losing. **The system helped me make hundreds of thousands of dollars.**



**Scott Parker**  
DC Restaurateur

BarTrack makes it a lot easier for me to ensure team advocacy, accountability, and is **the solution that supports our consistency and profitability for the bar.**



**Dan Tufts**  
Vice President  
Buffalo Wing Factory

Our goal in partnering with BarTrack was to identify and realize efficiencies in our draft system, streamline processes and optimize operations. **We have been able to identify several areas of improvement, and BarTrack's consulting team helped us develop an action plan to address these issues promptly.**



**Gordon Barfield**  
VP, Strategy & Corporate Development  
AMB Sports and Entertainment

# Testimonials



## Restaurant Owner



**King Street Oyster Bar**

[View](#)

## Brewery CEO



**Voodoo Brewing Company**

[View](#)

## Restaurant Group Beverage Director



**Open Road Grill**

[View](#)



# CASE STUDY

## BarTrack X King Street Oyster Bar



BarTrack



"BarTrack alone is what has made us successful in our draft program at the bar. They have been awesome for helping us educate our team and providing key analytics for our 4 restaurants. They will be an integral part of setting up our processes for our fifth location."



### Rick Allison

Managing Partner, Loudoun Restaurant Group, King Street Oyster Bar, VA, MD, DC

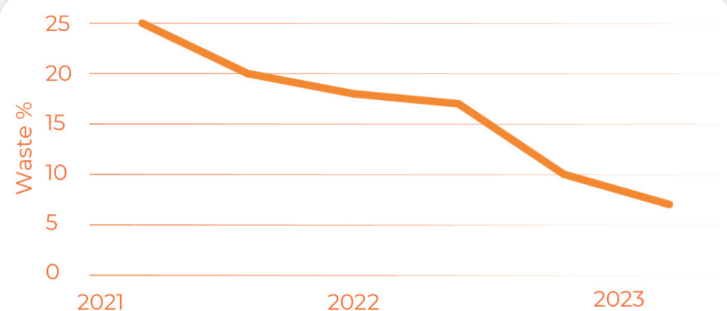


## CHALLENGES

- Loss of product due to foaming issues
- Difficulty in pinpointing sources of waste such as temperature and pressure
- Existing analytic tools did not pinpoint specific categories of waste
- Having multiple locations created the challenge of streamlining operations and ensuring consistent practices
- Bar's bottom line was dramatically impacted due to the amount of time staff spent troubleshooting keg yield issues

## SOLUTIONS

With BarTrack, King Street Oyster Bar was able to pinpoint and address the sources of waste for each of their 4 locations.



## BENEFITS

### Ensured Quality & Reduced Waste

The real-time BarTrack App has detailed reporting down the the hour and oz. By using the app, King Street Oyster Bar was able to identify and reduce waste, in turn ensuring quality pours.

### Maximized Keg Yield & Revenue

BarTrack worked with King Street Oyster Bar to develop a unique action plan to pinpoint problems, areas of loss, and opportunities for improvement. Creating a strategic roadmap helped to boost overall bar revenue and processes.

### Increased Efficiency & Streamlined Operations

King Street Oyster Bar automated their beverage cost calculations and reporting based on positive trends and insights.

# CASE STUDY

## BarTrack X Mercedes Benz Stadium



“Our goal in partnering with BarTrack was to identify and realize efficiencies in our draft system, streamline processes, and optimize operations. We have been able to identify several areas of improvement, and BarTrack’s consulting team helped us develop an action plan to address these issues promptly. I am highly impressed at the level of care they’ve shown and have full confidence that their team is ready, willing, and able to help us review performance and pursue continuous improvement across our draft system at any moment.”



**Gordon Barfield**

Vice President of Strategy & Corporate Development at AMB Sports & Entertainment



## CHALLENGES

- Staff not properly educated on pour technique
- Quality issues due to fluctuations in foam
- Difficulty in assessing accurate data to make informed decisions regarding reordering, keg pricing, and volume sold
- Manual inventory recording and data analysis for hundreds of lines was time consuming and inefficient

## RESULTS

With BarTrack, Mercedes Benz Stadium was able to increase their keg yield by **15%** and reduce their pour cost by **3.6%**. This was achieved through consistency across hundreds of lines and properly educated staff members. Through proper pour technique, profits were increased, quality was enhanced, and keg yield maximized. Inventory and re-ordering was streamlined and BarTrack’s reports showcasing KPIs supported data-driven decisions for the draft beverage program.

## BENEFITS .....

- Increased profits
- Maximized keg yield for high volume stadium events
- Enhanced beverage quality and efficiency
- Streamlined processes and communication
- Provided robust detailed reports and analytics
- Enabled consistent experiences for multiple draft systems and bars
- Mitigated loss due to waste or pouring error
- Performance-based plans built on illuminating KPI’s

# CASE STUDY

BarTrack X Red Robin



BarTrack

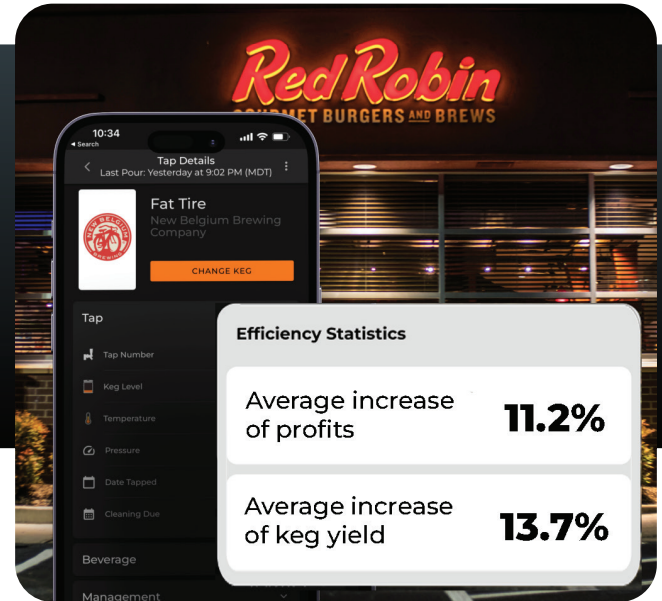


“BarTrack is the future of smart inventory, better quality, and increased visibility both behind the bar and beyond.”



**GJ Hart**

CEO, Red Robin



## CHALLENGES

- Outdated draft system equipment
- Staff not properly educated on pour technique
- Difficulty in pinpointing sources of waste such as temperature and pressure
- Existing analytic tools did not pinpoint specific categories of waste
- Bar's bottom line was dramatically impacted due to the amount of time staff spent troubleshooting keg yield issues

## RESULTS

With BarTrack, Red Robin was able to pinpoint and address the sources of waste within just **3 weeks**, resulting in an average efficiency increase of **13.7%** and an average profit increase of **11.2%** across three locations.

## BENEFITS .....

### Daily Reporting

Detailed analytics displayed through daily reporting identified issues such as improper pouring techniques and draft pours with no sales.

### Improved Draft System Balance

BarTrack showed a low glycol viscosity and outdated power pack. By replacing their glycol, Red Robin reduced temperature fluctuations as the beer poured through the lines.

### Reduced Pour Cost

By maximizing keg yield, Red Robin improved their margins to boost efficiency by an average of **13.7%** and increase profits by an average of **11.2%** across three locations.



# CASE STUDY

BarTrack X Voodoo Brewing Company



BarTrack



“As a manufacturer, the most important thing to our company and our brewers is having every beer be presented to the customer exactly how the brewer intended. We are able to achieve that consistently with the BarTrack system. It allows us to ensure the quality of every beer as it reaches the customer’s glass. And if we do find an issue, we’re able to track the loss and prevent it from happening again.”



**Matteo Rachocki**

CEO of Voodoo Brewing Company



## CHALLENGES

- Difficulty finding a reliable form of communication and data storage system
- No process for keg reordering
- Loss of high-quality craft product leading to poor presentation
- Pinpointing sources of waste

## RESULTS

With BarTrack, Voodoo was able to increase their keg yield efficiency by **25%**. BarTrack’s App centralized communication for franchise teams and streamlined their reordering from the production site. Locations that often struggled with quality fluctuations when a new draft system build was installed were quickly able to increase margins and reduce waste through the use of the BarTrack System.

## BENEFITS .....

- Centralized communication point for team members
- Reliable inventory and quality assurance tool recommended to all Franchise owners
- Consistent experience for guests and patrons in the taproom
- Maintained integrity of high-quality craft brand
- Boosted profits for existing and new location builds