

5 Tips for Wine & Owners

Every keg, bottle of beer, wine, soda, liquor bottle is an investment that you have made in your business. Usually, thousands of dollars worth of investment that is designed to make you tens of thousands of dollars in profit.

Sadly, most employee's see it like water..... cheap and plentiful.

While food costs average in the 30-40% range, beer, liquor and wine should come in at about 20%. That means that while you focus on the excellent food you provide, you may want to consider these 5 tips to eliminate the robbery happening at the bar. No, not your employee's!

ONE: Measure The correct way to pour a beer is to bring the glass to the faucet, without touching it, and before you open it. Beer pours at 2 oz/sec, so waiting 1-2 seconds per beer costs an avg bar pouring 100 pints a day 400 ounces or 29 pints per day. At \$4.00 per pint that equals \$114/day in wasted revenue. Pouring technique can cost you over \$3000 per month.

TWO: Display Keep account DAILY of what was poured down the drain, spilled, broken or mistakes. Start a comp check to keep track of this waste. It helps you and your staff understand the opportunities for improvement and covers you for any tax agency that wants to know why your purchases aren't equal to your sales.

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Three: Preserve What you use defines your establishment and sends a message to your guests. By buying good quality tempered glass, you will ensure fewer breaks compared with less expensive glassware. Proudly announce that you are giving them a “true pint” by using Imperial pints or get glass with a liquid volume marker.

Four: Train Retailers feel the need to carry more and more draft choices for their guests and we love the diversity. But, a few things kills profits. half-barrel kegs are your most profitable. Your costs go up dramatically with 1/4 or 1/6's. The average keg has 25-40 days of shelf life at retail, so sell what you can move in that time.

Five: Flights & Samples While a beer system may seem like magic or your suppliers responsibility, it is best for you to take ownership by making sure that your system is operating properly and your vendors are doing their jobs. Check your beer line cleaning is being done and done correctly. Is your refrigeration at optimum efficiency and temperature? Did you get exactly what you ordered and paid for?

These simple items will save you time, money and make for a better draft program.

Your Local Rep: