



Maximize Liquor Sales & Profits

Using the BBC System





At Bar Beverage Control we understand your business because we are also bar owners. Through necessity, we discovered a new and effective way to maximize profits on liquor sales. Our system uses state of the art technology in a very uncomplicated and cost effective patented system. It can be custom designed and has *the potential to generate tens of thousands of additional dollars for your business.* Simply by measuring bartender performance and having correct inventory.



Diagnosing the Liquor Profit Gap

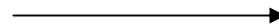
Not Properly Measuring
Inventory and Bartender
Performance

Results in

Lost Revenue

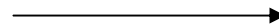
Inventory

▪ Too much inventory



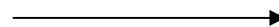
▪ Increased costs,
Tied up dollars

▪ Too little inventory



▪ Missed sales and profit

▪ Wrong inventory



▪ Lost customers



Diagnosing the Liquor Profit Gap

Not Properly Measuring
Inventory and Bartender
Performance

Results in

Lost Revenue

Bartender Performance

- | | | |
|---------------------------|--------|------------------------------------|
| ▪ Over pours | —————> | ▪ Missing inventory
(Shrinkage) |
| ▪ Giveaways / Free drinks | —————> | ▪ Lost sales and profits |
| ▪ Employee theft | —————> | ▪ Lost sales and profits |
| | | ▪ Low morale |
| | | ▪ Becomes acceptable
behavior |

Recover Lost Profits



Employee giving drinks away



Employee over pouring

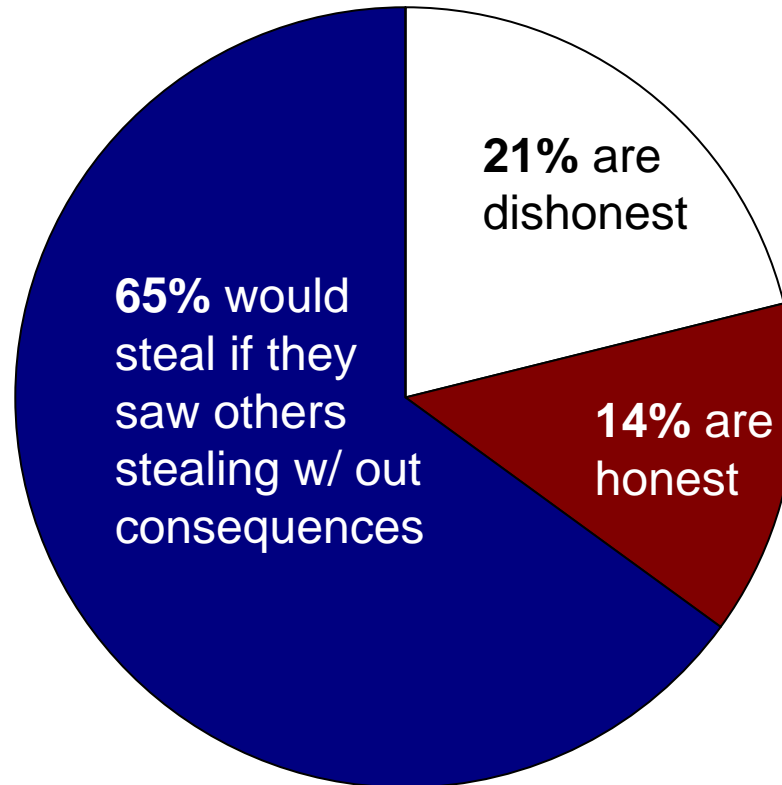


Employee drinking behind bar



Employee stealing a bottle

Employee Theft



Source: Carnes Business Information Group



Bar Beverage Control is Different from other Systems

Non-weight systems

Watches stock received

External party audits
Single bottle systems

Watches product dispensed

Bar Beverage Control

Daily, Individual Accountability



- Daily, individual accountability is what matters most. It is where the money is handled.
- BBC is the only system that established revenue and bartender baselines, measuring inventory displaced to cash register sales.
- BBC technology gives instant access availability...from any location.
- Realizing immediate, sustainable profit savings.

How the BBC System Works

Bartender Accountability
(Greatest Impact)
Inventory Control

Step 1
Category Management:
Groupings of bottles
for efficient set up
of the bar

**Six Step
Process**



How the BBC System Works

Bartender Accountability
(Greatest Impact)
Inventory Control



Bottle Grouping

Step 2
Weigh and account
For all bottles:
Average of
15 minutes/day

**Six Step
Process**



How the BBC System Works

Bartender Accountability
(Greatest Impact)
Inventory Control



Bottle Grouping

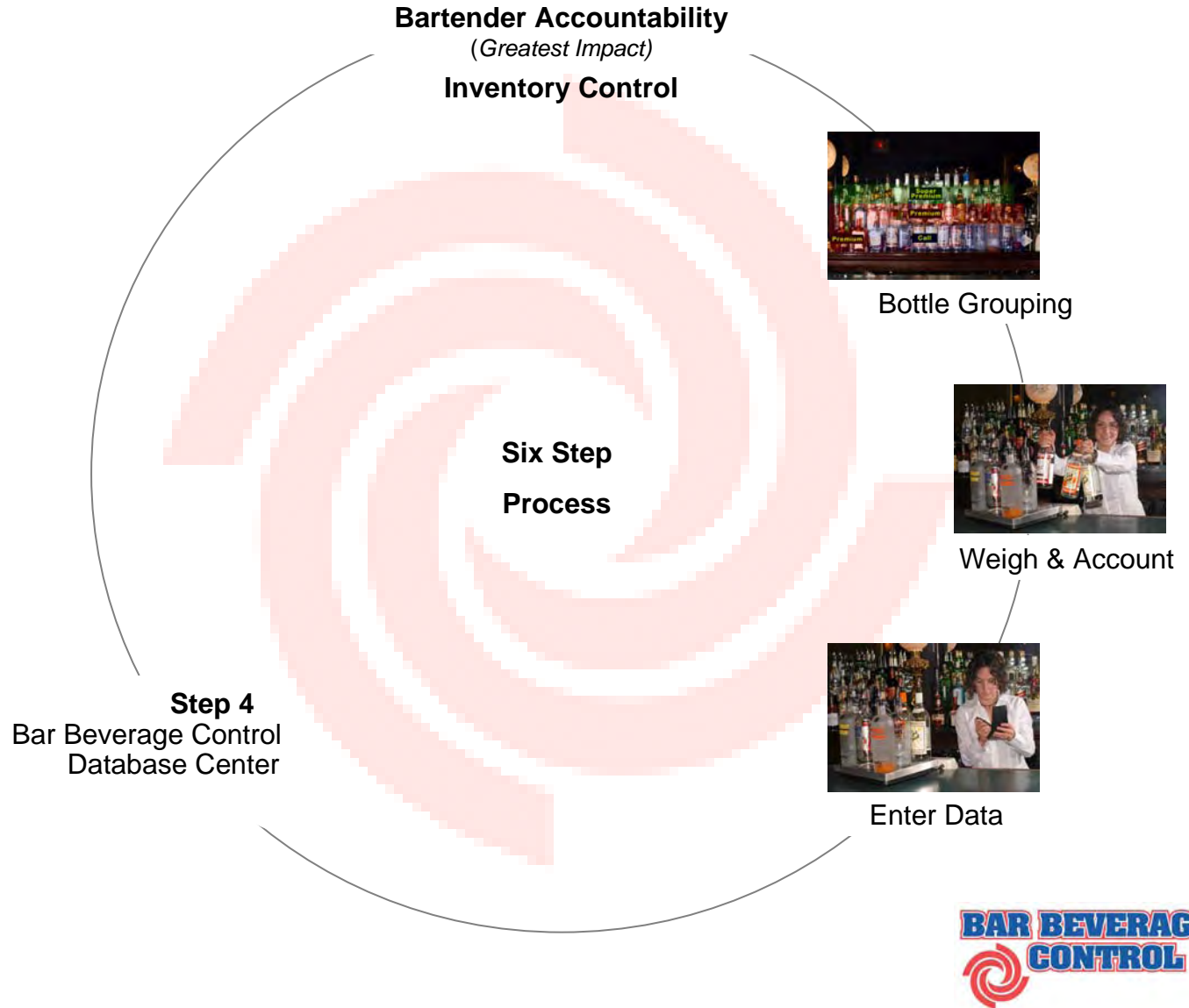


Weigh & Account

Step 3
Enter data into Palm Pilot
Add bartenders' revenue
Establishing benchmarks

**Six Step
Process**

How the BBC System Works



How the BBC System Works



How the BBC System Works



How the BBC System Works



How the BBC System Works



Key Performance Indicators

Measurements that “read the pulse” of the business. Their value is in helping to run the bar more intelligently, lower costs and recover previously lost revenue.





Key Performance Indicators are continuous:

- Always moving
- Always measuring
- Always empowering

We call it “discrepancy monitoring.” Meaning BBC provides software with profit sense reasoning...to reach your goals.

Key Performance Indicators



KPI 1

Bartender Accuracy Summary displays daily averages for each bartender

KPI 2

Daily/Weekly Recap details bar activity through a specified week

KPI 3

Inventory Audit compares full, open and empty bottles by brand

KPI 4

Liquor Cost Summary shows the month's liquor cost percentage compared to the previous 6 months

KPI 5

Liquor Popularity Summary displays the most popular liquor types and brands

Continuous Key Performance Indicators empower management to:

- Focus as a team on goals
- Establish accountability of bartenders
- Set performance initiative targets for bartenders and inventory
- Post a “grade card” on bartender performance, creating healthy competition
- Reward accurate bartenders with weekend shifts or bonuses
- Motivate inaccurate bartenders to change their behavior, directly reducing turnover
- Evaluate correct inventory levels and categories





Verifying Performance

Will Bar Beverage Control work for me?





Some owners/managers have been skeptical in that BBC could not possibly be as effective as the large, elaborate, corporate driven inventory audit systems in the market.

Several have not wanted to move the bottles on the shelves into groupings.

A few even laughed when we said ten's of thousands of lost profit dollars could be recovered.

Then the Key Profit Indicators came in...





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Customer Satisfaction Record

- Number of clients on the BBC System 71
- Number of clients who after using the BBC system for 12 consecutive months have dropped out 0



Testimonials



Jay Hepler

Pub on Santa Fe

"Since using your system, our liquor sales are up 20%. The system gives me the reports that I need to manage my bar more efficiently and profitably."



Jason Montello

Le Cannon

"I have recovered thousands of dollars in lost sales, over 6 thousand the first month to be exact. The BBC system has eliminated ALL theft and unaccountability in my bar."



Tom Intfen

Paddy O' Quigleys

President, Kansas License Beverage Association

"The Bar Beverage Control system watches my bar when I'm not there. The investment that I made with Bar Beverage Control was returned in less than two months."



Return on Investment Analysis

Cost of Equipment

\$ 983

Cost of delivery,
installation & training

\$ 2,000*

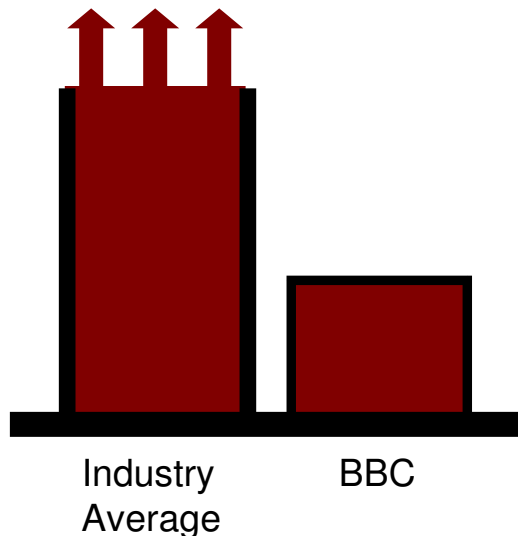
*Based on 130 open bottles or less per business establishment.
For each additional 50 open bottles over 130, add \$250

Monthly Service Fee

\$ 160

Expected ROI

- The expected ROI is much quicker with BBC compared to industry average
- Most customers have 100% ROI in 12 months or less
- Year 2 of ROI increases dramatically , even with low volume owners



No Risk Guarantee

If the Bar Beverage Control system is installed and used correctly and consistently for 12 consecutive months, and an ROI of 100% is not met within one year based on minimum average daily liquor sales of \$250, the total amount of the installation charge will be refunded and the equipment will be picked up.





BBC Performance Verification

- Customer satisfaction ☒
- Testimonials ☒
- A risk free guarantee ☒



We do what we say.





Benefit Statement

- Increase liquor profits
- Improve productivity of bartenders
- Improve efficiency of inventory
- Decrease costs and turnover
- Streamline control for absentee/multiple business owners
- Provide a fair workplace



Bar Beverage Control is the only system that provides total, daily bartender accountability for liquor, wine and beer sales.





Next Step: Launching BBC

1. Sign the program agreements
2. Schedule dates for installation
3. Schedule training





Thank you.

We understand the value of your time.

