

\$136,760 ANNUAL SAVINGS

How This Exclusive Steakhouse Recovered **Over \$11,396 per Month**

PLUS 8 More Case Studies



Loss in Revenue

29.8% variance meant an annual retail loss of \$955,844



Systems Implemented

To identify & seize opportunities.



Profits Up

After 10 weeks, variance is 5.8% Annual loss reduced by \$717,840

Exclusive Steakhouse

This venue boasts an extensive wine & spirits menu - but massive overstock issues were limiting cash flow & profits.

GOAL

Reduce variance

Reduce overstock

1

GATHER DATA

Determine exactly how your business is performing.

2

SET TARGETS

The key numbers you'll hold your staff accountable to.

3

EXECUTE THE PLAN

Accurate Data + Ongoing Coaching + Taking Action = Hitting Your Targets

OFFERING COACHING AND ANALYTICAL SERVICES TO HOSPITALITY BUSINESSES FOR OVER 20 YEARS

CASE STUDY 1: EXCLUSIVE STEAKHOUSE FEATURING EXTENSIVE WINE & SPIRITS MENU BUCKHEAD, GA ANNUAL BEVERAGE SALES \$3.9 MILLION

BACKGROUND STORY:

Overstock at this venue was at an extraordinary level. **Product was being stored at off-site locations**, and there was no effective tracking system to monitor stock levels. To avoid future overstock problems, we implemented an automated order guide. This practice alone produced dramatic reductions in overstock and variance.

KEY NUMBERS	PRIOR TO BARMETRIX	10 WEEKS AFTER BARMETRIX STARTED	CHANGE
Variance/Product Loss	29.8%	5.8%	24%
Total Beverage Cost of Goods (COG)	29.5%	25.6%	3.9%
Weeks of On Hand Stock	13	10	3
Annual Wholesale Loss	\$197,652	\$60,892	\$136,760
Annual Retail Loss	\$955,844	\$238,004	\$717,840

POTENTIAL ANNUAL SAVINGS: \$136,760 - \$717,840

DISCOVERY STAGE:

- Massive overstock opportunities had to be addressed systematically
- Created an order guide and developed a systemic approach to ordering
- Slightly less concerned about variance, the biggest opportunity was in cash flow, deadstock, and excess real estate.
- Improved cash flow by roughly \$250K in the first three months.

WHAT OTHER BARMETRIX CLIENTS SAY ABOUT OUR SERVICE

"Having a value-added partner adds incredible value, if you own a bar, you're behind the eight ball from day one, I can promise you that!"

Steven Clark, Owner, Tavern @ Medlock, Norcross, GA

CASE STUDY 2: MARGARITA AND BOTTLED BEER HEAVY TACO SHOP, BRICKELL, FL

ANNUAL BEVERAGE SALES: \$723,000

BACKGROUND STORY:

One-year old simple concept bar with an out-of-control customer appreciation culture and a haphazard receiving process resulted in this venue losing about 1/3 of their inventory each month.

We worked with the ownership team to address training gaps within the bar team, and implemented a process for tracking comps—without damaging customer experience.

Result: increased liquidity, cashflow, and service speed, plus a motivated, invested team with losses reduced to less than 4%.

KEY NUMBERS	PRIOR TO BARMETRIX	8 WEEKS AFTER BARMETRIX STARTED	CHANGE
Variance/Product Loss	29.28%	3.7%	23.72%
Total Beverage Cost of Goods (COG)	24.1%	15.9%	8.2%
Weeks of On Hand Stock	2	2	0
Annual Wholesale Loss	\$55,328	\$3,796	\$51,532
Annual Retail Loss	\$307,060	\$33,332	\$237,728

POTENTIAL ANNUAL SAVINGS: \$51,532 - \$237,728

DISCOVERY STAGE:

- Reset staff expectations to allow healthy comp budget without impacting guest experience.
- Coached FOH and BOH teams on important financial basics: how sales and variance impact the bottom line, revenue vs. income, overhead, CoG, etc.
- Revised receiving process -streamlined protocols and improved distributor relationships - **undiscovered mis-deliveries reduced to zero.**
- Owner attributes additional \$104,000 annual increase in retail revenue to Barmetrix.

WHAT OTHER BARMETRIX CLIENTS SAY ABOUT OUR SERVICE

"The bottom line results more than pay for themselves, by pinpointing opportunities and providing solutions to tackle those issues. I think most restaurant owners don't realize how massive their return on investment with Barmetrix can be—not to mention their potential growth."

JC, Owner, Passion Restaurant Group

CASE STUDY 3: DOWNTOWN NIGHTCLUB FEATURING DJs AND DANCING RALEIGH, NC ANNUAL BEVERAGE SALES: \$936,000

BACKGROUND STORY:

Busy night club with significant loss at startup. The bar team required coaching and training, which was well received. After standard audit practices were implemented we saw immediate results!

KEY NUMBERS	PRIOR TO BARMETRIX	10 WEEKS AFTER BARMETRIX STARTED	CHANGE
Variance/Product Loss	24.2%	7.5%	16.7%
Total Beverage Cost of Goods (COG)	25.5%	21.3%	4.2%
Weeks of On Hand Stock	2	2	0
Annual Wholesale Loss	\$43,160	\$10,400	\$32,760
Annual Retail Loss	\$278,616	\$60,320	\$218,296

POTENTIAL ANNUAL SAVINGS: \$32,760 - \$218,296

DISCOVERY STAGE:

- Met immediately with bartenders—which had an instant impact
- Reduced variance the next week **by 400%**
- Installed additional POS terminals to improve through-put and ringing habits
- Maintained weekly audit cadence to ensure variance stays top of mind

WHAT OTHER BARMETRIX CLIENTS SAY ABOUT OUR SERVICE

"This is a great way to watch your money and put a little extra in your pocket at the end of the year. Think about how much 10% loss is whether you do a half million or a million dollars a year."

Jon Seelbinder, Owner, Local Icon Group

CASE STUDY 4: INTERNATIONALLY AWARDED, HIGH VOLUME COCKTAIL BAR SOUTH BEACH, MIAMI, FL ANNUAL BEVERAGE SALES: \$4,008,995

BACKGROUND STORY:

Stock at this location was significantly excessive and disorganized. Security was loose with access to 7 different unsecured storage areas which were not sufficiently monitored.

By working with the management team on effective communication, implementation of practical and effective security protocols, and creating a culture of accountability, we were able to drop their cost of goods by 5 points—and it continues to improve.

KEY NUMBERS	PRIOR TO BARMETRIX	AFTER 1 YEAR WITH BARMETRIX	CHANGE
Variance/Product Loss	24.5%	6.2%	18.3%
Total Beverage Cost of Goods (COG)	16%	11.9%	4.1%
Weeks of On Hand Stock	10	4	6
Annual Wholesale Loss	\$143,962	\$36,166	\$107,796
Annual Retail Loss	\$1,251,848	\$222,664	\$1,029,184

POTENTIAL ANNUAL SAVINGS: \$107,796 - \$1,029,184

DISCOVERY STAGE:

- Massive overstock opportunities systematically addressed.
- Identified that losses were centered in high volume, high margin products. Focused here to drive significant reduction to cost of goods.
- Cocktail batching process overhauled and streamlined to increase efficiency and drink consistency.
- Major security issues identified and addressed to control variance.

WHAT OTHER BARMETRIX CLIENTS SAY ABOUT OUR SERVICE

"I thought I was good at managing my beverage program, but after only a few months, Dave showed me hundreds of ways to improve my bottom line and my inventory process."

Gui Jaroschy, Award Winning Mixologist, Previous: Broken Shaker,
Currently: Corporate Beverage Director-SBE's Disruptive Group

CASE STUDY 5: LOCAL HANGOUT KNOWN FOR HAPPY HOUR AND DRINK SPECIALS NORCROSS, GA ANNUAL BEVERAGE SALES: \$754,000

BACKGROUND STORY:

Ownership wanted reliable data they could activate upon. Their current inventory system simply did not allow them to manage at a detailed level. They also wanted someone who could help keep the bar and coolers organized and bring stability to the bar operations. We achieved extraordinary results through strong activation on their part and we've been here ever since, over 5 years!

KEY NUMBERS	PRIOR TO BARMETRIX	10 WEEKS AFTER BARMETRIX STARTED	CHANGE
Variance/Product Loss	22.7%	4.2%	18.5%
Total Beverage Cost of Goods (COG)	31.1%	23.7%	7.4%
Weeks of On Hand Stock	6	4	2
Annual Wholesale Loss	\$24,154	\$6,032	\$18,122
Annual Retail Loss	\$110,448	\$36,660	\$73,788

POTENTIAL ANNUAL SAVINGS: \$18,122 - \$73,788

DISCOVERY STAGE:

- Recommended and purchased new bar coolers for better organization and productivity
- Conducted staff training to raise awareness and execution behind the bar
- Implemented a mystery shop program to ensure service aligned with efficiency gains
- Weekly meeting with ownership to stay aligned on all matters of improvements

WHAT OTHER BARMETRIX CLIENTS SAY ABOUT OUR SERVICE

"If I had met you ten years ago...I'd be a multi-millionaire! They are affordable and do a great job, it's like having insurance... it's worth it!"

Greg Dent, Owner, Hero's Pub, Raleigh, NC

CASE STUDY 6: TAVERN: LOCAL LIVE MUSIC VENUE FLOWERY BRANCH, GA ANNUAL BEVERAGE SALES: \$910,000

BACKGROUND STORY:

When we began here, the venue needed a couple things: first to get liquor inventory under control, and second to realize its revenue **potential**, especially on weekends. We achieved both ends in a relatively short time due to a fully engaged leadership team.

KEY NUMBERS	PRIOR TO BARMETRIX	10 WEEKS AFTER BARMETRIX STARTED	CHANGE
Variance/Product Loss	22.1%	4.0%	18.1%
Total Beverage Cost of Goods (COG)	26.9%	22.8%	4.1%
Weeks of On Hand Stock	3	3	0
Annual Wholesale Loss	\$36,712	\$9,178	\$27,534
Annual Retail Loss	\$146,848	\$35,126	\$111,722

POTENTIAL ANNUAL SAVINGS: \$27,534 - \$111,722

DISCOVERY STAGE:

- Established steps of service process
- Implemented secret shop program to monitor steps of service
- Did pour training program with bartenders and management to ensure accuracy
- Began weekly audits and transitioned to bi-weekly over a period of three months

WHAT OTHER BARMETRIX CLIENTS SAY ABOUT OUR SERVICE

"It's funny, now I tell people how dumb I am for not having this from the beginning. I would tell anyone, you need a third-party company looking after your inventory!"

Rick Seaman, Multi-Site Owner, Twisted Taco

CASE STUDY 7: LOCAL PUB FEATURING GAMES, LATE NIGHT MUSIC AND ENTERTAINMENT RALEIGH, NC ANNUAL BEVERAGE SALES: \$1.1M

BACKGROUND STORY:

Client had been using another service provider for inventory. They simply needed more coaching and activation around the audit data, so they looked to make a change. We implemented our audit process with an emphasis on coaching the management team and staff on both inventory and best practices for the bar. We were quickly able to achieve significant results. Then we moved on to our second phase which was revenue growth and expansion—which also worked out extremely well!

KEY NUMBERS	PRIOR TO BARMETRIX	10 WEEKS AFTER BARMETRIX STARTED	CHANGE
Variance/Product Loss	18.9%	7.6%	11.3%
Total Beverage Cost of Goods (COG)	26.4%	23.4%	3.0%
Weeks of On Hand Stock	2	2	0
Annual Wholesale Loss	\$34,580	\$24,960	\$9,620
Annual Retail Loss	\$165,620	\$106,600	\$59,020

POTENTIAL ANNUAL SAVINGS: \$9,620 - \$59,020

DISCOVERY STAGE:

- The team had numbers, but didn't know what they meant or how to activate
- We coached on proper keys, ringing habits, pour practice and recipe validation
- We conducted ongoing weekly audits to keep variance top of mind
- We provided ownership coaching to keep the leadership aligned and in a productive mental state

WHAT OTHER BARMETRIX CLIENTS SAY ABOUT OUR SERVICE

"When we started with Barmetrix we were about 10-20% in variance and 32% in cost. Now we're 3-5% variance and 19-20% in cost!"

AJ Alboumeh, Owner, Branch House Tavern, Flowery Branch, GA

CASE STUDY 8: SPORTS BAR BUCKHEAD, GA ANNUAL BEVERAGE SALES: \$572,000

BACKGROUND STORY:

Small, single owner bar, which was simply not realizing it's full profit potential. A typical bar-struggle story, with a great owner in need of a little support. At first, the data showed glaring opportunities, but the owner was somewhat reluctant to address his staff. Over the course of one year, he slowly and methodically introduced the data and the new concepts to the team—with extraordinary results.

KEY NUMBERS	PRIOR TO BARMETRIX	10 WEEKS AFTER BARMETRIX STARTED	CHANGE
Variance/Product Loss	19.6%	8.5%	11.1%
Total Beverage Cost of Goods (COG)	25.3%	23.1%	2.2%
Weeks of On Hand Stock	3	3	0
Annual Wholesale Loss	\$16,969	\$11,492	\$5,477
Annual Retail Loss	\$58,370	\$44,668	\$13,702

POTENTIAL ANNUAL SAVINGS: \$5,477 - \$13,702

DISCOVERY STAGE:

- Organized storage areas
- Optimized the bar area
- Upgraded bottle coolers
- Fixed keg cooler, specifically temperatures
- We meet 1:1 with the owner every single audit to review outcomes

WHAT OTHER BARMETRIX CLIENTS SAY ABOUT OUR SERVICE

"They understood where I was coming from and what I needed and they worked with me every step of the way, I can never see myself not using this service."

Timmy Phillip, Owner, Black Bear Tavern, Atlanta

BARMETRIX SERVICES

PROBLEM SOLVING SOLUTIONS

While all venues have similar problems, not one is exactly like another.

That's why we also offer these services to help our clients with specific pain points and realize greater profits:



LIQUOR
CONTROL



FOOD
CONTROL



GUEST SERVICE
EVALUATIONS



BARTENDER
EVALUATIONS



PRICING
STRATEGIES



CUSTOMER SERVICE
STRATEGY



COACHING

When you join the Barmetrix team, you become part of a very hands-on family. **Everyone is focused on bringing positive change to the hospitality industry.**

WHAT OTHER BARMETRIX CLIENTS SAY ABOUT OUR SERVICE

"Barmetrix helped me reduce my losses from 18% to just 3% and stopped the financial bleeding in my business!"

Peter Bain, Owner, Penn Social, Washington, DC