

HOW MANAGING DRAFT BEER SALES CAN IMPROVE YOUR INCOME?

- You should be able to tell the difference between losing beer down the drain and losing sales revenues. They're two different problems with a significant difference in value.
- You need to know if your staff is collecting sales revenues the way you expect them to. You should measure their efficiency at doing their job.
- As soon as you see a problem and have identified the cause, you can deal with it right away.
- You will see your beer sales and profits go up and you will be able to keep them there.



Draft Manager **Live**

TAKING THE GUESSWORK OUT OF DRAFT MANAGEMENT!

- ❑ Each time a bartender uses a beer tap, the system records the time, the bar name, the brand and the quantity served. Each glass size served is clearly displayed on screen.
- ❑ When the bartender rings up a beer in your point of sale system, it is sent to the Draft Manager Live with the bar name, the brand, the pour size ordered and at what time it was rung up.
- ❑ The Draft manager Live screen shows every beer served and rung up in the POS and matches the quantities for you automatically. One look at the screen tells you if all the beers served were rung up in the POS.
- ❑ The moment you start losing beer, you can tell if you have a dispensing problem, if more training is required or if you have an issue with sales not being collected.

“ We realized that if we could track every ounce of beer dispensed it could result in huge savings.

The results are fabulous, fantastic, and practically unbelievable. The bottom line is that this system paid for itself in savings and increased revenue in two months.”

Original testimonial available online.

**DON'T WAIT.
NEXT MONTH,
YOU
WILL
THANK
YOURSELF.**


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THE DRAFT BEER CONTROL CHALLENGE

You can lose beer four different ways:

- Over poured; involuntarily or for better tips
- Carelessly poured down the drain generating senseless and costly waste
- Given away as unauthorized comps to friends or for better tips
- Forgotten or stolen by your staff ending up as unregistered sales



You can lose beer at cost and you can lose sales revenues!

- Your bartenders could over pour or waste 1 Oz. per glass into 200 glasses. You would lose 200 Oz. of beer at the end of the day.
- They could also serve 12 pints not rung in the POS and you would still lose about the same amount of beer but a lot more money.

DRAFT BEER FACTS

- Draft beer is normally served at approximately 2 Oz. or 60 ml per second.
- A 50L/half barrel beer keg that costs \$100 is being served at 10 cents per second at the beer tap.
- 10 seconds of beer poured that does not generate revenues equal to a \$1 loss in your books.
- Most bar owners who have checked will agree that they lose 15 % or more of the draft beer they buy.
- For someone who purchases an average of 10 kegs per week, that is 1.5 kegs of beer lost each week.
- 1.5 keg of beer is 75 litres (2536 Oz) of beer served at 2 Oz. /60 ml per second
- If you do the math, it takes 21 minutes to serve this much beer at the beer tap
- With 75 litres of beer, you can serve 140 pints of beer (19 Oz. /540ml)

THE QUESTION: Is it possible that you lose 21 minutes worth of draft beer to over pour and foam each week?

THE PLAUSIBLE ANSWER: It is highly unlikely! Our 30 years' experience at metering beer has shown us that an important share of the draft beer lost each week is actually lost to unregistered sales! We are not saying your bartenders are stealing from you. They don't always ring in the beers they serve immediately. They go on doing other things and eventually forget.

THE SOLUTION: The Draft Manager Live system was designed to help you make, and keep, your bartenders accountable for the beers they serve and ring in the POS. The system also tells you where further management intervention and training are necessary.



OPERATION

The Auper metering system measures the beers served with flow meters and records them in the Draft manager Live software where they are time stamped. The beers ordered by the staff are sent by the POS and also time stamped with the brand(s) and pour size ordered. The beers ordered and served are compared LIVE as the bartenders work their shift.

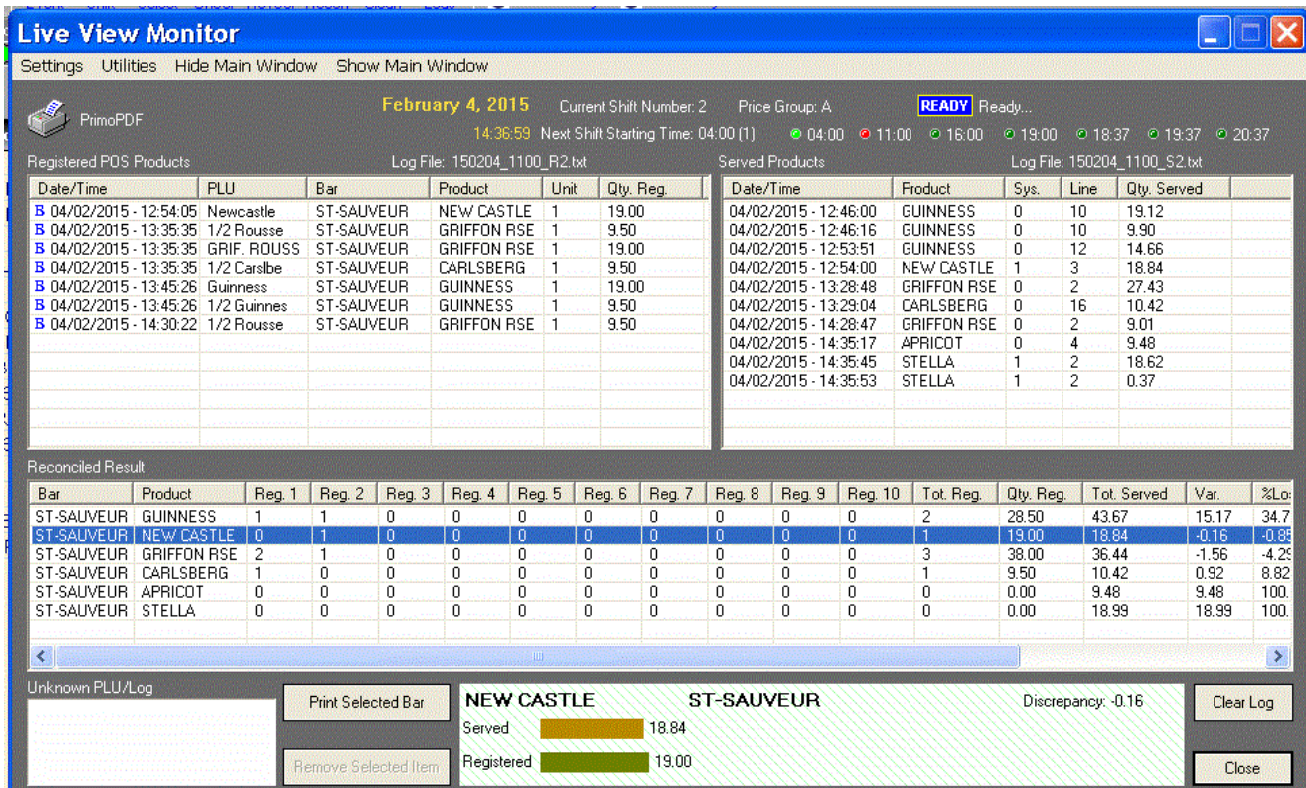


Figure 1: Live view monitor



One look at the Live View monitor tells you if all the beers served were rung up in the POS. The pour cost per glass size is rapidly identified and glasses served are clearly displayed. The end of shift report identifies the amounts per brand and bar rung up and served including the difference.

<i>Draft Manager Live Report</i>						
<i>Date: 2014/4/4</i>						
<i>Time: 04:00</i>						
<i>Location: ST-SAUVEUR</i>						
Bar	Product	Tot. Unit Reg.	Tot. Qty. Reg.	Tot. Qty. Served	Variance	S Owed
ST-SAUVEUR	MOOSEHEAD	19	361.00	349.18	-11.82	0.00
ST-SAUVEUR	GUINNESS	13	218.50	200.85	-17.65	0.00
ST-SAUVEUR	GRIFFON RSE	7	123.50	123.62	0.12	0.00
ST-SAUVEUR	CIDRE	5	66.50	62.71	-3.79	0.00
ST-SAUVEUR	GRIFFON BLD	1	19.00	19.37	0.37	0.00
ST-SAUVEUR	NEW CASTLE	3	57.00	56.28	-0.72	0.00
ST-SAUVEUR	HOEGAARDEN	5	85.50	99.44	13.94	0.00
ST-SAUVEUR	ST-AMBROISE	3	57.00	55.35	-1.65	0.00
ST-SAUVEUR	CREAMALE	2	38.00	39.21	1.21	0.00
ST-SAUVEUR	BODDINGTON	6	104.50	100.90	-3.60	0.00
ST-SAUVEUR	SAPORO	2	38.00	37.80	-0.20	0.00
ST-SAUVEUR	IPA	4	76.00	74.23	-1.77	0.00
ST-SAUVEUR	APRICOT	1	19.00	19.09	0.09	0.00
ST-SAUVEUR	STOUT	3	47.50	47.67	0.17	0.00
ST-SAUVEUR	ROLLING ROCK	0	0.00	1.87	1.87	0.00
ST-SAUVEUR	KRONENBOURG	2	38.00	38.40	0.40	0.00
ST-SAUVEUR	BASS	1	19.00	19.03	0.03	0.00
Total	N/A	77	1368.00	1345.00	-23.00	0.00

Figure 2: Emailed summary report

We firmly believe that receiving a report telling you how much beer has been lost each day will not do much for your bottom line. It will raise a lot of questions and provide few answers.

When needed, you can use the Draft Manager Live to find the cause of the difference, where it came from and at what time it happened. The time stamps are a great help when combined with a CCTV system to see who was serving the beer if needed.

Date/Time	Bar	Product	Sys. No	Line No	Qty. Served	
✓ 01/04/2014 - 18:28:54	ST-SAUVEUR	MOJSEHEAD	0	15	19.26	^
✓ 01/04/2014 - 18:29:43	ST-SAUVEUR	MOJSEHEAD	0	15	9.30	
✓ 01/04/2014 - 18:29:47	ST-SAUVEUR	MOJSEHEAD	0	15	0.00	
✓ 01/04/2014 - 18:48:31	ST-SAUVEUR	MOJSEHEAD	0	15	18.96	
✓ 01/04/2014 - 16:08:48	ST-SAUVEUR	NEW CASTLE	1	3	20.12	
✓ 01/04/2014 - 16:09:00	ST-SAUVEUR	NEW CASTLE	1	3	18.04	
✓ 01/04/2014 - 16:46:32	ST-SAUVEUR	NEW CASTLE	1	3	18.72	
✓ 01/04/2014 - 16:22:21	ST-SAUVEUR	ROLLING ROCK	0	8	18.00	
✓ 01/04/2014 - 16:42:41	ST-SAUVEUR	ROLLING ROCK	0	8	18.78	
✓ 01/04/2014 - 17:31:29	ST-SAUVEUR	ROLLING ROCK	0	8	18.97	
✓ 01/04/2014 - 18:19:48	ST-SAUVEUR	ROLLING ROCK	0	8	18.77	
✓ 01/04/2014 - 18:20:53	ST-SAUVEUR	ROLLING ROCK	0	8	1.68	
✓ 01/04/2014 - 18:29:15	ST-SAUVEUR	ROLLING ROCK	0	8	19.03	
✓ 01/04/2014 - 16:44:43	ST-SAUVEUR	ST-AMBROISE	0	7	19.00	
✓ 01/04/2014 - 17:15:23	ST-SAUVEUR	ST-AMBROISE	0	7	19.01	⌵

POS Registered Items						
Date /Time	Bar	Product	PLU	Units	Tot. Qty	
✓ 04/01/2014 - 18:15:51	ST-SAUVEUR	MOJSEHEAD	MooseHead	1	19.00	
✓ 04/01/2014 - 18:28:39	ST-SAUVEUR	MOJSEHEAD	1/2 MooseHe	1	9.50	
✓ 04/01/2014 - 18:29:22	ST-SAUVEUR	MOJSEHEAD	MooseHead	1	19.00	
✓ 04/01/2014 - 18:35:49	ST-SAUVEUR	MOJSEHEAD	MooseHead	1	19.00	
✓ 04/01/2014 - 18:41:09	ST-SAUVEUR	MOJSEHEAD	MooseHead	1	19.00	
✓ 04/01/2014 - 16:07:44	ST-SAUVEUR	NEW CASTLE	Newcastle	2	38.00	
✓ 04/01/2014 - 17:32:36	ST-SAUVEUR	NEW CASTLE	Newcastle	1	19.00	
✓ 04/01/2014 - 16:08:52	ST-SAUVEUR	ROLLING ROCK	Rolling Roc	1	19.00	
✓ 04/01/2014 - 18:23:23	ST-SAUVEUR	ROLLING ROCK	Rolling Roc	1	19.00	
✓ 04/01/2014 - 18:29:22	ST-SAUVEUR	ROLLING ROCK	Rolling Roc	1	19.00	
✓ 04/01/2014 - 16:45:06	ST-SAUVEUR	ST-AMBROISE	Pale Ale	1	19.00	
✓ 04/01/2014 - 17:17:38	ST-SAUVEUR	ST-AMBROISE	Pale Ale	1	19.00	
✓ 04/01/2014 - 17:42:20	ST-SAUVEUR	ST-AMBROISE	Pale Ale	2	38.00	
✓ 04/01/2014 - 18:15:57	ST-SAUVEUR	ST-AMBROISE	Pale Ale	1	19.00	⌵

Figure 3: Two Rolling Rocks served that were not rung up.

The Live data will help bar managers identify the real problem immediately to apply the right solution in order to prevent the loss for the future.

- Over or under poured beers
- Unregistered or wrongly registered sales
- Delay between serving a beer and seeing it rung up in the POS
- Foam problems and waste
- Staff that needs training



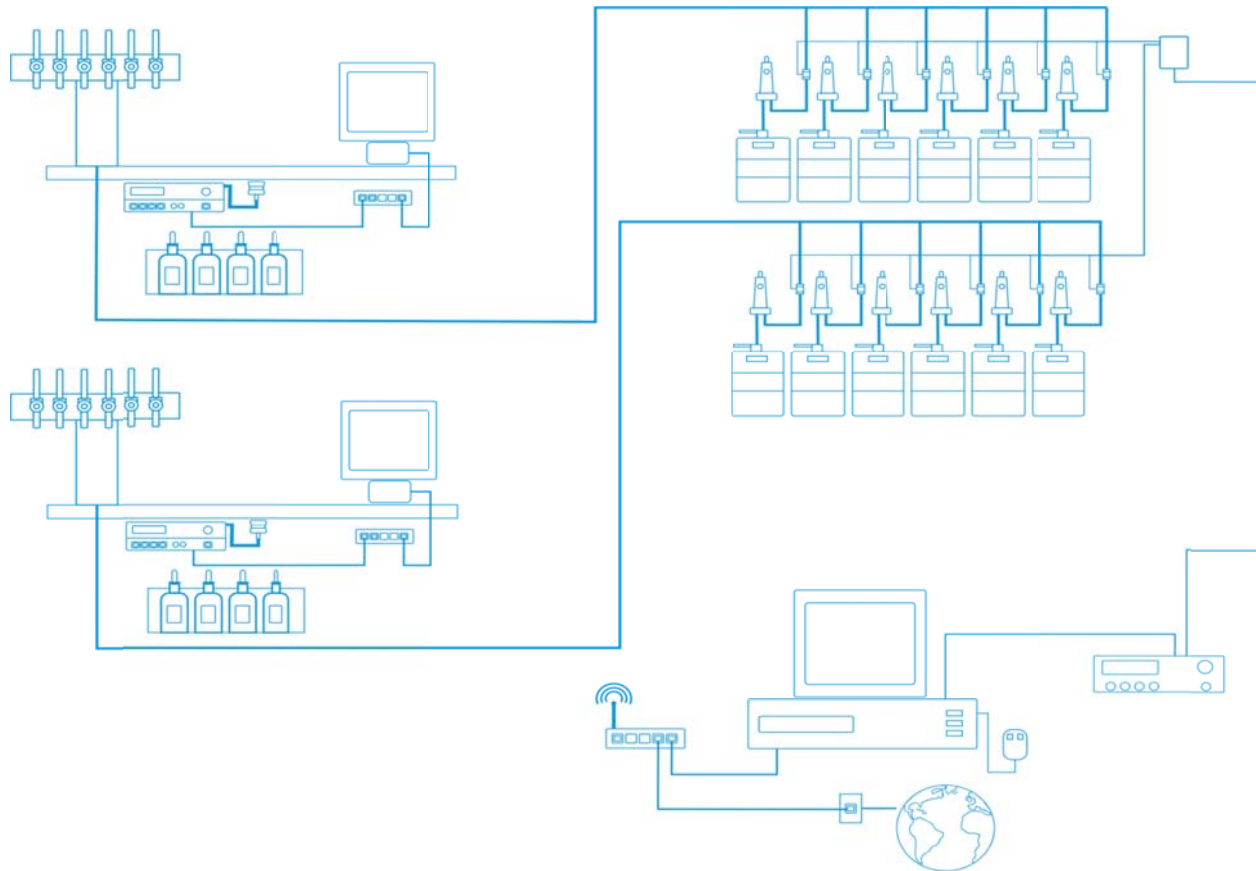
Figure 4: flow meters in cooler

BEST FLOW METER SYSTEMS SINCE 1985

Auper flow meters are known for their reliability and durability. Our flow meters and metering systems last on average 20 years. They represent the very best value on the market. The flow meter system installation has been studied and refined over the past 30 years we have been making them. Every component of this system is the result of a very long expertise that will insure the most accurate and reliable measurements you can get.

POS INTERFACE

Our LIVE POS interface is unique, extremely fast and flexible. We developed an ingenious method that every POS system is able to use without any special expertise or additional programming cost on their part. In the past few years, we were able to interface beer meters and liquor systems to practically every well-known POS software on the market. The list grows every year as we do more projects. Most of the POS we interface with are done without any additional cables or hardware. It is all handled internally by computer network.



SPECIFICATIONS

AUPER 50-316-C DRAFT BEER FLOW METERS

- **Materials:** Acetal (FDA)
Stainless steel L316
Edyne PlastAlloy magnet
Buna N O’rings
- **Output signal:** 0 to 0.5 Volts Peak to peak at 0 to 45 pulses/sec
- **Power Input:** None
- **Leads:** 2 (no polarity)
- **Cable:** 24 gauge 25ft (7.65 m)
- **Dimensions:** 2.85” (7.2 cm) L X 1.25”(3.175 cm) D
- **Threads:** 5/8 BPT
- **Available tubing adapters:** Push-in 3/8 and 1/2 OD and barbed tailpieces (3/16 to 3/8)
- **Resistance to cleaning chemicals:** Excellent
- **Cleaning:** clean with the beer lines using chemicals only
- **Warranty:** 5 Years
- **Expected life:** 15 to 20 years



METERING SYSTEMS AVAILABLE WITH THE LIVE INTERFACE

TM600

Number of flow meters: 6

Flow meter connection: Collector box with terminal screws

Data communication: Serial 9600 BPS

Ports: RS-232 null modem d-sub 9 male
RS-422 RJ11 connector

Serial printer: Yes

Live interface: Yes

Units: Oz, Litres

Dimensions: 3" 5/8 W X 5" H X 1" D 92 mm W X 126 mm H X 24 mm D

Flow meter collector cable: UTP Cat 5 four pairs cable

Maximum cable length: 1000ft / 300M

Power supply: 90-240 Volts to 12 Volts DC@ 0.65 Amp

DC Plug: 2.1mm X 5.5mm barrel

Warranty: 2 years



HARPAGON

Number of flow meters: 16

Flow meter connection: Collector box with terminal screws

Data communication: Serial 9600 BPS

Ports: RS-232 null modem d-sub 9 male
RS-422 RJ11 connector

Serial printer: Yes

Live interface: Yes

Units: Oz, Litres

Dimensions: 7" W X 1.75" H X 5.4" D 178 mm W X 45 mm H X 126 mm D

Flow meter collector cable: UTP Cat 5 four pairs cable

Maximum cable length: 1000ft / 300M

Power supply: 12 Volts AC @ 20 VA

Warranty: 2 years



Figure 5: flow meter collector boxes without cover for 48 flow meters

DRAFT MANAGER LIVE

- Windows 7 and higher
- Up to 100 flow meter systems (1600 flow meters)
- POS Server interface works with most POS systems and several cash registers
- Unlimited number of bars
- 10 pour sizes or beer recipes per brand
- POS server tracks the beer orders Live with time stamp
- Live tracking of the beers served matched with the beer orders
- End of shift summary report emailed automatically
- Up to 7 automatic shifts per day



Figure 6: flow meters with beer pumps



Figure 7: flow meters in teed beer lines

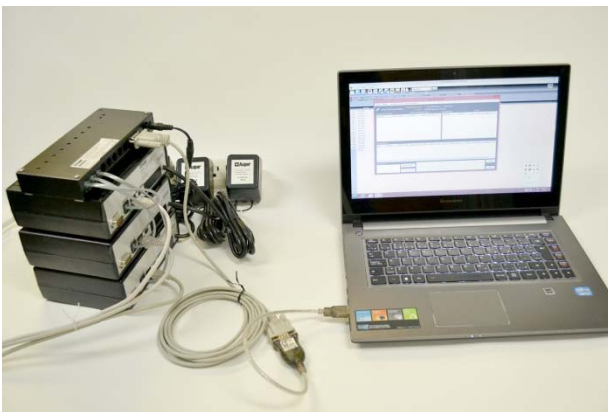


Figure 8: Stacked Harpagon systems(48 beer taps)