



# BEERBOARD



## Let Data Tell the Story

Our patented digital platform captures, analyzes and reports real-time data related to your bar's performance and sales – all from a single dashboard app. We help you to streamline efficiency, drive decision-making and increase revenue.

Proven ROI

**\$60+**

Revenue per keg

Drive Higher Yields

**95%+**

Craft & Import Sales

**10%+**

Average

- Real-Time information from SmartBar Mobile app or web portal
- Actual **poured** volume reported to the Smartbar platform married with **real-time sold** data by brand
- Accountability by shift
- Insights on brand movement within the concept's four walls AND BeerBoard aggregated market level data for all clients

Contact us today to learn more about BeerBoard and how we can help your business grow.  
Email us at [sales@beerboard.com](mailto:sales@beerboard.com) or call 888.249.6666.



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## Automate Inventory & Ordering



Stop Weighing Kegs

**Fact:**  
Average retail out-of-stock is 8%

- Empty kegs are avoided, increasing sales
- After manager reviews PO, send it directly to distributor via an EDI integration
- Generate beer orders based on actual usage
- Receive in POs to back-office system automatically
- No more weighing kegs – Smartbar tracks on hand inventory levels, and reports the usage in real time

## Beer Pricing & Margin Management



Focus On Profits

- Simplify and centralize beer pricing and margin management process
- Optimize draft beer margins. SmartBar becomes the single source of pricing and margin management data.
- Pricing algorithm to insure margin optimization, accuracy, consistency and price change simplification
- Capability to have multiple pricing tiers for some categories to accommodate hyper-local competitive brand pricing
- Get store managers focused on the right things – people, quality and profits!

## Enhanced Store-Level Marketing



Drive Customer Loyalty

**Fact:** Increase draft beer sales 12% with current, clear print menus

- BeerBoard Menu: Publish a current print menu (segmenting draft, bottle, cans with pricing from BeerBoard's database of 45K+ beers (through an API to national printer or on-demand at the store level)
- BeerBoardTV: Digitally promote the bar category, publish the draft list, and promote other featured items in the bar
- BeerBoard 360: Brewery-sponsored customer incentives inside client's four walls to promote their brands via "Beer Chips" (similar to the tokens being offered today)

## Client Testimonial



*"With insights from BeerBoard in-hand, we were able to turn our focus to policies and team performance, gearing them around accountability. We were able to quickly pinpoint where we had issues—was the bartender pouring the beer correctly, were they ringing in the correct beer? With BeerBoard, there is no room for excuses."*

— Dennis Prescott, CEO of WingHouse

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