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## **BeerBoard and Encompass Join Forces, Integrate Industry Tech**

Sports bar and restaurant chain Twin Peaks announced that it is digitizing its beer, wine and spirits inventory management at all North American locations through BeerBoard's SmartOrders technology. Twin Peaks is headquartered in Dallas and has 88 locations across the U.S. and Mexico.

Beverage and hospitality industry tech leaders BeerBoard and Encompass have joined forces, forming a strategic partnership, effective immediately.

The partnership "will integrate BeerBoard's leading solutions for ordering, data and analytics through its SmartOrders and SmartBar platforms" with "state-of-the-art Encompass ERP and eCommerce software," per company release.

They're characterizing the offering as a next-level connection between retailers, suppliers and distributors. The programs can incorporate any ordering platform in the market. And they provide "unparalleled level of visibility and control over beverage ordering, inventory, and sales."

BeerBoard told BBD that over 1,200 distributors across the country currently utilize its SmartOrders platform, which "manages over 100,000 products." It says the platform is growing, "gaining hundreds of distributors and thousands of products each month."

BeerBoard founder & CEO, Mark Young, called the partnership a "game-changer for the alcohol industry."

"By bringing together our industry-leading technologies, we will provide retailers, distributors and suppliers with unmatched insight and control" that "will help them optimize their operations, drive revenue and create a better experience for their customers," Mark said in a statement.

Through their integrated technologies, BeerBoard and Encompass "will provide a comprehensive view of inventory levels, sales data and ordering trends" – data used by retailers to "optimize their beverage programs."

As for distributors and suppliers, the partnership integrates online ordering portals, resulting in "a reduction in off-day deliveries and out-of-stocks" and "enhanced insights" for sales team members, per release.

Bill Kraich, Encompass VP of eCommerce, said the partnership "gives distributors the ability to reach some of the largest on-premise chain retailers via eCommerce, proving how much further the industry can go when tech firms collaborate and work together."