BEERBOARD

Smarter Bar Management

For On-Premise Operators

Running a bar is labor intensive.

Costs are rising, profits are decreasing.

We are here to help you.

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“We are not a franchised, multi-million dollar operator like the national chains, but BeerBoard’s technology make us feel like we are.

We have cut our manual inventory and ordering time by over half each week.

– Elly Evans
Bar Manager, Tampa Joe’s

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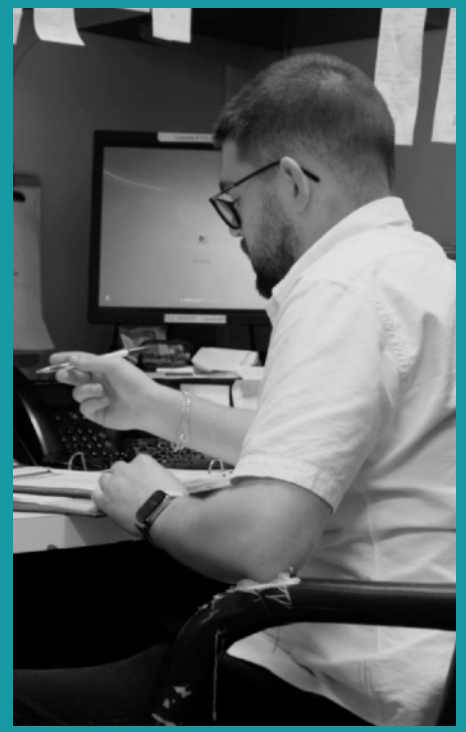
The way it's always been done...

For years, managers have had to weigh kegs, count bottles, call in orders, hand-write invoices, and write checks.

Bars handle these every day tasks **manually**, wasting countless hours and taking focus away from staff management, a premier guest experience and driving revenue opportunities.

BeerBoard has replaced all that with the leading technology for total alcohol management.



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We make it easy to save time and make money

We help operators of every size realize new levels of efficiency and generate more revenue.

Reduce Manual Labor

Utilizing our technology, operators have reduced manual labor for ordering and inventory, **reclaiming 20+ staff hours per month**.

Lower COGS

Operators have **lowered COGS by 3%**. This is through reducing inventory held in stock and optimizing product selection and offerings.

Drive Revenue

Through a more efficient operation, our retail partners are realizing growth of an **average 2% revenue increase per month**.

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The Choice of Leading Operators

Operators of every size rely on our technology and insights

BeerBoard is a valued strategic partner that we can count on to provide innovations to drive results, even in the most trying times.

– Bruce Skala
SVP Marketing, Hooters

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Total Alcohol Management

Turnkey technology to connect operators with 1,500+ distributors, helping manage over 100K products.

Operators traditionally place alcohol orders by phone, text or handwritten notes which is time-consuming.

Without a consolidated ordering solution, managers at each store are expected to place every order through five to 10 different distributor websites and manage their products and data across multiple systems.

To meet the industry challenge, BeerBoard launched **SmartOrders** to consolidate all alcohol ordering and inventory interactions into one, unified, agnostic platform.

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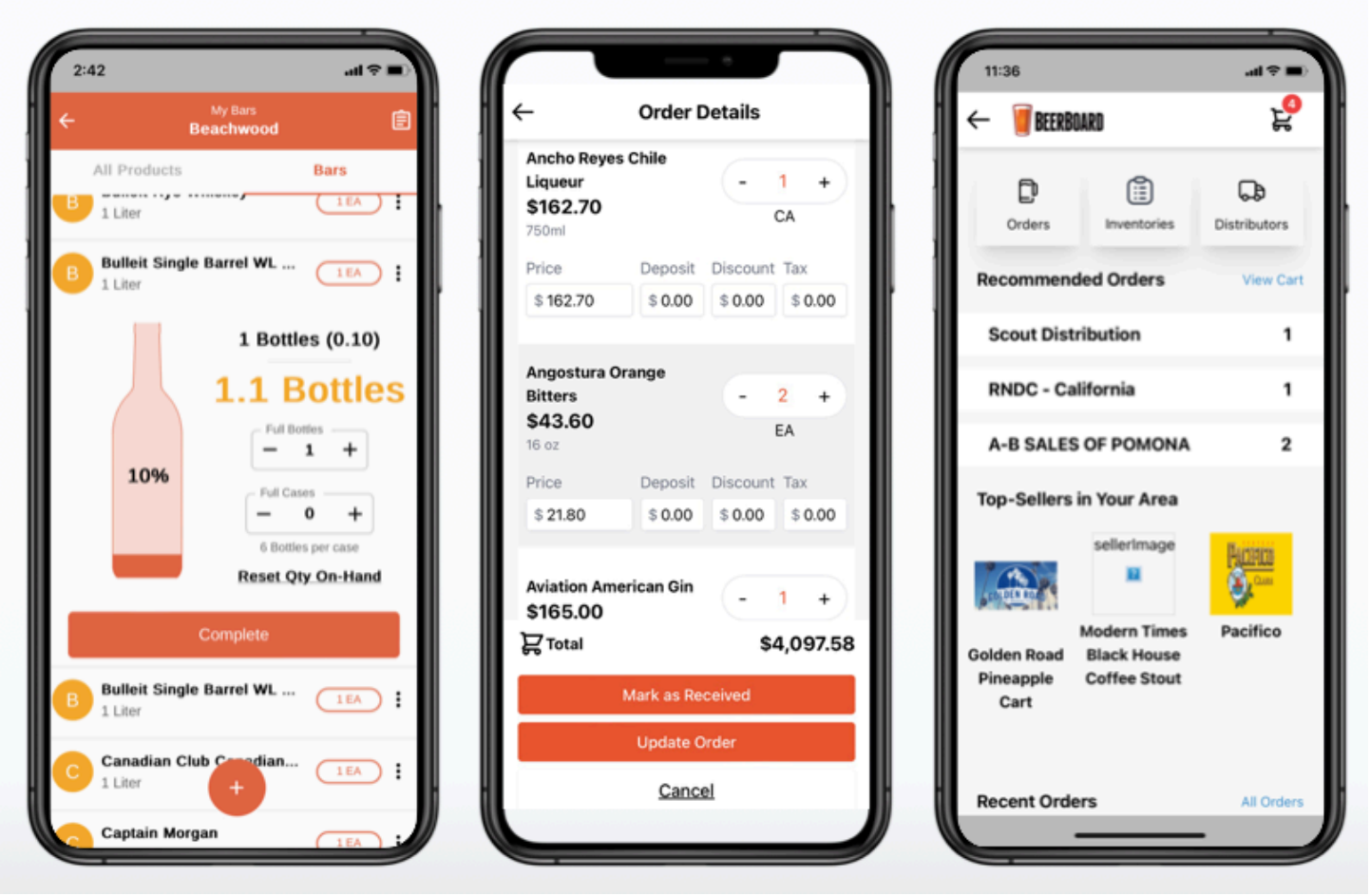
Ordering & Inventory Made Easy

One turn-key solution to manage total alcohol ordering and inventory

* Simplify ordering, inventory & payments
* Reduce manual counts and eliminate manual orders to the distributor reps
* Automated ordering based on sales and inventory levels to reduce on-hand inventory and improve cash flow
* More consultative and productive communication with distributor reps



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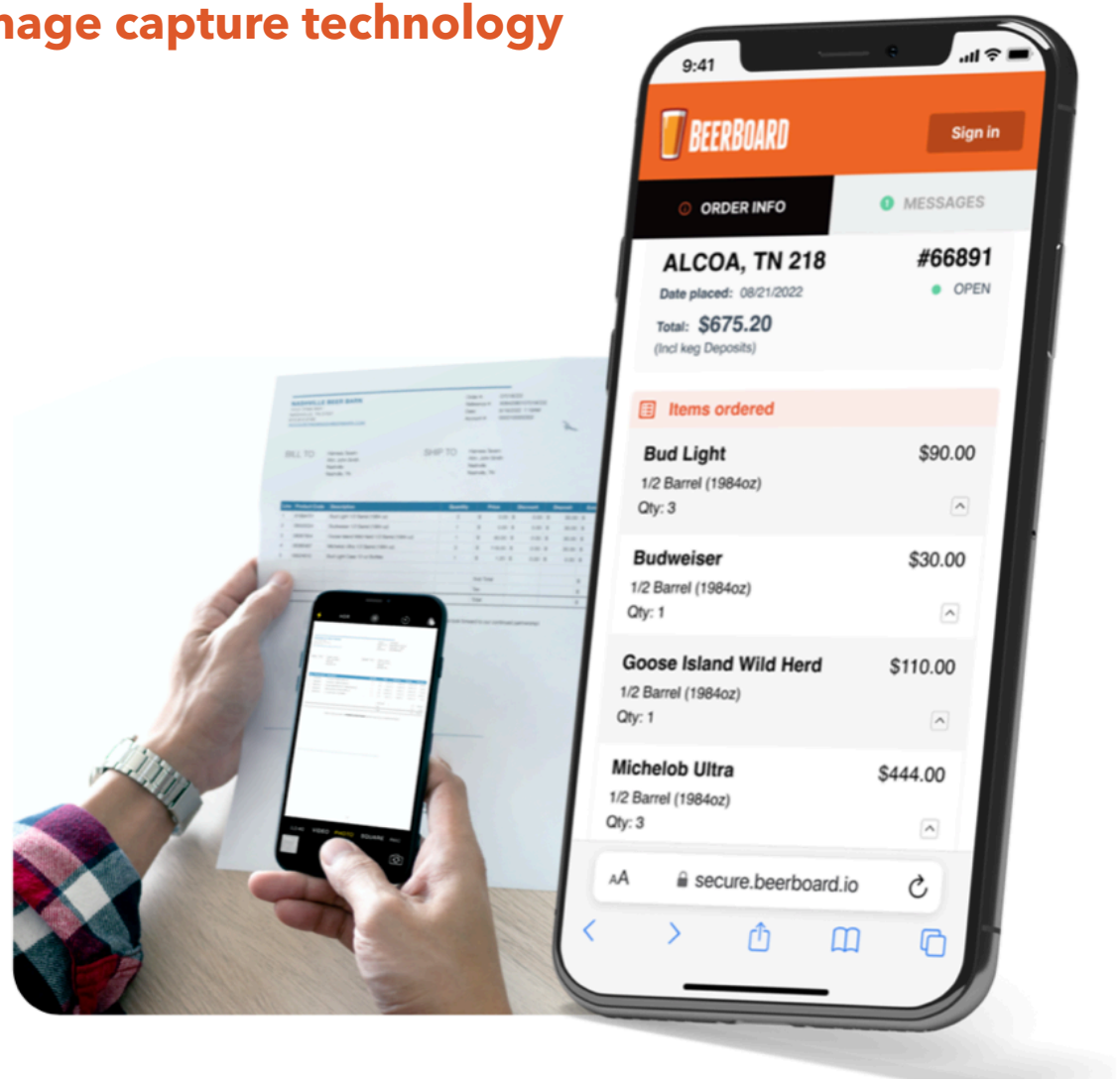
Invoice Capture to Drive Back Office Efficiency

Digitize your invoice management with advanced image capture technology

* Eliminates time and effort of manual entry for invoices
* Improve accuracy and efficiency
* Updates product details for all orders - even those not generated from SmartOrders
* Invoices processed within (1) business day, most within (60) minutes
* Invoice data is uploaded to SmartBar / SmartOrders and your back-office system
* Includes all current pricing and perpetual inventory levels



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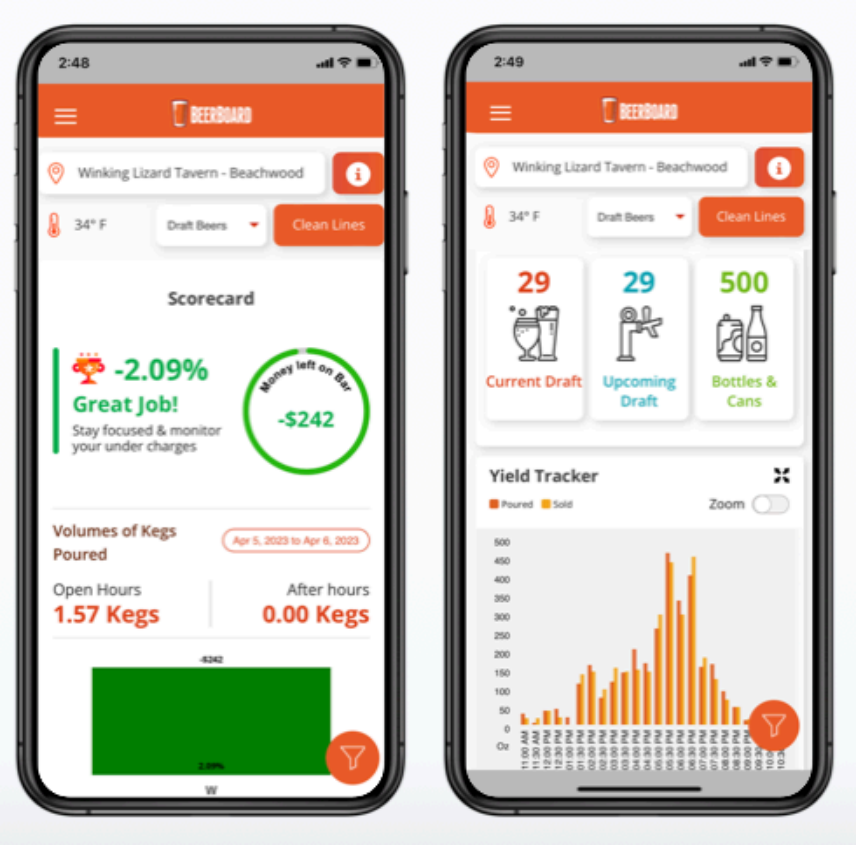
Actionable Data & Insights

Generated from the industry's leading Alcohol Management Platform

* Yield Management
* POS Integration
* PLU Management
* Real-time Insights for Location and Brands
* Perpetual Inventory Management
* Pricing Tiers
* Mandate Reporting



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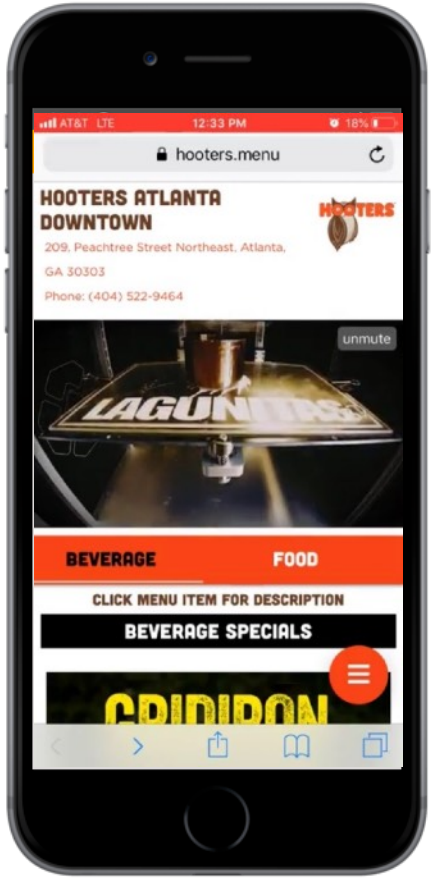
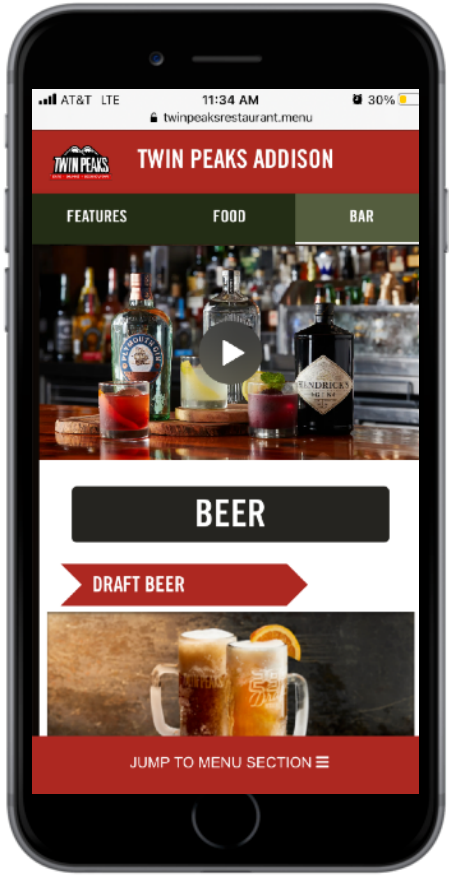
Real-Time Digital Menus

One centralized source to populate menus and connect with guests

* Contactless menus accessed via QR code
* Updates in real-time
* Lower cost than printed menus
* Dynamic content, including video, for impactful promotions
* Flexibility for item changes, prices and LTOs





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Better Alcohol Inventory Management

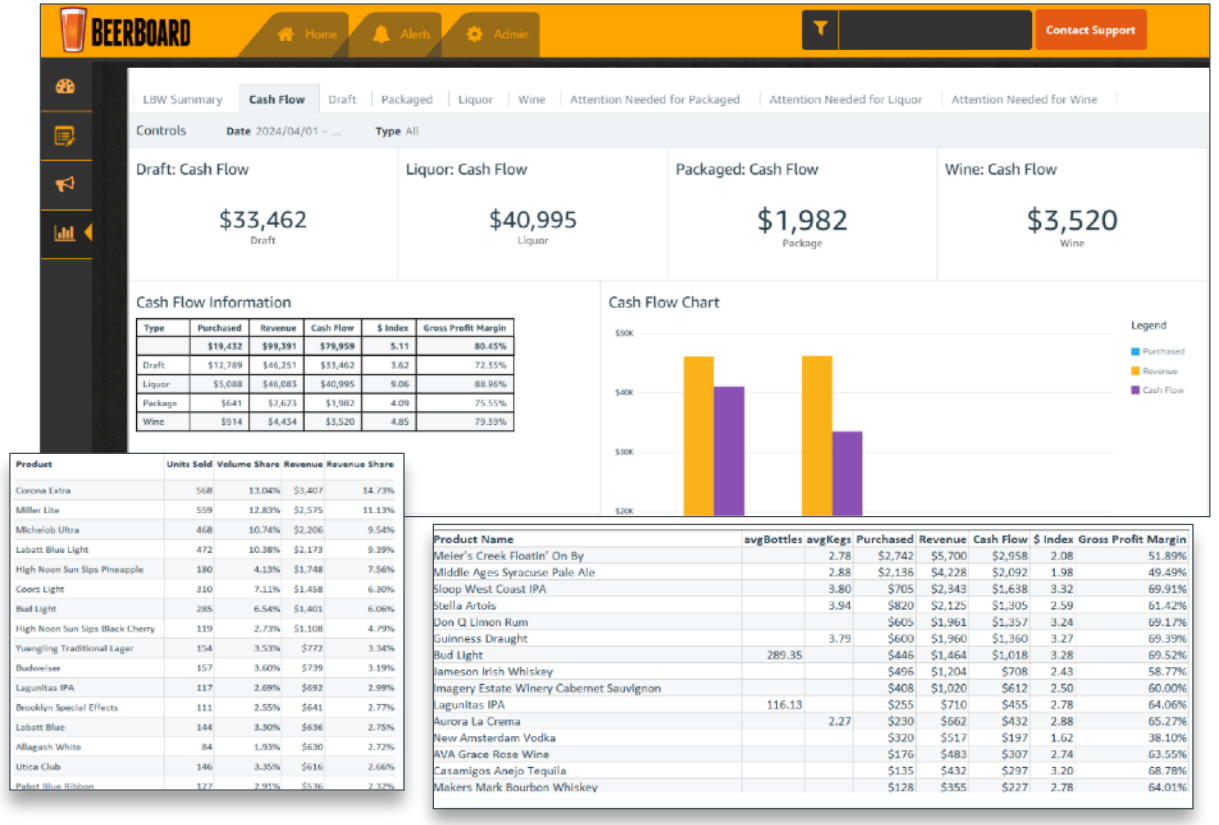
A simple way to view beverage alcohol performance and make immediate adjustments, maximizing bar profitability

Product Performance

- Draft, Packaged, Liquor & Wine
- Insights to optimize revenue
- Recommended fixes

The Long Tail

- Ensure optimal Gross Profit Margins
- Drive product yield and performance
- Flag underperforming products to drive profit
- Eliminate overbuying on products which don't sell



Product	Units Sold	Volume Share	Revenue	Revenue Share
Corona Extra	568	13.04%	$3,407	14.73%
Miller Lite	559	12.83%	$2,575	11.13%
Michelob Ultra	468	10.74%	$2,206	9.54%
Labatt Blue Light	472	10.38%	$2,173	9.39%
High Noon Sun Sips Pineapple	180	4.13%	$1,748	7.56%
Coors Light	310	7.11%	$1,458	6.30%
Bud Light	285	6.54%	$1,401	6.06%
High Noon Sun Sips Black Cherry	119	2.73%	$1,108	4.79%
Yuengling Traditional Lager	154	3.53%	$772	3.34%
Budweiser	157	3.60%	$739	3.19%
Lagunitas IPA	117	2.69%	$692	2.99%
Brooklyn Special Effects	111	2.55%	$641	2.77%
Labatt Blue	144	3.30%	$636	2.75%
Allagash White	84	1.93%	$630	2.72%
Utica Club	146	3.35%	$616	2.66%
Pabst Blue Ribbon	127	2.91%	$536	2.32%

Product Name	avgBottles	avgKegs	Purchased	Revenue	Cash Flow	$ Index	Gross Profit Margin
Meier's Creek Floatin' On By		2.78	$2,742	$5,700	$2,958	2.08	51.89%
Middle Ages Syracuse Pale Ale		2.88	$2,136	$4,228	$2,092	1.98	49.49%
Sloop West Coast IPA		3.80	$705	$2,343	$1,638	3.32	69.91%
Stella Artois		3.94	$820	$2,125	$1,305	2.59	61.42%
Don Q Limon Rum			$605	$1,961	$1,357	3.24	69.17%
Guinness Draught		3.79	$600	$1,960	$1,360	3.27	69.39%
Bud Light	289.35		$446	$1,464	$1,018	3.28	69.52%
Jameson Irish Whiskey			$496	$1,204	$708	2.43	58.77%
Imagery Estate Winery Cabernet Sauvignon			$408	$1,020	$612	2.50	60.00%
Lagunitas IPA	116.13		$255	$710	$455	2.78	64.06%
Aurora La Crema		2.27	$230	$662	$432	2.88	65.27%
New Amsterdam Vodka			$320	$517	$197	1.62	38.10%
AVA Grace Rose Wine			$176	$483	$307	2.74	63.55%
Casamigos Anejo Tequila			$135	$432	$297	3.20	68.78%
Makers Mark Bourbon Whiskey			$128	$355	$227	2.78	64.01%

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Integrations

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Restaurant POS

Immediate Alcohol Sales & Performance

BeerBoard's technology allows operators the ability to sync real-time alcohol performance with transactions from their electronic POS system. We integrate with over 40 POS solutions and have the ability to work with any software due to our API capabilities.

- ❑ All alcohol sales directed to our Data & Insights portal
- ❑ Real-time alcohol performance
- ❑ Intuitive technology for data-driven business practices

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Back Office Integrations

Drive Efficiency with Seamless Connectivity

BeerBoard has developed integrations with the industry's leading back-office management providers. This helps to make operations more efficient, operating from one unified platform. Equally important, the time savings allows restaurant operators to shift their focus back to providing their guests an exceptional experience.

- ❑ All alcohol sales directed to back-office system
- ❑ Administer accounting, payroll, operations and purchasing
- ❑ Intuitive technology for data-driven business practices

BeerBoard integrates with the following restaurant management platforms (among others):

Restaurant365

crunchtime

CTUIT

PAR | Data Central®

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Case Studies

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CASE STUDY

Success Metrics

Reduce Manual Labor

Bubba's 33 is seeing a decrease of **20 hours** each month in manual labor and time for ordering and inventory.

Eliminate Out-of-Stocks

Using BeerBoard's single-solution ordering and inventory platform, operators have **reduced out-of-stocks by over 8% per month**.

Lower COGS

Bubba's 33 has **lowered COGS by 3%** by reducing inventory held in stock and optimizing product selection and offerings.

Drive Revenue

Through a more efficient operation, Bubba's 33 MP's are seeing an **average 2% revenue increase per month**.

Eliminates the Long Tail

Better Engagement with Reps

> By using BeerBoard's technology, we have saved a ton of time on ordering and inventory. We can now do this in a matter of minutes - even remotely! Better visibility of our product sales has also improved our distributor relationships.
>
> *- Jim Daddio*
> *Managing Partner, Bubba's 33*

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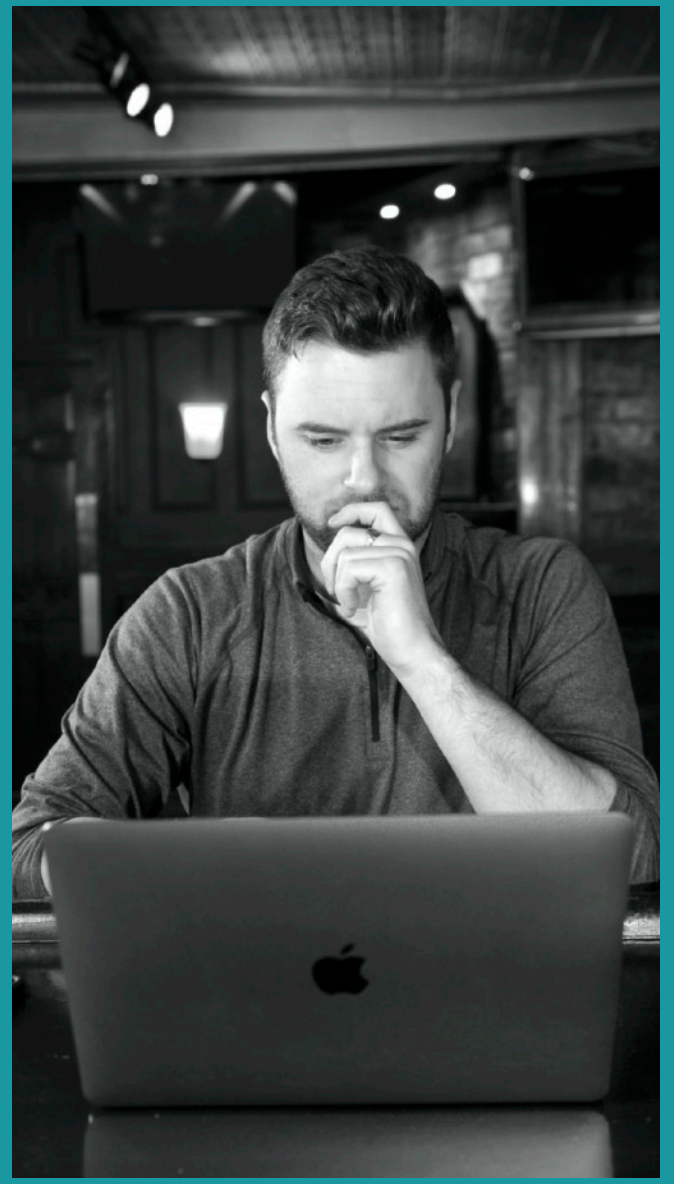
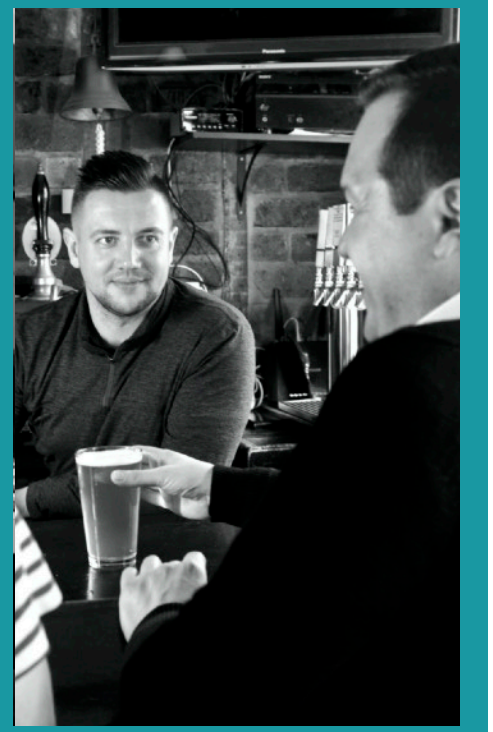
Next Steps / Timing

1. Assess needs / volumes / current operations & systems
2. Align on goals / plan
3. Prioritize based on needs assessment and best timing for implementation
4. Roll out and DRIVE BOTTOM LINE SUCCESS together!





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About Us

BeerBoard is the leading technology solutions provider for the hospitality industry, enabling retailers, distributors and suppliers to make fact-based decisions about their complete alcohol management. The company manages more than $1 billion in alcohol sales and 100,000 products through its industry-leading solutions.

Our patented digital platform captures, analyzes, and reports real-time data related to alcohol ordering, inventory and performance. Versatile and easily operated from a single dashboard, it has streamlined operations, efficiency and improved revenue across the United States.

Find out more about how BeerBoard is changing the beverage alcohol industry at beerboard.com.

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