

BarTrack

Yearly Waste in the US



BarTrack



**900+ Million
Gallons of Beer**



**5+ Billion
Gallons of Water**



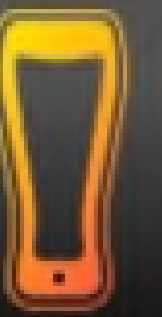
**25+ Million
Pounds of Hops**



**\$1 Billion of Other
Ingredients
(Grains, Yeast, etc)**

The Problem:

Wasted time, money & inventory



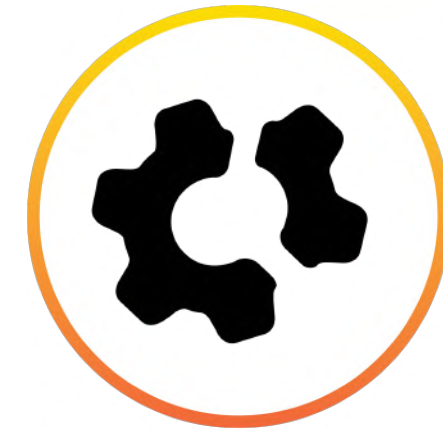
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Antiquated keg weighing can be very tedious & time consuming



Manual keg weighing process doesn't give insights into when or why the waste occurred



Mechanical breakdown becomes your problem & headache

Unbalanced draft systems, over-pouring, and unaccounted drinks cause establishments that pour beer to experience an average of

22.5% loss per keg.

$$\begin{array}{c} \text{---} \\ | \\ \text{22.5\%} \end{array} = \$50,000/\text{year}$$

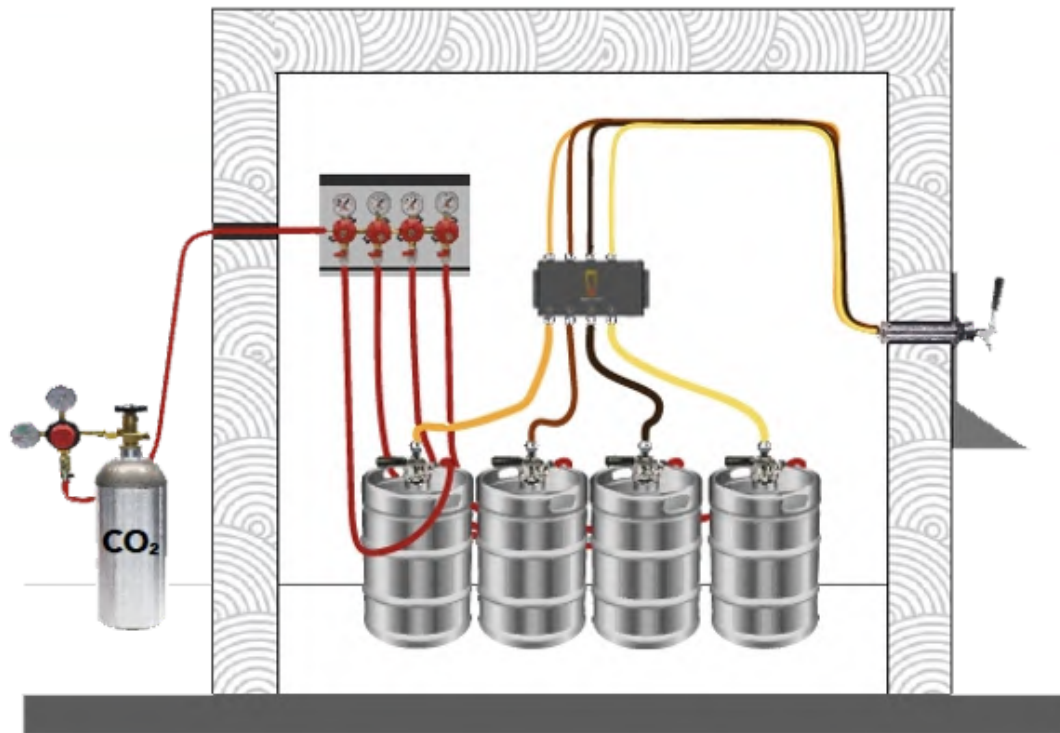
average unrealized

How our smart draft system works

Tracks every fluid ounce!



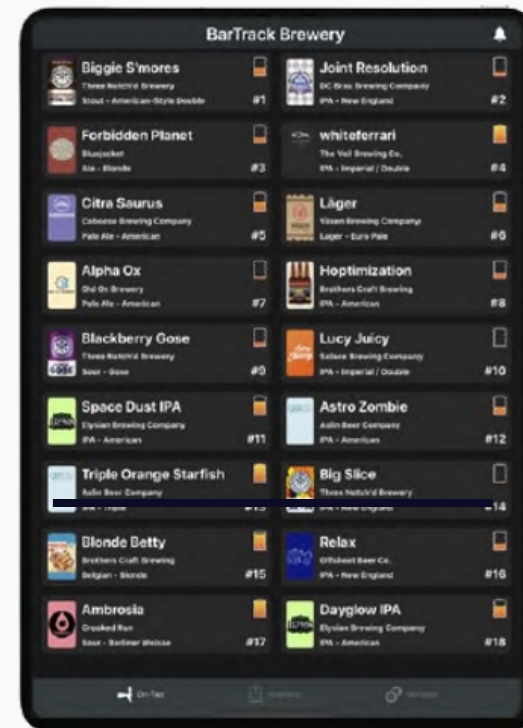
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Non-intrusive sensor for each line



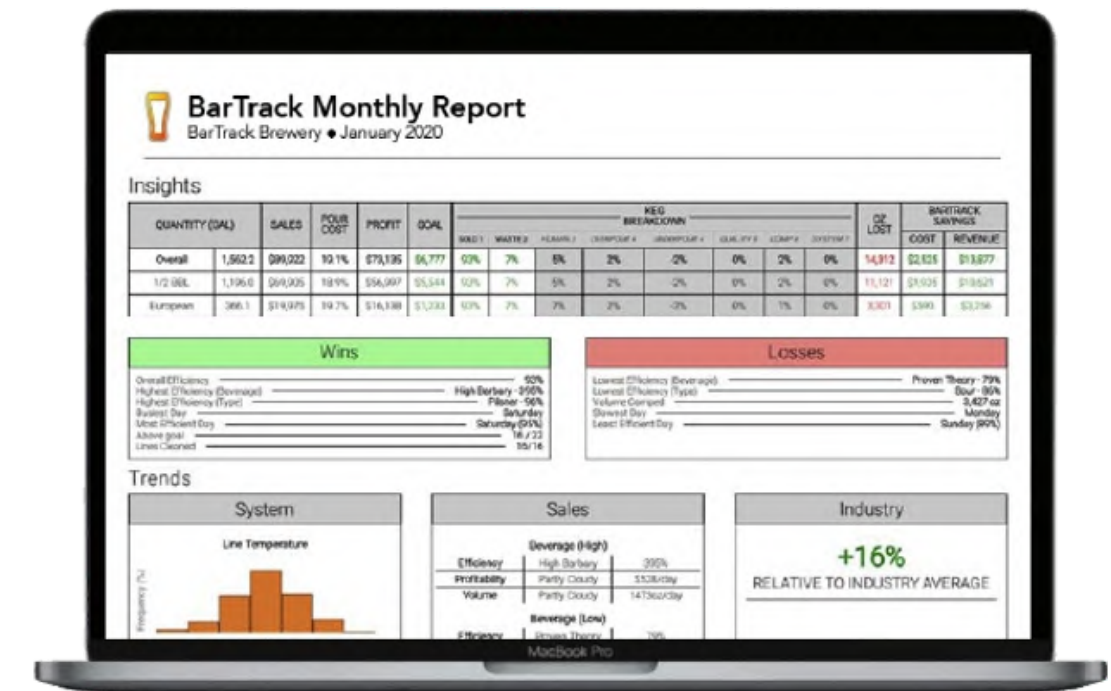
Plug-and-play sensors easily install to any draft system, installed by our certified installers. Simply cut existing lines and place sensor in between.



App



Our formal integration with your system removes all manual entries for draft products. You will now be able to analyze individually timestamped pours.



Data, analytics, trends and bar management



Daily, weekly, and monthly reporting automatically display actionable data on the where, when, why, how, and who waste occurred, as well as automating all draft beverage metrics.



BarTrack streamlines draft audits through automated pour-by-pour analysis & a team of hospitality consultants at your fingertips.



We are here to serve you. Your clients' questions, comments, & concerns will all be addressed by BarTrack consultants, taking the onus off you.

BRU4



BarTrack®



OUT IN





Seeing is Believing



BarTrack



Before

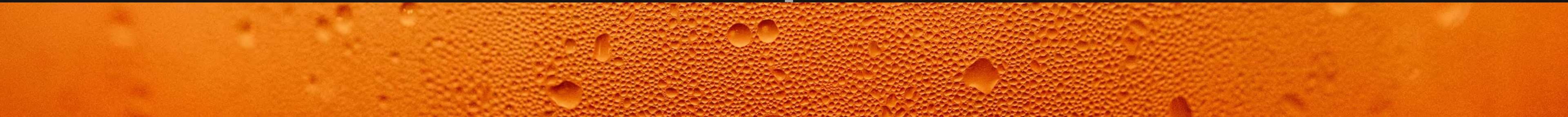
After

Before BarTrack installation.

Unbalanced draft lines caused nearly 50% of draft waste.

After BarTrack installation.

Issue fixed the same day!



Case Study

Improvement from day 0 - day 60



BarTrack

Metrics **BEFORE** BarTrack Installation

QUANTITY (GAL)	REVENUE	COST	PROFIT	POUR COST	GOAL	KEG BREAKDOWN							OZ LOST	PROFIT LOST	MANAGEMENT SAVINGS			
						SOLD 1	WASTE 2	HUMAN 3	OVER 4	UNDER 4	QUALITY 5	COMP 6			SYSTEM 7	COST	REVENUE	
Overall	1,226.6	\$46,932.15	\$13,858.67	\$33,073.48	29.5%	-\$4,857	81%	19%	13%	5%	-1%	1%	0%	< 1%	29,473	\$10,843	\$588	\$2,016
1/2 BBL	1,059.8	\$38,351.78	\$11,281.37	\$27,070.41	29.4%	-\$6,214	79%	21%	15%	5%	-1%	1%	0%	< 1%	28,630	\$10,255	\$507	\$1,830
1/6 BBL	158.1	\$5,780.87	\$2,479.07	\$3,279.80	42.9%	-\$1,344	80%	20%	13%	5%	-1%	1%	0%	< 1%	4,120	\$1,479	\$81	\$186

Metrics **AFTER** BarTrack Installation

QUANTITY (GAL)	REVENUE	COST	PROFIT	POUR COST	GOAL	KEG BREAKDOWN							OZ LOST	PROFIT LOST	MANAGEMENT SAVINGS			
						SOLD 1	WASTE 2	HUMAN 3	OVER 4	UNDER 4	QUALITY 5	COMP 6			SYSTEM 7	COST	REVENUE	
Overall	1,361.8	\$52,850.81	\$14,521.47	\$38,329.34	27.5%	-\$5,060	94%	6%	5%	2%	-2%	< 1%	< 1%	< 1%	9,930	\$3,192	\$2,296	\$8,289
1/2 BBL	1,353.7	\$51,188.81	\$14,410.24	\$36,741.57	28.2%	-\$6,279	93%	7%	6%	2%	-2%	< 1%	< 1%	< 1%	11,509	\$3,642	\$2,296	\$8,289
1/6 BBL	7.2	\$342.00	\$100.79	\$241.21	29.5%	-\$91	61%	39%	30%	2%	0%	6%	0%	< 1%	354	\$215	\$0	\$0

Results

Break-even: **Less than 60 days**

Realized Rev in year 1: **\$84,800**

Keg yield increase: **13%**

Decrease in pour cost: **2%**

Profitably increase: **\$5,256**

~20K oz sold with ~10% more volume poured in May

Each year, this client breaks even on the annual subscription in less than 1 month!



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Cheers!

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