

Boozhooz

The Perfect Pint = The Perfect Profit

The science of pouring perfect draft beer

BY IAN FOSTER, REGIONAL VICE-PRESIDENT

A burning thirst for beer might seem an unusual motivation for an inventor. But standing impatiently in a long beer line at the University of Wisconsin gave Matthew Younkle a unique spark of inspiration: “The line was way too long for me. I had a ‘there’s gotta be a better way’ moment.”

That was in 1995. Today, Younkle’s invention, the TurboTap, is changing the way draft is poured. The TurboTap is a 4.5” tube that easily fits onto a bar’s existing draft tap enabling the bartender to consistently pour a perfect pint of beer in as little as two seconds, while eliminating excessive foaming and waste.

“Within the next few years, more and more major chains are going to add TurboTap,” forecasts Scott Clarkson, who runs Glacier Design Systems, one of TurboTap’s master distributors. “The stadium world has already seen the benefits; word-of-mouth in that business is strong. But ultimately even the independents and mom and pop operators are going to want to eliminate waste.”

HOW TO POUR DRAFT 2X-4X FASTER

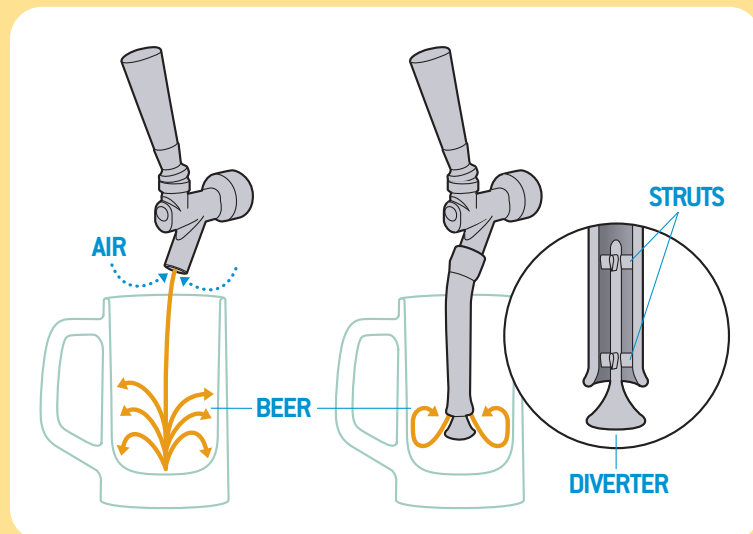
The major problem with turning up the speed was a lot of wasted beer. “The Beta version was very fast but messy,”

says Younkle. “As a college student, though, that was still pretty cool. But we really weren’t thinking with the ‘Bevinco’ mindset yet.” Younkle realized that no matter how fast the beer

poured, the foaming problem made the speed unaffordable.

Excessive foaming is caused primarily by the effects of gravity. When beer falls from the tap it smashes into the bottom of the glass. The turbulence and airflow cause the carbon dioxide in the beer to “break out” into foam. The faster you pour the beer, the harder the beer hits the glass, increasing the turbulence – which results in even more foam. The solution is the TurboTap, which decreases the force with which the beer contacts the beer mug (see illustration below).

With the foaming issue resolved, the flow rate of beer through the taps



Pouring a beer using a typical tap

Beer leaving the tap accelerates as it falls, which causes the stream to thin out and hit the glass with excess speed. As air gets inside the tap, it increases turbulence. The net result is more foam, and the beer tastes less than great.

Pouring a beer using the TurboTap

As beer travels down the TurboTap, eight airfoil-shaped struts control the flow. The tap’s interior is tapered to keep out excess air. The diverter sends suds out along the bottom of the glass, up the walls and back toward the center. This prevents excess foam.

“With TurboTap... a perfect pour happens every time, even with inexperienced bartenders.”

could be revved up – to as much as four gallons a minute, four times faster than traditional systems allow.

TurboTap doesn't pull beer through your system at a faster rate. The TurboTap nozzle just attaches to your current taps and controls the beer flow at the crucial last second before the beer hits the glass. So increasing the speed usually only involves a simple adjustment.

LOSSES FROM EXCESSIVE FOAM ARE PRACTICALLY ELIMINATED

“Speed is great,” says Clarkson, “but the best operators are more interested in lower waste. Look at a sports bar with a three-hour peak sales window. During that window, of course, the main concern is speed. But the stronger operators are looking carefully at the yield the next day.”

Some bartenders don't think of foam as beer and think nothing of throwing it out. Twenty years of Bevinco audits, however, have shown that losses from excessive foaming can



really add up. In order to minimize foaming, Bevinco's analysts coach bartenders to follow a strict series of steps: tilting the mug to a 45 degree angle and quickly opening the faucet all the way, pouring beer down the side of the mug; when the

mug is half full, standing it straight up and pouring into the center of the glass; and when the mug is full, quickly stopping the faucet, making sure to leave a 3/4" head at the top of the mug.

It is astonishing how often bartenders

fail to adhere to these critical steps. As a result, sloppy pouring and excessive foaming are an industry epidemic. I see it almost every time I go out: the bartender continuously pouring a little bit of foam down the drain in an effort to get the head “just right”. And just as often, a mug of half foam and half beer is casually thrown out.

With TurboTap, the draft pouring process is drastically simplified down to the bare essentials – tilting the glass at the right angle at the right time is no longer necessary. A perfect pour happens every time, even with inexperienced bartenders. In this respect, the TurboTap is perhaps the first true innovation in the draft beer business in a hundred years.

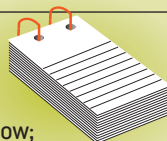
WHAT IS THE RETURN-ON-INVESTMENT?

Each TurboTap costs about \$200 per draft faucet. A bar with 10 taps will have to spend \$2,000 to upgrade to TurboTap. Is it worth it?

That depends on your volume of course, but Bevinco's audits have shown that the average bar is missing between 25% and 30% of their draft beer and that losses from excessive foam comprise about one-third of that total. So eliminating the foaming problem will result in an additional 11 mugs of beer sold per keg. A bar selling two kegs per week at \$4 a mug can

CALENDAR OF UPCOMING events

March 4-6: International Restaurant and Foodservice Show; Jacob K. Javits Convention Center,



New York, NY; Booth #1756

March 6-7: Nightclub & Bar/ Beverage Retailer/Beverage & Food Convention and Tradeshow; Las Vegas Convention Center, Las Vegas, NV; Booths #5136-5236

March 7: Golf Recreation and Pub Show, Sysco Canada; Kelowna, BC

BEVINCO

new OFFICES

West San Fernando Valley, CA: Tim Anders; timanders@bevinco.com

Essex County, MA: Joseph Salerno jsalemo@bevinco.com

Albuquerque, NM: Alicia Reynolds areynolds@bevinco.com

Franklin, TN: Jeff Chennault jchennault@bevinco.com

Delmarva, MD: Kirk Keithly kkeithly@bevinco.com

Downriver-Monroe, MI: Eric Lambert elambert@bevinco.com

Tucson, AZ: John Baumgart jbaumgart@bevinco.com

Mesa, AZ: Leif Cedarburg leifc@bevinco.com

Scarborough, ON: Prity Gouveia prity@bevinco.com

Charleston, SC: Ridge Walker r.walker@bevinco.com

Royal Oak, MI: Lea Schofield l.schofield@bevinco.com

Carpenteria, CA: Joal Clayton j.clayton@bevinco.com

FRANCHISES NOW AVAILABLE FOR QUALIFIED CANDIDATES!

Call 1-888-238-4626 x224 TODAY to receive a FREE Franchise Information Package!

expect to recover their \$200 investment in less than three weeks – and that’s not counting any increased sales from speed.

TurboTap case studies with large stadiums like Wrigley Field, home of the Chicago Cubs, confirm the quick payback. “In the stadium world, typical yield increases range from 10% to 15%,” says Younkle, “so it’s easy for any GM to run the numbers and see that ‘yeah, this will work for me.’ And a bar pouring 365 days per year instead of 20 stadium events means that payback is even sooner.”

Matt Younkle notes, “Yield happens every time you pour a beer while speed is only a factor at peak times.” At those times, though, the extra speed can pay for itself quickly:

stadium studies have shown a 20% increase in draft sales with TurboTap. It’s simply a function of eliminating long lines. You don’t lose the sale from people who won’t even bother getting in a long line.

“In a lot of ways, it is about ‘opportunity cost,’” say Younkle. “If we are saving 4 or 5 seconds per beer and you are pouring a thousand beers on a busy night, we are saving you 5,000 seconds – which is a lot of opportunity to sell other stuff.”

WHY BURPING = SALES

An interesting side benefit of TurboTap is that it ensures that all your beer is served with a perfect collar of foam. Believe it or not, foam plays a critical

[Continued on back]

“I see it almost every time I go out: the bartender pouring a little bit of foam down the drain in an effort to get the head ‘just right’. And just as often, a mug of half foam and half beer is casually thrown out.”

Lower Alcohol Prices on the Horizon?

On April, a federal court in Seattle, Washington ruled that state laws prohibiting volume discounts on alcohol were in violation of federal anti-trust regulations. If the ruling is upheld, bar and restaurant owners could see lower beer and wine costs – particularly for high-volume and multiple outlet operators.

Most states have similar laws requiring all retailers to pay the same price, regardless of volume. The Seattle court judgment should mean that large volume operators and chain accounts can use their buying power to drive down their alcohol costs.

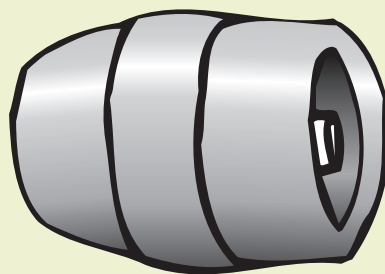
Last year, the U.S. Supreme Court ruled that states could not ban direct purchases from wineries. Together, the two rulings could enable chain operators to make huge purchases directly from wineries or brewers. For example, Applebee’s could buy thousands of cases of chardonnay directly from Kendall-Jackson at a large discount, or Hooter’s could buy directly from Anheuser-Busch, giving the chains a competitive advantage over smaller

restaurants who don’t have the same buying power.

These court rulings threaten many of the post-prohibition laws that were intended to discourage alcohol consumption. These laws set up a complicated system whereby restaurateurs



CHEAPER BY THE SKID!



and consumers were required to buy alcohol through a middleman. As a result, prices have been higher than if alcohol could have been purchased directly from the manufacturer. During the trial several beer distributors testified that their profit margin on beer is 26%.

The lawsuit was filed by Costco. Such “big-box” stores have increasingly dominated the retail alcohol business in recent years. Costco is the country’s largest seller of fine-wine while Wal-Mart sells more Miller beer than anyone. The decision also overturned Washington State’s law that forbids distributors to extend credit on purchases. The specific court decision applies only to beer and wine but many states have the same restrictions on liquor so it is likely that the judgment will eventually apply to all alcoholic beverages throughout the U.S. The ruling has not yet gone into effect pending the result of an appeal.

BN

Ian Foster is a Bevinco Regional Vice-President.

INSIDE:

LESS FOAM EQUALS MORE PROFIT

BEVINCO'S IAN FOSTER explains TurboTap, the first true innovation in draft beer in 100 years.

[Continued from inside] role in the beer drinking experience. The “head” is critical because it relieves the bloated feeling from the excess carbonation in beer served without it. If your bartenders are pouring draft without the proper foam, your customers will feel full and they will consume less beer. “A foam collar ensures that the beer will be consumed the way the brewmaster intended,” notes Clarkson.

PROFIT CONTROL

Of course poor pouring techniques and waste are only part of the problem. The TurboTap isn't designed to solve a larger problem for most operators: bartender dishonesty. Bevinco estimates that bartenders giving away drinks to friends or pocketing the money from draft sales is at least twice as costly as foaming and waste. Solving this age-old problem requires an inventory control system that can ensure bartender

accountability. Bevinco's service is designed to do just that. Bevinco analysts visit your bar once a week to weigh and count every keg (as well as liquor, beer bottles and wine). The amount used is compared to the number of drinks rung up and any resulting discrepancies are exposed. Bevinco's clients can ensure that their bartenders are accountable for what they pour behind the bar.

Installing TurboTaps in conjunction with an effective inventory control solution will eliminate both problems of waste and theft. Our clients typically see their profit rise by about 10% of their gross sales. So if your draft sales are \$25,000/month, you can expect to add \$2,500/month to your bottom-line – after paying for Bevinco and TurboTaps.

BN



BEVINCO

BOOZLMOZ

505 CONSUMERS RD, STE 510, TORONTO, ONTARIO M2J 4V8

We are currently looking for people in the industry interested in going into business for themselves.
Call Us For Details:
1-888-BEVINCO