

BEVINCO & MadDogs

“ *BEVINCO has been invaluable to our operation's success – so much so that it's hard to imagine doing business without them!* ”

~Terry Corless, CEO of MadDogs

the STORY

Located on the San Antonio Riverwalk, MadDogs British Pub has experienced steady year-round business since opening in 1996. With that high level of business in Texas's top entertainment destination, however, comes a heightened likelihood of inventory losses and discrepancies. Thankfully, CEO Terry Corless knew just where to turn to keep his bottom line healthy and his business booming.

“We had six very successful MadDogs locations in Hong Kong since the early 1980s but we never encountered the ‘hook me up’ mentality until we came to the U.S. Free pouring is the norm since there is no government-regulated serving measure and bartenders here regularly dispense complimentary drinks in hopes of larger tips; unfortunately, these free drinks add up and can have a huge negative effect on the business,” said Corless. “Though we had an in-house system to manage our inventory, we realized a professional, unbiased party was needed to get us where we wanted to be. My management team initially thought the idea of a third-party auditor was alien but as soon as they saw what Roger Hopkins and BEVINCO could do, they changed their tune.”

Hopkins began auditing MadDogs on a weekly basis in 2002 and to this day provides Corless and his team with accurate inventory reports, ordering assistance and advice on how to keep improving their operation. Corless knows that many factors can affect the inventory – whether it's spillage, overpouring, inaccurate recipes or non-delivery of products – but is impressed that Hopkins always reveals not only what the issue is but when it occurred and how to remedy it.

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B E ▼ I N C O

Confidential * Professional * Experienced * Comprehensive * Effective * Money Saving

About MadDogs

CEO: Terry Corless

Location: San Antonio, TX

Year Established: 1996

Venue Type: Authentic British Pub

Clientele: Young/Casual/Tourist

Bevinco customer since: 2002

Fact: Live entertainment
seven nights a week



About Bevinco

Hospitality losses are out of control. The industry loses 25-30% on average. Most owners think it's an unavoidable part of doing business. With BEVINCO - it doesn't have to be. BEVINCO maximizes top line revenue by providing an exact accounting of alcohol usage to revenue, controlling losses and ensuring you are capturing all revenue due to the bar/restaurant.

Founded: 1987

Located: Worldwide

of Clients: 2000+

www.bevinco.com
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