

BEVINCO & PS 450

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~David Willner, Regional Director of ROI Hospitality Group

the STORY

Being in the restaurant industry in New York City for the majority of his career, ROI Hospitality Group regional director David Willner was well aware that for an establishment to withstand the test of time, it has to be at the top of its game – both externally and internally – at all times. This is why when preparing to open the Manhattan lounge PS 450 in March of 2005, Willner ensured the operation's success by bringing BEVINCO aboard from day one.

“I've seen bar managers spend hours on beverage inventory when they should be focusing their time on growing the business. It's just not a good use of their time,” said Willner. “By having BEVINCO handle that instead, it keeps everyone's focus on what they do best. If we have a bottled beer shortage, for example, BEVINCO can show us where the problem is originating and point us in the right direction to fix it. It's amazing, really: We always know exactly how much liquor our staff is selling versus what's being rung in.”

Given the success he's had with BEVINCO at PS 450, Willner encouraged ROI to implement the service at its newest venue – The Downtown in New Jersey – which opened in March of 2008. Both businesses are still continuing to thrive despite the economic downturn, something Willner said may not be possible without BEVINCO's assistance.

B E ▼ I N C O

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About PS 450:

Name: PS 450

Location: New York City, NY

Year Established: 2005

Venue Type: Bar/lounge

Occupancy: 450

Bevinco customer since: 2005

Clientele: Corporate



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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