

BEVINCO & B.B. King's

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~Tommy Peters, B.B. King's

the STORY

When Tommy Peters decided to open B.B. King's Restaurant and Blues Club in Memphis 11 years ago, he knew that the road to success would be anything but smooth. Thanks to his involvement with BEVINCO, however, that path has been a lot less rough.

B.B. King's had been open for five years and was doing well overall but one area of the restaurant that Peters knew needed improvement was behind the bar. As luck would have it, BEVINCO had a partner in the area - Michael Mosteller - and he and Peters set up a time to discuss how BEVINCO could help Peters get his establishment to where he wanted it to be.

"Michael came in and gave a brief demonstration of how BEVINCO worked and how it could help the restaurant. I'll tell you this: I was impressed right away and we began a working relationship right then," said Peters, B.B. King's president. "As a former CPA, I understood how a third-party audit could keep people honest and BEVINCO operated under the same kind of ideals. There was a marked difference as soon as we started using Michael and BEVINCO - we saved six figures in our first year alone - and have since implemented BEVINCO at our restaurants in Nashville and Orlando. I plan to utilize the BEVINCO system at all future locations; it would be crazy not to!"

B E ▼ I N C O

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

About B.B. King's

Owner/President: Tommy Peters

Location: Memphis, TN

Year Established: 1997

Bar Type: Club

Other locations: Nashville, TN & Orlando, FL

Bevinco Customer Since: 2002

Fact: The World's Premier Blues Club



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 earned by the bar/restaurant.

Founded: 1987

Located: Worldwide

of Clients: 2000+

www.bevinco.com

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