

# Real-Time News

NEWS & INFORMATION FOR ESTABLISHMENT OWNERS AND OPERATORS

## Copper Cellar Restaurants Tap into Real-Time Technology

Copper Cellar Restaurants selected Bevchek as their provider of draft beer monitoring systems back in 2007 after encountering the product at a trade show and executing a very successful pilot. The pilot was implemented at Copper Cellar concept Calhoun's and was a well kept secret by Mike Gaston, MIS Director and Brewmaster Marty Velas.

Gaston and Velas were able to immediately identify not only significant slippage but with Bevchek, they were able to zero in on variances by brand and time period. "We realized that our slippage was 20-30%; with the more popular brands coming in around 25%," said Marty Velas.



Brewmaster Marty Velas

*"Bevchek gave us the data we needed to pinpoint slippage and link results with other operational factors like time periods & staffing."*

It wasn't long before the pilot was revealed to bartending and management staff. "Our slippage went down on average, between 5-10%," stated Gaston. In the long run, Gaston and Velas planned on achieving an ambitious slippage rate of less than 5%.

After the Calhoun's micro-brewery pilot, the roll-out went into high gear with installations in the 3 Smoky Mountain Breweries, 4 Calhoun's restaurants and the "original" Copper Cellar. "Results have been great," remarks Gaston. "We achieved our objective of reducing slippage to less than 5% and we're now gearing up to install our tenth restaurant."

Staff adoption of the beer monitoring technology has been positive. The restaurants typically run 2 shifts per day – lunch and dinner. "It's been an evolution of our corporate culture. Reviewing Bevchek's real-time data is now just part of the daily routine for the managers and bartenders," states Gaston. "It just takes a few minutes a day for managers and bartenders to review the data and complete their shift analysis."

Calhoun's and Smoky Mountain Brewery only sell their own draft brands including flagship brands like Cherokee Red Ale,

Velas Helles and many more. "The good news is that beer sales are up and costs are down," declares Velas. "Our beer production is actually down as well. Prior to implementing Bevchek we were just able to keep up with the production of our staple brands. Now we can bring our guests more seasonal variety with beers like Capricator Bock, Windy Gap Wheat Beer, Winter Warmer and others."



Based in Knoxville, Copper Cellar Restaurants have served the hungry guests and citizens of Tennessee since 1975. This multi-concept company is a collection of quality dining locations. As well as Calhoun's and Smoky Mountain Brewery, they operate Cappuccino's, the Cumberland Grill, the Cherokee Grill, Chesapeake's and of course, the "original" Copper Cellar.



Bevchek Global Systems Inc., the first company to introduce a real-time, web-based Draft Beer Control System to the hospitality industry, recently introduced the Bevchek Wireless Liquor Control System. This new, state of the art system uses the most accurate and reliable technology available today.

The Bevchek Draft Beer and Wireless Liquor Control Systems combine to provide restaurant and bar owners with detailed, real-time data comparing sales from their Point of Sale (POS) terminals relative to real-time pours captured through Bevchek's advanced flow metering technology. The resulting data is delivered to owners and management in a meaningful format, accessible anytime from anywhere via an Internet connection.

Bevchek Global Systems Inc. is based in Vancouver, Canada with corporate sales offices in Phoenix, Arizona and Toronto, Canada. By providing operators with a simplified data reporting mechanism that highlights slippage and data trends on a minute-by-minute basis, Bevchek's real-time, web-based system helps create operational transparency, complete accountability, prevents bar theft and maximizes bar profits.

**Learn more about Bevchek at**  
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