

Real-Time News

NEWS & INFORMATION FOR ESTABLISHMENT OWNERS AND OPERATORS

5 Minutes a Day Delivers Inspired Results



With almost 30 Jack Astor's, each serving anywhere from 16 – 20 draft beer offerings, the operations group at SIR Corp. is constantly looking for opportunities to

improve their results. The team, including Beverage Director, Dean Campbell had looked at draft control systems in the past. Historically, their experience with these systems was not positive; most being declared not user-friendly and not reliable.

When the search for draft control technology began again, Dean hoped that improvements in technology had helped overcome the problems with these systems. The SIR Corp. group looked at products from three different vendors and finally selected Bevchek Global Systems Inc. for a pilot.

"We selected the Bevchek system because it was the most user-friendly, with the easiest and most flexible access to data," states Dean Campbell. "It was also a requirement for the system to be Internet based. Bevchek's tight integration with Squirrel also gave us confidence that the system would be a good fit for our restaurants."

SIR Corp. began with a pilot at the Jack Astor's® location at Square One in the busy Toronto suburb of Mississauga. The pilot ran for 6 months; after which the team reviewed the data and noticed positive results. The pilot store already had good draft results but after the 6 month pilot of the Bevchek draft monitoring system, the draft costs were even better.

The decision was made to expand the pilot to another four restaurants. Two of the highest volume Jack Astor's locations, Scarborough & Front Street, to test performance in very high volume stores and another Jack Astor's location,

Dorval. The fourth pilot store was SIR Corp.'s Loose Moose Tap & Grill® which delivers one of the highest draft sales of the whole SIR Corp. organization.



The second phase of the pilot began in the fall of 2008. In April 2009, the results were reviewed and all locations realized a performance improvement in their draft costs. Adding to that, there was overall acceptance from the staff and management who were involved in the pilot.

"We had a very open approach at the pilot locations," says Dean Campbell. "Everyone participated including our bartenders. It actually turned into a competition with the different shifts competing to deliver the lowest variances."

The other less quantifiable result is that variances that did occur alerted the SIR Corp. management group to potential service issues. For example; seeing variances by brand could help the managers identify situations when draft beer wasn't being poured to the standard of the brewery. These kinds of variances resulted in improvements to product education and of course a better guest experience because the beer was poured to the precise specifications of the brewery. A perfectly poured beer each and every time.



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With the success of the pilot, Dean and the Jack Astor's team are poised to roll-out the Bevchek system to 26 more restaurants over the next 18 months.

"When we introduced Bevchek to the management teams at the various restaurants, I told them that if they could take five minutes of their day – each day to focus on this data, they would see the value," says Dean Campbell. "The overall acceptance to this technology addition to our restaurants is because it is easy for managers to use and they know it's helping them with their draft costs."

The 'SIR' in SIR Corp. stands for **Service Inspired Restaurants**. With a name like that to live up to, the multi-concept restaurant company maintains the highest standards in everything they do in their still growing restaurant chain.

SIR Corp. operates a portfolio of 45 full service restaurants including concept restaurants; Jack Astor's® Bar & Grill, Canyon® Creek Chophouse and Alice Fazooli's® Italian Grill. Signature restaurants include; reds®, Far Niente®, Petit Four Bakery™, Four™ and the casual dining concept, The Loose Moose Tap & Grill®.



Jack Astor's is renowned for its winning combination of an energetic atmosphere, delicious menu and fantastic beverages. They have joined such guest favorites

as wings, burgers, sandwiches and steaks, with innovative dishes from around the world such as an authentic Pad Thai, Greek Chicken Salad and Parmesan Chicken Bowties. Jack's boasts a remarkable lunch and dinner crowd, as well as a high energy late-night bar business. From their landmark opening in 1990, Jack's has expanded to 29 restaurants, and continues to grow in the United States and Canada.



One of Toronto's best bars, The Loose Moose is located within walking distance of the Air Canada Centre, the Rogers Centre and the Convention Centre. It is the perfect place to come in and enjoy Cheese

Nachos, Buffalo Chicken Fingers, their Classic Burger or Signature Fajitas. With its high-energy, carefree atmosphere and a perfect mix of current and classic rock, the Loose Moose is definitely the place to party.

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 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
www.bevchek.com