



VAB Catering Case Study

BUSINESS SITUATION

VAB Catering, the exclusive food service provider of the PNC Arena, home of the NHL Carolina Hurricanes, desired to maximize revenues and profits by infusing technology into their current draft beer keg management process.

The initiative aimed to deliver a solution that meets the following objectives, while providing seamless integration with the existing point-of-sale system:

- ▶ Reduce Waste and Spoilage
- ▶ Reduce Theft
- ▶ Increase Staff Productivity
- ▶ Increase Retail Revenue Dollars Through Correct Inventory Placement and Eliminating Early/Premature Draft Beer Keg Swaps

VAB Catering, as well as many other venues, are left to rely upon a manual process of keg management during live events. Keg levels are oftentimes determined by using a “lift and guess” approach, which leads to the following:

- ▶ Inconsistent Keg Measurements
- ▶ Human Error
- ▶ Staff Productivity Loss
- ▶ Diminished Return on Keg Inventory Investments
- ▶ Potential Theft

SOLUTION

Hi-TekPOS worked in concert with VAB Catering and their in-house beer/ beverage management team to develop a low-cost and reliable way to measure the volume of beer in a keg in real-time. The overall solution was developed specifically for the Sports and Entertainment concessions industry in which inventory decision have to be made in real-time and within the flow of the event.

The ConcessionLogic Draft Beer Management workflow module enables the concession operator to manage the full range of activities related to draft beer management including pre-event planning, in-event management and post-event closing.



CONCESSIONLOGIC HAS PRODUCED MEASURABLE IMPROVEMENTS IN THE BEER TEAM’S PERFORMANCE.

During our pilot with VAB Catering, we routinely observed keg swaps occurring about 10-15 points below maximum yield levels. Currently, our ConcessionLogic application is measuring keg yields at less than 2-3 points below the maximum level. We estimate six-figure annual savings from these yield improvements.

RESULTS/BENEFITS	
Productivity Gain	<ul style="list-style-type: none"> ▶ Streamlined the overall management of draft beer during live events. ▶ Reduced handling time of kegs during live events, resulting in more efficient resource allocation. ▶ Team members no longer have to waste time going location-to-location performing the industry standard inventory test of picking up the keg and shaking it around to feel how much beer is remaining.
Revenue Increase	<ul style="list-style-type: none"> ▶ Increased ROI per keg ▶ Increased Retail Revenue Dollars per keg due to eliminating premature keg swap outs and human error, which results in higher keg yield and reduced waste ▶ Reduction in theft due to tight point-of-sale integration and real-time monitoring
Reduction In Operational Expenses	<ul style="list-style-type: none"> ▶ Improvements in beer inventory management processes are expected to deliver an increase on beer inventory investment ▶ Less man power is needed to efficiently manage draft beer operations during live events ▶ Technology can additionally be used to measure the overall effectiveness of 3rd party draft beer focused products (i.e. Bottoms Up Beer, Turbo Tap, etc...)

RESULTS/BENEFITS *continued*

**NON-TANGIBLE
AND NON-FINANCIAL
BENEFITS**

- ▶ Improved customer experience, as concessions cart attendants\ operators do not have to be interrupted for unnecessary keg checks, leading to customer satisfaction which helps to build customer loyalty
- ▶ Aligning and integrating retail technology to complement business operations, thus increasing employee satisfaction
- ▶ Custom software modules that can operate independently or in concert with current and future retail technology investments.

ABOUT CONCESSIONLOGIC

The ConcessionLogic Draft Beer Management Module is a SaaS-based software platform that completely facilitates a venue's pre-event, in-event and post-event keg management process. The platform employs the mobility and access of mobile devices, along with backend business intelligence components. Collectively, this provides the automated, just-in-time inventory and predictable analysis tools managers and staff members need to operate at a more profitable level.

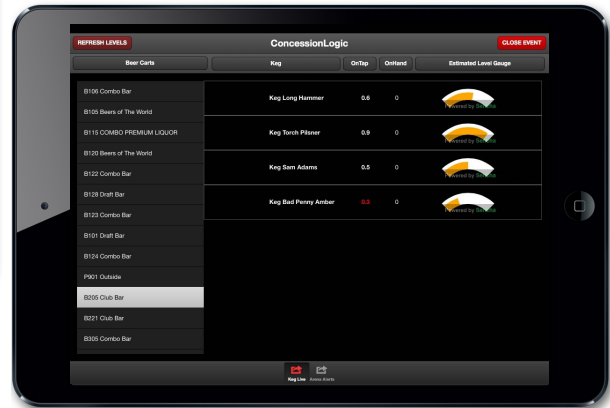
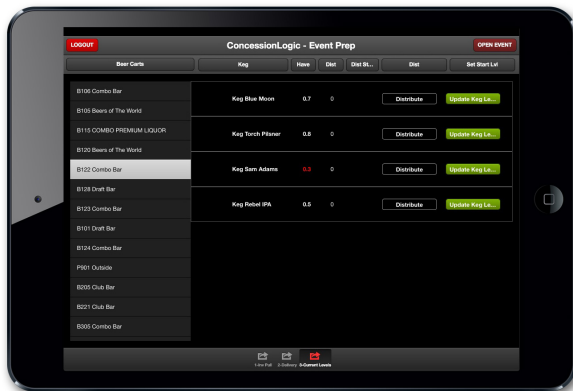
Our ConcessionLogic technology ensures that operators know at a glance when they are running low, can estimate when they could run out, how much backup they have of a particular beer, and when they need to perform a keg swap and more. Built and developed for the Sports and Entertainment industry, the ConcessionLogic Draft Beer Management platform assists operators in managing the major phases of any sporting event, concert or special event hosted within their venue.



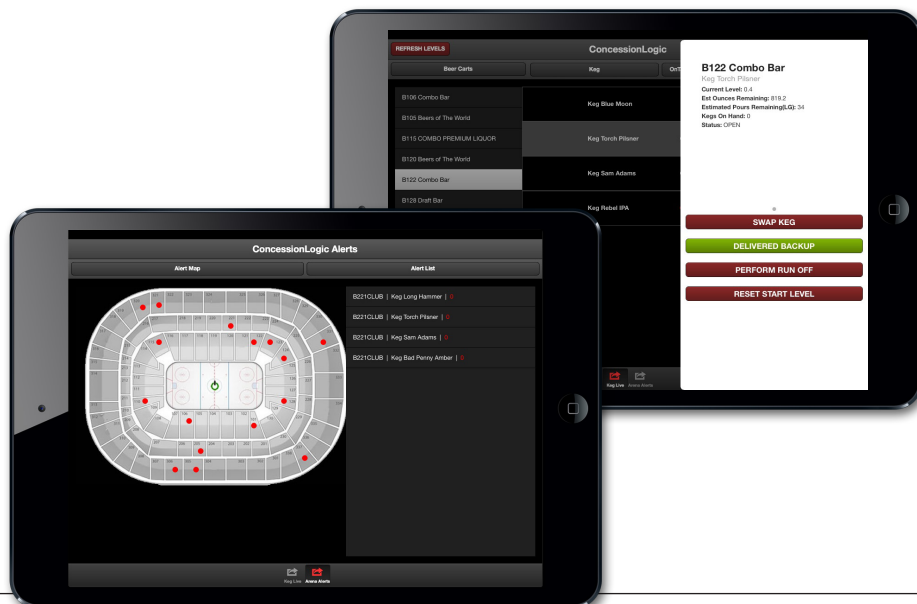
<p>Pre-Event Planning/Prep</p>	<ul style="list-style-type: none"> ▶ Know which kegs need to be pulled from inventory and what level/concourse to deliver to ▶ Know which locations/carts need what kegs to simplify placement and delivery ▶ Know what you currently have on hand at all times to easily and quickly modify keg distributions
<p>In-Event Management</p>	<ul style="list-style-type: none"> ▶ Receive real-time data and intelligence ▶ Easily keep up and manage busy events without running out of beer ▶ Receive subscribed alerts during events
<p>Post-Event Closing</p>	<ul style="list-style-type: none"> ▶ Team does not have to physically lift and measure ending keg levels, saving time and increasing accuracy ▶ Next event distributions can be easily entered to save time and more easily prep for next event ▶ Keg Yield and Audit logs can be easily generated for analysis

HOW IT WORKS

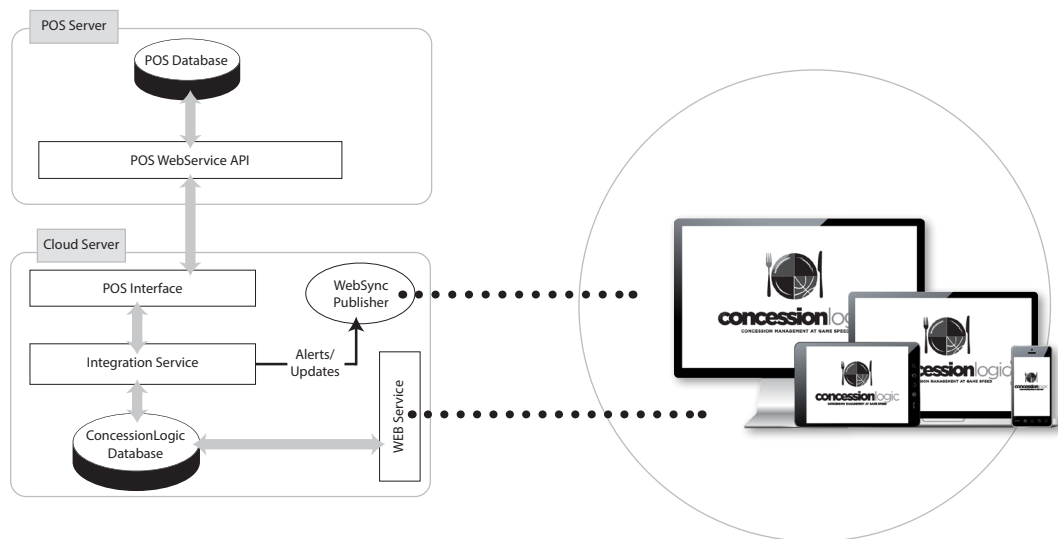
The ConcessionLogic Draft Beer Management system integrates with your current Point-of-Sale (POS) system to provide real-time data to staff members via applications for desktop, iOS, Android and Tizen (Samsung Wearable) based devices.



A true advantage to ConcessionLogic being integrated with your current system is that it allows the user immediate access to all information without the cost of additional POS hardware.



The ConcessionLogic service collects data from the venue's Point-of-Sale System, and other external sources. The collected data is analyzed and a host of information is delivered to users, including how much beer remains, flavor of beer, when it was tapped, when it was removed, number of servings and more. In addition, ConcessionLogic operates at what we have termed "Game Speed". Contrary to traditional operations, sporting events are managed in game phases, which means decisions are made differently. For example, by having access to an event's game clock/status, critical decisions can be made before a busy NHL intermission or NBA/NFL halftime.



ConcessionLogic was developed to ensure that concession locations never run out of beer. Operators go to great lengths to make sure that each fan has the best possible experience when visiting their venue. With ConcessionLogic, we aim to make sure that you get your beer to the right place at the right time.