



Automatic Data Capture  
Beverage Monitoring



# Non-invasive, Wireless Solution to Effectively Manage Draught and Open Portion Beverages



After draught beer leaves the cellar, it is unknown where the stock was dispensed, when it was dispensed, how much was dispensed, why it was dispensed or what it was worth.

POS and stocktakes do not provide this critical information. There is no factual association between manually entered POS data and what is physically dispensed in sales areas.

Without stock usage data for sales areas, managers are forced to make assumptions on portion sizes and cost of sales. Stock variances are only recorded in the cellar at cost instead of in the actual sales area at retail value.

This lack of essential financial control information places venues at high risk of substantive profit losses. Gross Profit margin is exponential so all percentage points lost due to a lack of effective control are the most valuable.

What may seem to be just small variances in Gross Profit percentage actually have a large impact on Net Profit dollars because improvements in Gross Profit directly improve Net Profit by the same dollar amount.

**BEVLINK®** provides the essential stock movement and usage data required for effective financial control of draught and open portion beverages.

**BEVLINK®** users enjoy significant improvements to their Net Profit performance and real reductions in management workloads.

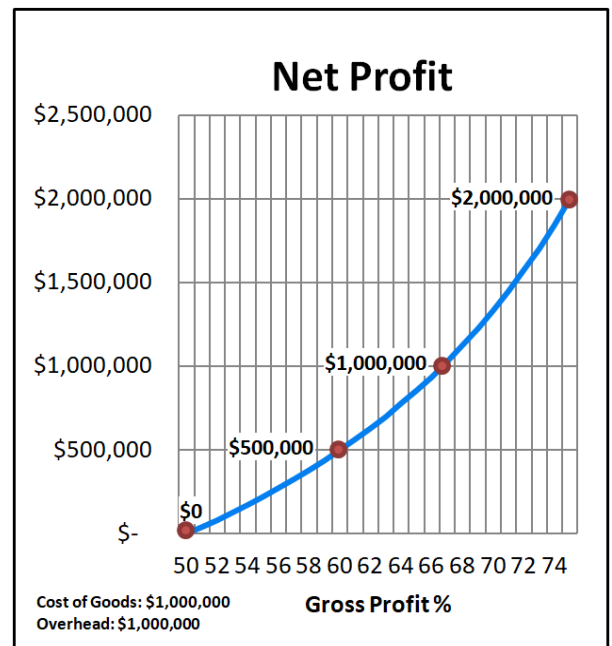
**BEVLINK®** records the dispensing of draught and open portion beverages in each sales area as it happens.

**BEVLINK®** cross checks actual dispensing data with POS sales entries to identify sales area revenue losses.

**BEVLINK®** is a highly refined and effective product of 25 years ongoing improvement.

**BEVLINK®** works with all POS systems without specialist integration.

**BEVLINK®** users tell us they would not try to run a bar without it!



# BEVLINK®

## Automatic Data Capture Beverage Monitoring



# Eliminate the risks of profit margin shrinkage Record every drink dispensed from every tap and bottle

### New Plug & Play technology delivers improved profits and management efficiencies



BEVLINK® is 100% Non-invasive to products, operations and customer service.

Wireless sensors on each tap handle automatically capture the dispense data of every pour from every tap.

Universal tap mounts fit all taps and all handle sizes and the visual presence focuses attention on performance.



Spirit and wine pourers with wireless sensors capture the dispense data of every pour from every bottle.

Pourers are industry standard, stainless steel, washable and supplied with spout covers. Corks are replaceable.

Batteries do not require recharging and expected operational battery life is up to 4 years.



Dispense activity data is sent to BEVLINK® via the cloud using a Plug & Play, wireless, 3G router.

BEVLINK® is award winning, Australian software and sensors are manufactured in the USA by Capton Inc.



### Achieve your full potential with BEVLINK®. Simple installation & instant results.

## Call today 02 9540 3033

Email: [sales@generategroup.net](mailto:sales@generategroup.net)  
[www.generategroup.net](http://www.generategroup.net)



WINNER!  
Consensus Award  
BEVLINK®  
'Delivering true benefit'

