

At last! A 100% Non-invasive solution to eliminate profit shrinkage in licenced bars.

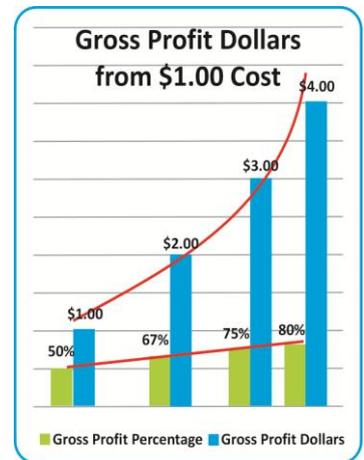


Internet of Things (IoT) technology is solving performance problems in all types of businesses. Now BEVLINK® delivers a simple IoT solution to the common cause of profit management problems and ‘shrinkage’ in licenced bars.

A lack of essential data for stock movement and product usage of draught and open portion beverages has always exposed licenced bar operators to the risks of profit shrinkage. Issues such as overpouring, freebies, contras, personal consumption, wastage, poor handling, theft and fraud can seriously erode a bar’s profit margins.

A seemingly small amount of margin shrinkage has a dramatic impact on net profit dollars because gross profit is exponential, not linear. The percentage points lost to margin shrinkage are by far the most valuable ones in dollar terms.

For every \$1,000,000 stock used, the gross profit between 60% GP and 70% GP is \$833,333.00. In this example, a loss of just 3 gross profit percentage points is a loss to the business of \$200,000 to \$300,000 net profit. Every dollar of lost gross profit reduces the net profit by precisely the same dollar amount.



The ability to accurately measure stock movement, stock usage and product sales is imperative to controlling the commercial performance of any business but, because of the way draught and open portion beverages are dispensed, hotels and clubs do not have this crucial financial control information.

When draught beer leaves the keg or spirit and wine bottles are opened, nobody knows where the stock went, when it went or what it was worth at retail.

Manually entered Point of Sale (POS) and Stocktake data is too exposed to human factors to be considered accurate and writing off lost stock at cost masks the true profit loss. POS merely provides a record of buttons pressed multiplied by fixed cost estimates. The financial control ‘Gross Profit performance’ equation is self determining when the data on both sides of the equation are derived from the one source, the POS. These problems are clearly evident from inconsistent stock/performance period reports.

Generate Group’s **BEVLINK®** automatically tracks the stock movement, product dispensing and portion costs of draught and open portion beverages to provide bar managers with crucial performance information that is otherwise unavailable to them. **BEVLINK®** provides an essential cross check of manually entered POS and Stocktake data and reliably accurate and actionable performance reports.

BEVLINK® captures every pour from every tap to capture the true stock usage in each sales area ensure the correct revenue is being collected. This real time data is proven to significantly improve profits and reduce admin workloads.

BEVLINK® is proven to be able to identify and eliminate the lack of knowledge, inaccurate assumptions, misunderstandings, and expedencies that have long stood as formidable impediments to the successful management of commercial performance in licenced bars. **BEVLINK®** users tell us they would not try to run a bar without it.

BEVLINK® solves the licenced bar industry’s long standing missing data issues and delivers high returns in improved profits and reduced management workload.

Draught Beverages Data	BEVLINK®	POS	Stocktake
Sales Area Knowledge	Data	Data	Data
Draught Stock Transfers	YES	NO	NO
Cost of Sales	YES	NO	NO
Cost of Goods Used	YES	NO	NO
Potential Revenue	YES	NO	NO
Potential Gross Profit	YES	NO	NO
Actual Gross Profit	YES	NO	NO
Actual Sales Revenue	From POS	YES	From POS



Loss prevention is simple & profitable with BEVLINK®
Eliminate margin shrinkage, improve profits and reduce management effort.
100% non-invasive to products, operations and customer service. Plug & Play.

To effectively manage the commercial performance of bars and to eliminate the risks of profit margin shrinkage, every product dispensed from every tap and bottle needs to be accurately recorded independently of the POS.



An IoT sensor on each tap handle automatically captures the dispense data of every pour from every tap.

A simple mounting adapter fits all tap and handle types and the visual presence of the collar focuses attention on performance.

The vital stock movement and dispense data required to achieve full commercial performance potential in licenced bars is sent to BEVLINK® via the cloud using a Plug & Play wireless 3G router.



BEVLINK® works with all types of POS and reports are automatic by email or and manually generated by users on demand.

Spirit and wine pourers capture the time, volume and product of every bottle pour. Industry standard pourers are stainless steel, washable and have replaceable corks.

Batteries do not need recharging and have an expected operational battery life of 4 years.



SONIC Flow Sensors

In-line, SONIC flow sensors are especially suitable for high volume operations and micro breweries requiring accurate measurement and maintenance free, long life.

10mm ID tube. No moving parts to obstruct flow or cleaning. No check valves or bypass kits are required. 100% Non-Invasive to product, operations and customer service.



Let BEVLINK® help you achieve your full potential. Simple to install and instant results.
Call Generate Group today on 02 9540 3033 or email sales@generategroup.net



You can only manage when you can measure!