The Problem: Visibility, Inventory & Wasted Product

Unbalanced draft systems, over-pouring, and unaccounted drinks cause breweries to experience an average of 22.5% loss per keg.

22.5%

$50,000 / Year
Average Unrealized Revenue

"We are putting this system in every one of our locations. It has changed the game for us."
-Zak Cannon – GM of Crooked Run Brewery

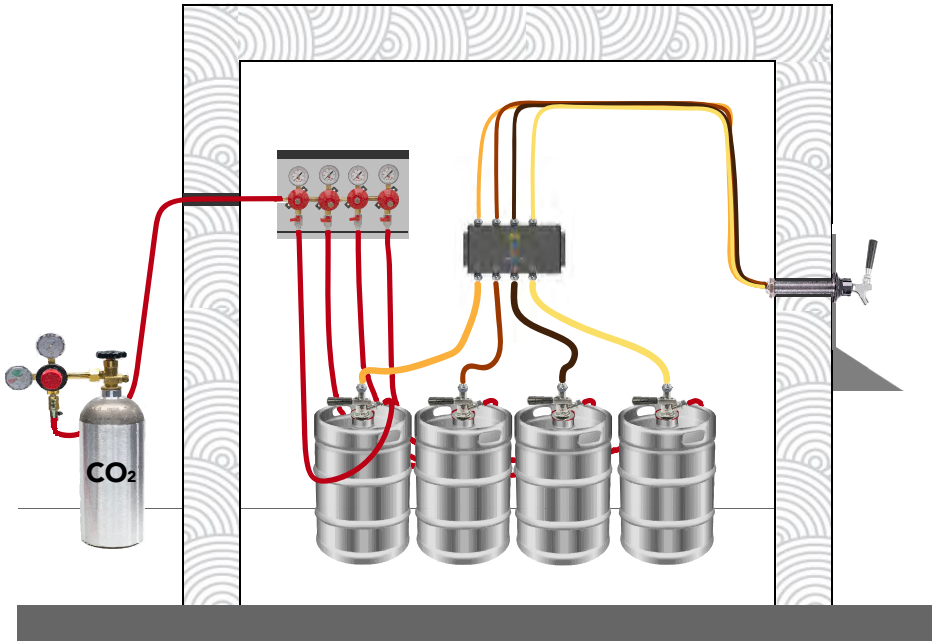
The Solution: Patent-Pending Beverage Sensor

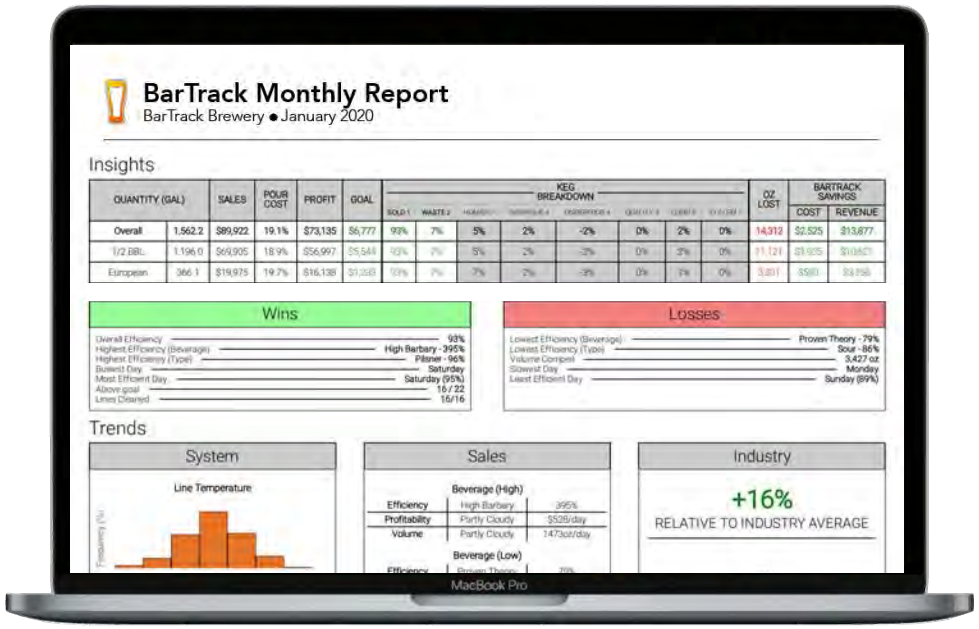
Our sensor-enabled taproom management system tracks every fluid ounce poured – while also monitoring a dozen beer specific variables to ensure the quality of your brewer's craft.

BarTrack accurately tracks inventory and automatically provides meaningful and actionable data to enable data-driven business decisions.

Efficiencies and profits are boosted by alerting you when any waste occurs, temperature and pressure are out of the norm, and when inventory is low.

How it Works





Proprietary Sensor for Each Line

Plug-and-play sensors install easily to any draft system. Beverage parameters are constantly monitored to ensure consistency and quality.

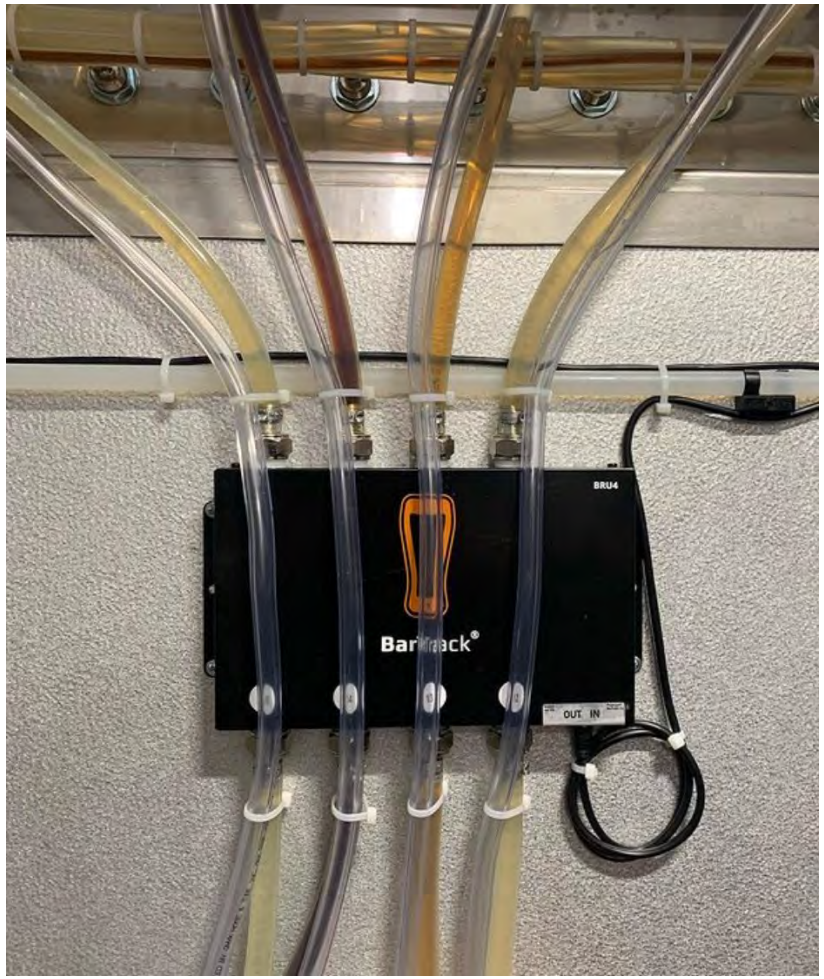
App

Staff uses the app to streamline operations and view real-time inventory and environmentals remotely.

Data, Analytics, Trends & Bar Management

Daily, Weekly and Monthly reporting displays actionable KPI's based on pours vs sales – allowing management to pinpoint when, where and how waste occurs.

Installation Pictures



Brewery Partner Case Study

BarTrack Monthly Report

[redacted] • 05/01/2021 - 05/31/2021

Insights

QUANTITY (GAL)		SALES	POUR COST	PROFIT	GOAL	KEG BREAKDOWN								OZ LOST	BARTRACK SAVINGS	
						SOLD 1	WASTE 2	HUMAN 3	OVERPOUR 4	UNDERPOUR 4	QUALITY 5	COMP 6	SYSTEM 7		COST	REVENUE
Overall	1,876.2	$113,665.55	9.0%	$104,525	$52,871	94%	6%	3%	3%	-2%	0%	2%	0%	14,672	$1,435	$18,390
1/2 BBL	1,789.0	$108,948.29	8.5%	$100,239	$50,946	94%	6%	3%	3%	-2%	0%	2%	0%	13,157	$1,374	$17,663
1/6 BBL	78.0	$4,704.26	10.3%	$4,286	$1,925	97%	3%	1%	2%	-1%	0%	1%	0%	347	$61	$727

Wins

Overall Efficiency	94%
Highest Efficiency (Beverage)	Squishy Yips - 166%
Highest Efficiency (Type)	Wheat Beer - 99%
Busiest Day	Saturday
Most Efficient Day	Saturday (95%)
Above goal	47 / 56
Lines Cleaned	22/22

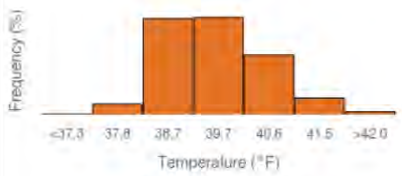
Losses

Lowest Efficiency (Beverage)	Glasses of Nerdicon - 0%
Lowest Efficiency (Type)	German - 82%
Volume Comped	5,339 oz
Slowest Day	Tuesday
Least Efficient Day	Thursday (93%)

Trends

System

Line Temperature



Cooler Temperature

Sales

Beverage (High)

Efficiency	Squishy Yips	166%
Profitability	Baby Shark	$253/day
Volume	Baby Shark	642oz/day

Beverage (Low)

Efficiency	Glasses of Nerdicon	0%
Profitability	Glasses of Nerdicon	$0/day
Volume	Squishy Yips	1oz/day

Type (High)

Efficiency	Wheat Beer	99%
Profitability	Sour	$157/day

Industry

+17%

RELATIVE TO INDUSTRY AVERAGE

26

COMPARED TO BARTRACK PARTNERS

BARTRACK SAVINGS	
COST	REVENUE
$1,435	$18,390
$1,374	$17,663
$61	$727

Here is an example of a brewery in Virginia that is using BarTrack. As you can see this shows them realizing over $18,000 in revenue in one month (at a reduced volume due to COVID).

Case Study: Brewery with Low Volume

BarTrack

BarTrack Weekly Report
[redacted] 02/01/2021 - 02/07/2021

Insights

Summary

QUANTITY (GAL)		SALES	POUR COST	PROFIT	GOAL	KEG BREAKDOWN								OZ LOST	BARTRACK SAVINGS	
						SOLD 1	WASTE 2	HUMAN 3	OVERPOUR 4	UNDERPOUR 4	QUALITY 5	COMP 6	SYSTEM 7		COST	REVENUE
Overall	136.5	$6,085	6.0%	$5,766	$1,254	77%	23%	8%	1%	-1%	1%	14%	0%	4,017	$13	$376
1/2 BBL	136.5	$6,085	6.0%	$5,766	$1,254	77%	23%	8%	1%	-1%	1%	14%	0%	4,017	$13	$376

BarTrack Weekly Report
[redacted] 04/12/2021 - 04/18/2021

Insights

QUANTITY (GAL)		SALES	POUR COST	PROFIT	GOAL	KEG BREAKDOWN								OZ LOST	BARTRACK SAVINGS	
						SOLD 1	WASTE 2	HUMAN 3	OVERPOUR 4	UNDERPOUR 4	QUALITY 5	COMP 6	SYSTEM 7		COST	REVENUE
Overall	175.7	$9,841.05	4.4%	$9,438	$3,610	95%	5%	-2%	1%	-2%	0%	8%	0%	1,210	$52	$1,485
1/2 BBL	175.7	$9,841.05	4.4%	$9,438	$3,610	95%	5%	-2%	1%	-2%	0%	8%	0%	1,210	$52	$1,485

Before Issues:

10% improvement from day 1 by fixing quality issues:

- Pour cost over 30%
- Over 8% ‘unrung’ beers
- 4,000+ oz lost in one month

After Two Months:

- 18% increase in efficiency
- 27% decrease in pour cost
- $1,500+ of added revenue
- 125% decrease in ‘unrung’ beers

Competition – The BevTech Space

Turbine Flow Meters

Causes Degassing and Foamy Beer

- Turbines have been around for decades and one of their biggest flaws is they degas beer due to a physical obstruction in the line and this causes anywhere from 3-8% waste from foam.

Requires Periodic Calibration

- Turbine flow meters can not differentiate between air, foam or liquid. They are also sensitive to changes in fluid composition, unless regularly calibrated to each specific keg.

Break Frequently

- These mechanical devices break regularly due to wear and tear and needing to be stored wet. Dried beer will degrade the sensor, causing it to jam or negatively impact accuracy.

No Quality Control

- Turbines not only degrade the quality of the beer, but they are not capable of monitoring critical draft system quality metrics which can comprise greater than 50% of waste.

Keg Weighing Scales

Limited Accuracy

- Consistent accuracy is unobtainable due to variations in keg shell sizes, density, and inconsistent keg fills.

Installation Space Requirements

- Adding scales in most cases is space prohibitive, because beer coolers are cramped, tight spaces.

Break Frequently

- Scales break often when subject to a cold, wet cooler environment. The constant dropping of heavy kegs on scales causes breakage and adversely impacts accuracy.

No Quality Control

- Scales cannot monitor beer specific variables in ensure proper pours. They only measure inventory levels based on the combined weight of the shell and beer.

Manual Labor Intensive

- Requires daily manual lifting and weighing of keg inventory.

Why BarTrack?

BarTrack

Patent Pending Sensor Made in USA

There has not been an advance in draft technology since the turbine flow meter in the 1980's

Real-time Pour Data

Our sensor measures volume of product passing through lines = real-time keg levels from anywhere

Quality Control

BarTrack monitors draft system variables ensuring quality and taste, waste reduction = repeat sales

Reliable and Accurate

Not a turbine flow meter. No moving parts facilitates better accuracy and beer quality

Additional Drafts & Increase Profits

Mitigate preventable waste through foam prevention and daily variance reporting

Automate Inventory & Beverage Costs

Tracks inventory for re-order optimization and costs which tracks pars, yields, and variance

Eliminate Wasted Time

Less time required for inventory/beverage management = streamlined operations and more profit

Seeing is Believing

BarTrack

DEVILS BACKBONE BREWING COMPANY

The photo above was taken right before installation. Unbalanced draft lines cause nearly 50% of draft waste.

The photo above was taken right after installation. It's all avoided on the same day!

“The final step in producing great beer is to ensure the customer drinks it the way the brewer intended. BarTrack allows us to do exactly that.”

– Kai Leszkowicz, Co-Founder at Aslin Beer Company

Cheers!

BarTrack

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