

CASE STUDY

BarTrack X Mercedes Benz Stadium



BarTrack



“Our goal in partnering with BarTrack was to identify and realize efficiencies in our draft system, streamline processes, and optimize operations. We have been able to identify several areas of improvement, and BarTrack’s consulting team helped us develop an action plan to address these issues promptly. I am highly impressed at the level of care they’ve shown and have full confidence that their team is ready, willing, and able to help us review performance and pursue continuous improvement across our draft system at any moment.”



Gordon Barfield

Vice President of Strategy & Corporate Development at AMB Sports & Entertainment



CHALLENGES

- Staff not properly educated on pour technique
- Quality issues due to fluctuations in foam
- Difficulty in assessing accurate data to make informed decisions regarding reordering, keg pricing, and volume sold
- Manual inventory recording and data analysis for hundreds of lines was time consuming and inefficient

RESULTS

With BarTrack, Mercedes Benz Stadium was able to increase their keg yield by **15%** and reduce their pour cost by **3.6%**. This was achieved through consistency across hundreds of lines and properly educated staff members. Through proper pour technique, profits were increased, quality was enhanced, and keg yield maximized. Inventory and re-ordering was streamlined and BarTrack’s reports showcasing KPIs supported data-driven decisions for the draft beverage program.

BENEFITS

- Increased profits
- Maximized keg yield for high volume stadium events
- Enhanced beverage quality and efficiency
- Streamlined processes and communication
- Provided robust detailed reports and analytics
- Enabled consistent experiences for multiple draft systems and bars
- Mitigated loss due to waste or pouring error
- Performance-based plans built on illuminating KPI’s