



CUSTOMER STORIES | WINKING LIZARD TAVERN

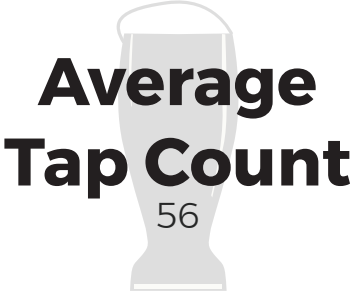
With a passion for creative recipes, a world-class beer list (seriously), and leading-edge training programs, the Winking Lizard has expanded to include the operation of 19 restaurants across Northeast and Central Ohio.

OVERVIEW



POS
onePOS

Type
American Bar & Grill



Key Metrics



THE CLIENT AND THEIR CHALLENGES

Winking Lizard Tavern opened its original location over three decades ago in Bedford Heights, Ohio. This casual restaurant, known for its world-class beer list and friendly atmosphere, has since expanded to 19 locations across Northeast and Central Ohio.

The Winking Lizard Tavern is a successful American bar and grill with a large draft count. Like many restaurants, they had trouble completely emptying their kegs by the end of the month. Unable to sell the last bit of beer led to wasted inventory and missed sales and promotions.

“When you have 19 restaurants with draft systems,” said John Lane, owner of Winking Lizard Tavern, “you don’t want to get to the end of the month and have [some percentage] of your keg left”.

Frustrated by leftover beer in kegs, Lane searched for a solution.

THE SOLUTION

As Lane explored options, he became discouraged by the frequent use of invasive flow meters. “I don’t want anything touching the beer, that was one more impediment that we would have to worry about,” states Lane.

SteadyServ’s iKeg system provided the perfect solution to meet Lane’s requirements. A non-invasive, accurate data platform to monitor his draft beer and provide predictive analytics straight to his phone. Winking Lizard Tavern has maximized iKeg’s features and witnessed improvements to their bottom line.

RESULTS

In 12 months of operating with iKeg, Winking Lizard Tavern has seen significant results. Lane checks his keg levels three or four days before the end of the month and informs staff to push beers that have little remaining in the keg in hopes to avoid waste.

Before Winking Lizard Tavern installed iKeg, their out of pocket cost from waste due to over/under pours, giveaways, and beer left in the keg was exactly \$3,072.17 per month. With the staff’s push and focus on emptying kegs, in a 12 month period, there has yet to be a month that breaks \$3,000, with some months under \$1,000. Throughout the first year, actively operating the iKeg system led to a reduction of 81% in cost of goods wasted alone. This has produced a savings of \$14,147 for the year!

Additionally, Winking Lizard Tavern was seeing over \$10,000 monthly in lost revenue from missed opportunities to sell due to waste. Operating iKeg for one year has delivered a 72% reduction in lost revenue that was literally being poured down the drain, recovering \$51,253 for the establishment. Each month their lost revenue continues to decrease and has not even come close to the \$10,000 mark again – with some months as low as \$3,000.

Looking ahead, Winking Lizard continues to reduce waste and improve revenue with iKeg. By using the iKeg tools, Lane hopes to continue to expand his draft business.