

Stock Your Bar With the Right Inventory

Managing bar inventory can be one of the most dreaded and time-consuming tasks of any bar or restaurant. As a bar or restaurant owner, you and your staff are likely pouring a lot of time into ordering and inventory. We're here to help you answer one of the most difficult questions when it comes to inventory management: How should I be stocking my bar?

1. Know Your Customers

Being aware of your customers' preferences is vital to stocking the right inventory at your establishment. Not all beer brands are the same, so don't stock your bar like they are.

Learning whether your clientele prefers mass beer brands (such as Bud Light or Miller Lite) or craft beer brands (such as Abita or Bell's) is a basic but crucial first step in figuring out how to manage your bar inventory.

Beyond mass and craft beer brands, evaluating if brewery location has any effect on your customer's preferences is a benefit to your establishment. Brewery location can fall into a few different categories, local, regional, national, or international. To be considered local, a brewery's production facility must be within a 100-mile radius of your establishment.

Recognizing your clientele's preferences and making sure your bar's inventory reflects it is vital to the function of any successful bar or restaurant.

2. Keep Your Beer Lineup Diverse

Recognizing your clientele's preferences is crucial, but it doesn't mean you won't benefit from diversity in your tap lineup and general beer inventory.

Having beers of different styles and flavor mixes is the best way to appeal to all customers. Designate flavor categories for your establishment and track which stocked beers fall into each of these categories. This is an easy way to keep track of the diversity of your beer inventory.

Overstocking less popular items can be costly and can result in your establishment losing money, but understocking these items might mean losing customers to the bar or restaurant across the street. Stocking the right mix of beer inventory is something that can keep your customers coming back.

3. Know What Time Of Year Products Perform Best

Beers from powerhouse mass breweries such as Anheuser-Busch InBev and MillerCoors will likely be popular year-round at any establishment. This is not the case for all beers. There is such a thing as stocking the right beer at the wrong time. Seasonal beers are specifically brewed for a certain time and are best stocked and served at that specific time of year.

Popular Summer beer styles are Wheat, Kolsch, and Fruit beers. Oktoberfest, Pumpkin, and Amber beers are great for the Fall season, while Stouts, Porters and Bourbon Barrel-Aged brews are more popular in the Winter. Spring beer styles include Hoppy and Saison beers.

Knowing the right time to stock seasonal beers is very important. The last thing you want to do is stock a Pumpkin beer in July or a Fruit beer in December. Stocking a beer outside of its intended season means missing out on a huge potential revenue opportunity.

4. Keep Track Of Waste

One of the best ways to manage your bar inventory is to know when and where waste is happening. It is also important to know what inventory items drive revenue for your establishment and which items take up too much room and don't sell well.

Stocking beer that doesn't sell well is one form of waste, but there are a lot of other forms of waste to consider. The [Getting Wasted?](#) ebook analyzes seven ways your establishment can be wasting:

1. Free beer
2. Inventory Guesswork
3. Unappealing Tap Lineups
4. Foam
5. Non-Competitive Market Pricing
6. Stale Beer
7. Untapping Too Soon

Knowing your best and worst selling items can help your establishment dramatically reduce waste.

5. Easily Manage Inventory With SteadyServ's iKeg Standard

Making sure the right inventory is being stocked at your establishment is no easy task, but [SteadyServ's iKeg](#) is here to help. iKeg Standard is designed to help make managing bar inventory a lot less complicated. Knowing your customers, keeping your tap lineup diverse, knowing what time of year products perform best, and measuring waste are all tasks easily managed with iKeg.

iKeg Standard's *Brewery Types* report breaks down your establishment's craft beer sales vs. mass beer sales. The *Styles* report in iKeg Standard helps you identify and analyze the diversity of your beer lineup, and can also let you know what styles are driving revenue for your establishment and what styles are taking up too much room and not selling well. The *Product Performance* report details what time of year a particular product performs best and worst.

Click [HERE](#) to learn more about what iKeg Standard can do for you and your establishment.