



## Using Barkeep for your Liquor Audit Service

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### Introduction

The average bar loses more than 20% of their liquor to over-pouring, free drinks, theft, etc. This results in lost sales and lost profits. Comprehensive inventory management is essential for a successful bar owner. By effectively monitoring inventory and tracking pour cost, a bar owner can be assured that they are getting the most out of their business. Many bar owners and managers feel that they don't have time to effectively track inventory and pour cost. Utilizing a Liquor Audit service is an excellent way for busy bar owners to get an independent external evaluation of their business.

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### What you offer clients when you use Barkeep

As an independent Liquor Auditor, when you perform regular, on site inventories you will be able to provide your clients with the following:

- **Reports** – provide detailed reports from Excel spreadsheets, including:
  - Summary and Detail Reports of specific inventories.
  - Usage Reports comparing the data from the latest inventory with an earlier inventory.
  - Variance Reports that compare the Usage Report inventory data to your client's sales data from their POS System. You can compare actual usage, based on inventories, to expected usage, based on sales.
  - With the Variance Report you will be able to review anomalies, look for issues and uncover over-pouring, mistakes and theft.
  - Variance Reports (and Pour Cost Reports) showing the client's expected variance based on their sales data and comparing that to their actual variance based on inventory data.
  - Barkeep has the flexibility to offer your clients weekly, monthly, quarterly reports, etc.
- **Sales Item Details** – provide details about the drinks that your client serves. For example, for each drink served Barkeep determines the average sales price, wholesale cost and pour cost.
- **Accuracy** – with an **Escali SmartConnect Digital Scale**, available from Barkeep, you can weigh partial bottles and determine the exact quantity for more precise reporting.
- **Locations** – with Barkeep you set up locations within your client's venue. You can create location-based reports and even help your client track the movement of liquor around their venue with Transfer Inventories.
- **Track Receiving and Ordering**
  - Receiving Inventories for each delivery are crucial for accurate Barkeep reports.
  - If you cannot be on site for deliveries to do Receiving Inventories, you can enter them based on a supplier's invoice, as long as the client verifies the quantities and products listed on invoice were actually delivered.
  - With Receiving Inventories, you can verify that your client is always billed correctly by their suppliers and distributors.
  - Based on par levels you and your client determine for Items (products), you can provide Order Reports your client can use to place orders with suppliers.
- **Track Waste** – Create Waste Inventories with Barkeep to track when products are wasted, spilled, etc. allowing your clients to distinguish waste usage from drinks served to customers.
- **Manage Banquets and Private Parties** – with Barkeep's Banquet Feature you can separate out your client's banquet and private party activity with distinct reports, variance, etc.

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## Getting Started – First Steps

- The first step is purchase BarkeepApp from the iTunes App Store. The cost is \$40. Please note, you can install Barkeep on multiple devices registered to the same Apple User ID with no additional cost.
- The next step is to become familiar with BarkeepApp, set up your data, run some test inventories, etc. You will need to review and read the user guide. All of the user guides and additional documentation are available at [barkeepapp.com](http://barkeepapp.com)
- Set up your first BarkeepOnline account. This may be the account you use for your first client. Most of our auditors set up their own “in-house” BarkeepOnline account and create a basic set of data. We can help you to transfer over that data when you are first setting up each additional account. This will save time as you get more clients. For each client you will need a separate BarkeepOnline account to store and manage their data. If the client has multiple venues, you will need separate accounts for each venue.
- You can use a single device (**iPad, iPod Touch, iPhone**) for multiple clients, but you must unregister/re-register the device with the appropriate BarkeepOnline account as you switch between clients. We can teach you the steps to make this run smoothly.
- Take your first Full Inventory for your client.
- Setting up Sales Items — after you have the inventory process established, you use an Excel Spreadsheet (or CSV file) of exported Sales Data from their POS System to set-up and configure Sales Items in their BarkeepOnline account. This is an initial, time-consuming step that will allow you to regularly export and then upload Sales Data from your client’s POS System. It is key to running Variance Reports as well as determining pour cost.

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## Equipment and Basic Costs

Below is a list of the basics you need to get started:

- You provide a single **iOS Device (iPod Touch, iPhone or iPad)** with BarkeepApp (\$40\*). Any **iOS Device** will work with BarkeepApp, but older **iOS Devices** that are not compatible with Apple’s latest **iOS Software** are not recommend. The latest version of BarkeepApp (5.3) requires **iOS** version 8.0 or later.
- You will need a BarkeepOnline account for each client/venue (\$30/month or \$300/yr.).
- Your own laptop or desktop computer. You can access BarkeepOnline with any common web browser from a PC or Mac. No Barkeep software is installed on your PC or Mac.
- A current version of Microsoft Excel for Barkeep reports.

## Recommend Equipment

- Barkeep offers the **Escali SmartConnect Digital Scale (\$99.99)**. It is the only **Bluetooth** scale the links directly with BarkeepApp and automatically enters the weight of partial bottles.

## Optional Equipment

- Barkeep offers the **Accuteck** scale for weighing kegs. Note, it is not a **Bluetooth** scale.
- Barkeep offers a choice of optional barcode scanners that are made specific for different **iOS Devices**. Only scanners purchased from [barkeepapp.com](http://barkeepapp.com) will work with Barkeep. Note, you can also scan barcodes with the built-in camera on your **iOS Device** – an additional scanner is optional.

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## Frequently Asked Questions

### Can clients access Barkeep data directly?

Our independent auditors make this decision with their clients — often on a case-by-case basis. Some clients are hands off and want the auditor to handle everything directly. Many clients are owners who need an independent, outside auditor that is not an employee.

If your clients want to install BarkeepApp on their own devices and directly access the data in their BarkeepOnline account, they can do so as long as you provide them with the username and password. Your clients would need to purchase BarkeepApp from the iTunes App store for \$40 and install it on their personal device(s). In some cases, the client is given access to the BarkeepOnline account, so they can review data and run reports.

### What We Provide

With Barkeep, you get a very popular and easy-to-use inventory system that runs on affordable consumer hardware. You also get a comprehensive cloud-based service that generates detailed Variance and Pour Cost reports. You can (optionally) provide your clients with direct access to their BarkeepOnline accounts so that they can run their own reports, look into issues, and enter information such as receiving, empties, waste, returns, etc. If you register with us as an audit provider, you will receive 20% off BarkeepOnline subscriptions reducing the cost to \$24/month or \$240/yr. We offer free support to our Audit partners. We will also list your service on our website if you would like us to. We require a minimum of 5 clients/venues to be eligible for these partner discounts and inclusion on our website.

### What You Provide

As a liquor auditor, you will need to become an expert in how to use BarkeepApp and BarkeepOnline so that you can serve as a resource to your clients.

You identify and sign up your own clients and charge them directly for your services. You can either require that your clients sign up for their own BarkeepOnline accounts or include the cost of BarkeepOnline in your fees. You perform regular inventories for your clients and provide them with detailed Variance Reports and Pour Cost Reports (generated by BarkeepOnline). You analyze the reports and provide your clients with guidance on problem areas and ways that they can improve their pour cost.

### Advantages of using Barkeep

Barkeep is extremely fast and easy to use. BarkeepApp runs on consumer hardware and adheres to Apple User Interface Guidelines. Barkeep has a very low startup cost, which allows you to launch your own Liquor Audit service without investing thousands and thousands of dollars.

### What sort of backgrounds do our independent auditors have?

Many come from a food and beverage industry background. Quite a few have worked in bars, nightclubs and restaurants. Though, this experience is not mandatory. Our successful, independent auditors are self-starters, have a proverbial head for business and, it goes without saying, have a remarkable attention to detail.

For additional information, please contact us at [auditor@barkeepapp.com](mailto:auditor@barkeepapp.com)