



Barkeep – FAQ – 2-for-1 Sales Items

How do I correctly set up 2-for-1 Sales Items?

The key is in creating Recipes correctly. Below are instructions and examples that will show you how to set up and 2-for-1 Sales Items.

Example – 2-for-1 Rum & Coke

In this example we show the difference between two Sales Items and Recipes using **Barton Gold Rum**. There is the regular Sales Items called **Well Rum & Coke** **a** and a special **2-1 Well Rum & Coke**. **b**

Sales Item	Category	Item	Quantity	Units
Well Rum & Coke	Well Liquor	Barton Gold Rum	2.00	Oz

Sales Item	Category	Item	Quantity	Units
2-1 Well Rum & Cr	Well Liquor	Barton Gold Rum	4.00	Oz

The Quantity **c** in the Recipe in the Sales Item **2-1 Well Rum & Coke** is 4 oz. That is because the one sale is for two cocktails (e.g., 4 ounces of Barton Gold Rum will be used to make the two cocktails).

In any 2-for-1 Sales Item you would double the quantities of all Items in the Recipe

Note: To generate Barkeep Reports correctly, you must create a separate Sales Item for the 2-for-1 version of any Sales Item.

Below is an example of an incorrect 2-for-1 Recipe where the quantity is only 2 ounces.

Sales Item	Category	Item	Quantity	Units
2-1 Well Rum & Cr	Well Liquor	Barton Gold Rum	2.00	Oz

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2-for-1 Rum & Coke

The sample Sales Data shows a Sales Count of 70 for **Well Rum & Coke** and 214 for **2-1 Well Rum & Coke**. That would mean that you actually served 498 **Well Rum & Cokes** (i.e., $70 + 214 \times 2 = 498$).

Item Number	Sales Item	Sales Count	Sales Total \$
203	HH Well	40	\$160.00
10	Well Multi	50	\$300.00
204	2-1 Well	40	\$200.00
205	Well Gin & Tonic	117	\$585.00
206	Well Vodka Tonic	80	\$400.00
207	Well Manhattan	5	\$30.00
208	Well Rum & Coke	70	\$350.00
2082	2-1 Well Rum & Coke	214	\$1,070.00
209	Well Margarita	10	\$50.00
210	Well Bloody Mary	15	\$75.00

Now review the Pour Cost Details based on this Sales Data:

- The Sales Count (284) is correct. **d**
- Based on the Sales Count for the Sales Items with correct Recipes using **Barton Gold Rum**, your Expected Usage is 33.16 bottles. **e**
- And, based on the Inventories that were factored into this Report, the Actual Usage was 33.16 bottles. Perfect!
- Next look at the incorrect example. If you were using an incorrect Recipe like the one shown on the previous page, your Expected Usage would predict you would use only 20.5 bottles **f** instead of 33.16 bottles.

correct

		Sales Count	Sales Total	Expected Usage	Actual Usage	Usage Difference	Expected Cost	Actual Cost	Cost Difference
Well Liquor	Barton California Brandy	16	\$96.00	0.95	0.95	0	\$7.48	\$7.51	\$0.03
	Barton Gin	167	\$885.00	15.05	21.53	6.48	\$82.80	\$118.42	\$35.61
	Barton Gold Rum	284	\$1,420.00	33.16	33.16	0	\$165.78	\$165.80	\$0.02
	Barton Reserve Whiskey	55	\$280.00	3.4	3.4	0	\$20.68	\$20.67	(\$0.01)
	Barton Triple Sec			12.78	12.78	0	\$63.89	\$63.90	\$0.01
	Barton Vodka	370	\$2,135.00	30.32	34.45	4.13	\$151.58	\$172.25	\$20.67
	Bols Coffee Liqueur	130	\$780.00	7.69	7.69	0	\$53.83	\$53.83	\$0.00
	Cinzano Extra Dry			5.09	5.1	0.01	\$36.63	\$36.72	\$0.09
	Cinzano Rosso	10	\$50.00	2.81	2.8	-0.01	\$14.16	\$14.11	(\$0.05)
	DeKuyper Blue Curacao	18	\$108.00	1.06	1.06	0	\$9.93	\$9.89	(\$0.04)
	DeKuyper Peachtree	14	\$84.00	0.83	0.83	0	\$6.07	\$6.08	\$0.01
	DeKuyper Peppermint			0	1.5	1.5	\$0.00	\$14.43	\$14.43
	Juarez Tequila	10	\$50.00	4.58	4.6	0.02	\$22.92	\$23.00	\$0.08
	Smirnoff Citrus Twist			0	1.65	1.65	\$0.00	\$18.15	\$18.15
	Smirnoff Orange Twist			0	2.6	2.6	\$0.00	\$28.60	\$28.60
	Smirnoff Vodka	8	\$48.00	0.47	0.5	0.03	\$5.48	\$5.79	\$0.31
	All Items	236	\$1,044.00	16.66	0	-16.66	\$94.03	\$0.00	(\$94.03)
	Total	1,318	\$6,980.00	135.38	135.4	0.02	\$738.19	\$764.25	\$26.06

incorrect

		Sales Count	Sales Total	Expected Usage	Actual Usage	Usage Difference	Expected Cost	Actual Cost	Cost Difference
Well Liquor	Barton California Brandy	16	\$96.00	0.95	0.95	0	\$7.48	\$7.51	\$0.03
	Barton Gin	167	\$885.00	15.05	21.53	6.48	\$82.80	\$118.42	\$35.61
	Barton Gold Rum	284	\$1,420.00	20.5	33.16	12.66	\$102.48	\$165.80	\$63.32
	Barton Reserve Whiskey	55	\$280.00	3.4	3.4	0	\$20.68	\$20.67	(\$0.01)
	Barton Triple Sec			12.78	12.78	0	\$63.89	\$63.90	\$0.01
	Barton Vodka	370	\$2,135.00	30.32	34.45	4.13	\$151.58	\$172.25	\$20.67
	Bols Coffee Liqueur	130	\$780.00	7.69	7.69	0	\$53.83	\$53.83	\$0.00
	Cinzano Extra Dry			5.09	5.1	0.01	\$36.63	\$36.72	\$0.09
	Cinzano Rosso	10	\$50.00	2.81	2.8	-0.01	\$14.16	\$14.11	(\$0.05)
	DeKuyper Blue Curacao	18	\$108.00	1.06	1.06	0	\$9.93	\$9.89	(\$0.04)
	DeKuyper Peachtree	14	\$84.00	0.83	0.83	0	\$6.07	\$6.08	\$0.01
	DeKuyper Peppermint			0	1.5	1.5	\$0.00	\$14.43	\$14.43
	Juarez Tequila	10	\$50.00	4.58	4.6	0.02	\$22.92	\$23.00	\$0.08
	Smirnoff Citrus Twist			0	1.65	1.65	\$0.00	\$18.15	\$18.15
	Smirnoff Orange Twist			0	2.6	2.6	\$0.00	\$28.60	\$28.60
	Smirnoff Vodka	8	\$48.00	0.47	0.5	0.03	\$5.48	\$5.79	\$0.31
	All Items	236	\$1,044.00	16.66	0	-16.66	\$94.03	\$0.00	(\$94.03)
	Total	1,318	\$6,980.00	135.38	135.4	0.02	\$738.19	\$764.25	\$26.06

Important: It is crucial that your 2-for-1 Recipes specify the amount of liquor used to make two drinks.

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What about 2-for-1 Beer?

The same principal applies. Note the Sales Item for **2-1 Budweiser Btl.** The Recipe has a Quantity of 2 bottles. When you are charging customers for one bottle but serving two, you must specify two bottles in the Recipe.

Reminder: To generate Barkeep Reports correctly, you must create a separate Sales Item for the 2-for-1 version of any Sales Item.

What about 2-for-1 Draft Beer?

In your Recipes for Draft Beer Sales Items you specify a quantity in ounces, for example, 16 ounces for a pint. If you have a Sales Item such as **2-1 Draft Budweiser**, your Recipe would specify 32 ounces because you serve two pints.

Will 2-for-1 drinks impact my Pour Cost?

Yes. Basically for every 2-for-1 drink special you sell, you are selling twice as much as liquor for the same price. So if 2-for-1 specials are a significant portion of your sales, you will see an increase in Pour Cost.

The Pour Cost Details you can review with BarkeepOnline allow you to look at the actual Pour Cost for each individual Item you serve. You can compare the Pour Cost for different Items. You can also focus on Items you include in 2-for-1 drinks and other specials.

Item	Sales Count	Sales Total	Expected Usage	Actual Usage	Usage Difference	Expected Cost	Actual Cost	Cost Difference	Expected Pour Cost	Actual Pour Cost	Pour Cost Difference
Domestic Bottled Beer - Amstel Light	246	\$1,230.00	246	246	0	\$235.25	\$235.25	\$0.00	17.5%	17.5%	0%
Domestic Bottled Beer - Bud Light	16	\$54.00	18	18	0	\$13.50	\$13.50	\$0.00	30%	30%	0%
Domestic Bottled Beer - Budweiser	8	\$28.00	9	9	0	\$6.75	\$6.75	\$0.00	27.5%	27.5%	0%
Domestic Bottled Beer - Miller Genuine Draft	10	\$50.00	10	10	0	\$7.80	\$7.80	\$0.00	15.6%	15.6%	0%
Domestic Bottled Beer - Miller Lite	50	\$250.00	50	50	0	\$39.00	\$39.00	\$0.00	15.6%	15.6%	0%
Domestic Bottled Beer - Rolling Rock	59	\$295.00	59	59	0	\$44.25	\$44.25	\$0.00	15.0%	15.0%	0%
Total	478	\$2,596.00	478	478	0	\$423.15	\$423.15	\$0.00	16.3%	16.3%	0%
Domestic Draft Beer - Budweiser Keg	251	\$1,130.00	2,02	2,05	0.03	\$186.23	\$186.23	\$0.00	16.5%	16.5%	0%
Domestic Draft Beer - Miller Genuine Draft Keg	500	\$2,200.00	4.03	4	-0.03	\$358.87	\$358.87	\$0.00	16.3%	16.3%	0%
Domestic Draft Beer - Miller Lite Keg	166	\$705.00	1.34	1.3	-0.04	\$119.15	\$119.15	\$0.00	16.9%	16.9%	0%
Total	917	\$4,035.00	7.4	7.35	-0.05	\$664.24	\$664.24	\$0.00	16.5%	16.5%	0%
Hard Cider - Weyer's Draft Pour Cider	75	\$425.00	0.6	0.6	0	\$57.46	\$57.46	\$0.00	13.5%	13.5%	0%
Total	75	\$425.00	0.6	0.6	0	\$57.46	\$57.46	\$0.00	13.5%	13.5%	0%
Imported Bottled Beer - Beck's	32	\$224.00	32	32	0	\$33.53	\$33.53	\$0.00	15.0%	15.0%	0%
Imported Bottled Beer - Corona Extra	15	\$84.00	18	18	0	\$19.80	\$19.80	\$0.00	23.2%	23.2%	0%
Imported Bottled Beer - Heineken	12	\$60.00	12	12	0	\$14.75	\$14.75	\$0.00	23.5%	23.5%	0%
Imported Bottled Beer - Pacifico	20	\$140.00	20	20	0	\$19.20	\$19.20	\$0.00	13.7%	13.7%	0%
Imported Bottled Beer - St Pauli Girl	40	\$280.00	40	40	0	\$37.20	\$37.20	\$0.00	13.2%	13.2%	0%
Imported Bottled Beer - Stella Artois	35	\$225.00	45	45	0	\$55.25	\$55.25	\$0.00	24.6%	24.6%	0%
Total	356	\$2,010.00	167	167	0	\$279.83	\$279.83	\$0.00	13.9%	13.9%	0%
Imported Draft Beer - Guinness Keg	170	\$1,312.00	1.65	1.4	-0.21	\$235.04	\$204.40	(\$30.64)	17.9%	15.6%	-13.04%
Imported Draft Beer - Sierra Nevada Keg	98	\$596.00	0.79	0.8	0.01	\$94.84	\$96.00	\$1.16	15.9%	16.1%	1.22%
Total	268	\$1,908.00	2.4	2.2	-0.2	\$329.88	\$300.40	(\$29.48)	17.2%	15.7%	-8.94%
Premium Bottled Beer - Chimney Ale Blue Label	44	\$396.00	44	44	0	\$209.00	\$209.00	\$0.00	52.7%	52.7%	0%
Premium Bottled Beer - Fat Tire Keg	175	\$1,352.50	1.41	1.4	-0.01	\$182.06	\$180.60	(\$1.46)	13.4%	13.3%	-0.8%
Domestic Draft Beer - Total	175	\$1,352.50	1.41	1.4	-0.01	\$182.06	\$180.60	(\$1.46)	13.4%	13.3%	-0.8%
Total	2,198	\$11,278.50	700.84	703.55	0.26	\$2,043.62	\$2,046.28	(\$2.66)	17.4%	17.1%	-1.73%

See the [BarkeepOnline User Guide](#) for additional instructions.