



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 with Recipes using **Barton Gold Rum**. There is the regular Sales Items called **Well Rum & Coke** **a** and a special **Well Rum & Coke 2-1**. **b**

Sales Item First Previous Next Last Delete Sales Item New Sales Item Show Sales Entries

Sales Item Name: Well Rum & Coke **a**
Sales Item Number: 208
Category: Well Liquor
Item: Barton Gold Rum 1l
Description: Well Rum & Coke
Average Sales Price: \$4.75
Cost: \$0.30
Pour Cost: 6.23%

Recipe Add Recipe Item Search:

Sales Item	Category	Item	Quantity	Quantity Type
Well Rum & Coke	Well Liquor	Barton Gold Rum	2	Oz

Sales Item First Previous Next Last Delete Sales Item New Sales Item Show Sales Entries

Sales Item Name: Well Rum & Coke 2-1 **b**
Sales Item Number: 800
Category: Well Liquor
Item: Barton Gold Rum 1l
Description: 2 for 1 Well Rum & Coke
Average Sales Price: \$5.00
Cost: \$0.59
Pour Cost: 11.83%

Recipe Add Recipe Item Search:

Sales Item	Category	Item	Quantity	Quantity Type
Well Rum & Coke 2-1	Well Liquor	Barton Gold Rum	4 c	Oz

Notice how the Quantity **c** in the Recipe in the Sales Item **Well Rum & Coke 2-1** 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.

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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 **Well Rum & Coke 2-1**. That would mean that you actually served 498 Rum & Cokes (i.e., $70 + 214 \times 2 = 498$).

Sales Item Number	Sales Item Name	Sales Count	Sales \$Amount
208	Well Rum & Coke	70	\$350.00
800	Well Rum & Coke 2-1	214	\$1,070.00

Now review the Variance Report based on this Sales Data:

- The Used count based on the Inventories that were factored into this Report is correct. **d** It shows you used 29.8 bottles of **Barton Gold Rum**.
- Based on the Sales Counts for the Sales Items with correct Recipes using **Barton Gold Rum**, your Ideal Used is 29.8 bottles. Perfect!
- Next look below at the incorrect example. If the Sales Item **Well Rum & Coke 2-1** had a mistake in the Recipe and specified only 2 oz. of **Barton Gold Rum** instead of 4 oz., your Ideal Used would predict you would use only 17.1 bottles **e** instead of 29.8 bottles.

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

correct

Category Group	Category	Item	Sales	Used	Ideal Used	Over / Short	Cost	Ideal Cost
Liquor	Well Liquor	Arrow Creme de Menthe	\$0.00	0.8	0	0.8	\$6.93	\$0.00
Liquor	Well Liquor	Barton California Bra...	\$50.00	0.6	0.6	0	\$4.90	\$4.67
Liquor	Well Liquor	Barton Gin	\$4,900.00	73.4	72.8	0.6	\$403.70	\$400.18
Liquor	Well Liquor	Barton Gold Rum	\$1,420.00	29.8	29.8	0	\$149.00	\$148.77
Liquor	Well Liquor	Barton Reserve Whisk...	\$450.00	8.6	8.6	0	\$52.29	\$52.15
Liquor	Well Liquor	Barton Triple Sec	\$0.00	5.4	5.2	0.1	\$26.75	\$26.10
Liquor	Well Liquor	Barton Vodka	\$4,317.00	74.5	72.9	1.5	\$372.25	\$364.54
Liquor	Well Liquor	Cinzano Extra Dry	\$0.00	19.3	18.6	0.7	\$138.96	\$134.16
Liquor	Well Liquor	Cinzano Rosso	\$107.00	8.4	8.3	0	\$42.18	\$42.04
Liquor	Well Liquor	Juarez Tequila	\$580.00	11.5	10.9	0.6	\$57.50	\$54.72
Liquor	Well Liquor	Smirnoff Vodka	\$2,908.00	37.4	35.5	1.9	\$433.09	\$411.00
Liquor	Well Liquor	All Items	\$168.00	0	2.9	-2.9	\$0.00	\$18.33
Liquor	Well Liquor	Total	\$14,900.00	289.6	266.1	3.4	\$1,687.55	\$1,656.66

incorrect due to a mistake in a Recipe

Category Group	Category	Item	Sales	Used	Ideal Used	Over / Short	Cost	Ideal Cost
Liquor	Premium Liquor	Total	\$2,314.48	14.8	14.8	0	\$500.07	\$500.12
Liquor	Well Liquor	Arrow Creme de Menthe	\$0.00	0.8	0	0.8	\$6.93	\$0.00
Liquor	Well Liquor	Barton California Bra...	\$50.00	0.6	0.6	0	\$4.90	\$4.67
Liquor	Well Liquor	Barton Gin	\$4,900.00	73.4	72.8	0.6	\$403.70	\$400.18
Liquor	Well Liquor	Barton Gold Rum	\$1,420.00	29.8	17.1	12.7	\$149.00	\$85.48
Liquor	Well Liquor	Barton Reserve Whisk...	\$450.00	8.6	8.6	0	\$52.29	\$52.15
Liquor	Well Liquor	Barton Triple Sec	\$0.00	5.4	5.2	0.1	\$26.75	\$26.10
Liquor	Well Liquor	Barton Vodka	\$4,317.00	74.5	72.9	1.5	\$372.25	\$364.54
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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.

Sales Item
[First](#) [Previous](#) [Next](#) [Last](#) [Delete Sales Item](#) [New Sales Item](#) [Show Sales Entries](#)

Sales Item Name:

Sales Item Number:

Category:

Item:

Description:

Average Sales Price:

Cost:

Pour Cost:

Recipe [Add Recipe Item](#)

Search:

Sales Item	Category	Item	Quantity	Quantity Type
2-1 Budweiser Btl	Bottled Beer	Budweiser	2	Bottle

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 Sales Items impact my Pour Cost?

Yes. Basically for every 2-for-1 drink special you sell, you are selling twice as much as liquor, beer or wine 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.

The example below shows a 20.6% Pour Cost for your Item **Budweiser** while most of your other domestic beer is about 13% — This is because **Budweiser** is an Item with significant 2-for-1 sales.

Item	Sales Count	Sales Total	Expected Usage	Actual Usage	Usage Differen...	Expected Cost	Actual Cost	Cost Difference	Expected Pour Cost	Actual Pour Cost
Amstel Light	536	\$3,752.00	536	536	0	\$469.00	\$469.00	\$0.00	12.5%	12.5%
Anchor Steam Beer	217	\$1,736.00	217	217	0	\$238.70	\$238.70	\$0.00	13.75%	13.75%
Bud Light	499	\$3,293.00	599	599	0	\$449.25	\$449.25	\$0.00	12.04%	13.64%
Budweiser	331	\$1,831.00	444	444	0	\$377.40	\$377.40	\$0.00	20.61%	20.61%
Miller Genuine Draft	226	\$1,356.00	226	226	0	\$176.28	\$176.28	\$0.00	12%	13%
Miller Lite	397	\$2,382.00	397	397	0	\$309.66	\$309.66	\$0.00	13%	13%
Rolling Rock	350	\$2,879.25	350	350	0	\$262.50	\$262.50	\$0.00	9.12%	9.12%
Total	2,556	\$17,229.25	2,769	2,769	0	\$2,282.79	\$2,282.79	\$0.00	13.25%	13.25%

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