



Glenn, The Roving Beer Reporter

# NO MORE BEER DOWN THE DRAIN

No more lost beer. Probably a bar owners worst fear is “how much beer am I losing?”. For bar owners with a big volume of draught, this is an ongoing problem. Well, just how much beer are you not getting paid for? I was tasting the beer at one of my local watering holes just to make sure it was the correct temperature, when I met Michael Valencic. Michael is the owner of Toronto Hospitality and he was installing his DM5 Draught Meters. Curiosity got the better of me so I started asking questions on how this small device would save a bar owner money.

“Well Glenn, after 20 years in the business, I have heard every complaint from the bar owner about losses, the main complaint was “how can I control my draught beer? that’s when I saw the opportunity to design a simple, inexpensive draught count meter.” It took several attempts before Toronto Hospitality came up with a real time Digital Display Draught Meter. So Michael, what exactly does the DM5 do? “That’s simple Glenn, it counts beer period. If there is any difference between the cash register and the DM5 meter at the end of the shift, the bartender is accountable.” Bar owners and readers can see the meters working online at [www.torontohospitality.com](http://www.torontohospitality.com)

So Michael I asked, “Where is your market place?” Glenn he replied, “We have installations in both big and small business such as Boston Pizza, Wild Wings, Swiss Chalet, Golf Courses and hundreds of small pubs.



Michael Valencic bringing in the beer



Meters counting being poured real time

Michael states that on average you would get 80% from a keg of draught, which means somewhere you lost 20%. If the bar owner is the only one pouring the draught, they will know how many they sold.

The problem arises when you have multiple servers behind a bar. It’s very easy for a bartender to over look entering a draught. Could be the keg is a frothy keg, this happens quite a lot especially after your beer delivery just arrived and kegs need to settle. But if a bar ran out of a particular draught and they need to hook up the keg straight away, then they risk losing 2 ½ pints of draught due to spillage. It’s very easy for a bartender to be distracted by this.

So according to Michael, whatever way it’s lost, if it does not get entered its dollars off your profit line. I then spoke with a good friend and bar manager Jim Beard. Jim, has over the years, worked every position and every shift in this industry. Jim enlightened me to some of the ways you can lose money just on spillage. The most common is when the draught is frothy and the pourer just keeps pouring and tipping the glass to get rid of the foam. If that same pourer does that every time they poured a draught, you could lose as much as 4 large draughts per shift. If a bar has a draught that’s not selling, each time it’s used it’s always going to be frothy. Again you will see the pourer tipping the glass to get rid of the foam.

Hours of operation can effect beer flow, for example if your bar closes at midnight and you open at mid day the following day, that’s 12 hours the beer is sitting in the line. You can guarantee the first pour of the day will be frothy. If your bar closes at 2am and re-opens at 11am the following day, your first pour will be frothy but you won’t waste as much because the beer has only been sitting for 9 hours. Jim is not saying that bar owners should change their hours of operation to avoid this problem, but it’s little things like this that add up to create a bigger problem, It does not sound like a lot, but those 3 hours make a big difference.

Another way you can prevent gas build up in beer is to have your bartender at the end of the day turn off the beer gas. You need beer gas to pump the beer through the lines, if your beer is left standing with the beer gas still on, the beer will take on a percentage of the beer gas which will result in frothy beer.

I then asked Michael more questions such as does the temperature play a part in foaming? Michael informed me that it certainly does and the perfect temperature for draught beer is between 36 and 38 degrees farenheit and that should be maintained.

Some older establishments have older cooling units. The simplest way to know the temperature inside your cooler is to have a thermometer inside. Simple, but a lot of bar owners do not have one. Often with older units, cold air can escape because a door fastener is worn and the cooler door won’t close properly. While we are on the subject of doors, bar owners should check the thermal insulation around the cooler doors. Again with older units, cracking of insulation around the doors is going to allow cold air to escape. A thermometer is a cheap device that will give you all this information.

Michael then told me about his draught meters. The meter is installed inside the beer cooler, one meter per line. It can be installed before or after the fob, “flow of beer.” The flow of direction is in the bottom and out the top. The fittings come standard 3/8”. This meter is powered by a 5v d.c. power supply.

This meter can also be used to measure liquor, wine and pop. The DM5 is a very simple device that can be calibrated to count ounces or pints. Of course the big question a bar owner’s going to ask is what is the cost to install a draught DM5 meter? The cost to install one meter is \$229.00 and it takes about 20 minutes to install.

Here are some figures to support the installation of a draught meter.

LIQUOR			DRAUGHT		
Liquor Price	Drinks per day	Yearly loss	Draught Price	Drinks per day	Yearly loss
\$4.50	1 Drink	\$1,638.00	\$6.50	1 Pint	\$2,372.00
\$4.50	2 Drinks	\$3,285.00	\$6.50	2 Pints	\$4,745.00
\$4.50	3 Drinks	\$4,972.00	\$6.50	3 Pints	\$7,117.00
\$4.50	4 Drinks	\$6,570.00	\$6.50	4 Pints	\$9,490.00

These figures are quite incredible but the meter will save these amounts and lead to

**NO MORE FREE BEER!**

**NO MORE OVER POURING.**

**NO MORE LOSSES**

Michael states from experience that the meter will pay for itself in 28 days.

If you would like to know more about cost saving meters please call Michael at 905 712 4131



Michael and Cleo pouring a draught



Installing the draught meters