



Nick Buckle, Area Business Manager, Dorbiere

Nick Buckle has worked for Dorbiere, who operate 50 managed pubs in the north of England, for 3 and a half years. He looks after 16 pubs which are predominantly community based pubs but he also has 2 destination food pubs and 2 student pubs.

Nick wasn't aware how powerful and intelligent the system actually was, that in fact it is an intelligent bar management system.

"I thought it was a basic beer monitoring tool for leased pub companies" he said "I didn't see the benefit for a managed business or for individual licensees"

However the group bought an ex Punch site with dispense monitoring installed and were approached by the Brulines account manager. He showed Nick the new i-draught system using the on line demonstration site and as a result Nick took iDraught on test for his busiest food outlet which was losing bottom line profit through stock problems.

"I suddenly realised there was a raft of information available" he said "from till yield (dispensed product versus product rung through the till) to pouring yield (the difference between beer available for dispense and pints actually sold) , from dispense temperatures at the point of dispense to cellar equipment issues. For example we quickly found out that wastage from line cleaning was too high and brought it down by 50%. Equipment breakdown is now controlled using information from the system, it is real time information and the system is proactive rather than reactive"



As a result Nick has now rolled it out to a couple of other sites to further test its potential.

“I’ve now got 3 iDraught kits and 3 of the original DMS systems both of which provide quality information” he said “our main concern is to control product quality and deliver the perfect pint through proper cleaning regimes and dispensing at the right temperature, I am potentially looking to put it in all my sites.

It is a very useful tool, you do need to dedicate time to review the reports but it definitely makes life easier as they are presented in a transparent, easy to use format, it only takes minutes to get live yield data in front of me and I can look at both pouring yield and till yield and as a result pouring yields are now up to 2%.

I have found it incredibly accurate, it doesn’t tell any lies, significantly improves margins and reduces operating costs and wastage, and it adds real bottom line benefit to your business. You need to work with the system and we saw a payback within 6 months”.