

## **Dave Langridge, Kent Athletic Club, Luton**

Dave Langridge has spent 35 years in the licensed trade and seen many new ideas and systems come and go. He now runs The Kent Athletic Club, a sports and social club which used to be company owned but is now owned by Dave and his partner.

“I was originally the entertainment secretary” he said “then the chairman, seven years ago I got the opportunity to buy it off the company so I set up in business with my partner which has turned out to be the best decision I could have taken”

Dave has a bar with 36 taps on it and he needed something to help control what was happening as he was seeing high levels of wastage and loss on draught beer. He had seen the Brulines iDraught system and whilst he didn't see it as a retail tool he did think that may help solve his problem.

He contacted Brulines who came and demonstrated the power of the system, what Dave hadn't realised was that the iDraught system was a lot more than a dispense monitoring system more of an intelligent bar management system. It would give him a range of information which would help him reduce his operating costs by identifying key areas of draught beer wastage and significantly improve his margins.

As Dave says “It wasn't a hard sell as I was partly converted, I had problems with my stocks and it was bugging me as I couldn't pinpoint the source of the problem. Being someone who is receptive to new products and knowing that I was in need of help meant they were knocking on an open door!!”



The question for Dave was could it help him identify the core issues and stop the wastage whether it was due to under ringing, fobbing or poor dispense technique.

For the first month to 6 weeks Dave didn't tell his staff that iDraught had been installed, they knew something was happening but not what. At that time Dave was losing between £800 to £1000 per month so there was a prize of c£12,000 a year to be added straight to bottom line as cost of sales and other costs were already accounted for.

Dave started by undertaking daily reporting showing beer poured versus his epos till readings versus individuals and asking why was it short. Within two weeks his draught beer losses dropped to £130 per week. Following that Dave decided to look at wastage, he couldn't understand why they were having so much?

Dave started to see the real power of iDraught now as it could show him the speed of pour and the volume per glass. Dave quickly identified a number of taps which were dispensing more beer than they should and the time to serve a pint was higher than it should be on a number of taps. As a result a technical service engineer was called out and recalibrated all his taps and set up the lines. Dave was losing c 30pints on his main Saturday session, once the engineer had been in the loss went down to 5 pints a saving of a further £50 in that session alone.

Dave's next step was to use the system to look at individual products and what he found was a problem with bitter dispense where staff were not pulling cask ale correctly affecting his yield. After some training he sorted this issue and has seen that his weekly loss has now changed to £24 positive.



“The system has more than earned its keep” Dave said “by using the information it provides I have turned a £12,000 loss into a potential £5,000 benefit, nearly £17,000 added directly to my bottom line. But it doesn’t stop there I am using the system to monitor cellar temperatures and dispense temperatures to improve quality”

When asked his views on iDraught his response was typically forthright

“How much money do you want to save” he said “I have had a return on my investment within 4 months and there is a still lot more to go for. The weekly reports are very comprehensive and easy to read, it really does make a tremendous difference, you are not hunting for information it is there colour coded in red and green allowing you to locate the source of the problem.

Stock takers drive you down a particular route; you don’t see the overall picture just individual issues. iDraught enables me to get complete transparency of my draught beer sales and has helped me reduce stock levels from 2 weeks to 1 week. At present I have monthly stocks but the system means I can confidently move to quarterly saving the cost of 8 stocks per year. Draught beer accounts for 53% of my turnover and the iDraught system has given me complete control of a key element of my business. To sum up my partner was extremely dubious about the whole thing but now admits that it has made a tremendous difference to our business and our bottom line.”

As a result of the success of the iDraught system Dave is now going to trial the new optic system for spirits which is being developed by Brulines.