

THE BEEKMAN SURVEY 2012

RESTAURANT - GENERAL INFORMATION - BEVERAGE

	2010/11 Herons Glen	2012 Survey Avg	% Variance
	Amount poured		
<u>Liquor Poured</u>	<u>in glass (oz.)</u>		
Rocks Drinks	2.50	2.64	-5.6%
Highballs	2.00	2.28	-14.0%
<u>Wine Poured - by the glass</u>			
House	8.00	6.59	17.6%
Premium	8.00	6.82	14.8%
<u>Beer Poured - by the glass</u>			
Draft - Domestic	10.00	12.56	-25.6%
Draft - Import	10.00	12.94	-29.4%
<u>Liquor Price Charged</u>			
Rocks Drinks - Well (i.e. House Brand)	\$3.83	\$5.78	-50.9%
Highballs - Well	\$3.83	\$5.45	-42.3%
Rocks Drinks - Call (i.e. Dewers)	\$4.43	\$6.90	-55.8%
Highballs - Call	\$4.43	\$6.64	-49.9%
Rocks Drinks - Premium (i.e. Glenfiddich)	\$6.50	\$8.40	-29.2%
Highballs - Premium	\$6.50	\$8.26	-27.1%
<u>Wine Price Charged - by the glass</u>			
House	4.83	6.12	-26.7%
Premium	7.00	8.87	-26.7%
<u>Beer Price Charged</u>			
Draft - Domestic	\$2.12	\$3.03	-42.9%
Draft - Import	\$2.12	\$3.89	-83.5%
Bottle - Domestic	\$3.26	\$3.37	-3.4%
Bottle - Import	\$4.50	\$4.22	6.2%
<u>Beer Price Charged - by the pitcher</u>			
Domestic	\$8.50	\$8.76	-3.1%
<u>Total Annual Beverage Sales (from year-end report)</u>			
<u>Please provide for each - liquor, beer, wine and other:</u>			
Liquor	don't track		
Beer	differences		
Wine	in beverage		
Other	262,518.00		
Total	262,518.00	327,726.00	-24.8%
<u>Beverage Cost of Sales</u>			
Liquor	don't track		
Beer	differences		
Wine	in beverage		
Other	26.27%		
Total - Should total 100%	26.27%	31.40%	-19.5%
Combined Restaurant (Food and Beverage) Bottom Line Results:			
Profit:			
Loss:	(\$264,052.00)	(\$433,129.00)	-64.0%

Keep in mind that the drink prices don't include the 10% discount given to residents.
 We do about 25% less revenue; beer and house wine dominate beverage sales