

Customer Experiences

Written by Administrator

Friday, 05 November 2010 13:17 - Last Updated Wednesday, 10 November 2010 10:26

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The Swan, Kidderminster

Landlord Andy Evans has been in the Licensed Trade for over 15 years. His pub – The Swan, in Kidderminster - is a busy town-centre pub catering for a wide variety of customers. The pub provides a selection of traditional ales and quality bar meals and snacks, as well as a typical range of spirits, liqueurs and wines.



Andy was confident that trade was heading the right way, but felt that he needed more detailed information.

“Like a lot of publicans, I could look at the till takings and see whether we had turned over more or less.

“Because the stock report was paper based, it tended to get tucked away in a file and was never really used.

Andy realised that he needed a computer-based system to collate all of the information. But he didn't want to settle for something which would simply replicate the traditional stocktaking

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process. A lengthy search resulted in him choosing the Cellar Master program. Because it has been designed 'from the ground up' for the Licensed Trade, he found it fitted his requirements exactly.

"I'm no computer whiz, but this is really easy to use .It's very well laid out, and I found that I was soon ab



"I can get so much useful information out of this. Because it's there on the screen, I can see how we are doing, what my total stock value is, how many day's supply I have in hand and so on. It can even tell me the margin I'm making on a single drink!"

Spurred on by the immediate success of the software, Andy has now decided to upgrade his ageing tills to more modern ones, which can be connected directly to his PC. This will enable him to upload the Z-report data directly into Cellar Master.

"It makes sense to do this... Code have done a great job on the back-end software, now I need them to sort out the tills and make it hang together as a complete system."



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“After that’s done, I’ll get them to activate the link to my Sage accounts package.”

He now has his eye on the kitchen! He plans to bring food ingredients and other costs into the system, u

“We use it for costing cocktails, so why not use it for steak eggs and chips?” he says as he heads off to s