

# How to Succeed in the 2019 Competitive Environment!!



2019 MMBA Facility Awards!!



## Best Themed Promotion



*Changed the Face of Mazeppa Liquor  
from Alcohol Retailer to a Community Leader in  
Promoting Family Friendly Events  
& Community Enrichment*

## How They Did It

- Created several activities inside the establishment geared towards a family friendly atmosphere **driving community togetherness and sales** to new levels.
- Events throughout the year that are “all age” to promote community involvement and **break the age-old trend of just “being a bar.”**
- While gaining community trust, also **gained the business of families who wouldn't have necessarily been regular customers.**
- **After-church service clientele** is one of the busiest of the week.

# An Example



Minnesota Vikings cheerleaders Leah (left) and Megan are with musician Tat Thompson of Zumbrota for a charity event at the Mazeppa Municipal Liquor Store on December 2. Donations for a local family in need will be accepted at "The Giving Wall" through December 17.

**Vikings cheerleaders make charity appearance in Mazeppa**

MAZEPPA — Minnesota Vikings cheerleaders Leah and Megan greeted local fans and patrons at the Mazeppa Municipal Liquor Store on Sunday, December 2. Visitors were encouraged to bring donations for an anonymous local family in need in the spirit of Christmas. "The Giving Wall" will be open for donations through December 17.

Musician Tat Thompson of Zumbrota provided entertainment for the crowd during the cheerleaders' appearance. The Minnesota Vikings cheerleaders are 42 athletic and professional women who are an integral part of the total NFL fan experience at every home game at U.S. Bank Stadium. They play a vital role as ambassadors representing the Vikings across Minnesota and beyond. Through hundreds of appearances and community service, these women are always busy sharing SKOL spirit.



Helping a local family in hardship for Christmas & opportunity for the Mazeppa community to meet Vikings Cheerleaders

## Side Note

### Things women may be noticing when they enter your place of business:

- Does this place feel bright and modern?
- Is the space clean?
- Did I get a friendly welcome when I walked in?
- Do the people here make me feel comfortable (i.e., are they polite and respectful)?
- Are there any women working here?
- Is there a place for me and / or my companions to sit down?
- **Do they cater to people with kids?**
- Do they show an interest in helping me?
- **Do the people here seem knowledgeable and trust-worthy?**
- Do they offer good value for the price?
- Can I count on them if something goes wrong with my purchase?
- **Would I want to come back here?**
- **Do I feel compelled to tell my friends they need to come here?**

-- Bridget Brennan: *Winning HER Business*

## Best Product Launch



*Overcame Columbia Heights Customer Hesitation  
to buy Canned Wine and Cocktails, Driving Sales  
& Repeat Purchases*

## How They Did It

- **Visibility** and **value** would be the keys to success
- A **6' section close to the point of sale** at each location was created. Half canned wine, half canned cocktails. They were available for purchase as **singles or 4 packs**.





## How They Did It

- Created a **2 for \$8 mix n' match** any brand of wine and a **2 for \$6 mix n' match** any brand of cocktails and **space was dedicated** in the wine cooler and a small cocktail cooler placed at the main register.
- **Several tastings** were scheduled throughout the summer, especially on weekends leading up to holidays



## The Results...

- The program **started in May and ran through the year.**
- Sold 2500 cans of wine & cocktails totaling over **\$10,000** in sales and **\$3500** in profits, **most of which were add on sales!**
- Even better, we showed our customers that alternative packaging is a viable option and **now have many regulars** buying cans now!
- 2019 will bring an even bigger brand selection and a **higher \$\$\$** in both categories.

## Best Community Involvement



*“Community Involvement “ in Longville  
Means Not Having to Do a Animal Shelter Event Alone*

## How They Did It



The Liquor Store partnered with...

- **The Municipal On-Sale** (Separately Run) held the event
- **Lions Club** provided the food & donated the proceeds to the cause
- **Bernick's** (Beer Wholesaler) did signs and a tasting
- **Paws and Claws** (the local shelter) brought dogs in need of homes and advertised the event

## The Results...

Even though there was a snowstorm....

- The **community**, including **Cass County Sheriff Deputies**, stopped in to support the event.
- Collected over **\$2,200** in cash donations.
- Collected **3 car loads** of supplies
- The event was so popular they will be holding the event **again** in the spring



*(Again, note the family atmosphere in the photo)*

## Best Business Development



*BC Buck\$ Gives Customers a Reason  
to Come Back to Brooklyn Center Liquors  
Again, and Again and Again...*

## How They Did It

### Kept it simple:

- 1 point per dollar spent (which is everything the state allows). When 200 points are accumulated, customers can redeem a \$10 reward on their next purchase.
- Double points on certain products, such as proprietary items, with a higher profit margin.
- Customers can collect over 500 points.
- Account is deleted if inactive for a year.

## The Results...

- Sales and customer **counts are up**.
- As of February 12<sup>th</sup> over **9000 customers** in the program.
- Given **\$48,000 in rewards**.
- The next step is to begin **collecting email** addresses and **text** numbers for customer contact



## It's All About the Numbers!



# Paul's Initial Income / Expense Report Review...

## 1) Net Income

*(Sometimes "making money" is not enough and there is a need to "maximize revenue.")*

## 2) Gross Profit Percentage

*(What are your mark-ups & what are you doing to lower your cost of goods?)*

## 3) Labor to Sales Ratio

*(GASB 68 Reporting Legislation On Track to Pass)*

## 4) Sales

*(Sometimes it is better to sell less and make more)*

## 5) Dram Shop Insurance

*(Illinois Casualty is saving combination members thousands of dollars.  
Off Sale savings have also been reported.  
DO NOT say, "City Hall handles that!!!!")*

## 6) Change in the various expenses

*(Are they one-time increases or decreases?)*

*See Handout in Binder for Details*

## 12 Legit Plainview Liquor Applications in 2 Hours...

*Wow! I'm in awe.*

*Tonight I posted on Plainview Municipal Liquor FB page a job posting for part-time bartenders.*

*I used the script that was in last year's MMBA conference binder to write my job posting.*

*I've had 12 legit applications in person in 2 hours.*

*I can't believe it! I'm excited to get to be picky with these candidates.*

*I'm beyond grateful that the MMBA provided me with this template!*

*I've managed people and hired people for the last 10 years but never wrote a job description explaining my management style.*

*And NEVER had applications come in like this!!!*

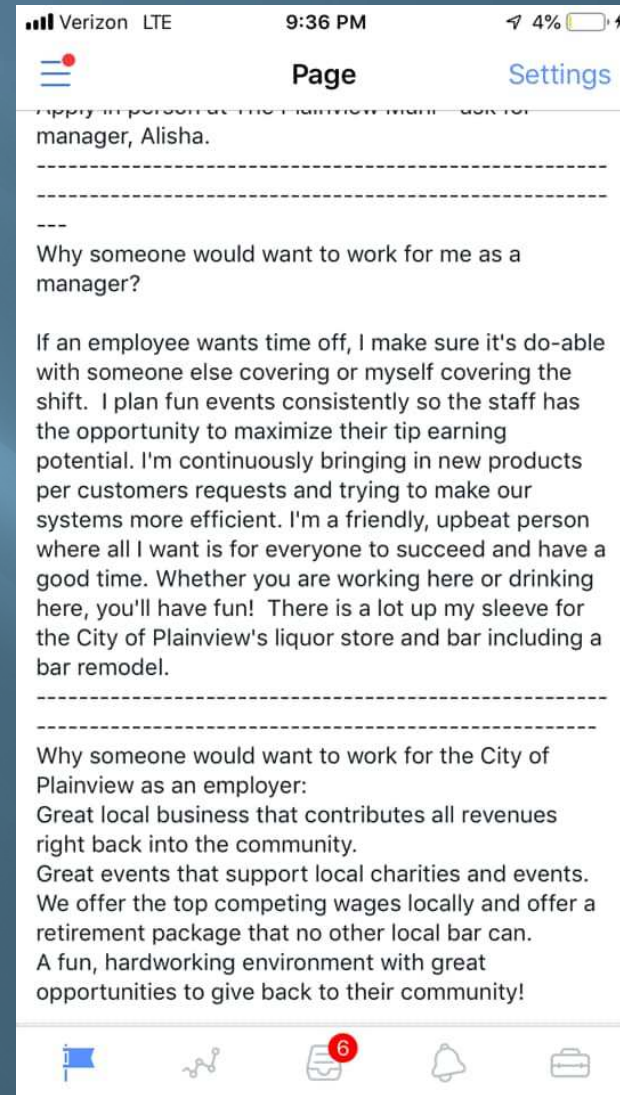
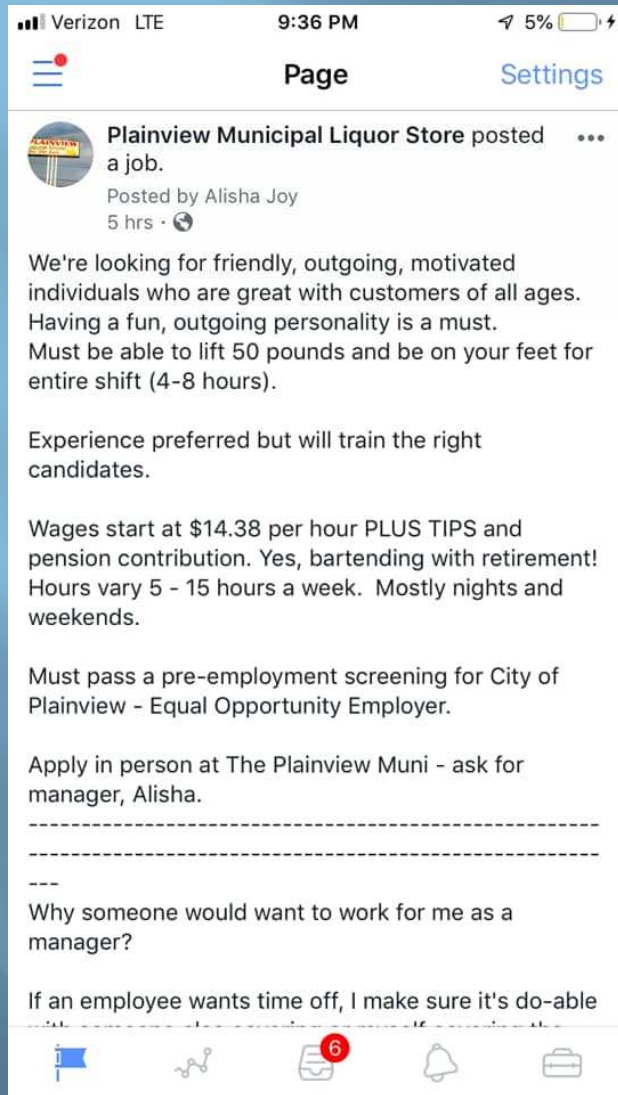
*People can be picky right now in this economy and I'm feeling so blessed that this many people want to work at the Muni.*

*Thank you for your guidance MMBA!*

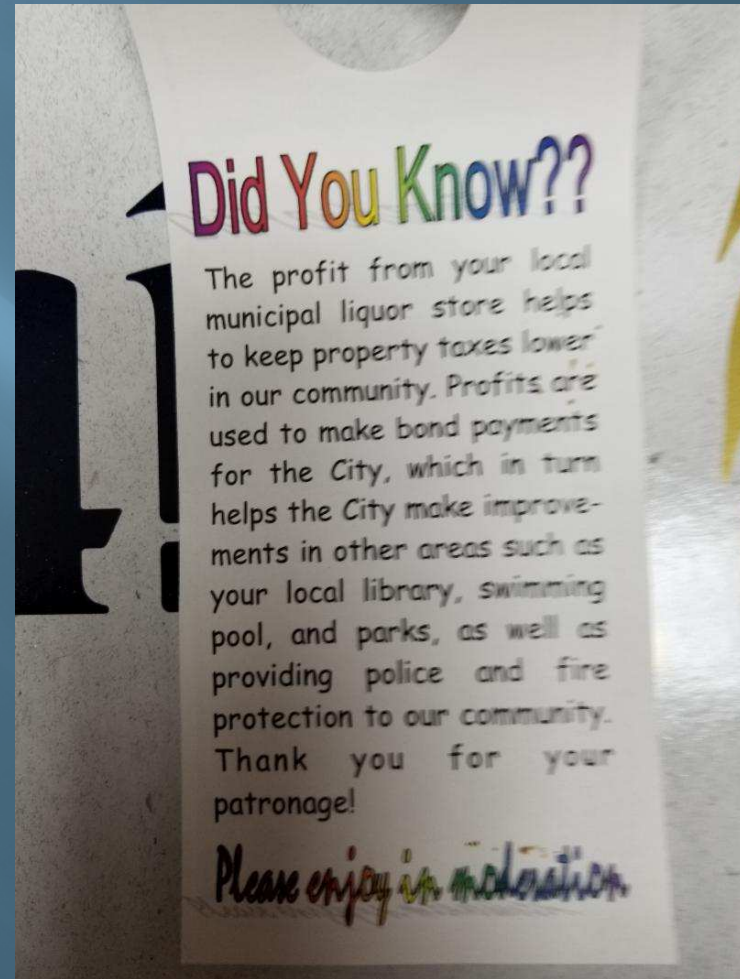
*I realize Plainview pays high for bartenders.*

*That was done before me...but if you're hiring, try this template!*

# The Plainview Liquor Template...



(New York) Mills Liquor Customers Give Their  
Community a Shot  
Bottle Tags







**"WE HAVE  
ALWAYS DONE  
IT THAT WAY."**

—

THE 7 MOST EXPENSIVE  
WORDS IN BUSINESS.







**Jon Taffer says, When you hear yourself saying.....**

*I'm afraid of failing.*

*I'm afraid of being embarrassed and humiliated (because I don't know)*

*What if I'm wrong?*

*Trying this makes me feel scared and uncomfortable.*

*I'm too old (Only have a couple of years left until retirement)*

*I'm too young / inexperienced*

*The demographics are wrong for my business.*

*There are no good people around me.*

*My location is bad.*

*My competition is killing me.*

*I'm too busy for that.*

*It takes too much time.*

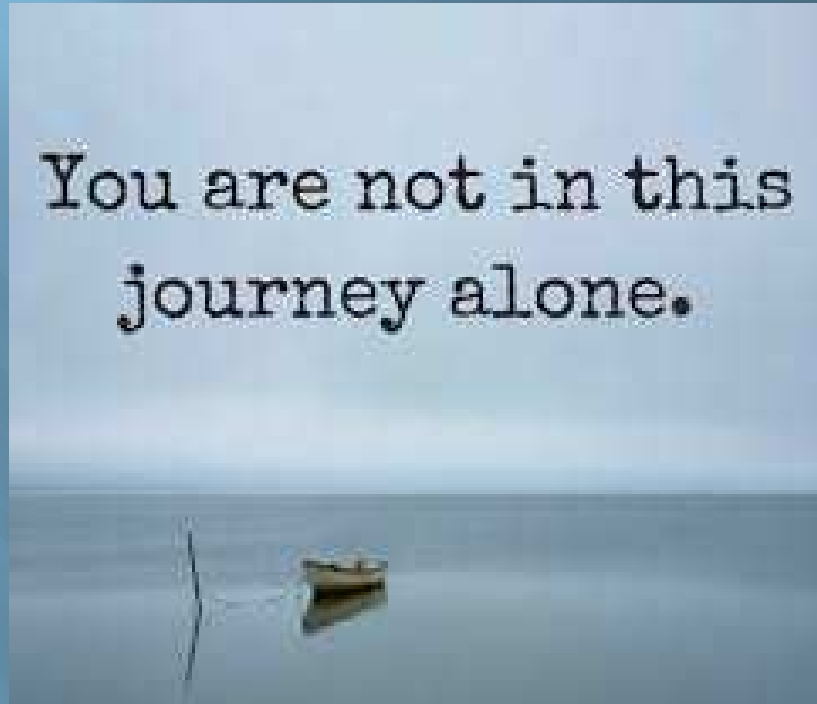
*I don't need to learn anything new, I know enough.*

*I don't know how or where to start.*

***...It's time to stop bullshitting yourself!!***



You are not in this  
journey alone.



**What Do You Want  
Your Legacy To Be?**

**QUESTION?**  
**COMMENT?**  
**CONCERN?**

**We want to hear about it.**



## Conference Sunday

1:15 PM – 2:15 PM

- **Bar Success Stories**
- **Package Store Success Stories**

*What's Going Well*

*What's Going Not So Well*

*Industry Views*

*Operational Questions*

