

THE MUNICIPAL LIQUOR STORE

OFFICIAL PUBLICATION OF THE
MINNESOTA MUNICIPAL BEVERAGE ASSOCIATION
www.municipalbev.com



10 Steps to Reducing Beverage Costs

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MUNICIPAL LIQUOR STORE

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ON THE COVER

Inventory is just one part of running a successful bar or restaurant.
See page 7 for 10 steps to reduce your beverage costs:

- 1) Set up your POS properly
- 2) Cocktail recipes are up to date
- 3) Consistency in serving sizes
- 4) Correct glassware
- 5) Organize storage areas
- 6) Verify equipment is functional
- 7) Routinely quiz your staff
- 8) Set a process for receiving inventory
- 9) Conduct regular inventory audits
- 10) Share inventory results with staff



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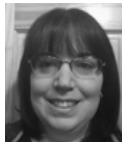
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MMBA President's Message



CHRIS ARONLD
President

It seems our lives are busier now than they were 5 years ago, 10 years ago, and especially 20 years ago. In May I reached a milestone in my job when I started my 20th year working for the City of Bagley.

When it comes to marketing our stores, times have changed as well. You can't just throw an ad in the local newspaper or on the radio and expect results like we could years ago. In today's world we have to rely on the new technologies to reach our potential customer base. The media sources the young generation use is very different than what our grandparents or even ourselves used. The younger generation relies on social media like we relied on the 6 o'clock news. Plus, if you think it's going away you're wrong.

We built our facility six years ago. One of the unique features we added to our facility was a tasting room or as I call it the "multipurpose room." On July 11th one of my sales reps came to me and said he'd like to do a tasting in the room to promote their new products. They asked me to advertise the event in the local newspaper and radio.

So I decided to do a little experiment with the advertising. But, I forgot to write it down, so my experiment got even more interesting.

My plan was to narrow down the time of advertising for the event. Normally, I put it out two to three weeks early.

This time I was going to do it only one week early.

Before I knew it, my tasting was in three days and I forgot to advertise in both the paper and radio. So I decided to take advantage of Facebook.

There are three ways to advertise on

Facebook. The first is to post it on your page and let everyone who has liked your page see it.

The next is to boost your ad. This is where you pay Facebook to place your ad on people's news feed in a selected region or demographic you choose. So when people go to their Facebook page, Facebook randomly puts your boosted ad on their page as they are scrolling through finding local gossip and photos of their friends and family.

The third way is to share your event on different groups within your community or surrounding communities. For this

event, I chose options one and three with a strong focus on multiple group sharing.

Sunday morning I created the event on my store's Facebook page. Monday at noon I decided to start sharing it to the groups and before I knew it several hundred people saw my ad. By Tuesday morning 15 people said they were interested or coming to my tasting. I also sent information to our email list.

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I wasn't sure how many people I was going to get on such short notice, especially on a beautiful 70° day with a nice breeze. Who in their right mind would want to come sit in Bagley Liquor and drink free wine for an hour and a half.

On most of our July tastings were lucky to get 10 people. So it sounded good when my sales rep came in and said he's thinking one bottle should be good enough for each of the wines.

At that point I apologized to him for the lack of advertising, but we'd see how it goes.

We set the room for about 20 people and I set out 15 wine glasses just in case we got more than 10.

We usually have people showing up at 5:30 PM to get a good seat. Not this time. But at 5:45 we got a couple of regulars. They told me it was short notice but it was a lot easier to plan, than when I send it out two weeks early.

It was getting to be 5:50 and we had less than five people and I was a little disappointed with myself. Then at 6 o'clock we started seeing people pulling up who we have never seen before.

By 6:05 we had 33 people in the room and we only had 33 chairs! If more came it would be standing room only. We ended up with four people standing. Plus I got three phone calls wondering if there was still any room.

This was one of my most successful wine tastings in a long time. The nice thing is we ended up selling a lot of wine and my sales were up \$1500.00 over last year for the same day!

Not only did we have new faces, but we got to build relationships with new customers!

They saw our product selection in the store and told me they didn't know we had this much variety. A few of them also said it will be nice not having to drive to Grand Forks anymore and just come to Bagley.



I sat there thinking how they didn't realize we had been here six years, and this is the first time I've got them into my store. I asked myself I was doing wrong.

The moral of the story is I'm still learning how to take advantage of social media. Previously I put my information out two weeks before and let everyone know we were having a tasting. Now I discovered the need to put it out two weeks before and re-promoted 24 to 48 hours before.

As I have been I'm told in all my MMBA classes or training's, the younger generations are more sporadic than ever. They just do things on the go. They plan their schedule that day, not seven days and for sure not fourteen days in advance.

I will continue to try this approach and see how it works. However, it was very neat to fill our tasting room in the middle of July and sell some cases of wine.

By the way, three of the cases sold were \$20 plus dollars per bottle and for northern Minnesota that's not too shabby.

I hope everyone has a great Labor Day

weekend and a successful summer.

Take care!

Once there was a grain of sand that wanted to become a beach, an example of where you can't always do it all by yourself



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10 Steps to Reducing Beverage Costs

By Bar and Restaurant Coach

Inventory. The word leaves a bad taste in your mouth, doesn't it?

Inventory is just one part of running a successful retail business of any kind, but to stay on top of your game as a bar or restaurant entrepreneur, follow these 10 steps and reduce your beverage costs.

1. Set up your Point of Sale Properly

Your POS system is only useful to you when you have it properly set up for speed, efficiency, and in-depth data collection. Set up your speed screen to work for YOU. If your POS isn't delivering the data you need, contact the vendor and suggest they get it right—and if they can't—buy another system.

2. Cocktail Recipes are Up-To-Date

Make sure every bartender makes every drink the same way every time. This includes measuring! When you have consistency in making cocktails, your guests get consistency—which helps build your reputation.

3. Consistency in Serving Sizes

This helps with customer satisfaction, just like following the same recipe across the venue. Is a glass of wine 5 or 6 ounces? How much liquor in a mixed drink? What about draft beer?

4. Correct Glassware

Inconsistency in glassware can throw

off your serving sizes. Do a glassware audit, identify the volume for each type, and make modifications to what you use—or purchase something more suitable for your needs?

5. Organize Storage Areas

If your storage area is a jungle, here's what could be happening:

- You leave guest waiting because you can't find what you're looking for.
- You may over-order because you can't see what you have.
- Stock isn't rotated properly.
- Inventory is next to impossible.

6. Verify Equipment is Functional

Prevention is better than a cure, right?

- Set up routine equipment checks in-house and through your draft suppliers.
- Keep a waste log in the cooler.
- Post step-by-step instructions for best practice and reporting issues.

7. Quiz Your Staff Routinely

You can even gamify the process! Test your staff on:

- pouring accuracy
- recipe knowledge
- drink technique
- drink quality
- speed of delivery

8. Set a Process for Receiving Inventory

Three types of inventory loss are common:

- You didn't get it—but you were charged for it.
- You got it—but it vanishes before you add it to storage.
- You got it—but you didn't order it.

Your process for receiving inventory should include:

- Inventory is only taken in by trained personnel
- Compare invoices to purchase orders
- Never leave product unattended

9. Conduct Regular Inventory Audits

Compare your stock depletion to sales and determine exactly how much is missing for each period.

10. Share Inventory Results with Staff

Once you have the data, share it—in an educational, non-confronting way. Let them be part of the process of figuring out ways to reduce waste or tighten up the delivery.

There are a lot of moving parts to keep your beverage costs to a minimum. But having accurate data in a timely manner is one of the most critical steps to take.

Don't let that fickle 20% distract you.

• Look at your sales results from a variety of productivity measures. Besides total sales volume, monitor total number of transactions and items per transactions, both for your total operation as well as by category. You will find surprises!

• The best time to take markdowns is just before the sales peak, not just after. Your past sales records will be indicators.

Reading without reflecting is like eating without digesting

2019 MMBA Scholarship Winners!!



Ben Fischbach

I am Benjamin Michael Fischbach, a senior at Becker High School.

Post high school I will be attending NDSU for mechanical engineering.

My goal is to work for a major tech company.

I've achieved Eagle Scout, 2nd degree black belt, a varsity player on my tennis team, and prominent leader in CIS 4607s robotics team.

My dad working at Hi-Way Liquors in Monticello for over 20 years and my mom working for Boston Scientific for over 25 years has shown me dedication.

I've built my whole life around dedication as proved through my 12 years in karate, 13 years in Scouts, and 3 years in robotics.

Through Scouts I have made the biggest impact I could on my community by doing 143 hours of volunteer work for the local nursing home and over 300 hours of other community outreach.

Through my years in FIRST Robotics I've helped host a veterans breakfast with my local school, a coat drive for the homeless and a food drive that collected over 300 food shelf items for our local school food shelf.

I have grown my leadership skills in my

years from robotics and in scouts.

I've posted as my troop leader for many years and served 2 leadership positions in my 3 year robotics career.

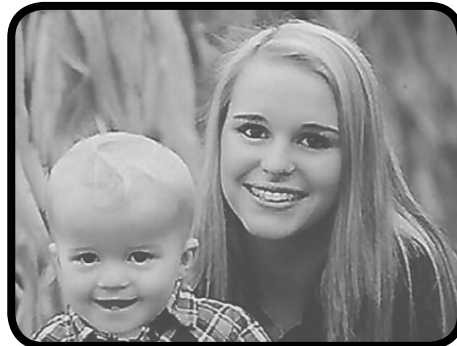
Through my many activities in my pre-high school career I have learned leadership skills.

One of my best qualities as a person is my leadership.

I have guided my robotics team through the good and the bad.

I've grown into the person I've always wanted to be, something I couldn't have without my many activities.

Ben's father Mike works at Hi-Way Liquors in Monticello



Jalina Golden

Unplanned events happen in everyone's lives.

For me, mine was becoming pregnant at age 15.

Everyone thought my life would be over if I decided to raise my baby.

I would have to stop playing volleyball and running track.

However, becoming a mom was the absolute best thing that happened to me!

I did have to give up sports, but what I gained fulfilled my life so much more!

When I started thinking about my future, I decided that finishing my sophomore year of high school online would be my best option.

Doing that, I was able to complete the tenth grade on time.

I had my son April 30, 2017.

I still had a couple of months of school to finish, and I did it.

When summer was over, I decided I wanted to go back to the public high school in my hometown and finish out school with my friends.

In order to do that, Jaxon would need to be enrolled in daycare.

With the help of daycare assistance I was given that opportunity.

In April of my junior year, I hit a rough patch in my mental health.

During this time, I decided to finish out my junior year online to give me a chance to heal.

Healing is what I did and I ended up becoming a much better and a much stronger person.

In August of 2018, I enrolled back into Cambridge-Isanti High school to begin senior year.

I have been attending my public high school, excelling in all my classes, working part-time and having the full time responsibility of motherhood.

I have my parents to thank for giving Jaxon and I a place to live while I finish school, and believing in me along this journey.

Thank you for all your help getting us where we are today!

Tito

+31%

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The original Mockingbird Distillery shack in Austin, Texas, 2018

The Shack is the first building at the Mockingbird Distillery, and where the whole thing started. For a long time it housed all of the vodka operations before we outgrew the 998 square foot structure. We're still making vodka on the same land we started and Tito's office is still at the Shack today.



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Sources: (1) IRI, Total US Food & Drug 52wks ending 9/09/18, Top 25 Spirit Brands

It started out as a scary journey for all of us but I did it!

All my teachers, counselors and family members have been nothing but supportive of me.

I make my own money to purchase things for myself and my son.

I do everything for my son on my own, and my parents help if needed.

I had one of the most life altering changes occur in my life at such a young age, but I did not become a negative statistic.

Instead, I took control of the situation and did everything I could to learn how to successfully be a teen mom.

It has been hard, but so very worth it!

I will go on to pursue an education in Dental Hygiene, or Drug and Alcohol Counseling at Florida Southwestern State.

I am still on the fence about it which way my career is going to go, but I will be doing something that helps someone, no matter what!

Jalina's mother Carla works at North Branch Liquors



Kourtney Hintz

My name is Kourtney Hintz and I attended Big Lake High School from 2015-2019.

I was involved in varsity basketball and National Honors Society.

I have volunteered around my community including helping out at our local blood drive, collecting food for the food shelf, and collecting clothing for the Epilepsy Foundation.

In high school I achieved a 3.6 GPA while taking college classes my junior and senior year.

These classes included: pre-calculus, human biology, psychology, and environmental studies.

I have also completed 4 years of English, and 2 years of Spanish.

Next year I plan on attending University of Wisconsin-River Falls.

I will be majoring in elementary education and minoring in psychology.

I hope to become a third grade teacher and change the lives of young students.

Kourtney's mother Tara works at Lakes Liquor in Big Lake



Samantha Johnson

With only a few days left of one remarkable journey, I am excited for the next steps forward on to my next journey.

I am proud to say I have gone to Pelican Rapids schools from kindergarten to graduation and believe I have used this time to my advantage through the classes offered, college courses, extracurricular activities, volunteering at the library, local thrift store and blood drive, as well as the jobs offered to me at our local grocery store and city

skating rink.

All of these opportunities gave me confidence and structure in planning my time wisely and taught me many different life skills.

As a high school student, I was a member of Minnesota Honor Society, Student Council, Speech and also played in our award winning Concert Band on the Alto Saxophone since the fifth grade.

Because of the great teachers I had, I believe I have made the right decision to enter into the education field.

As my grandparents, aunts and sisters before me, I am entering Minnesota State University Moorhead this fall to continue that legacy and enter the Elementary Education program.

My journey in Pelican Rapids may be near its close, however, I will forever be thankful for having the knowledge, support and guidance that my family, school and town has given to me.

Samantha's mother Maggie is Pelican Rapids Liquor Manager



Brandon Nirschl

My dad Paul Nirschl is and has been an Ada Municipal Liquor Store employee for over 20 years.

He has been an example to me of what dedication and working hard truly are.

My community has been, is, and always will be important to me. Community can be as small as your family or a big as your city, state or

country.

My idea of community is my hometown of Ada.

Growing up in a small town community has been very important because I feel in a small town there is always someone there to lend a helping hand and I strive to do that every day as well.

My involvement in my community has been with my school, church, scouts, family and friends.

At school I was involved with several activities, some I enjoyed and some not so much, but still learned from every experience.

Band and Pep Band were by far my favorite activities.

I am active in my church, where I usher, greet, help with vacation bible school and have been an alter server.

Scouts has been very influential in my life, earning my Eagle Scout rank in 2018.

I have participated in several community service projects with scouts: scouting for food, hanging Christmas lights, cleaning road ditches, placing of and removing of American flags from the Ada Cemetery for the Memorial Day celebrations and planting trees for the City of Ada.

My final service project was refurbishing the bell tower at the St. Joseph Catholic church.

I replaced the brick at the base, sanded and repainted the 40 foot plus bell tower and got new digital bell ringing equipment for the bell tower.

It now rings after 10 years of being silent.

I was in charge of the planning and executing of this whole project.

The project meant a lot to me, since my grandfather built the tower over 40 years ago and I was able to bring it back to life! I want to further my education at

Moorhead State Community and Technical College and become a mechanic.

My Community and parents have made me who I am today.

I hope to be a great community member like my dad.

Brandon's father Paul works at Ada Liquor



Ellie Reed

I entered Armstrong High School with a closed mind and the intention of going in, laying low and leaving with a diploma.

If I had a conversation with little freshman me, she would be shocked at all the wonderful memories, experiences, and knowledge she would gain in the next

four years of her life.

While I was not the most successful in school as I didn't end with a 4.0, while I was not the most popular as I lived in one circle of friends, and while I was not the most active as I was not in sports or many activities, I was successful in my own way.

I have grown as a person during my high school career because my participation in orchestra and tech crew (technical theater or the building of sets).

The relationships formed in those two activities are better than I could've ever imagined.

The leaders of those groups, whether they knew it or not, guided my growth throughout the years.

Not only were the friendships fantastic, but the experiences and skills I've gained were worth the struggle of maintaining it all on top of a 3.8 GPA (with a total of 6 AP classes) and two jobs by the end of my senior year.

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BREWED THE HARD WAY



THIS BUD'S FOR YOU

My unforgettable memories include watching Mary Poppins literally fly across stage my freshman year during the winter musical and traveling to New York City with other orchestra members.

I hope my college experience brings the same amount of growth in my character.

I plan on majoring in biology at Gustavus Adolphus College with intention of pursuing the pre-veterinary track.

I intend to focus on my studies, but not to let it consume me entirely as I want to enjoy the college experience with new friends and leaders.

The Gustavus orchestra is planning on traveling internationally for their tour to Malaysia and Singapore and I could not be more excited for the possibility of playing music across the world.

I am pursuing the pre-vet path with my love for animals leading me through it, as I believe the love animals give humans should be reciprocated.

I am determined to have a different mindset walking onto the Gustavus campus than I did walking through the doors of Armstrong.

I believe the open campus will bring endless possibilities the walls of high school prevent.

I will embrace every opportunity with open arms and a positive mindset.

Ellie's father Jeff works at Robbinsdale Wine & Spirits



Jackson Sturk

During my high school career I have continually taken college or AP classes to prepare myself for the next stage in school and to help save some money as well.

These classes have taught me how much dedication and hard work goes into succeeding at a high level of education.

I have had classes that seemed overwhelming.

But, with enough time and commitment they are very manageable.

I have worked hard all four years to be one of the top students of my class and give myself the best opportunity to succeed.

Next year I am going to attend the University of Minnesota Duluth to study chemical engineering.

I plan on getting at least a bachelor's degree and work at a big company that will allow me to climb the ladder of command.

I like being able to put myself in an environment that allows me to show I am a good worker and I have a willingness to learn and listen.

Jackson's father Tim works at Discount Liquors in Bemidji.

Making Citrus Wedges

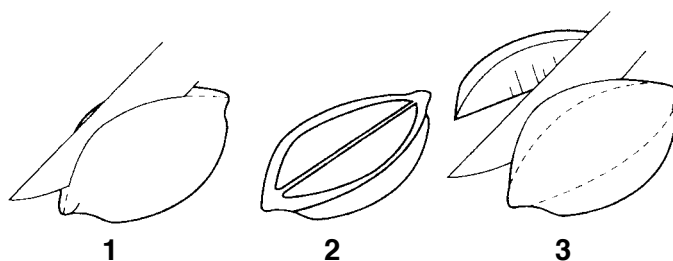
1) Slice the fruit in half the long way.

If you commonly hang your wedges on the edge of a glass, go ahead and cut a notch in them now. Make a small cut the short way across the inside of each half at this point. Make sure you don't completely cut through the fruit's peel or you'll cut the wedges in half, rather than notching them.

2) Lay the cut halves down, (peel side up) and halve them the long way again.

3) Cut each of those halves the long way to create eight wedges total.

(Note: A "squeeze" is very similar to a wedge, but smaller. In fact, it's half the size. Make wedges as shown below and then cut those wedges in half the short way. Rather than hanging on the side of a glass, a squeeze is squeezed into the cocktail by the bartender, and then dropped in the drink.)



What Happens if I Lower My Price?

The calculator below was created by MMBA Annual Conference presenter Tom Shay and can be found at his website, www.profitsplus.org.

The bottom line in the example below: If a product price is reduced from \$7.49 to \$6.99 will 15 additional units be sold to achieve the same gross profit dollars? If not, are customers really purchasing other products to make up the difference?

There is always a discussion with businesses about the prices that are charged for a product or service. If the price is \$12, a business owner will wonder if they can sell a lot more of the product if the price is reduced to \$10.

This calculator helps to answer that question from two perspectives. The first part of the answer is to tell you how many more you have to sell to make the same amount of gross dollars of sales. The second calculation will tell you how many you have to sell to make the same amount of gross profit dollars.

With each calculation, you are then left to make a decision. You know now how many more you do actually have to sell; you then ask yourself if you believe that is an achievable goal. Remember that in achieving the goal, you are not making any more profit or any more sales dollars, you are just selling more units to produce the same gross sales dollars or gross profit dollars.

| Price Change Analysis Calculator | | |
|---|---|--------|
| 1 | Price Per Unit (nnn.nn) \$ | 7.49 |
| 2 | Number of Units (nnn) | 60 |
| 3 | Cost Per Unit (nnn.nn) \$ | 5.00 |
| <input type="button" value="Clear Fields"/> | | |
| 4 | Gross Sales Amt \$ | 449.40 |
| 5 | Gross Margin % | 33.24 |
| 6 | Gross Profit \$ | 149.40 |
| 7 | How Many Units Will I Need To Sell At \$ | 6.99 |
| <input type="button" value="Clear Fields"/> | | |
| 8 | To Make The Same Gross Sales Of \$ | 449.40 |
| 9 | Answer: | 64.29 |
| 10 | New Gross Profit \$ | 127.94 |
| 11 | New Gross Margin % | 28.47 |
| 12 | How Many Units Will I Need To Sell To Make the Original Gross Profit Dollars? | 75.08 |

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Generate Extra Revenue By Up-Selling

Up-selling is a marketing method used to persuade your customers to spend more money than they had originally intended.

So, instead of chasing new customers, you can always generate extra income from up selling your products.

It's a fact that 46 percent of all people can be up sold at the time of purchase.

Below is a list of strategies from Beam Global you can use to up sell your clients, and then put them into action.

46% of Consumers can be Up-Sold

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ProdUct Knowledge

ApProach Consumers with Questions

LiSten

Educate the Consumer

SoLution

CLOSE the Deal

Product Knowledge

- Become versed in all varieties in each category
- Know popular trends in the industry and popular movers within your market
- Know your SKU's

Approach Consumers

- Talking to the customer will allow you to learn what things the customer is interested in. This will help you turn a little sale into a bigger one
- Ask open ended questions
- Be patient and be friendly

Listen

- Take into account Consumers needs
- Find out what they are really looking for
- Determine their knowledge base and build upon this

Educate the Consumer

- Features and benefits of each of your brands
- Show Passion and use personal testimonials
- Be Self Assured

Solution

- Find an answer to their product needs
- Accessorize
- Maximize

Close the Deal

- Assure your customer that s/he has made good choices.
- Thank the customer



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