

Success Story On The Border Mexican Grill & Cantina



The 6th



BEVERAGE EXECUTIVE
Symposium



Not an *Innovation or Trend Setting* Success

Strategy: Bar Manager and Bartender Engagement

- Increase and Improve communication to a “forgotten” manager base
- Connect Bar Manager better to innovation strategy
- Improve accountability



Bar Manager and Bartender Conference Calls Objectives

- Deliver the Bar Strategy Consistently
- Provide Direction and Clarity on Bar Initiatives
- Get Bar Information out Early
- Rollout Product/Prep Changes
- Review Featured TOM Program
- Recognize Superior Achievement
- Review program results: for example, National Tequila Day
- Provide a Forum for Feedback and Questions

Results

2.0% positive in liquor mix percentage over prior year OTB is below 2% AvT variance in liquor/beer/bar consumables, down from 8%.