



KEY REVEL FEATURES

- Inventory Management
- Digital Menu Boards
- Speed of Service
- Real-time Reporting
- Split Bills
- Pre-authorized Processing

ABOUT LIQUID GOLD

Liquid Gold is an up-and-coming bar and bottle shop in the heart of San Francisco. Since its opening in October 2014, Timothy Lee, owner of Liquid Gold, has seen much growth. The idea behind Liquid Gold stemmed from Lee's passion for craft beer and homebrewing. At his establishment, you can taste thirty beers on tap as well as some wines and ciders. As a local business, and Lee being a born and raised San Franciscan, he attributes most of his bar's design aesthetic to the history of the city. At Liquid Gold, customers can be greeted by vintage photographs of breweries and cable cars. There is also a vintage map of San Francisco pinpointing breweries that were in existence prior to Prohibition. Liquid Gold continues to operate as a family business and currently has one location in the Nob Hill neighborhood of San Francisco.



Revel Systems iPad Point of Sale behind the bar at Liquid Gold

“I’m a big believer in Revel Systems and as I continue to grow my business, I plan to have a long-term relationship with Revel.”

During Lee's search for the best POS system for his business, he was introduced to Revel Systems' iPad Point of Sale (POS) by a close friend. His friend stated that Revel's POS was a “very reliable, affordable system and it operated very well.” Lee followed his story by sharing, “I took my friend's word for it and I have been pleased ever since. I'm a big believer in Revel Systems and as I continue to grow my business, I plan to have a long-term relationship with Revel.” Liquid Gold has been running on Revel's iPad POS for six months now, with two POS stations behind the bar and one digital menu board.

SIMPLIFYING INVENTORY MANAGEMENT

Lee's biggest challenge of running a bar business was tracking inventory on an ongoing basis. Offering a wide range of beer taps can be overwhelming and he wanted a system that could ease inventory management. Lee turned to Revel's Inventory Management feature to assist with his major concern. Lee shared, "Revel has helped me resolve my largest challenge by being able to effectively track inventory in real-time. I can easily go onto the back-end and see exactly which products have been sold, how many are left, and even be able to set alerts for low inventory numbers. I also work with numerous distributors, breweries and wineries directly, which means I have tons of points of contacts, tons of deliveries, and tons of invoices. It is extremely helpful that Revel's iPad POS lets me efficiently maintain and organize my connections with every supplier." From management to tracking, and even supply ordering, Revel's iPad POS serves as an all-in-one solution for inventory needs.

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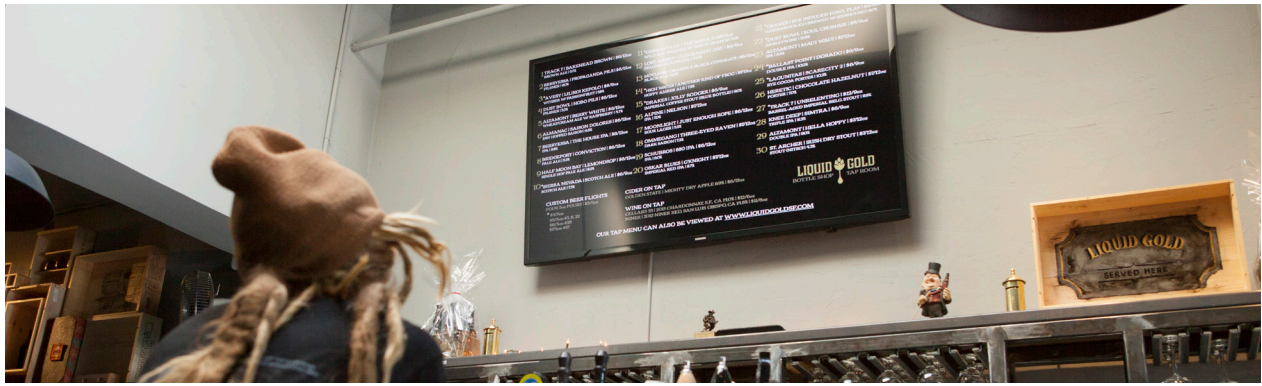


Revel's iPad Point of Sale in action

ENGAGING CONSUMERS WITH DYNAMIC DIGITAL MENU BOARDS

With 30+ beers on tap available, Lee wanted to find an engaging way to display every offering outside of a basic paper menu. With dynamic digital menu boards, he was able to do exactly that. Liquid Gold currently has one large digital menu board displayed directly above the bar, front and center, for every customer to view. Lee shared, "Because Liquid Gold is a rotating craft beer and wine bar, our selections change every day. With the digital menu board in place, we can make changes on the backend and quickly update our menu anytime. I really appreciate the ease of use of the system and how it automatically refreshes on its own. My favorite thing about the digital menu board is the sleek design. I also like how clear and easy it is for customers to read our offerings compared to traditional chalkboard menus, which other bars typically use. A lot of customers have already told me they really love the digital menu board."

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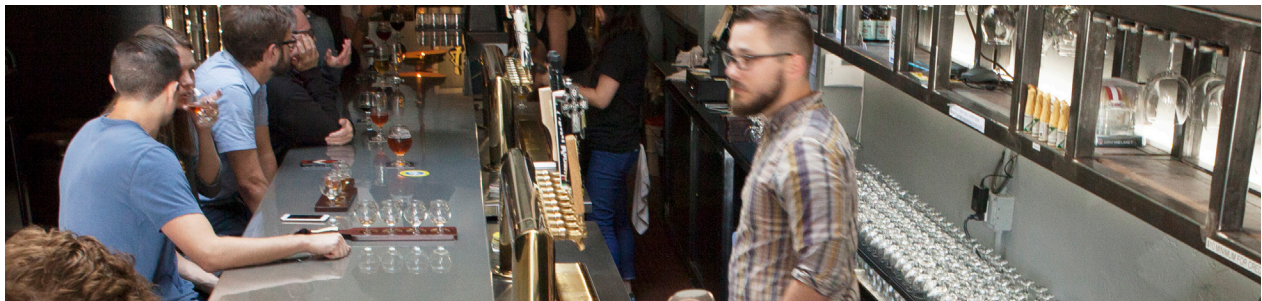


Digital Menu Board at Liquid Gold

DELIVERING QUICK SERVICE DURING BUSY HAPPY HOURS

Liquid Gold serves anywhere between 100–400 customers per day, with up to 500 customers during their busiest days. With Revel's iPad POS' ability to process orders 14% faster than Legacy POS systems, Lee is always prepared to process high volume transactions during busy happy hour rushes. He stated, "Revel Systems allows me to serve as many customers as possible in an efficient and quick manner. During our busiest times, we can serve up to about 500 people at the bar and Revel's POS can easily process every transaction. Due to the efficiency of Revel's system, my bartenders and I can process transactions very quickly; ensuring no transactions are lost and avoiding any customer frustration due to having to wait too long. Things have worked out very well for us, even on our busiest days."

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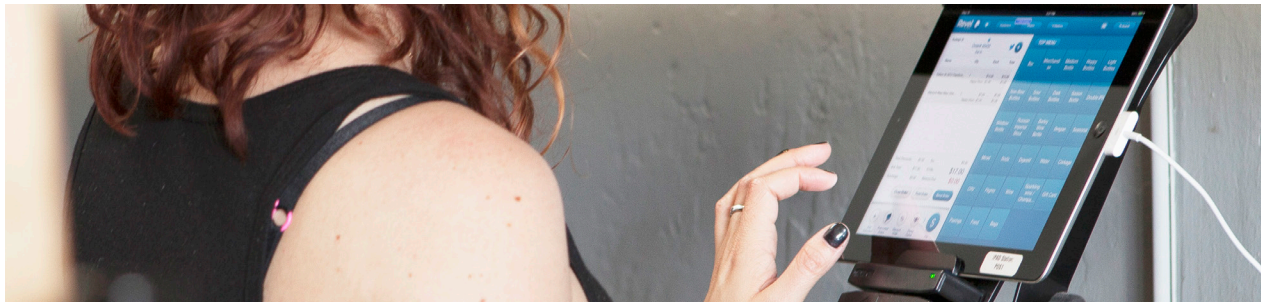


Accelerate speed of service with Revel's iPad Point of Sale

KNOWING BEST SELLING ITEMS FOR BEST ROI

As a business owner, it is important for Lee to measure his business performance. With access to a full suite of reports, he is able to gain insight on top performing items and better strategize. The two types of reports Lee finds most valuable are the Sales Summary and Product Mix reports. He shared, “I really love how Revel Systems has a really strong report functionality, allowing me to see all the important numbers that are behind the business every day. The sales reporting feature on the Revel system has helped me the most. I can see where sales are coming from, whether from the bar or from my bottle shop, and determine top selling items. Also, I can easily determine what percentages of sales are coming from cash transactions and credit card transactions. The product mix report is very helpful as well because it allows me to see what types of beers are selling the most during certain times of the year. For example, during baseball season, we’ve been selling a lot more lighter style beers, such as lagers and pilsners. By looking at the product mix report, I can quickly determine where I should be focusing my orders at.”

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Gain insight by accessing detailed reports in real-time

CATERING TO CUSTOMER PREFERENCES WITH SPLIT BILLS

Bars are no exception to the high demand of split bill requests. When dining or lounging in groups, customers want a simple and quick process to pay. This includes splitting bills according to their preference, whether in half, by item, or percentage. With Revel's split bills feature, Liquid Gold can divide bills according to customer wants and provide a smooth transaction process. Lee shared, “We use the split bill feature, and these type of requests happen more often at a bar than most might think. There can be a tab going under one credit card and all of a sudden when the customer is ready to check out, two other friends have arrived and now they want to split the bill amongst three people. With Revel, we can efficiently and quickly split the bill and process all payments between the entire party.” The ability to split bills through a POS is extremely beneficial because businesses can cater to customer preferences and, at the same time, provide quicker service.

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IMPROVING PROCESSES WITH PREAUTHORIZATION

As a bar business, Lee found Revel's preauthorized credit card processing extremely beneficial. With pre-authorization, customers can open a credit card tab and take their card back immediately. Typically, customers would need to leave their credit card at the bar until they close out, but with Revel's iPad POS, the transaction process is simplified. Lee shared, "I love how Revel's system has the pre-authorization feature so we can swipe a customer's credit card and give the card right back to them. Customers appreciate us opening a credit card tab for them and returning their card back immediately so they don't end up leaving it at the bar. More often than not, customers are always shocked that they can take their card back and still keep their tabs open at the bar." With pre-authorization, Liquid Gold is able to improve the transaction process for both customers and employees.

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WHAT'S NEXT FOR LIQUID GOLD

Since running his business on Revel's iPad POS, Lee's life "has been made easier." He shared, "With a reliable POS and excellent customer support, I have everything I need to run a small business in one place. I would absolutely recommend Revel Systems to other business owners. I already have and the reason is because it's a great system; truly an all-in-one package that is cost-efficient, timely, and reliable." Lee also has Revel's Manager App installed on his phone so he can easily manage and monitor his business on the go.

At the moment, Lee is spending the majority of his efforts towards event planning for Liquid Gold. He plans to offer his customers 'Meet the Brewery' type events where customers come in and talk to brewers about their specific beers as well as taste samples. Atop of planning many fun and educational events, he is looking into widening his menu offering by providing food pairings and beer flights. As Liquid Gold continues to grow, Lee plans on expanding his business.

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Timothy Lee

Liquid Gold
Owner