THE **NO BS** GUIDE TO BAR PROFIT

How any bar can use technology to boost revenue and cut costs.

SpotOn

Introduction

You work hard to run your bar. But bringing in more profit has become harder over the past few years. In 2024, the National Restaurant Association found that:

97%

of bars struggle with high food costs

98%

say inflation is a big problem for their business

45%

of operators need more staff to meet demand

To manage all this and still see a profit, you'll need to serve more guests, control your entire online experience, stay in touch with your regulars, and coordinate your team on the fly. You can do it. But you'll need the right technology.

Multiply your efforts with tech

Hard work used to equal more profit. But staying open late, running food faster, or hiring more staff just doesn't move the needle like it used to. The solution is no longer adding more work. It's multiplying your efforts. That starts with the point-of-sale. Hardware needs to be flexible. Software has to be an extension of your team. And your tech partner should actually care about your restaurant.

3 reasons to upgrade your POS

1. Guests don't care about transactions—just about the experience. A modern cloud-based POS with bar tabs makes every order and payment happen fluently.

2. Staff can serve more guests with POS-integrated tools like handhelds, QR codes, online reservations, a digital waitlist, and online ordering.

3. Support should be constant. The right POS provider is available day or night to solve any issues, allowing you to focus on your bar.

Crafting the perfect brew.
And better profits.

The goal

With an expansive menu of craft beers, cocktails, NA beverages, and pub fare, Big Lake Brewing needed a way to keep a finger on the pulse of what was selling and what wasn't. They also needed an easy way to spread the word about their offerings.

The solution

With real-time reporting through their SpotOn point-of-sale, GM Mike Jones determined that NA beverage sales were gaining popularity. Meanwhile integrated QR codes help speed up sales in their patio space and automated marketing tools help spread the word about new offerings.

110%
Increase in
NA beverage sales
year-over-year

10%
Increase in
Saturday sales

> "Since we switched to SpotOn, we're seeing it in our P&Ls. Our top line is up, and our middle line for our cost is more efficient. Our profit is higher at the end of the day.

MIKE JONES | GENERAL MANAGER, BIG LAKE BREWING

SUCCESS STORY

HANDHELDS

Equip staff to sell more

When ordering is faster at the start, there's more profit in the end. Handhelds let bartenders take orders and payments at the table, resulting in lower costs and higher daily sales.

Why handhelds?

• Orders are fired right away and come out sooner

• Servers can take more tables, lowering labor costs

• Bartenders can handle more guests, lowering labor costs

• Guests order more and check averages are higher

⬆ 4.2%

AVERAGE INCREASE IN TABLES SERVED USING HANDHELDS

Get orders right. Keep costs in check.

Lost tickets. Faded ink. Printer failures. These common mishaps are the culprits of food waste, comped remakes, and high costs. A kitchen display system (KDS) helps you keep more profit by giving your cooks the information they need to make orders quickly and accurately.

Why a KDS?

- Guest orders are automatically routed to the right station
- Tickets change colors as time increases to prioritize orders
- 2-way sync with POS captures order updates in real-time
- Metrics help operators streamline each station's workflow

$2k+
increase in monthly profit with a KDS

Explore KDS

6.5%
average tip increase
when using QR codes

SpotOn

Scan to learn more

Empower guests to spend more

With QR codes, bars are able to capture sales when staff can't. Guests can order more food and drinks at any time. And when customers are ready to pay, they can close out without a bartender or server. No matter the scenario, bars can expect more spending and turns.

Why QR codes in bars?

• Guests can order another round without a server

• Payments can be made via a code on the check

• Guests who want takeout can order from their phone

Start exploring QR codes
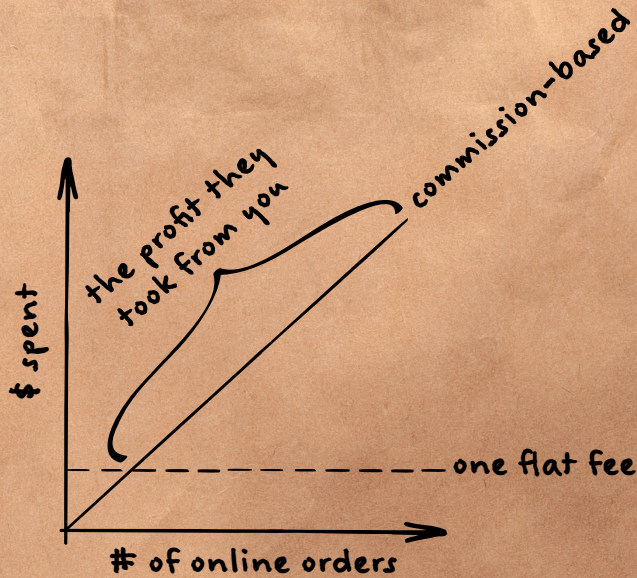
66%

of guests are more likely to order takeout than years past

You made the food. You keep the money.

Why should delivery apps get 30% off the top? They may help you get found online, but they're not a viable solution for guest loyalty and long-term profit. An integrated online ordering system puts you in control of the guest experience and charges one monthly rate instead of per-order commissions.

Why an integrated online ordering system?

- Guests can order right from your website or Google
- Orders go straight to the kitchen—no manual entry
- Automatic order pacing for when things get busy
- DoorDash delivery for a flat per-order fee, not a commission
- You own your online sales data and guest information

Learn how to set it up

Don't let food costs spoil your profit

Just because costs are out of control doesn't mean you have to be. Inventory management shows you where to modify recipes and prices to maintain profit. And draft metering lets you monitor pours along with beer temperature.

Why inventory software?

• Notifications tell you when prices go up and how they affect profit

• Food cost percentages are continually updated as prices change

• A 2-way POS sync lets you see your sales data against food costs

Why a draft beer metering system?

• Actual vs. theoretical pour comparisons keep staff accountable

• Accurate reports help your bar to easily identify waste and theft

• 24-hour monitoring lets you keep track of kegs on and off the clock

Controlling costs with confidence

The goal

Tiny's & The Bar Upstairs needed an inventory management system that simplified inventory and invoicing for chefs and managers. They also needed a POS system that worked seamlessly with their inventory software so costs could be calculated accurately.

The solution

MarginEdge, integrated with SpotOn, enables chefs to easily manage inventory while the director of operations gets a clear picture of the cost of goods. When it's time to negotiate with purveyors, Tiny's has the information it needs to balance cost and quality. Combined, these two features save Tiny's 20+ hours a week on average.

20 hrs
Saved per week
for chefs

2 hrs
Saved per week
for managers

> SpotOn and its integration with MarginEdge have saved us a lot of time. Before we were doing our inventory by hand. Now with SpotOn, we save at least 20 hours a week on inventory alone.

JOHNNY R. | DIRECTOR OF FOOD AND BEVERAGE
TINY'S & THE BAR UPSTAIRS

Make sure labor is on budget

Scheduling can feel like high-stakes gambling. Overschedule, and you waste money. Underschedule, and you're in the weeds. Scheduling software combines your labor and sales data so you have the staff you need while keeping labor costs down.

Why scheduling software?

• Parameters ensure schedules stay on budget

• Verifications prevent staff from clocking in early

• Sales data helps managers schedule for the rush

• Staff can request pickups and swaps from an app

Make scheduling simple

PAYROLL & TIP MANAGEMENT

Bring data together to lower costs

When managers spend hours on payroll, time is wasted. And when staff stay on the clock to sort tips, that's more labor. Labor management software that integrates with your payroll provider makes it easy to run payroll and tip-outs—with a click of a button.

Why one-click payroll integration?

• 2-way POS sync speeds up time clock verification

• Payday is effortless, with synced pay and sales data

• Adjustments keep you compliant with labor laws

• Managers distribute tips digitally, lowering labor costs

What are tip outs costing you?

How long it takes each server to do their tip out: _____ minutes

_____ hours

The number of servers on a shift: x _____

Their hourly wage: x _____

The number of shifts in a month: x _____

Monthly cost of tipping calculations: _____

Pretty gratuitous.

MARKETING

Surprise guests
to increase sales

Often, guests need an incentive to revisit a bar. That's where marketing deals come in. Marketing software integrates with the point-of-sale to give managers everything they need to send promotions to their guests—resulting in more revenue and profit.

Why marketing software?

• Guest information is captured at every POS touchpoint

• Managers can send campaigns across email and social

• Reports show successful campaigns that you can repeat

Learn how to build your guest database. >
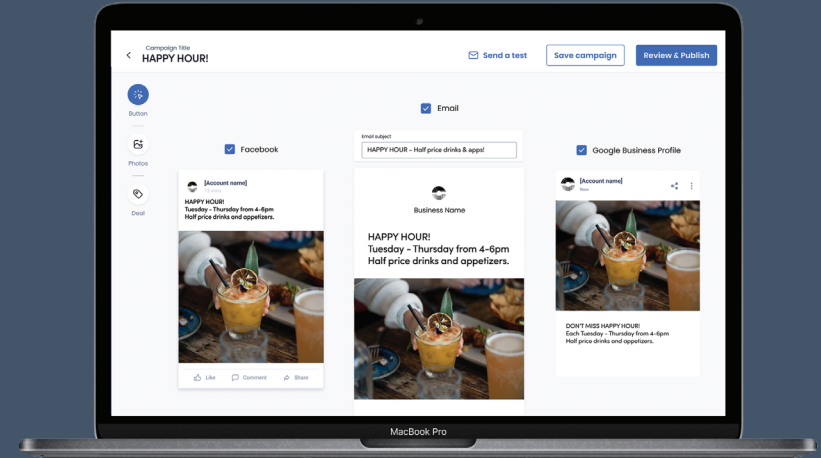
Get the data.
Then decide.

Knowing what's selling and what's not is critical for building a more profitable operation. POS reporting software gives bars insights into every aspect of their operations so they can make decisions that lead to better profit.

Why reporting data?

• Notifications alert you if costs, hours, or sales pass limits

• Sales data helps operators spot trends and adjust menus

• Owners can track revenue and expenses from anywhere
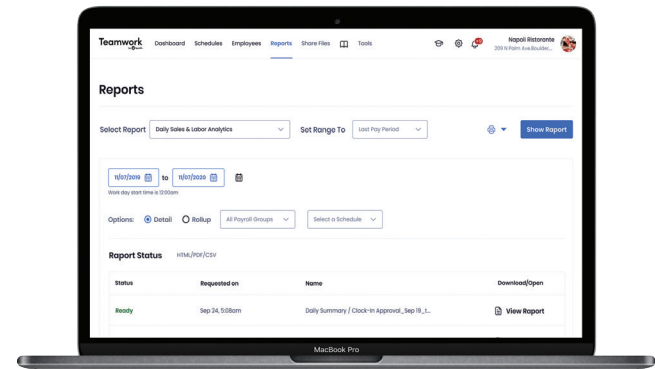
Invest in your bar now for future profit

Seeing more profit could mean extending seating, buying equipment, or covering overhead. Funding from a POS provider makes getting capital easy and affordable for bar owners. It cuts out the red tape of traditional lenders and gets them to their goals faster.

Why a capital loan through SpotOn?

- Clients can apply for a loan in minutes without tax returns or receipts

- Bars only pay a fixed fee that's a percentage of their loan

- Automatic repayment through daily sales means no late fees

Worksheet

Every product we sell is designed to cut costs or increase revenue. Add up just a few of your current expenses, and let us know if you'd like help lowering them.

Current fees:

Credit card processing rate: _____

Average monthly credit card sales: _____

Monthly credit card processing fees: _____

POS fee per transaction: _____

Total monthly transactions: _____

Total monthly transaction fees: _____

Delivery app commission percentage: _____

Monthly sales through delivery apps: _____

Total delivery app commissions: _____

Monthly hardware POS fees: _____

Monthly software fees: _____

_____

Total monthly fees: _____

Total yearly fees: _____

**Room for improvement?
Find out how SpotOn can help.**

Get started

Running a business is hard. We know because we've been there. We believe great technology, supported by real people who care, can save you valuable time, give you better insights, and make you more money. In the bar business, that can mean the difference between success and failure. **And we actually give a sh*t about helping you succeed.**

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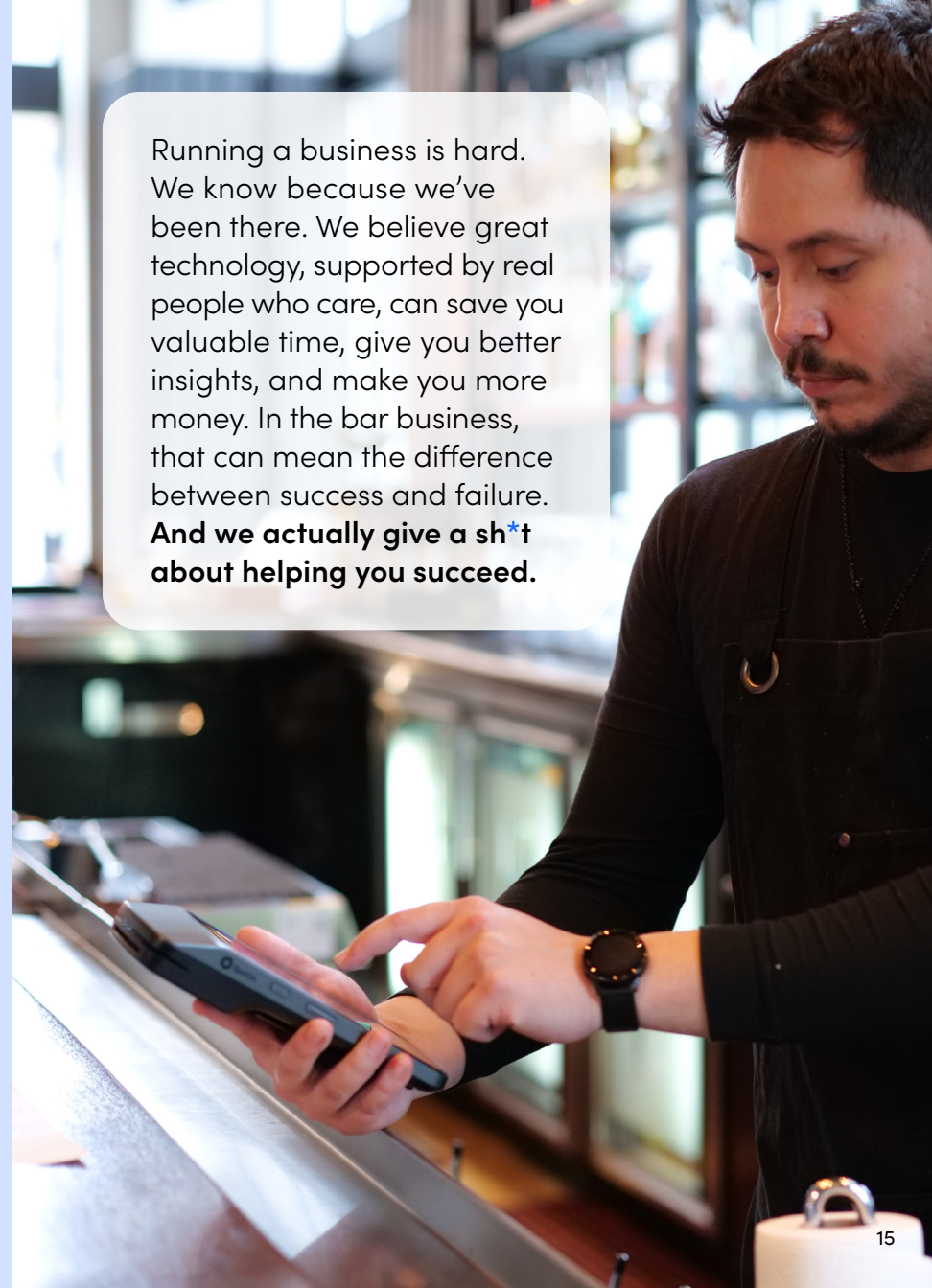
Integrated restaurant technology