



Line Cleaning and Tap Handle Survey Software

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Company Highlights

Software Solutions for Beer, Wine & Spirits Distributors

- Founded 2007 – Cincinnati, Ohio
- Over 100 Customers in 32 States – Small, Medium and Large
 - ◆ 10 of the Top 20 Beer Distributors
 - ◆ 3 of the Top 10 Wine & Spirits Distributors
- Suite of POS Tracking and Line Cleaning Software
 - ◆ Company Started With 1 Product – Now Offering 5 Products
 - ◆ In-house Development and Support Staff
 - ◆ All Products Developed Based on Key Requirements from Top Distributors



Products



Manages the custom, temporary POS signage process



Securely manages and controls permanent and semi-permanent POS inventory



Provides tracking and recording tools for line cleaning and tap handle survey activities



Automates the configuration, approval and production of custom beverage menus



Records and reports on beverage sampling events





Draught Line Cleaning

- **Stand-alone App: Manage draught line cleaning activities**
 - ◆ *Verification of draught system compliance*
 - ◆ *Line cleaning assignments and scheduling with GPS tracking*
 - ◆ *Customer acknowledgement and general survey question responses*
- **Synchronizes off-line devices with central line cleaning system; with access to back office application data**
- **Reporting:**
 - ◆ *Activities by day and week, by Rep and account*
 - ◆ *Cleanings scheduled but not completed*

Always Serve Great Tasting Beer



Tap Handle Survey

New LineTrak Feature

- LineTrak now plays a dual role as both a vital operational tool, and a strategic intelligence system
- Gathers market data and maximizes tap presence at restaurants and bars
 - ◆ *Tracks active and inactive taps in an establishment*
 - ◆ *Monitors which products are flowing on each tap position, including competitive brands*
- Market share analysis provides sales with replacement opportunities for growth

Measure Tap Handle Market Share

Our Customers

Independents and Wine & Spirits



ALAN S. GOODMAN, INC.





FOR QUESTIONS, OR TO VIEW A PRODUCT
DEMONSTRATION, PLEASE CONTACT:

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