

## A FEW TESTIMONIALS FROM CAPTON CUSTOMERS

### Gulfport Island View Casino

“When I saw the Capton Beverage Tracker solution and how it worked, I truly got excited. Even though guns can be efficient, they are an enormous cost and the benefit as opposed to bartender free pouring is questionable. Guests like the free pour experience, and good or bad, there is a guest perception about being served from a gun that is not ideal. The bartenders’ pours haven’t wavered within a tenth of an ounce since the system was first installed. We have a free pour environment and liquor cost control, a perfect combination.”  
Bill Petersen, Beverage Manager

### Ham's Restaurants

“We were seeing a rising liquor cost trend in some of our high volume bar locations. We knew that over pouring and free drinks were the primary problem. We needed a tool that would help us fix these problems. After installing Beverage Tracker, our liquor costs immediately dropped 3 to 4 points, which brought those locations back in line with our standards.” Steve Stern, COO

### Hilton Singer Island Oceanfront Resort

“We saw an immediate five point drop in liquor costs in the months following installation. Furthermore, we saw a significant improvement in pouring consistency, which meant our guests were getting drinks which looked and tasted the same.” Jeff Walker, Controller

“The Capton product and their continuing services program insured we never missed a beat during our transition. The numbers went down and stayed down. And we are by no means done. My team feels we can get even better in terms of further consistency improvement, liquor cost reduction and revenue assurance.” Stan Turner, General Manager

### Hyatt Regency McCormick Place

“I’ve seen lots of these systems come along, but they have always been either too complex to maintain or too easy for bartenders to beat. Capton came in and said they would prove it to us and they did. They proved not only that their solution works, but that they are committed to making sure we see a return on investment from using it. I was impressed with their team, their approach to the project and the way they stayed with us after the installation to make sure we were successful. I would recommend them to anyone in hospitality interested in improving their F&B bottom line and the guest experience.”  
George Vizer, General Manager

### Intercontinental The Barclay New York

“We are finding great things about the system all the time, with a greater and greater appreciation of its functionality. We continue to discover what a powerful tool it is. From an accountability standpoint it speaks volumes about our determination to keep steady controls on our liquor inventory and pour costs and to maintain the highest level of guest experience consistency in our drink recipes. There is no reason for an operation not to spend the money for this system. The initial outlay is minimal compared to the return on investment.”  
Bill Fisher, Director of Food & Beverage

### Marriott Atlanta Perimeter

“Clearly the financial impact stood out. It was phenomenal to see a reduced beverage cost of 4 points. Plus, the potential for those continued savings is phenomenal. Another not so obvious benefit that clearly has a financial impact is drink consistency. We want the implied conclusion that this is a great place to get a drink. Capton helped us get over pouring and under pouring in line, because when the drink doesn't mirror the recipe, the guest experience suffers.” Robert Woolridge, Area General Manager

### ABOUT CAPTON

Headquartered in Northern California, Capton is the leading developer of RFID-based business control solutions for hospitality.

Capton solutions are installed in hotels, restaurants, nightclubs and bars, resorts, casinos, cruise lines, sports stadiums and many other types of hospitality venues across the United States and around the world.

Capton products are marketed via a global sales and support network.

### FOR MORE INFORMATION

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### Marriott Portland Downtown Waterfront

“We saw points come off in liquor cost reduction, and the consistency of drink preparation, so vital to the guest experience, went way up. It’s not simply a better product, it’s the wave of the future. There is no doubt about it. The Capton solution is so much better than secret shoppers or spotters. It’s an electronic viewing portal, 24 hours a day, seven days a week.”  
Victor Jerez, Food & Beverage Director

### Pipers Grille and Bar

“Three previous operations failed in this Orlando location and I would have been the fourth if it had not been for the Capton Beverage Tracker. The support from their reseller has been outstanding. They both really go the extra mile, not just on the systems, but with my business.” Graeme Dutton, Owner

### Sandestin Golf & Beach Resort

“They passed our test. We were all set to move forward with a liquor inventory measuring solution, but when we saw the Capton technology, it seemed like the perfect answer. Capton came in, installed their system in our three busiest locations – a major restaurant, a pool bar and a beach bar. Then they showed us exactly where our problems were and how to use the system to achieve a 5 point liquor cost reduction and an 11 percent revenue increase.” Bill Merlyn, Food & Beverage Training Manager

### Sandia Resort & Casino

“It is not uncommon for one casino bar to do over ten thousand dollars on a weekend night. We saw an almost 30% revenue increase using Beverage Tracker on our busiest nights after the first few weeks of operation. Better cost factors are wonderful and we have certainly seen a significant revenue increase, but the most important thing for me, even above revenue increase, is guest consistency. I dislike using jiggers or other devices. Customers want to see bartenders free pouring a drink in front of them, and they want to know that drink will be prepared the same way every time. The pouring consistency of our bartenders has dramatically improved since installing Capton.”  
Peter Nowotny, Food & Beverage Director

### Starlight Room at Sir Francis Drake Hotel San Francisco

“Our liquor cost dropped almost three full percentage points in just the first month after installing Capton. That represents thousands of dollars in savings in one month of use. The system pays for itself almost immediately. Besides the obvious benefits of staying focused on consistency, we are extremely pleased with the ability to do spot checks at any time and to reconcile our Aloha POS data with actual pouring data. The inventory cost reductions as measured by pour average reductions, combined with behavioral adjustments, have made us all true believers.”  
Robert Robinson, General Manager, Drake Restaurants

### Treasure Island Hotel & Casino

“They proved the system’s fit in the fast paced operating environment of a casino bar operation and provided operational data that allowed the justification of the capital purchase of the system. The insight we gained on actual pour practices in our bars versus our pour targets was invaluable. The most amazing thing about the product experience was how simple it was to install and begin using. It does not affect the bartender’s ability to produce in any way. It is also a great tool for monitoring exactly what is going across the bar to the consumer at all times.” Adam Odegard, VP Food & Beverage

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