

Customer Testimonials

[Del Coronado Hotel](#)

“Hitting the brakes on over pouring and free drinks in our Babcock & Story bar venue produced an immediate and sustained 3.6 point drop in liquor costs. The business impact of that improvement paid for the Capton system in three months. From an operations perspective, now managers can talk to bartenders about any liquor inventory discrepancies, such as the bartender who poured eight Jack Daniels yesterday, but only rang up six.”

Steve Schackne, Food & Beverage Director

[Intercontinental Miami](#)

“Even during an economic downturn, we could see the value of moving forward with Capton as a cost savings tool. We saw a drop in pouring averages of almost 37% in the first sixty days, which we know will correlate to a significant savings in annualized liquor inventory costs. The hotel used an inventory solution in the past which highlighted missing bottles of liquor, but did not give any information on how they went missing. The Capton advantage is the ability to have a detailed conversation immediately with a bartender on a specific issue.”

Spiro Frangos, Director of Food & Beverage

[Marriott Boston Long Wharf \(Sunstone Hotels\)](#)

“After the initial success at the Renaissance Washington DC, Sunstone then installed the system at the Marriott Boston Long Wharf. It was a smaller operation, but we got the same result. The system paid for itself in short order with liquor cost savings, positioning us to increase net operating income, and therefore, immediately increase our portfolio value. We could see the problem particularly in our larger properties, but not the individual acts which were causing the problem. Capton spotlights every single individual act that occurs when drinks are prepared incorrectly or not correctly rung up as revenue. The day the system goes in, that kind of behavior stops and liquor costs plummet.”

Marc Hoffman, VP Asset Management Sunstone Hotel Properties



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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

[Mohegan Sun Resort Casino](#)

“The critical value of Capton’s professional services in driving ROI cannot be overstated. I know of no one else in the same space delivering this kind of dedicated, results-oriented training and support. We were able to establish ROI in less than nine months – and even better, continue sustaining it. Capton is the ultimate competitive weapon.

James Harris, Project Manager, Information Systems

[Renaissance Washington DC \(Sunstone Hotels\)](#)

“We installed the Renaissance Washington DC in December 2008, and within 90 days we started seeing a liquor cost reduction that was jaw-dropping. The Renaissance Washington DC has always had one of our best performing food and beverage teams, but we felt putting the Capton system into the hands of this team might solve a liquor shrinkage problem which we know exists in every hotel we own.”

Marc Hoffman, VP Asset Management, Sunstone Hotels

[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 Capton 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