

+GUIDELINES FOR BEER SALES:

- Game 1: 4 staff were busy at the beer stand from 30 minutes after the gates opened until just before the end of the 3rd quarter (when we are directed to stop sales). Two manned the counter, one checked IDs, and one provided support behind the booth to stock bins, ice beer, and sometimes sell beer. IF at all possible, we should have at least three working instruments to record sales—they were darn slow.
- The beer needs to be iced as soon as possible—it was HOT sitting out in the sun. One can exploded when I tossed it on top of the ice. Estimate that we sold over 500 cans of beer. Immediately icing down 400-plus cans is PRUDENT—cuts down on handling during busy times (any time 30 minutes after gates open).
- At the counter, there are 6 bins. The middle two should not be used—leave the cover on for two staff to man registers. There are two bins on each side. DO NOT mix four brands in bins at counter—can NOT maintain visual inventory on what is needed, running short. Two kinds of beer should go in one bin, and the other two kinds go in the other bin. See stand diagram for guidance.
- In the back, there are 6 bins for beer. Each bin should have a specific brand. This allows an on-going inventory of “cooled” beer. (The Bud light went slow, but the Michelob Ultra was popular and went fast.) See booth diagram for guidance.
- Water and ice should be mixed together to cool beer. When we used only ice, the ice was hard to “paw through”—we had probably 10-15 leaking cans as a result. In addition, ice-water mix cools the beer much more rapidly—heat transfer calculations can be provided if somebody really REALLY wants to see them. You can also see beer cans in an ice/water mix. The ice-water mixture is MUCH easier on the hands. I had bruises on the back of both hands from digging through hard ice. Also having to dig through ice made service/response time longer. I also had to quit several times to let hands warm up (but no frostbite)
- I spent almost all my time icing beer and lost oversight where individual brands were being cooled. Ice-water mix and specified bins for different brands will facilitate process and minimize efforts—much easier on the hands!!!
- DO NOT mix four brands in bins at counter—can NOT maintain visual inventory on what is needed, running short. (This is contrary to advice given by Aramark staff.) See stand diagram for guidance.
- Have a box for spoiled cans (burst, leaking, bad pop tops)—we inventoried 19 cans as spoilage. Need to keep to turn in as spoilage. Do NOT let/want cans rolling off back of stand--down two stories—be careful.
- We should have three/four ID scanners provided by Aramark to validate/check IDs at beginning. They need to be turned in at the end of the game—the booth is next to the cashiers booth for turning money in.
- Checking ID's almost impossible to do with no light. Someone should bring one 20', 110V extension cord for each game to be used at the beer booth for the lighting system in place. The extension cord should be taken home after each game. Backup battery lamps should also be brought in case the stand lighting system does not work or insufficient.
- Staff still needs to check ID quickly. A Saturday game will probably have more students trying to buy beer—need to be particularly vigilant.
- We need to clarify how the “plus” sign can be used to speed process for an individual sale. Allegedly we could hit “plus” and move on to next transaction. WANT to see Aramark staff demonstrate several times. Aramark did state, that when your transaction is complete and you see a zero balance but the circle is still spinning, you can press the circle at the bottom of the

device to start another transaction. We may have had an incorrect configuration on some/all of POS.

- We logged many cash sales on paper to record later—facilitated line. **Big HOLDUP was processing sales on registers.** A custom beer logging sheet for beer cash sales was created and will be available at next game.
- Need to keep ID scans near the counter, so sales staff can verify scan. Staff still needs to check ID quickly. (A Saturday game will probably have more students trying to buy beer—need to be particularly vigilant.)

