



CASE STUDY 4

THE EXCHANGE was installed into The Litten Tree in Hereford in May 2009.

'We started THE EXCHANGE a couple of years ago on a Thursday here in Hereford when we were lucky to take £800 a night. In the past we had reduced drinks to £1.75 all night on selected products but found this same old offer was tired and everyone else on the High Street was doing the same thing. I had heard of THE EXCHANGE being used in other bars and asked JDP to install the software on to my office PC and link to my video screens.

My PC controls the prices, allowing you to set minimum prices for products and times for products to CRASH e.g. a few products per hour. This gives the customer a wow as the screens all change colour and our DJ sets of a siren, I've heard other bars use air horns and flashing lights for a MARKET CRASH. This gives the theatre and the customers all come flooding to the bar. (You will know when the crash will be as you have set it up before starting the event)

I have configured the prices so that in an average session we sell all the products at a higher selling price than if we had done a Bar175 as some items rise above the normal price but the customers tend to swap and drink whatever is on offer. I always get my staff to ring the drinks into the till first then pour them as the price can go up while they are serving.

I now take around £2500 to £3000 on the same night I was doing £800 and for the low cost it's a hell of a lot more fun than any other promotions we have done.

I also now ask the customers on Facebook what they would like to see on THE EXCHANGE each week. Recently Twitter integration has been added, so it tweets customers in advance of a MARKET CRASH to give them a perceived advantage to grab those bargains.

We have also added pictures from Facebook to the graphics package so the customers can see themselves on the TV's throughout the event.'

Paul Neades, General Manager, Litten Tree Hereford, part of the Stonegate Pub Company