

## CYR MEM offers high tech liquor control

CYR MEM, a Mississauga-based consulting firm specializing in alcohol inventory control, has developed a system that accounts for virtually every ounce of liquor bought by an operation.

Called the computerized bar control system, the microprocessor-based unit incorporates the powerful memory and filing capacities of a personal computer with the constant weight of alcohol to achieve liquor inventory to within 1/32 of an ounce per 40 ounce bottle.

The system allows the operator to know the exact liquor inventory on a per shift, daily or weekly basis. An electronic measuring scale weighs the contents of the bottles and transfers the figure to the memory where a beginning inventory is established. At the end of the inventory period, bottles are weighed again and the total figures for the amount of alcohol used are documented. The figure in ounces is converted to a dollar figure and if the figure does not match with the figures in the till, a cost analysis shows where the shortage occurred.



The unit was developed by Murielle Cyr, president of the firm, after realizing that bar inventory is one of the most chronic areas where shortages occur. At an introductory price of \$23,000, she says that most bars will recover the money in a very short period by eliminating shortages.

"It's a big product (in terms of dollar value) but we have to make people realize that the investment really pays for itself," says Cyr. According to Cyr, people are afraid to know what the actual shortages will reveal because they think they have control over their operation.

For \$23,000 the operator receives an electronic scale, a microprocessor, a large and expandable memory capacity, the necessary software, the power source and a printer. The package also includes a stylish oakwood cabinet that can be moved easily.

## Meat industry challenged to focus on foodservice needs

Foodservice is a combined systems, bottom line, consumer oriented industry offering both challenges and opportunities to the Canadian meat industry. Speaking to the 66th Annual Conference of the Canadian Meat Council, Mitch Kostuch, publisher of Foodservice & Hospitality magazine, said operators and suppliers cannot remain set in their ways, unwilling to yield to new possibilities.

Reviewing forecasts made by Foodservice & Hospitality to an agricultural product marketing conference 10 years ago, Kostuch pointed out that the three major trends foreseen then are still prevalent today. The growth of multi-unit chain and franchised stores has continued with some 600 companies operating close to 15,000 units dominating the industry. Foodservice sales growth rates now exceed those of retail food stores, many of whom are joining the foodservice bandwagon by offering eat-in or take-out facilities in their retail outlets. Quality and nutrition consciousness of consumers, recognized in 1975, is a dominant factor in

foodservice planning in 1986.

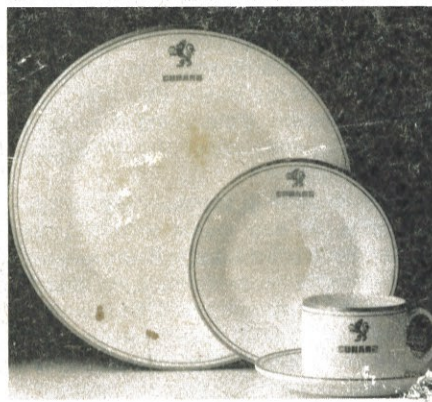
The foodservice industry is in its third major evolution of the last four decades," said Kostuch. "In the '40s and '50s production was the problem, and portion controls, convenience foods and better management controls were the answers. The '60s and the '70s saw the maturing of a marketing evolution, building increased sales volume and attracting new customers through aggressive advertising, "branding" of products and sales promotions. Today, these evolutions continue to be evident, combined with a new bottom line and systems orientation brought about by increasingly sophisticated and well-trained professionals.

Citing several examples of how suppliers and operators have worked together, Kostuch said, "The foodservice and hospitality market is vital to the Canadian meat industry. By working together all levels of the chain - agriculture, packer, distributor and foodservice operator - can benefit through better serving the ultimate master, the consumer."

## New FPAC executive chosen



The 1986-87 FPAC executive, from left, is John Campbell, Nabisco, Janet Sherbanowski, Wilson-Hyckie Communications, Abdool Shaak, Inn on the Park, Barbara Bogen, Red Lobster, Don Fraser, Unifood of Canada, Michelle Merer, Galco Food Products, Dave Sukhoo, Unifood of Canada, Ray Turcotte, The Gibson, in single shot.



## Royal Doulton hotelware for QE2

Cunard has chosen Royal Doulton bone china hotelware for the first class restaurants on the QE2 - the world's largest liner. The initial order of 21,000 pieces was delivered in December for use in the prestigious Queen's Grill and Princess Grill restaurants. The china is decorated with the Cunard line motif and has a gold edge line.

This is the latest of an impressive list of recent prestigious orders for the Royal Doulton Hotelware and Airlines division.