

DEAR MORON,

YOUR FIRST QUESTION IS "WHO IS THIS IDIOT, CALLING ME A MORON?" THAT IS THE WRONG QUESTION. YOUR FIRST QUESTION SHOULD INSTEAD BE "HOW DOES THIS IDIOT KNOW WHETHER OR NOT I AM A MORON?" EXCELLENT QUESTION. HERE'S YOUR ANSWER.

IF YOU HAVE NOT TRAINED YOUR BAR STAFF TO PROPERLY FREEPOUR, YOU ARE A MORON. IF YOU HAVE PURCHASED ANY PIECE OF EQUIPMENT THAT SOME SALESMAN CONVINCED YOU WOULD SAVE YOU THOUSANDS IN POUR COST, YOU ARE A MORON. AND, IF YOU THINK NOTHING IS MORE ACCURATE THAN A JIGGER, YOU MY FRIEND, ARE A BIG, FAT, JUICY MORON. BUT DON'T WORRY, YOU DON'T HAVE TO STAY THAT WAY. I'M HERE TO MAKE YOU LOOK LIKE A GENIUS INSTEAD... IF YOU'RE WISE ENOUGH TO CLEAN OUT YOUR EARS AND OPEN YOUR MIND. JUST A TAD.

WHO AM I? I'M THE IDIOT WHO IS TRYING TO HELP OPERATORS LIKE YOU A) CUT COSTS, B) DRIVE SALES, AND C) BEEF UP YOUR BOTTOM LINE. FOR FREE. BUT SOME OF YOU ARE TOO THICK-HEADED TO LISTEN TO REASON. IF YOU THINK JUST BECAUSE YOU OWN A BAR, YOU'RE SMARTER THAN ALL YOUR BARTENDERS, YOU'RE GUILTY. IF YOU THINK JUST BECAUSE YOU'VE BEEN "IN THE BUSINESS" FOR 15 OR 20 YEARS, THAT EXPERIENCE ALONE MAKES YOU AN EXPERT, I'M TALKING DIRECTLY TO YOU. AND IF YOU'RE "TOO BUSY" TO TAKE 6 MINUTES TO READ WHAT MAY BE THE MOST IMPORTANT ARTICLE PUT IN FRONT OF YOU IN YEARS, YOU ARE WITHOUT A DOUBT, A GIANTIC MORON.

AAAAHHH... BUT NOW YOU'RE PISSED OFF THAT SOME PUNK BARTENDER WITH A LAPTOP IS PUBLICLY CALLING YOU A MORON. GOOD, GOOD. THAT IS JUST WHAT I WANT. AND JUST WHAT YOU NEED. BECAUSE BY THE TIME YOU FINISH READING THIS LETTER, AND THIS ARTICLE, YOU'LL NO LONGER BE ABLE TO CLAIM IGNORANCE. NOW YOU'LL HAVE TO PLEAD GOOD OLD-FASHIONED STUPIDITY. UNLESS YOU TAKE ACTION. THEN YOU CAN SLEEP EASY KNOWING THAT YOU ARE SUDDENLY... A GENIUS. THINK I'M KIDDING? READ ON.

BUT FIRST, LET ME APOLOGIZE. TO THE TINY PERCENTAGE OF OWNERS WHO ARE READING THIS, WHO ARE THE GOOD GUYS. THE SMART ONES. THE ENLIGHTENED. YOU WERE PROBABLY ONCE A BARTENDER YOURSELF. AN ACCURATE ONE. A GOOD ONE. NOT ONE OF THOSE GUYS WHO THOUGHT BECAUSE THEY KNEW A FEW JOKES AND HAD A NICE MUSTACHE, THAT THEY WERE GOOD. BUT YOU ACTUALLY HAD SKILLS.

LIKE... FREEPOURING. THE TECHNICAL KIND OF FREEPOURING IN USE BY 1) THE LARGEST, MOST SUCCESSFUL, MOST INFLUENTIAL FULL-SERVICE RESTAURANT GROUP ON THE PLANET IN THE LAST 30 YEARS 2) MOST OF THEIR CLOSEST COMPETITORS 3) THE TOP FOUR HIGHEST-GROSSING NIGHTCLUB COMPANIES IN LAS VEGAS, 4) EVERY SINGLE WORLD-CHAMPION BARTENDER WHO COMPETES IN CONTESTS WITH ACCURACY ROUNDS, 5) ALL OF THE TOP BEVERAGE CONSULTING AGENCIES AND SPECIALISTS ON EARTH 6) THE HIGHEST-VOLUME PRIVATELY OWNED FULL-SERVICE VENUE IN AMERICA AND 7) THE 2005 NC&B AWARD WINNERS IN BOTH THE "BEST NIGHTCLUB" AND "BEST ULTRA-LOUNGE" CATEGORIES FOR AMERICAN NIGHTCLUBS AND ULTRA-LOUNGES.

TO YOU SAVVY CATS, I OFFER SINCERE APOLOGIES. YOU ARE NOT THE MORONS. OR THE PROBLEM. IT'S THE OTHER 90% OF OWNERS WHO DON'T KNOW A MARGARITA FROM A MAI TAI. SAME CLOWNS THAT THINK JIGGERS, COLLARS, BALL BEARINGS, AND \$50,000 COMPUTERS ARE THE ANSWER TO RESCUING PROFITS.

THESE ARE THE PEOPLE WHO NEED TO PAY ATTENTION BECAUSE I'M ABOUT TO OFFER THEM FREE FACTUAL INFORMATION THAT IN ONE WEEK CAN CUT P.C. (POUR COST), INCREASE SALES, BOOST MORALE, IMPROVE VALUE PERCEPTION, AND LOWER QUARTERLY TURN-OVER (THAT MEANS KEEP YOUR EMPLOYEES LONGER). ALL YOU HAVE TO DO IS SPEND \$200 TO RETROFIT YOUR ENTIRE BAR. (KEEP READING.)

BUT FIRST, YOU NEED TO KNOW WHY THE SYSTEM YOU ARE USING NOW IS..... MORONIC. IDIOTIC. JUST PLAIN DUMB. SO FIND YOUR SYSTEM IN THE REST OF THIS ARTICLE. AND THEN MAYBE YOU'LL UNDERSTAND WHY I'M GIVING YOU SUCH A HARD TIME. AND POSSIBLY, ONE OR TWO OF YOU WILL THINK ABOUT JOINING THE ENLIGHTENED LEADERS OF THE INDUSTRY: THE MANAGERS, BEVERAGE DIRECTORS, OWNERS AND OPERATORS WHO ARE DRIVING THE MOST SUCCESSFUL, MOST PROFITABLE OPERATIONS ON EARTH BY USING THE SIMPLE, 30-YEAR OLD, TRIED, TESTED, AND TRUSTED METHOD OF POUR CONTROL, THAT JUST CAN'T BE BEAT.

KEEP THE FAITH,
TOBY ELLIS