



CUSTOMER TESTIMONIAL | RESTAURANT AND BAR

BinWise as the Technology Partner of Corkbuzz Union Square

Owned and operated by Master Sommelier Laura Maniec, Corkbuzz Union Square opened its doors in 2011. It is the flagship location in Laura’s series of wine-centric restaurants and focuses on serving an ever-evolving seasonal menu built to pair with wines from all over the world.

As the Wine Director at their largest location, Ryan Totman needs a technology that does more than just inventory. In Ryan’s own words, **“BinWise is exceptional and extremely helpful. I use it for everything — from inventory, reports and analytics, to purchasing as well.”**

Their beverage program carries more than 3000 bottles and the inventory needs to be done once a week. It is really important for Ryan to get this process done quickly and accurately. And that’s why Ryan trusts BinWise to do the job. “With BinWise, I can take the inventory in less than five hours and complete it with zero mistakes,” he shares.

In addition to that, it is crucial for a Wine Director like Ryan to always be in the know of every item’s variance, pour cost, inventory usage, cost of goods sold, etc. Keeping track of these numbers manually is too time-consuming and almost impossible for an inventory of more than 3000 bottles like Corkbuzz. With BinWise, the system automatically generates extensive reports that ultimately help him make smart business decisions.

Ryan also finds BinWise built-in reporting and analytics

tools extremely useful in keeping track of variance, pour cost, and inventory usage. These numbers are crucial in ensuring the restaurant’s success. With BinWise Smartview and Variance Report, Ryan always knows exactly what the restaurant has sold and for how much, what he currently has on hand, or what he needs to reorder. This makes it easy for him to dial on his cost percentage and prevent any potential shrinkage.

For example, Ryan checks on historical information of every bottle regularly to watch out for pricing changes to avoid overspending and understocking. With Smartview and Variance Report, these numbers are always available at his fingertips. He always knows exactly what the restaurant has sold and for how much, or what he has on hand currently. This makes it easy for him to dial in his cost percentages and minimize shrinkage from spillage, breakage, and over pouring.

When talking about the partnership between Corkbuzz and BinWise, Laura Maniec, the founder and owner of Corkbuzz, notes why she fully trusts the system, “Sure there’s new technology out there, but **BinWise was created by sommeliers who understand what it takes to manage a beverage program, and their support staff are wine professionals with industry experience.**”

As of today, BinWise has also been adopted by other two locations of Corkbuzz in Chelsea Market, New York, and Charlotte, North Carolina.



100% Accuracy

Complete 3000+ Bottle Inventory in Less Than Five Hours with Zero Mistakes



100% Reliability

Keep Track of Real-Time COGS, Cost Percentage, Variance, Inventory Usage, Pour Cost, and More



Get In Touch

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