



## A FEW TESTIMONIALS FROM CAPTON CUSTOMERS

### ABOUT CAPTON

Headquartered in Northern California, Capton is the leading developer of RFID-based business control solutions for hospitality.

Capton solutions are installed in hotels, restaurants, nightclubs and bars, resorts, casinos, cruise lines, sports stadiums and many other types of hospitality venues across the United States and around the world.

Capton products are marketed via a global sales and support network.

### FOR MORE INFORMATION

Tricia James  
Vice President, Marketing  
415.332.6410  
tjames@captoninc.com

sales@captoninc.com  
(800) 808-4224 x111

[WWW.CAPTONINC.COM](http://WWW.CAPTONINC.COM)

### Embassy Suites Chicago Lakefront

“Something we would really like to highlight is the great customer service we continue to receive from Capton. The follow up from every member of the team without exception is always timely and at the highest level. We would recommend Capton to help streamline bar and banquet operations for any property our size or larger.”  
Nail Taskapilioglu, Food & Beverage Director

### Gulfport Island View Casino

“When I saw the Capton Beverage Tracker solution and how it worked, I truly got excited. Even though guns can be efficient, they are an enormous cost and the benefit as opposed to bartender free pouring is questionable. Guests like the free pour experience, and good or bad, there is a guest perception about being served from a gun that is not ideal. The bartenders’ pours haven’t wavered within a tenth of an ounce since the system was first installed. We have a free pour environment and liquor cost control, a perfect combination.” Bill Petersen, Beverage Manager

### Hilton Singer Island Oceanfront Resort

“We saw an immediate five point drop in liquor costs in the months following installation. Furthermore, we saw a significant improvement in pouring consistency, which meant our guests were getting drinks which looked and tasted the same.” Jeff Walker, Controller

“Capton’s product and their continuing services program insured we never missed a beat during our transition. The numbers went down and stayed down. And we are by no means done. We can get even better in terms of further consistency improvement, liquor cost reduction and revenue assurance.” Stan Turner, General Manager

### Hyatt Regency McCormick Place

“I’ve seen lots of these systems come along, but they have always been either too complex to maintain or too easy for bartenders to beat. Capton came in and said they would prove it to us and they did. They proved not only that their solution works, but that they are committed to making sure we see a return on investment from using it. I was impressed with their team, their approach to the project and the way they stayed with us after the installation to make sure we were successful. I would recommend them to anyone in hospitality interested in improving their F&B bottom line and the guest experience.” George Vizer, General Manager

### Intercontinental The Barclay New York

“We are finding great things about the system all the time, with a greater and greater appreciation of its functionality. We continue to discover what a powerful tool it is. From an accountability standpoint it speaks volumes about our determination to keep steady controls on our liquor inventory and pour costs and to maintain the highest level of guest experience consistency in our drink recipes. There is no reason for an operation not to spend the money for this system. The initial outlay is minimal compared to the return on investment.” Bill Fisher, Director of Food & Beverage

### Lion & Rose British Restaurant and Pubs

“Mistakes in our free pour bar operation changed dramatically with the implementation of the Capton solution. Our missing drink rate dropped to practically nothing, which certainly improves liquor costs. We like the solution so much we are also putting it into our newest location.” James Mackay, Chief Operating Officer



## A FEW TESTIMONIALS FROM CAPTON CUSTOMERS

### ABOUT CAPTON

Headquartered in Northern California, Capton is the leading developer of RFID-based business control solutions for hospitality.

Capton solutions are installed in hotels, restaurants, nightclubs and bars, resorts, casinos, cruise lines, sports stadiums and many other types of hospitality venues across the United States and around the world.

Capton products are marketed via a global sales and support network.

### FOR MORE INFORMATION

Tricia James  
Vice President, Marketing  
415.332.6410  
tjames@captoninc.com

sales@captoninc.com  
(800) 808-4224 x111

[WWW.CAPTONINC.COM](http://WWW.CAPTONINC.COM)

### Marriott Portland Downtown Waterfront

“We saw points come off in liquor cost reduction, and the consistency of drink preparation, so vital to the guest experience, went way up. It’s not simply a better product, it’s the wave of the future. There is no doubt about it. The Capton solution is so much better than secret shoppers or spotters. It’s an electronic viewing portal, 24 hours a day, seven days a week.” Victor Jerez, Food & Beverage Director

### Mohegan Sun Resort Casino

“The critical value of Capton’s professional services in driving ROI cannot be overstated. I know of no one else in the same space delivering this kind of dedicated, results-oriented training and support. We were able to establish ROI in under nine months – and even better, continue sustaining it. Capton is the ultimate competitive weapon. James Harris, Project Manager, Information Systems

### Peabody Memphis Hotel

“We have witnessed a significant reduction in liquor inventory costs and a significant increase in revenues associated with free pour drink control. We have nothing but good things to say about Capton’s proof of concept approach and process. They have great, knowledgeable people on their team who understand our business and worked with us through the entire project and beyond to show us a very sustainable ROI. It is a real partnership.” Douglas Browne, General Manager

### Sandia Resort & Casino

“It is not uncommon for one casino bar to do over ten thousand dollars on a weekend night. We saw an almost 30% revenue increase using Beverage Tracker on our busiest nights after the first few weeks of operation. Better cost factors are wonderful and we have certainly seen a significant revenue increase, but the most important thing for me, even above revenue increase, is guest consistency. I dislike using jiggers or other devices. Customers want to see bartenders free pouring a drink in front of them, and they want to know that drink will be prepared the same way every time. The pouring consistency of our bartenders has dramatically improved since installing Capton.” Peter Nowotny, Food & Beverage Director

### Starlight Room at Sir Francis Drake Hotel

“Our liquor cost dropped almost 3 full percentage points in just the first month after installing Capton. That represents thousands of dollars in savings in one month of use. The system pays for itself almost immediately. Besides the obvious benefits of staying focused on consistency, we are extremely pleased with the ability to do spot checks at any time and to reconcile our POS data with actual pouring data. The inventory cost reductions as measured by pour average reductions, combined with behavioral adjustments have made us all true believers.” Robert Robinson, General Manager, Drake Restaurants

### Urban Tavern at Hilton Hotel

“The beauty of the Capton solution for liquor control is that there is absolutely no interference with the guest experience of how a cocktail is prepared and served by the bartender in a traditional free pour environment. The technology monitors and tracks every ounce of liquor going through the free pour spout on the bottle without requiring the bartender to do anything different in front of the guest. It all happens behind the scenes.” Charles Evans, Restaurant Manager