



QuickBooks® Enterprise Solutions Serves Up Hearty Fare for Busy Restaurant and Microbrewery

BUSINESS CHALLENGE

Every successful restaurant has to watch its costs. With expenses rising, the owners of Standing Stone Brewing Co. need precise reports to track every aspect of the operation, and a scalable business system to help them expand smoothly.

SOLUTION

QuickBooks Enterprise Solutions:

- Ability to see at a glance every aspect of the business
- Accurate end-of-period accounting to ensure that Cost of Goods Sold are kept in line
- Entry of daily sales and expenses among multiple users, with appropriate security
- A scalable business system that can support future expansion

BENEFITS

- Precise reports that help pinpoint how to improve profit margins
- Affordable cost compared to other mid-market systems
- Easy-to-use interface that enables managers and staff to make entries with minimal learning curve
- One-button reversal of journal entries for end-of-period statements, saving tedious manual input

CUSTOMER PROFILE

- 200-seat restaurant with on-site microbrewery
- Nine years in business, after two years of development and a historic building renovation
- 40 employees year-round, 50 during summer
- Located in Ashland, Oregon
- Sales topping \$1.6 million last year
- Using QuickBooks Enterprise Solutions since 2003; upgraded from QuickBooks Pro



“QuickBooks Enterprise Solutions is a phenomenal product. It’s well-thought out. The reporting is tremendous, very robust. The QuickBooks family is scalable, so you can use it very lightly and simply; and as the need arises, it’s there to grow into. The depth is all there right from the beginning.”

Emile Amarotico, President/General Manager Standing Stone Brewing Co.

The Standing Stone Brewing Co. prides itself on its rock-solid foundation.

The busy 200-seat restaurant and micro-brewery is housed in a historic building in downtown Ashland, Oregon, that has stood since 1925. And its business management rests on solid bedrock as well: QuickBooks Enterprise Solutions.

“This is a business built on sound principles,” says president and co-founder Emile Amarotico. “It wasn’t, ‘Hey, we have a couple good recipes, let’s open a restaurant?!’ No matter what your passion, you’ve got to have some understanding of business.”

Emile should know. He’s a CPA and former consultant for Arthur Andersen — not to mention a chef trained at the Culinary Institute of America in New York, with nearly 30 years of restaurant experience under his belt. Viewing the restaurant as a mini-manufacturing plant, Emile tracks everything in detail and continuously tweaks the operation. For even finer control, he upgraded in 2003 to QuickBooks Enterprise Solutions.

Tracking all the ingredients

As the restaurant got busier, it added staff, growing from one host with six servers at first,

to three hosts with nine servers for the summer season.

“Our prime costs are labor and cost of goods sold: food, beverages, and so on,” says Emile. “Those costs are going up almost faster than we can keep up. It’s not dire, in fact, we’ve had a very good year, but the margin has been pinched by a percent or two.”

To know exactly where he stands, Emile likes his numbers precise, and Enterprise Solutions gives him all the detailed information he needs. “I use QuickBooks to track the cost of goods sold by category, instead of lumping everything in together. So we have grain, hops, brewing supplies, and they all roll up into the cost of goods sold for beer.”

As well, powerful accounting features like one-button reversing journal entries save him lots of tedious work. “I prepare adjusting entries at the end of a period, so that when we run financial statements, we state our inventory and cost of goods sold correctly,” he explains.

“Then on the first day of the next period, we reverse that entry. That used to mean a lot of retyping from the credits column into the debits.

It was a little mind-numbing. One of the nice things about Enterprise is that I can just hit a button and reverse all those journal entries.”

Enterprise Solutions delivers tasty tax credit

Such close attention to detail paid off during the careful restoration of the restaurant premises. Emile and his family put half a million dollars into the restoration before opening for business in 1997.

“I used QuickBooks to keep track of all the components of the project: design, plumbing, electric, concrete, flooring, finishes, painting, kitchen equipment,” says Emile. “I tracked it all, and we ended up using that information to earn a 20 percent tax credit for being listed on the National Register of Historic Places.”

Security is beefed-up in Enterprise Solutions

Emile especially likes the multi-user capabilities and beefed-up security in Enterprise Solutions.

“Enterprise offers five-, ten- and 15-user packs. That’s important for us,” he says. “Initially I did all of the bookkeeping and reporting; now I’ve got a sister-in-law who does payroll data entry, several managers entering

sales on a daily basis, and my wife who enters all the accounts payable. As we’ve grown and added people, that’s been helpful.”

With that many people accessing the books, security becomes more of a concern.

“The software has a very comprehensive security features, so you can actually design profiles for different users, to give them access to specific functions,” says Emile.

“That’s really powerful stuff that you would expect to cost in the tens of thousands of dollars, rather than \$3,000 or \$4,000.”

Scaling up without scrambling

Emile knows a lot about accounting systems. “I’m a bit of a nerd,” he admits. As a consultant, he was often asked to recommend accounting software for clients. He was impressed with QuickBooks, and he’s watched it get even more powerful over the years.

“Enterprise Solutions offers many little nuances for large or complex organizations,” he notes. “I just can’t say enough about it.” With its help, Emile has deliberately built his business so he can expand without scrambling to replace the back-office systems.

“If we were to go multi-unit, we’d be set up already with Enterprise Solutions,” he says. Selling beer by the keg, or opening a second location, are both possible in the future. But for now, Emile says there’s a lot more potential in his current location... and QuickBooks Enterprise Solutions is helping him realize it.

Helping You Build Your Business

For more than 10 years, QuickBooks has worked with small businesses to develop tools that will help them succeed. Today QuickBooks is doing the same for larger, growing businesses with products like QuickBooks Enterprise Solutions—the most powerful QuickBooks product ever. Named the “Top Business Productivity Tool” by CRN Magazine, QuickBooks Enterprise has the capabilities and flexibility to meet the unique needs of growing businesses, potentially helping them save thousands in up-front and ongoing costs.

QuickBooks Enterprise Solutions enabled Standing Stone Brewing Co. to:

- Keep close control of restaurant expenses
- Let multiple users enter sales and expenses, with advanced permissions that prevent them from accessing other features
- Create detailed reports on every aspect of the operation
- Upgrade easily from QuickBooks Pro with minimal learning curve
- Build a solid foundation for future expansion

“QuickBooks Enterprise Solutions is all right there in one window; you don’t have to get out of one module and into another. The interface is flawlessly consistent and easy to use.”

“Intuit were pioneers, and they continue to lead the charge, all the way up to Enterprise Solutions,” he says.

**Emile Amarotico, President/General Manager
 Standing Stone Brewing Co.**

FOR MORE INFORMATION

For more information about QuickBooks Enterprise Solutions, visit our Web site at www.quickbooksenterprise.com. For other QuickBooks products and services, visit www.quickbooks.com, or call QuickBooks Sales at 866-272-8735 X2006. For more information about Standing Stone Brewing Company, visit www.standingstonebrewing.com

Free Demo

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