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Beer Taverns -- Beer & Wine

SIC: 5813

NAICS: 722410

Number of Businesses / Units:

Unavailable

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- ▶ [Bars with Slot Machines](#)
- ▶ [Bars--Nightclubs](#)
- ▶ [Brew Pubs](#)

This industry comprises establishments known as bars, taverns, nightclubs, or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

Rules of Thumb

6 times monthly sales plus inventory

1 to 1.5 times annual EBIT

55 percent of annual sales plus inventory

General Information

"Beer taverns should not be confused with brew pubs. Some states such as California have distinct taverns that only offer beer (and in some cases wine). California also has cocktail bars that offer spirits, beer and wine. They each require different licenses. Brew pubs tend to be more upscale and offer food in addition to their own brewed beer."

Pricing Tips

"There are 1,980 ounces in a keg, less 10 percent waste, about 1,700 net ounces per keg. If there are 12 ounces (net) in a glass of beer, divide 12 ounces into 1,700 net ounces per keg to determine cost and number of glasses that should be poured from that keg. Determine what a 12-ounce glass of beer is selling for, then multiply that times the number of glasses that is poured from the keg. This will give you the total gross per keg."

Additional Resources

Related Websites

- ▶ [Beer Institute—has an excellent site](#)

