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US Beverage Net taps into brewery inventory management

Contract with Four Peaks Brewing Company signifies great value for brewery operators says CEO Mark Young

/24-7PressRelease/ - SYRACUSE, NY, January 06, 2008 - Four Peaks Brewing Company, Arizona's largest brewery and operator of two brewpubs will be implementing the US Beverage Net (USBN) inventory management solution at its Tempe, AZ location. The system will be used to monitor draft beer variances and manage inventory. The development within the brewpub segment comes even as USBN continues its progress with national restaurant chains. Mark Young, CEO of USBN, believes the contract signifies the value of the proprietary beverage inventory management system for brewery and brewpub operators.

"Our national restaurant chain customers are seeing tremendous value from the USBN solution. The benefits are even greater for breweries and brewpubs - they can automatically track inventory levels, create brewing schedules, and manage beverage loss using one solution. It is a highly valuable proposition," says Young. "Four Peaks is a nationally renowned brewery and we believe we can add significant efficiencies to their operations." Young says his company is already in talks with some major national brewpub chains to implement its draft beer monitoring solution.

Four Peaks is housed in a former creamery built in 1892, one mile east of Arizona State University's campus. The company opened a second restaurant in North Scottsdale and has plans to open more restaurants and another brewery in Phoenix.

About Four Peaks Brewing Company

Four Peaks Brewing Company is Arizona's largest brewery and operator of two restaurants. Four Peaks brews over 12,000 barrels of beer (24,000 kegs) per year and sells most of the beer to other restaurants, bars, resorts, grocery, and liquor stores and to our one satellite restaurant. The remaining 25% is sold at the restaurant/bar located at the brewery.

About US Beverage Net, Inc.

US Beverage Net, Inc. (USBN) is "the" beverage monitoring and data-management company that offers web-based inventory control, data research, and marketing solutions to a customer and supply chain network consisting of high volume bars, restaurants, concessionaires, distributors, and suppliers. Established in July 2005, USBN offers a patent-pending solution that enhances beverage inventory control efficiencies and maximizes profits by reducing beverage waste and loss. By tracking ounces of draft beer flow and sales in real time, the USBN solution reduces variances (difference between ounces poured and sold), offers improved inventory management, and tracks brand performance in real time.

For more information on this topic, please contact Rajiv Kalra at 315-579-2365 or rkalra@usbnet.com