

Seven Reasons Why Bars Lose Money

Bar Appearance

By Gabe Gabrielsen, OEO

If you're missed my first article on why bars lose money understand it addressed the importance of bartenders in generating a bar's profits. By far great bartenders are the most important factor in generating income for your bar. They do more than just mix drinks and pour beers; they set your bar's policies, recruit new customers and have access and control over your cash and inventory.

This second article will focus on your bar's appearance. The appearance of your bar is the first thing a patron sees upon entering your bar and is something they will remember when they leave. Don't confuse appearance with atmosphere - atmosphere will be addressed in the next article. There are seven elements that form your bar's appearance.

The first element is your bar's floor. Whether tiled, carpeted, wood inlaid or covered with linoleum, your bar's floor is the largest feature people see and it makes an impression. Has it been swept, mopped, vacuumed or shampooed recently? If carpeted are there noticeable tears, runs or stains? If tiled are there loose, missing or broken tiles? Is your linoleum worn or does it have visible cracks or mismatched pieces? Why? If you can see problems with your floor so does everyone else? Poorly maintained floors negatively impact your bar's income.

The second element is your bar's walls. Your bar walls may be painted, stained, wallpapered or covered with paneling but are there noticeable holes or gouges in them? Are scuff marks and finger prints visible on them? Bar walls that are clean and in good repair increase your profits.

The third element is bar drivel. Drivel is posters, flyers, and notices of various shapes and sizes taped helter skelter on your walls? Cluttering your walls with miscellaneous junk that has nothing to do with your bar detracts significantly from your bars appearance. The only things you should have on your bar walls are things that contribute directly to your bar's profit. Below are three of my rules to remember:

Gabe's Rule # 1 If a community/charity announcement is so significant it has to put on your walls frame it. That's right put it in a frame. Don't create drivel on a prime bar wall.

Gabe's Rule # 2 Posters, flyers and announcements should always be placed on a "rear" or "side" wall. Get a large, cheap framed cork board and use it to tack up all charity and community

fundraising flyers and announcements.

Gabe's Rule # 3 Take down posters, notices and flyers as soon as the event has passed. Never have outdated information or old stuff on your bar walls.

The fourth element is windows. Keep your bar windows clean. Clean windows allow individuals to look in and light to pass through. Look at your windows sills; are they selves and ledges that now hold junk, garbage, dead flies, dust and other debris? Dirty windows and messy sills are eye sores that cost you money - keep them both clean.

The fifth element is ceiling fans, air conditioning/ventilation systems. Never should anyone see dust on your ceiling fan mounting chamber and blades or lint and grease spots on your ventilation equipment. Don't lose profits because you fail to dust your fan blades and clean your ventilation units.

The sixth element, light bulbs. Every light fixture in your bar - whether incandescent or fluorescent -should have properly working light bulbs installed. Burnt out bulbs, wrong wattage bulbs and mismatched bulbs are noticeable - look stupid and limit your bar profits.


The last element is the big one - restrooms. Dirty restrooms limit your bar's revenue while clean restrooms generate you profits. Are your restrooms filthy, dirty or clean? Critical areas to monitor are: sinks, mirrors, urinals and lavatories. If they dirty, cracked or broken fix them? If the walls and stalls are gouged, defaced or covered in graffiti repair them. Do you have sufficient toiletries e.g. paper products, and hand soaps available? How often are your trash receptacles emptied? With question your restrooms definitely impact your revenue stream.

Don't agree with these seven elements that's okay! Many people don't want to increase their profits and others enjoy living in filth; however successful bar owners/managers know basic housekeeping increases profits.

Have a question for Gabe or want to share a comment? Call him 800-274-7757 or send an email to gabe.betterpublicofficials.com. Gabe Gabrielsen, OEO is the author of Pearls of Wisdom and Fifty Fascinating Stores that Will Change Your Life.

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Bikers getting killed by deer is a calamity that you can help address. Since the Governor Doyle Administration, Wisconsin only helps counties cut the weeds and grass along our inter-state and 4-lane highways once a year!

This is dangerous for Bikers since deer can hide so undetected. Many townships cut 3 times a year. We need to contact our state lawmakers and change this.

On Thursday July 5, 2012 on my on my way to the Rescue Rider/Road Guardian compound to meet with U.S. Senate Candidate Tommy G. Thompson, I busted a cam chain on I-94 at 6:L15 AM.

A guy stopped and gave me water since I pushed my trike ½ miles. I was close to heat stroke which I get so easily.

He works with all the County Highway Commissioners and is on the inside track of this issue. I lost his business card, so have him get a hold of me ASAP.

Just got back from a trip to the Black Hills, Yellowstone, Glacier, Custer & Big Hole Battlefields, Grand Tetons, Craters of the Moon and the Black Hills again. No rain (hardly).

41 years ago, my brother Jerry Zien, Tom Irwin and I made this trip. This time, Steve Anderson and Dan Koich joined us.

We had a great trip – nearly 5,000 miles in 12 days. Great!

God Bless You

Pray to Live, Live to Ride