

Liquor Store Streamlines Operations and Pricing with Engauge



CLIENT PROFILE

A busy liquor store operator in Atlantic Canada, managing both general retail and alcohol inventory, was facing significant time and accuracy challenges with her original back office system. With over two decades of retail experience and seasonal product complexity, she needed a smarter, simpler way to manage price changes, especially for regulated liquor items.

CHALLENGE

- Existing system caused more work, not less
- Disjointed pricebook updates across stores
- Errors in pricing groups and sale overrides
- Time-consuming manual updates, especially during promotional periods
- Lack of control over SKU-level pricing and barcode duplication
- Liquor compliance and tagging processes were inefficient

SOLUTION

After an introduction from Petro Services, the client adopted Engauge. With full liquor support, pricebook bundling, and simplified barcode handling, Engauge provided immediate relief and control.

KEY FEATURES USED

- ✓ Liquor pricing management with barcode bundling
- ✓ Item and group updates with instant syncing to POS
- ✓ Sale period coordination with Bulloch integration
- ✓ Tag generation and formatting improvements
- ✓ Speed key creation for mixed-use SKUs

QUANTITATIVE RESULTS

- ✓ 2+ hours saved weekly on back office operations
- ✓ 8–16 hours saved during each major liquor pricing period (e.g., April 1st)
- ✓ Significant cost avoidance from mispriced SKUs and outdated sale prices
- ✓ Increased operational control by managing pricing changes internally in real time

IMPACT ON BUSINESS

- ✓ Streamlined liquor compliance and pricing
- ✓ Eliminated historical pricing errors
- ✓ Empowered the store to manage active SKUs only
- ✓ Improved trust in data accuracy and reduced mental fatigue
- ✓ Faster seasonal transitions for summer and winter SKUs

FAVORITE FEATURES

- ✓ Liquor pricing management
- ✓ Bundled item updates via barcode grouping
- ✓ Custom tag formatting and control

LOOKING AHEAD

The client is now expanding Engauge use across additional stores and is advocating for broader adoption across the region. With 9 promotional periods annually, the client expects continued time and cost savings throughout the year.



"IT'S A MAJOR, MAJOR TIME SAVER FOR ME. I LIKE HAVING CONTROL OF MY OWN PRICES AND CHANGING THEM IMMEDIATELY, NOT WAITING FOR SOMEONE ELSE. THE WHOLE THING WORKS REALLY WELL—I'M STILL LEARNING TRICKS, BUT I'M ENJOYING IT!"

— Joy, Store Operator