



President
**VANESSA
DE CARIA**

WHAT IS SCULPTURE HOSPITALITY?

We are the pioneers in hospitality inventory management. Our family of brands – bevinco, bevinco mobile, bevchek and measuring cup – deliver state-of-the-art technology solutions and services that improve the lives and businesses of bar and restaurant operators in the U.S., Canada and in 33 countries overseas. Celebrating our 30th anniversary this year, we now have more than 360 franchisees offering the most experienced profit and revenue-enhancement management services in the global hospitality industry.





“Bevinco delivers the most accurate inventory reporting by weighing bottles on a bluetooth scale. This method can save bar owners \$1,000 - \$5,000 per month.”

FOOD & BEVERAGE MAGAZINE Q&A WITH

Vanessa De Caria

PRESIDENT OF SCULPTURE HOSPITALITY

F&B Mag •

Everyone has a story. Tell us how you knew you wanted to infuse technology into the hospitality field. What was your “light bulb” moment?

Vanessa •

When Sculpture first started, we had a game-changing product – the most sophisticated software in our space – but we had trouble selling it. The “aha” moment was realizing that we needed to merge our technology with upfront, personalized service.

F&B Mag •

Why do restaurant and bar owners need this service? What are the key benefits?

Vanessa •

Our products generate an immediate ROI on inventory services by increasing top-line sales and reducing inventory asset losses. Thanks to our strong track record over the last 30 years, we are very confident that our products will deliver a compelling ROI in virtually any hospitality setting.

F&B Mag •

Today’s technology in addition to mobile technology is now a major part of the hospitality infrastructure.

What sets Sculpture Hospitality apart from the pack?

Vanessa •

Our clients tell us that our emphasis on truly personalized service is virtually unique in our industry. We offer a dedicated process through our franchisee representatives who walk our clients through every step of the process, being certain to answer every question along the way. After the initial set-up, our clients know that we’re never more than a phone call away.



2017 Franchise Convention in Toronto, an annual celebration bringing the family together to celebrate victories and plan for a successful tomorrow.

F&B Mag •

What does it take to be a successful Sculpture Hospitality franchisee?”

Vanessa •

We focus intently on recruiting franchisees who are the right fit for our business and who understand our clients’ need for ROI. We train them to be laser-focused on discovering hidden loss through our auditing process while developing innovative ways to streamline our clients’ business.

F&B Mag •

How would you describe the impact that bevchek, bevinco and the bevinco mobile app would have when it’s introduced in a bar, lounge or beverage portion of a restaurant?

Vanessa •

Each of our products delivers a compelling benefit for our franchisees and for our clients. For example, bevchek measures beer history in real time. bevinco delivers precise inventory reporting by weighing bottles, which is the most accurate way to monitor usage. Measuring Cup provides optimum control of food costs and inventory to drive more profit in the pantry.

F&B Mag •

What are the most important decisions you make as the leader of your organization?

Vanessa •

Understanding where the technology is headed so we can make certain we are continuously innovating and that our products always stay ahead of the curve. We also need to ensure that our software can be integrated into other platforms, such as mobile and point-of-sale technology, which is already being used by our clients. And it’s all for naught if we don’t hire the right people to serve our clients and run the business.

F&B Mag •

How do you encourage creative thinking within your organization?

Vanessa •

We give our people the freedom to think creatively. The entire structure of our organization encourages creative thinking.

F&B Mag •

What is one characteristic that you believe every leader should possess?

Vanessa •

The willingness and courage to empower people to make the right decisions.

F&B Mag •

Can you explain the impact, if any, that social media has made on your organization and you personally?

Vanessa •

As in so many other industries, social media has revolutionized our space. Our marketplace is evolving, and we’re calling on and working with more-connected people. Social media is the mechanism for reaching them.

It enables us to deliver meaningful, real-time content that positions us as the authority in the inventory management space.

F&B Mag •

What are a few resources you would recommend to someone looking to gain insight into becoming a better leader?

Vanessa •

I always tell people to be constantly learning and open to elevating their awareness. Immerse yourself in the latest trends and current events, so you can understand how they apply to your business. Things move at the speed of light these days. If you’re not keeping up, the world will pass you by.

F&B Mag •

What are you doing to ensure Sculpture Hospitality's continued success, growth and development in the hospitality industry?

Vanessa •

We're focused on integrating our technology with other platforms, continuously customizing our offerings and expanding our footprint into the food inventory space. This puts Sculpture in the position to be a one-stop, full-service inventory solution for our clients.

F&B Mag •

I know you're celebrating your 30th anniversary this year. How has the company evolved over the years?

Vanessa •

We've completely transformed our company over the last several years by becoming much more technologically savvy and focusing on direct client service. We've expanded our products and services to keep up with the ever-changing landscape of inventory management, thus staying ahead of the curve at all times.

F&B Mag •

You were recently elevated to the corner suite. What is your vision for the company moving forward?

Vanessa •

My vision is to continue to expand our business, recruit even more outstanding franchisees, continue driving the integration of platforms and move into the food inventory space.

F&B Mag •

How big is Sculpture (global, US markets, etc.)?

Vanessa •

We have more than 360 franchisees globally covering the U.S., Canada and 33 international markets. We recently expanded into Asia and we're looking to add many more international franchisees in the immediate future.

F&B Mag •

How do you attract prospective franchisees?

Vanessa •

Our existing clients refer us to their connections in the industry, which is always the most successful sales tool. Many of our clients also become part of our family by franchising a territory.

F&B Mag •

Can you name a person who has had a tremendous impact on you as a leader? Why and how did this person impact your life?

Vanessa •

I was fortunate to work for a powerhouse woman named Chris Simpson in the early stages of my career in the publishing industry. She constantly encouraged me to get out of my comfort zone and to believe in myself.

She told me to be confident and "own my destiny." She was both a mentor and an inspiration to me as a young woman finding my way in a male-dominated business. I owe a tremendous debt to her.

Click here to learn more about Sculpture Hospitality and its suite of services. <http://info.sculpturehospitality.com/fb101>

Q&A with Vanessa De Caria

Continues



Over 30 years of helping 50,000+ restaurant and bar operators become more profitable

bevinco

Bar Inventory Service

For more than 30 years, Bevinco bar audits have been industry standard for bar inventory control. Quick, on-site audits are performed by our professional staff to inventory your stock, assist with ordering, prevent loss, and provide actionable data.

bevinco mobile

Inventory App for Bar Managers

Bring the power and data analysis of a professional Bevinco audit to the palm of your hand with the BevincoMobile iOS app. BevincoMobile simplifies the inventory process by allowing you to quick scan, count and weigh open bottles and kegs.

bevchek

Web-based Draft Beer Management

Invisible to staff and guests, the Bevchek Draft Beer system provides hospitality professionals with detailed, instant data comparing sales from your POS terminals relative to real-time pours captured through our advanced flow meter technology.

measuring cup

NEW

Kitchen Inventory Service

Using independent inventory professionals, Measuring Cup food inventory service will perform on-site audits, bringing clarity to your kitchen performance by identifying food cost problems along with strategies to resolve.

sculpture
hospitality

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