



Dinosaur Bar-B-Que Adopts BeerBoard's SmartBar Alcohol Management Platform For Greater Efficiencies & Profitability

Iconic regional BBQ chain replacing legacy beverage system with BeerBoard's AI - Alcohol Intelligence™ platform

SYRACUSE, NY, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Dinosaur Bar-B-Que, the beloved multi-location regional restaurant chain famous for its authentic pit-smoked barbecue and standout craft beer program, today announced it is transitioning its beverage operations to BeerBoard, the leading technology platform for on-premise alcohol management.

The move gives Dinosaur Bar-B-Que access to BeerBoard's comprehensive AI – Alcohol Intelligence™ platform, that provides recommended ordering, real-time inventory visibility, yield management, variance tracking, and data-driven insights across beer, wine and liquor for all locations.

Dinosaur Bar-B-Que is already experiencing immediate improvements in inventory accuracy, reduced manual reconciliation, and much clearer visibility into costs and margins. Proving that BeerBoard Alcohol Intelligence drives better financial outcomes.

"BeerBoard is transforming how we manage our complete beverage program," said Lindsay Cullen, Chief Operating Officer at Dinosaur Bar-B-Que. "The automation and real-time insights improve our inventory and supply chain process in the front line at the store level all the way through to our finance team. Managers will spend far less time on manual inventory and ordering tasks, and more time focused on our guests and operations. And our accounting and leadership team is already benefitting from faster packaged reporting along with a streamlined integration into our financial reports."

Mark Young, Chief Executive Officer at BeerBoard, welcomed the partnership: "We're thrilled that Dinosaur Bar-B-Que has selected BeerBoard to power its entire beverage operating system. Their transition demonstrates the real-world impact of our AI – Alcohol Intelligence platform — delivering dramatic efficiency gains, powerful insights, and smooth integrations with existing systems like Sage. We look forward to helping Dinosaur continue to optimize every aspect of its beverage program."

Dinosaur Bar-B-Que joins a growing roster of leading hospitality operators that rely on

BeerBoard's patented Alcohol Intelligence (AI) platform to manage beer, wine, spirits, and packaged goods.

[Watch the Dinosaur Bar-B-Que Beerboard partnership video here.](#)

About Dinosaur Bar-B-Que

Founded in 1988 in Syracuse, New York, Dinosaur Bar-B-Que is an iconic regional chain known for its authentic Southern-style barbecue, lively atmosphere, and commitment to quality craft beers. The company operates multiple locations across New York State.

About BeerBoard

BeerBoard is the leader in technology and automated solutions for on-premise alcohol management. Its Alcohol Intelligence (AI) platform delivers real-time insights, automated ordering, and streamlined communication between operators and suppliers — transforming how alcohol programs are managed across beer, wine, spirits, and packaged products. The company manages more than \$1 billion in alcohol sales and 100,000 products through its industry-leading solutions. Versatile and easily operated from a single dashboard, it has streamlined operations, improved efficiency, and driven revenue growth across the United States. Learn more at beerboard.com.

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