



HOW TO OPEN UP A SUCCESSFUL SELF-POUR TAPROOM?



SELF-POUR OPERATIONS “DO’S”

- Do have enough taps to get people excited. (20 – 70+)
- Do have 1 or more BIG overhead menu displays – i.e. Untappd. Guests can see from a distance what’s on tap and not jam up the tap wall trying to see what’s where. (Untappd also gives you millions of social media users...)
- Do number your taps – (so guests know where to go from the menu).
- Do put plenty of BIG signage around the tap wall drawing attention to it.
- Do put how-to signage or a video around the tap wall. (PourMyBeer team has plenty of resources available to you.)
- Do group the beverages by type and label above (ex: Cocktails, IPA’s, etc.)
- Do have tap wall ambassadors – help guests pour, re-activate cards, age check, replace glassware, etc.
- Do designate an area around the tap wall that’s 21+ or patrolled.
- Do have a check-in station near tap wall (in case guests decide to get a card).
- Do make the self-pour tap wall a prominent feature of your concept.

SELF-POUR OPERATIONS “DO NOT’S”

- Don’t put in a small number of taps.
- Don’t put a self-pour tap wall near a regular bar that has the same/similar drinks. (Don’t put it near a regular bar period if you can help it.)
- Don’t leave the tap wall unattended, have an ambassador.
- Don’t put a self-pour tap wall in a hidden corner.
- Don’t let guests try to figure it out themselves – instruct them upon entry to your establishment and have plenty of signs and/or videos (where/how to get a card, etc.).