



CASE STUDY

HOW SELF-POUR TECH KEEPS SALES FLOWING & CUSTOMERS SAFER

INTRODUCTION

The unexpected outbreak of COVID-19 affected many industries, the hospitality industry being one of the hardest hit. With mass lockdowns and quarantines, hospitality businesses were struggling to stay afloat and worried about the future. Auggie's Draft Room, a popular self-pour taproom and restaurant in Saint Augustine, Florida, was no exception.



THE CHALLENGE

Slowly coming out of the pandemic, restaurants, bars, and taprooms have gradually started to get business, but are still in a difficult position. As the paradigm of how to run an in-person business has definitely shifted, it brings some new challenges on [how to keep sales flowing and customers safe](#).



Concerns about infection, and many new regulations to curb its spread, are now a constant for the hospitality industry. Capacity limits for restaurants and drink establishments are commonplace, and at Auggie's, they were allowed to reopen to 50% of normal capacity. Combined with customers' concerns about their safety at the taproom, the "new normal" was threatening to reduce Auggie's customer flow to levels too low to stay open.

THE SOLUTION

Auggie's owner, John, decided to take [every possible precaution](#) to ensure that both his customers and staff were kept safe and felt at ease. In addition to respecting and enforcing government-regulated capacity limits, Auggie's implemented a glove and tissue station for their beer wall so that customers would never physically touch a tap directly and would thus eliminate the spread of infection. They are also taking advantage of their outdoor patio and encouraging customers to follow and practice social distancing protocols at all times.

Auggie's owner took every possible precaution to ensure that his customers and staff were kept safe and felt at ease.

Specifically, John leveraged the self-pour beverage wall, taking advantage of the fact that there are [fewer touchpoints between staff and customers](#) compared to traditional bars. Staff

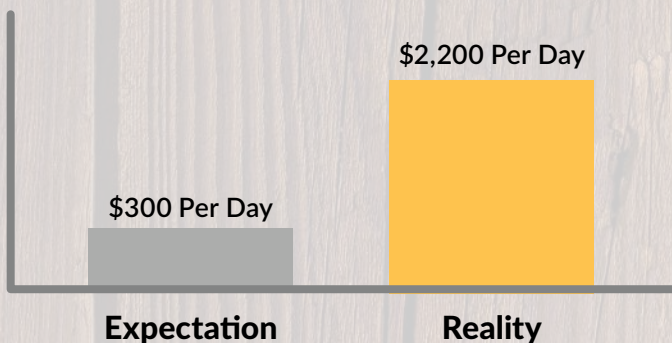
The owner leveraged the self-pour beverage wall for its fewer touchpoints between staff and customers compared to traditional bars.

made sure to sanitize the beer wall so customers could see, adding a sense of comfort and safety. And best of all, even with limited capacity, Auggie's kept its customer flow and speed of service thanks to the efficiency of self-pour and diligent staff working to keep things running safely and smoothly.

RESULT



EXPECTATIONS AT 50% CAPACITY VS. REALITY



Auggie's owner reported that compared to this same time last year, their sales are now even higher in these three months just after re-opening.

Auggie's performance after reopening speaks for itself. In the first 11 weeks, Auggie's sales performed far beyond expectations. Based on impressions of customer concerns as well as mandated 50% capacity, **John and his staff expected daily sales to average about \$300, but in fact, they averaged to about \$2,200 a day.** Amazingly, John also reported that compared to this same time last year, Auggie's sales were even higher in these few weeks just after re-opening. In fact, their May and June sales have been even better in this post-pandemic world than they were in the same months of 2019!

So what is it that led to this success? There were a number of contributing factors. Having a self-pour beer wall and food service gloves made John's customers feel even safer than at a traditional bar, where they would have to interact with staff several times for just one drink order. Patrons seem to like the ability to wear gloves and feel more comfortable using the disposable cups Auggie's is now providing as well. Thanks to self-pour, John has been able to avoid crowds, optimize customer flow with limited capacity, and reduce touchpoints between customers and staff. Auggie's was proactive in capitalizing on self-pour's advantages, and as a result, those advantages shined through even brighter by keeping customers **safer and happy.**

Hear from John himself [here!](#)