



TRADITIONAL VS SELF-POUR MODEL

INTRODUCTION

When Richard got tired of his corporate job in the advertising field, he decided to spend a year traveling the world. While exploring the wilderness of South America and small towns of Europe, Richard ran into some amazing bars with inspiring energy. When he was flying back to the U.S., Richard knew he would never return to corporate America, so, he decided to open a unique bar of his own.



CHALLENGE

Richard wanted to create a nice and friendly atmosphere similar to what he had experienced in the bars he visited during his travels. At the same time, he knew he would need to keep his day-to-day business cost to a minimum in order to reach a break-even point as soon as possible.

The problem was the high cost of staff needed for his establishment's 300 guest capacity. A professionally-trained bartender can manage around 75 or 100 guests. With that being said, even if they are only pouring beer and wine, they will still be busy with 75-100 patrons on their own! Not to mention, there would need to be some waitstaff to collect glasses and seat guests.

Richard was troubled that even if his bar would have only 60 guests, there would be lines with only one bartender working. Typically, several patrons will order another round or cash out at the same time, which naturally leads to undesired lines.

SOLUTION

The solution to Richard's problem was PourMyBeer self-serve technology. He was able to **eliminate the lines**, which resulted in higher beverages sales due to increased efficiency and customers' ability to pour by the ounce. Plus, they could pour **drinks anytime without the frustration from waiting in lines**. PourMyBeer also led to **decreased costs in running Richard's business operation – no spills, no overpouring, and also less staff needed**. He did not need to pay for two or three bartenders on busy nights, which would have significantly increased his day-to-day business operation costs.

ANALYSIS

Based on beverage consumption data, Richard knows how many cocktails he needs for a week to avoid running out. His mixologist comes in once a week to make all **12 types of cocktails** offered. The mixologist needs about 30 minutes to mix one cocktail batch (one batch is 640

ounces/128 cocktails). At traditional bars, bartenders will need about 45 seconds or more per cocktail (not including time to check IDs, accept orders, accept payments, etc.).

RESULT

TRADITIONAL BAR



It would take a bartender in a traditional bar more than double the time to make the same number of cocktails, which is not only less efficient, but it would also mean higher spending costs for the bar.

Moreover, due to unpredictable situations, **slow nights can cause additional costs when paying several bartenders who are not serving drinks.**

For example, when Richard's bar is at capacity, meaning there are 300 patrons, a traditional bar would require at least 3 bartenders as well as 1 to 3 waitstaff, at a minimum to handle the bar properly.

Problems of Traditional Bar

Lines - several customers ordering and paying at the same time result in undesired lines

Increased cost - during peak times, one bartender is not able to handle a crowd of 100+ customers and additional staff is required

SELF-POUR TECHNOLOGY



The mixologist only needs to come once a week to make all batches for 12 types of cocktails offered. The total time to make all 12 batches is 6 hours, resulting in 1536 cocktails.

Self-serve establishments simply need a bartender to check IDs and provide RFID cards. This is a very quick and simple process which can be covered by one employee for about 150 patrons. Therefore, in a scenario of Richard's bar at its capacity of 300 patrons, only 2 staff members would be required to cover the floor. **That is half the staff needed compared to the traditional bar.**

Benefits of PourMyBeer

Efficient - less time required for cocktail making

Economical - required labor reduced by about 50%, PourMyBeer also eliminates theft, overpouring and spills which reduce the cost of goods by about 20%

Richard's decision to go with PourMyBeer self-serve technology turned out to be a great one as the total volume of his bar's pour for 2018 was 1,045,127.11 ounces. He was able to keep his day-to-day business cost at a minimum and saved time serving/making drinks. Additionally, PourMyBeer helped Richard provide something unique to his guests, which they love to come back for.

With his costs being significantly lower as opposed to a traditional bar, Richard was able to use a portion of his profits towards opening a second location in 2019 (only a year after opening his first location) and a third location in 2020 with the plan to open up even more self-pour taprooms in the years to come.

Contact PourMyBeer at cheers@pourmybeer.com or call (312) 416-9989 for more information.