

# CUSTOMERS WANT THE ABILITY TO SAMPLE

## INTRODUCTION



When Bob decided to open his own taproom, he knew that self-serve was the logical step. As a craft beer fan who loves exploring new and different beers, Bob wanted to [open a business](#) that would offer his customers an opportunity to do just that.

Aside from the additional required space when offering a large variety of draft beers in a traditional bar setup, other challenges arise - the ability to swiftly serve customers, over pours, spillage, free samples, and theft. Self-serve eliminates these challenges. Beverage waste is around 20-25% in a traditional bar whereas self-serve reduces total waste to as little as 1%.

## CHALLENGE

Bob did his research and evaluated whether to have a kitchen or not and arrived at the conclusion that a self-pour taproom without a kitchen would be the most streamlined process to get his ROI back the fastest. However, Bob's challenge was to decide and carefully evaluate what would be the most suitable self-serve provider.

Bob, being a numbers guy, was hesitant to partner up with a self-pour vendor that would take a percentage of his bar's sales every single month.

**The biggest challenge was to decide and carefully evaluate what would be the most suitable self-pour provider.**

# SOLUTION



During his research, Bob learned that many unhappy customers of various self-pour companies [ended up switching](#) their initial technology to PourMyBeer – the only system on the market that has never been replaced. Bob also found that PourMyBeer was [selected by major brands](#) such as Buffalo Wild Wings, Whole Foods, Dave & Buster's, US Air Force bases, and others. He figured that if these big brands chose PourMyBeer and had teams dedicated to researching and finding the right vendor, he would be a fool to choose differently. Without any doubt, Bob installed a beautiful 50 tap PourMyBeer wall – offering mainly beer, but also wine, kombucha, and even sake!

# RESULT

As a craft beer enthusiast, Bob thought that other beer lovers would be drawn to the concept of self-pour as it allows customers to pour by the ounce and enjoy the variety of local beers all under one roof. And he was right!

**The average customer spends \$23, which is between 3 to 4 full beers** (depending on various beer brands' price). However, only about 30% of Bob's customers pour full glasses and don't really take advantage of the ability to sample beverages by the ounce. The remaining 70% of his customers' pours are half a glass or less, resulting in customers tasting between 6-8 beers per visit. Not only are they truly able to embrace happiness by the ounce, but they tend to share this newly acquired freedom with their network on social media. They might bring their friends and family when returning next time as well.

**70%** of customers consume about 3 drinks per visit but taste around 6-8 different drinks

**30%** of customers consume about 3 full drinks per visit, skipping the ability to taste several

Now that Bob is in his fourth year of business and aware of the huge market of beer drinkers who want to explore without committing to a full glass, he is on the lookout for his second location!

**Bob reached his return on investment within the first 8 months of his taproom being opened and is now actively looking for his second location!**

Contact PourMyBeer at [cheers@pourmybeer.com](mailto:cheers@pourmybeer.com) or call **(312) 416-9989** for more information.