



CASE STUDY

DOUBLE THE SALES WITH SELF-POUR BEVERAGE WALL

INTRODUCTION

James Huffman is the owner of Pizza Factory in Reno, Nevada. He has two locations: one utilizes a **traditional draft system** with 12 taps behind the counter for staff to serve customers and the other location uses **PourMyBeer's technology**, which has 12 self-pour taps in the customer area for guests to pour their own beer and wine. The self-pour wall has 4 touch screens, each controlling 3 taps. Currently, there are 10 beers and 2 wines to choose from.



CHALLENGE

James wasn't seeing the beverage sales he wanted at his first location with the traditional dispense system. He also suspected there was a lot of waste happening. After hearing about the benefits of PourMyBeer technology, he decided to install the self-pour system at his second location, hoping this would bring him the desired results he had been hoping for.

RESULT

After opening his second location and operating for a year, James was able to compare sales and costs for both restaurants - one with 12 self-pour taps and the other with 12 taps behind the counter (traditional). The difference amazed him. **Sales were more than double at the**

self-pour location, and he was buying the same amount of beer and wine every month at each location.

On average, monthly sales at the traditional tap location are \$1,750, vs. \$3,800 at his location with PourMyBeer technology. Yet, he's buying the same amount of beer and wine every month at each location (about \$850 cost). Looking at it another way, he's seeing a nearly 100% waste-reduction in foam at his location with PourMyBeer technology, along with 2x sales, resulting in multiple times the profit at his PourMyBeer location.



Traditional System



PourMyBeer Self-Pour Technology System

PIZZA FACTORY MONTHLY BEER SALES



The self-pour wall does more than just increase sales and reduce waste, it also keeps customers coming back. [People love the PourMyBeer experience](#) - sampling on demand and paying by the ounce, and never having to get back in line for a second glass of beer or wine. It makes for a fun, interactive experience. James adds, “the customers bring their friends and family in to show them our self-pour system. Overwhelmingly, the response has been positive, and we’re really happy with it.”

If you would like to learn more or have any questions regarding how PourMyBeer self-pour system could increase your sales, contact PourMyBeer at (312) 412-9989 or cheers@pourmybeer.com.