



HOW HOPPY TAPROOM HAS BEEN CRUSHING ITS SALES FROM THE FIRST MONTH

INTRODUCTION



Jeff and his wife have been in the restaurant business for several years. After (officially) retiring a few years ago, they decided to look for a new adventure. The couple lived in a vacation town, so they looked primarily for options that would fit well within their local community.

There were two experiences in particular that led Jeff and Marissa to self-pour. First, they saw a proper self-pour taproom in action and fell in love with it immediately. They were struck by its [efficiency and fun](#). Second, they visited a traditional Irish bar in their town and found it difficult to get even a single round of drinks. With this, an idea clicked.

They knew how they could solve this problem in their town. After doing [diligent research](#), Jeff and Marissa decided that PourMyBeer was the best solution on the market and partnered up with them to open their very own self-pour taproom.

OPENING



Out of the entire process, starting from nothing to opening their taproom, the hardest part for Jeff and Marissa was finding and claiming a proper location; this alone took well over 3 months. Once they had [the right location](#), they signed a contract and were open within eleven weeks.

OPERATIONS & SALES

Jeff knew from the very beginning that he would need very few employees. The menu was only going to offer four items, with additions to come after opening. Even when they're jam-packed, they only need 5 staff members: 1 runner, 2 people in the kitchen, and 2 people at the cash register/front of the taproom. Even at full capacity (250 people), there is no wait time for drinks, and customers can sample to their heart's content.



When Hoppy Taproom opened in October, they saw respectable beginning sales leading into the holiday season. With food and beverage sales combined, they made between **\$45K-\$50K** each month during their first three months. And with the taproom in full swing and the community starting to talk, their sales reached **\$70K** in January. At that time, their food menu was still limited, and **85-90%** of their sales were beverages (beers, ciders, and wines), with the rest being food. After the first year of operations, their total sales reached about **\$550K** in revenue.

When Jeff saw that the profit from food was significantly lower than from beverages, he started adding more items to the food menu. He also created several signature dishes to bring more revenue in. His strategy worked well. In October 2019, which is generally a slower month in his vacation town, Hoppy Taproom saw **\$41K** in beverage sales and about **\$39K** in food sales, meaning that Jeff and Marissa were now getting food sales to rival those of their drinks.

What started as an adventure to make a couple's retirement a bit more interesting is now a very prosperous and thriving business. With Hoppy Taproom, Jeff and Marissa are able to give better employment opportunities to some of their close family members, stay connected to them, and delight the guests of their local vacation town all at the same time!



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