

REDUCE STAFFING ISSUES WITH SELF-POUR

INTRODUCTION



Jim Wright is an industry expert who has spent 25+ years working in the Food & Beverage Industry. Through his experience, he's gained a wealth of knowledge that has led him to contribute to the success of many great bars and restaurants. In previous ventures, Jim has partnered with operators who were struggling with the inefficiencies created by a traditional dispense method and were looking for a new innovative way to serve customers and increase sales. Jim first partnered with PourMyBeer a few years ago and has successfully implemented self-pour technology in four locations: Stanley Beer Hall, Hyatt Meinzer Theater, Malcolm Yards, and Broadway Market.

And most recently, Jim implemented self-pour technology in a fifth location known as The Golden Mill. The management team at The Golden Mill had heard about Jim's expertise and knew that he was the man for the job.

CHALLENGE

The Golden Mill, known for embracing its community, is a 6,000 sq. ft. venue that features both indoor and outdoor seating. Located in downtown Golden, CO, its location is perched alongside Clear Creek, and it's just down the road from the Coors Brewery, an area that generates heavy foot traffic. **The owners expected a large number of customers to come through their doors daily and knew that it would be a challenge to quickly and efficiently serve all of them.**

After considering a traditional bar method, the owners of The Golden Mill figured that it would be difficult to employ the proper amount of staff members to serve guests efficiently without significantly increasing labor costs. And, they knew it wouldn't be feasible to find that many employees since staffing in the hospitality industry these days is not an easy task (especially with the staffing crisis that was occurring at the time due to COVID-19).



SOLUTION

This is where Jim's expertise comes in. In partnership with PourMyBeer, The Golden Mill installed two self-pour beverage walls, one upstairs and one downstairs. From the **56 self-serve taps** they have, guests have the option to pour from a selection of craft beer, house-made cocktails, sake, wine, kombucha, and cold brew. The owners' concerns were now mitigated after installing the beverage walls, as customers can serve themselves. With this type of system, the total number of staff needed is greatly reduced and ownership no longer needs to worry about managing, organizing, or paying a large staff. Instead, they can focus on making sure their smaller-sized team provides the highest-quality customer service to every guest.

"Self-pour technology allows us to serve more guests per employee than a traditional full-service restaurant. Our servers have the capacity to serve a significantly increased number of guests. This is due to the fact that guests 'self-serve' all of their beverages freeing the servers to focus on taking food orders and giving great customer service."

– Jim Wright

RESULT

Even with a reduced staff, The Golden Mill can efficiently serve customers thanks to their new self-serve beverage walls. In fact, since opening in April of 2021, they have averaged around 6,000 customers per weekend!

In addition to having more efficient staff, the self-pour walls also make for more efficient behind-the-scenes operations. It takes The Golden Mill the same amount of time to make one keg of cocktails as it takes to make five individual margaritas.

The addition of self-serve technology also allowed The Golden Mill to increase the overall quality of employees working at their establishment and reduce the turnover rate.



Jim says, "Self-pour creates a very financially rewarding job helping us to retain our long-time family of employees."

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