LIMIT PRODUCT WASTE AND BOOST SALES BY SWITCHING TO AN AUTOMATED BEVERAGE SOLUTION
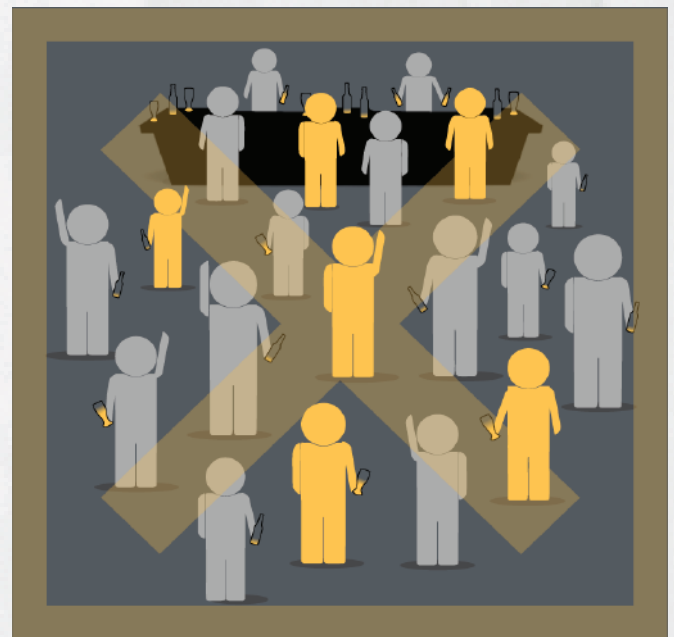
INTRODUCTION

For the owner of Gourmeltz, Matt Strickland, cooking has always been a passion, and he knew he wanted to be a small business owner. After spending 10 years in the military, he decided to open a food truck, despite having no experience in the hospitality industry. In 2016, Matt opened his first food truck selling gourmet grilled cheeses and artisan sandwiches. Within a year, he had a second truck, and the following year, he opened a third truck. After seeing so much success, he realized it was time to go brick and mortar.

PROBLEM

Gourmeltz opened its doors in 2018 and the place was buzzing with customers from the beginning! They had already built a large following of loyal customers because of the food trucks. Not only did Gourmeltz serve up some delicious eats, but they offered beer, wine, and cocktails from a traditional bar. **Just 6 months in, Matt realized there were many challenges when serving beverages with a traditional bar. It just wasn't efficient enough.** They had customers asking for multiple free samples, which made serving other customers slower, and at times, the traditional bar got jammed, resulting in reduced beverage sales. On busy nights, Matt would see patrons sitting around with empty glasses. He knew he needed to find a solution to increase customer satisfaction and profits.
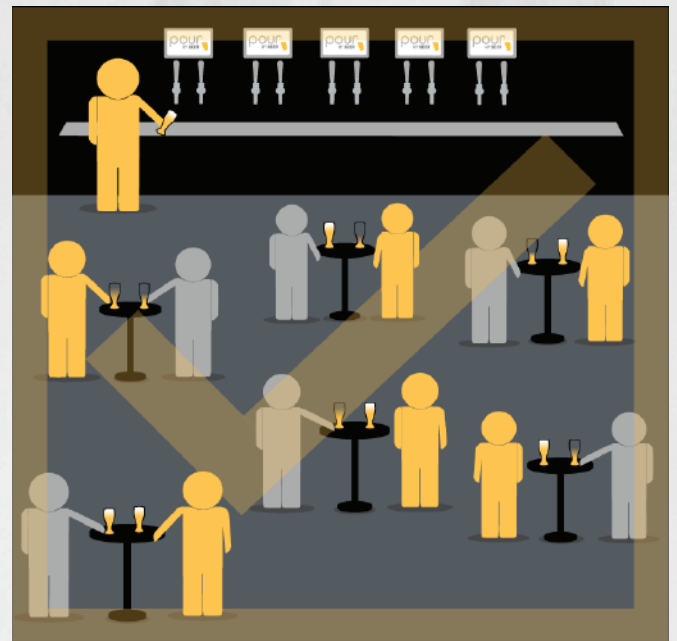
SOLUTION

By switching to PourMyBeer and adding an automated beverage solution to its operations, Gourmeltz increased its overall sales and brought more money into its establishment. Not to mention that staff members could now focus on other tasks like cleaning, taking payments, food orders, and providing excellent customer service! **Since customers become the bartender, less staff is required.** With less staff needed and lower-wage expenditures, they can save big!

RESULT

There are no more free samples or things forgotten to be rung up to the POS with the self-serve system. With only a traditional bar setup initially, Gourmeltz's beverage waste was around **25%** of each keg. Thanks to the addition of a new self-serve beverage wall powered by PourMyBeer, it is below **3%**!

PERCENTAGE OF WASTE
BEFORE pour MY BEER

PERCENTAGE OF WASTE
AFTER pour MY BEER

25%

<3%

Not only is Matt winning by switching to a self-pour setup, but his customers are too! They love PourMyBeer as it allows them to pour and pay by the ounce, never leaving them with a glass of something they don't like. They also don't have to wait around for a bartender anymore. They can taste what they want whenever they want!

With all the money Gourmeltz now saves on labor and other costs, they are expanding their operations by an extra 2000 square feet of space. They will add a karaoke stage and possibly even more locations in Virginia in the future!

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