



CASE STUDY

PROVIDING A ONE OF A KIND SHOPPING EXPERIENCE!

INTRODUCTION



Located in McLean, Virginia, Whole Foods Market at Tysons Corner is more than your average grocery store! Whole Foods at The Boro is a fun, modern, and spacious store! Besides their regular grocery selection, they have several healthy meal options from various food vendors and a bar area and arcade upstairs!

IDEA

Whole Foods Market wanted to do something different and interesting in their bar area to captivate customers to stay around longer and elevate their shopping experience. That is why they decided to implement PourMyBeer's self-serve technology along with their traditional bar area setup. **They wanted shoppers to explore local craft beers by the ounce without having to pay for a full glass of a drink that they might end up not liking or needing to wait for the bartender to pour them.**

Whole Foods at Tysons Corner also utilizes Untappd for Business, the world's largest platform for beer drinkers with close to **3 million beers in the database**, to display their drink offerings. For beer, the Untappd users can keep track of what brews they drank, what they liked, and the beers they would like to steer clear of down the line. At Whole Foods, half of all Untappd check-ins are from the beverage wall, which proves that craft beer lovers and Untappd users love the concept of self-serve technology!

At Whole Foods' self-serve wall, customers can taste beers, ciders, seltzers, and wines, all while paying by the ounce.



THE RESULTS

Happy hour and sporting events bring in crowds of regulars that do not like to wait at the crowded bar to get the attention of a busy bartender.

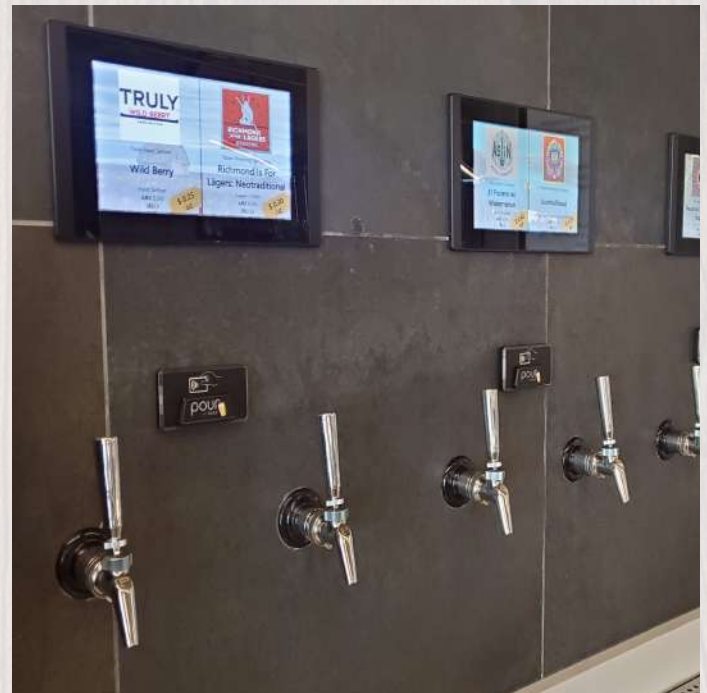
During the busiest times at their traditional bar setup, Whole Foods must staff 3 bartenders, while customers at the self-serve wall can serve themselves, allowing for quick and efficient access to beverages. Thanks to their self-pour setup, operators at Whole Foods can decrease labor costs!

The self-serve beverage wall significantly helps to speed up the flow of guests when the bar gets crowded.

Thanks to the freedom of self-pour technology, guests can serve themselves whenever they want, which lessens wait times and increases customer satisfaction!

Beer drinkers can get their cards and start pouring to their hearts' desire, all within 30 seconds.

Customers only head to the bar if they need to add more credit or reauthorize their card if they hit the legal limit. Whole Foods Market has seen so much success with the efficiency of self-pour technology that they are considering adding cocktails to their self-serve beverage wall in the future to expand their demographic of users at the beverage wall!



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