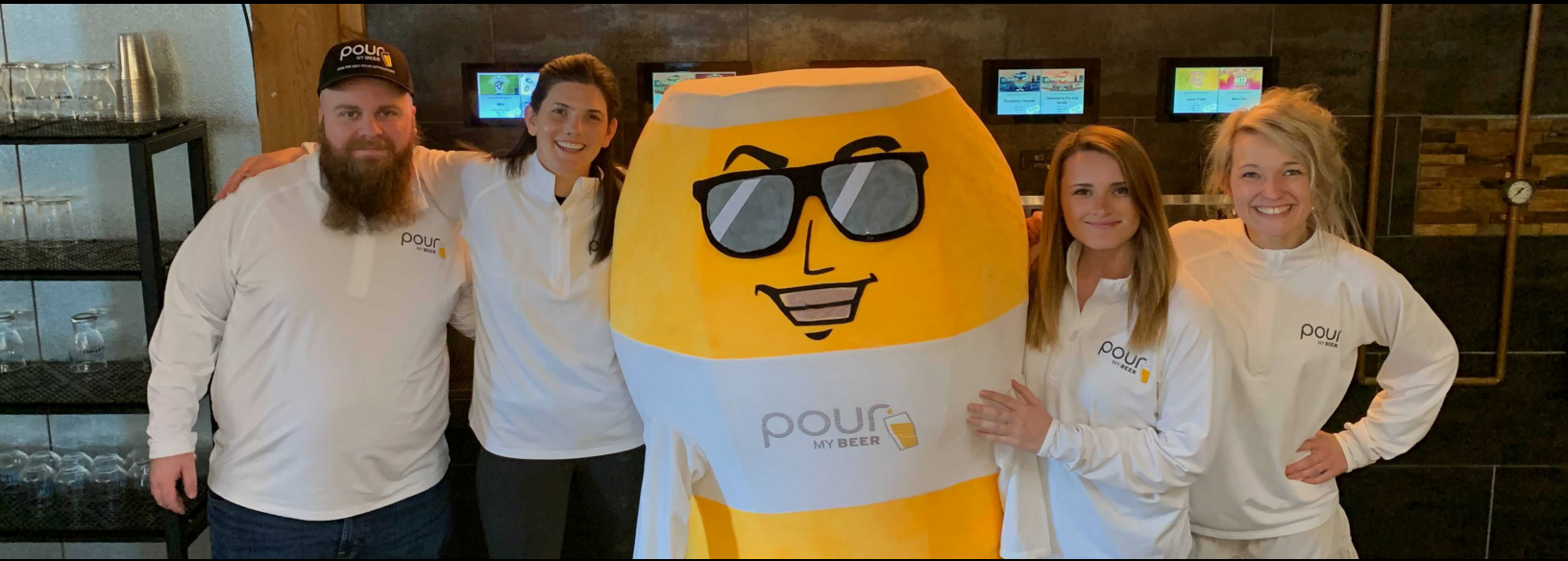




## ON-SITE OPENING SUPPORT PACKAGE



Our goal is to set you up for success. The PourMyBeer team has been to many of our family member's grand openings over the years, and we're looking forward to giving you the support you need to have a successful opening!



*"I am not going to lie, opening a business so tech-forward was very scary at first as I was terrified something would go wrong or crash, and I wouldn't have the tools to troubleshoot it. Having the support team there on-site relieved so much of that pressure."*

- Kathy O'Connell, Owner of Copper & Flame

# 2-DAY LAUNCH SUPPORT PACKAGE INCLUDES:

## DAY 1 - PRE-LAUNCH SETUP & TESTING

### ON-SITE GUIDANCE & TRAINING:

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- Configure screen display settings (pricing, background image, beverage colors, etc.)
- Assign products to taps
- Set tap calibration for accurate pouring
- Assign tap numbers
- Configure keg levels
- Create cards for both pre-pay and POS online bill-pay
- Ensure full end-to-end testing is functional, from creating a card to pouring
- Fire drill practice (if your internet goes out)
- Take you through the typical support process - call, email, text, knowledge base, training videos & customer resource center
- BKG setup/training
- Write employee script and run through it with staff

## DAY 2 - LAUNCH DAY SUPPORT

### ON-SITE LAUNCH TROUBLESHOOTING & STAFF SHADOWING:

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- Shadow front desk staff and provide support with customer check-in process (creating and closing cards)
- Provide additional "Beer Wall Ambassador" customer support for reactivating customer cards and offering how-to guidance

### ON-SITE GUIDANCE & TRAINING:

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- On-site marketing assistance to capture videos and pictures for cross-promotions
- Online reviews - Yelp, Google, and Facebook to help promote new location

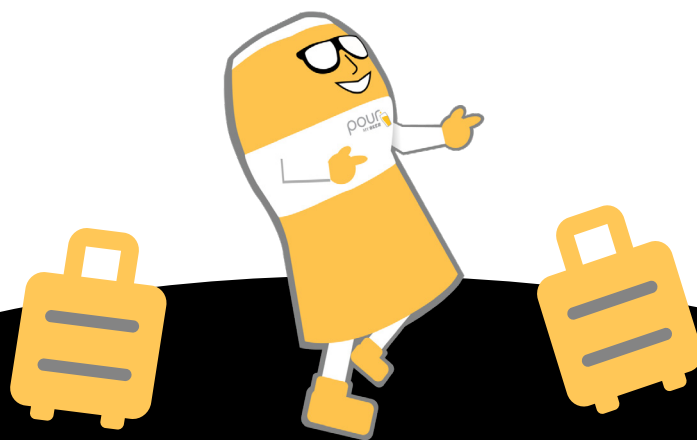
- Advise on in-store promotional/how-to signage and guest “workflow”
- Setting up with the check-in station
- Help with training staff on checking people in and explaining to them the wall
- Write employee script and run through it with staff
- Help to run the wall during peak hours
- Live videos using our Social Media platforms to promote your business and drive traffic to your location

### **\* OPTIONAL ADD-ONS (DEPENDING ON OUR TEAM’S AVAILABILITY)**

- Create promotional video
- Create press release
- Assist with social media posts

**TOTAL PRICE - \$2,000 + TRAVEL EXPENSES AND FOOD (\$75 PER DIEM/PER PERSON).**

\*This package includes two days of on-site support with one support team member and one marketing team member. One-day or one team member support packages are not available.\*



**HEAR WHAT SOME OPERATORS SAID ABOUT HAVING  
OUR TEAM AT THEIR GRAND OPENING!**

# TESTIMONIALS



**“Having the PourMyBeer team at Goolsby’s was a great example for our new staff. We all needed to see that it was ok to jump in and help a guest operate the wall for the first time. No one wants a bad pour, and the PourMyBeer team members are expert coaches!”**

**- Denzel Goolsby, Owner of Goolsby’s**



**“Opening a self-pour tasting room is a stressful endeavor, but with the PourMyBeer support team on-site, everything felt much more relaxed. Not only are they knowledgeable about the self-pour technology, but they are also extremely good with new guests who don’t know the system yet. Offering support staff on-site for your opening is just one of the many reasons why PourMyBeer is the best in the business.”**

**- Roman Maliszewski, Owner of Tapster**

**PourMyBeer.com**