BREWERY EXPANDS SELF-POUR SETUP AFTER SEEING HIGHER SALES, REDUCED LABOR COSTS, AND INCREASED CUSTOMER SATISFACTION

INTRODUCTION

As beer connoisseurs, Eric, a former Tech Product Manager, and Sam, previously a Battalion Fire Chief, decided to leave their jobs to pursue their true passion - beer. After growing up in Fairfax, Virginia, with few breweries around, they knew they wanted to create a local spot for residents to gather, and that is exactly what they did.

Not only were there no breweries in Fairfax, but there was a famous urban legend that sparked the concept behind their brewery. In the 1970s, a patient escaped from an insane asylum and survived in the woods. He began murdering rabbits in the woods but later dressed in a bunny suit and attacked people with an ax. This legend has brought locals and people from across the world into Bunnyman Brewing.

OPENING

Before opening in the summer of 2021, Eric and Sam went back and forth between a traditional bar and a self-pour beverage wall. After measuring the space, they determined that a traditional bar would take up too much space. They decided to take the self-pour technology path, which increased the number of tables they could fit in their brewery.

SALES AND OPERATIONS

From the day their doors officially opened in late July of 2021, the Bunnyman crew saw great success. Since they brew their beer in-house, they **eliminate the costs** of getting beer through their doors and never worry that their order will not arrive on time.

On a busy night, they can hold over **150 guests** - they have 66 seats outside, plus a standing area and 82 seats inside. They can still serve guests efficiently thanks to their 18-tap self-pour beverage wall downstairs, integrated with Toast POS and Untappd. After seeing great success with their downstairs setup, they added a new 9-tap beverage wall upstairs!

"PourMyBeer technology is a great way to increase social interactions and reduce the bartender-type staff that we would have in our facility. While customers pour their beers, we teach them how to pour beer, increasing social interaction with those customers. We spend a lot of time talking to them about the beer, teaching them about the beer."

*- Eric Barrett, Co-Owner of Bunnyman Brewing*

Sam and Eric also decided **not to add a kitchen** to their operations to save costs but instead to have food trucks. Local food trucks are on-site every night that Bunnyman Brewing is open, and guests love it! Not having a kitchen leaves more space for guests to sit, reduces costs, simplifies operations, and lessens the need for excess back-of-house staff.

A good rule of thumb to follow when it comes to staffing is for every 35-40 guests, there should be 1 bartender. To keep up with their 150+ guests, Bunnyman would need 5 bartenders plus several servers. Labor costs are high, and finding people to fill these positions is difficult. Bunnyman Brewing typically **operates with 3 staff members**, even on a busy Friday or Saturday night. If they had a traditional bar and kitchen, this number would be substantially higher.

THE RESULT

In August, their first full month open, they saw **$94K in beverage sales**. They found that with self-pour technology, they could handle **6X the number of customer**s than they would be able to serve with a traditional setup. From mid-August to mid-September, **sales were $173K**. With operating costs next to nothing, they are making a significant profit off their self-pour beverage wall investment.

The average time a customer approaches the wall is **5X per visit**, and the **repour rate is around 20%**. As a brewery, these numbers are great because it shows that customers are sampling all your products. Bunnyman also offers flight glasses to make this possible.
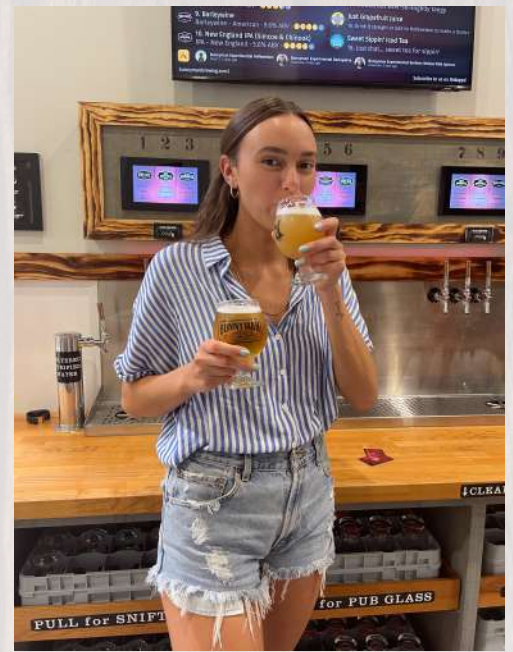
The business model of Bunnyman Brewing maximizes its profits while reducing costs. Without a kitchen or the need to purchase beer from distributors and the addition of self-serve beverage technology, Eric and Sam found ways around every pricey element that goes into running a brewery. They are happy operators, their customers are happy, and they have seen so much success with their current self-pour setup that they have just added a self-pour trailer to their operation, too!

For more information, contact PourMyBeer at **cheers@pourmybeer.com** or call **(312) 416-9989**.