



## SUCCESS STORY: LEOPOLDO'S PIZZERIA

# THE IMPORTANCE OF CHOOSING THE RIGHT SELF-POUR PROVIDER

## INTRODUCTION

When Frederico decided to open his own pizzeria, Leopoldo's, in Carlton, Georgia, he knew he wanted to provide his guests with the unique experience of self-pour beverage technology. With a self-pour wall, his customers could pour and pay by the ounce and pair Leopoldo's delicious pizzas with their preferred craft brews. Aside from enhancing the customer experience, Frederico knew that a self-pour beer wall would increase his beverage sales and speed of service, reduce the cost of goods, and significantly decrease labor costs.



## THE CHALLENGE

Unfortunately, before finding PourMyBeer, Leopoldo's installed a 10-tap self-pour beverage wall from another provider on the market, which quickly fell short of his expectations. The technology was far from easy to use. It had a compromising sign-in system, was plagued with inoperable taps due to screens that kept burning out, and had high monthly fees. With little support from this vendor, Frederico was starting to run out of patience. The wall did not meet Frederico's standards, and his customers were dissatisfied with Leopoldo's unreliable beverage program. After four challenging years, Frederico decided to find a different self-pour vendor to deliver reliable technology to end his struggles, enhance customer satisfaction, and increase beverage sales.



# SOLUTION

When selecting a new self-pour provider, Frederico and his team conducted detailed research to find the best provider on the market. They were drawn to PourMyBeer's system for many reasons, but what stood out most was the fact that major brands such as Hilton, Whole Foods, Dave & Buster's, Blast & Brew, and Me & Ed's had chosen PourMyBeer. Frederico figured that these companies had their own teams dedicated to selecting the right vendor, and he believed following their choice would bring the desired results of increased beverage sales and decreased waste. Bringing PourMyBeer to Leopoldo's was an absolute game-changer. The installation was smooth, and the beer wall received a facelift.

# RESULTS

Now, Leopoldo's staff members can focus their efforts elsewhere instead of worrying about an unreliable beverage wall.

They have seen a rise in customer satisfaction levels now that guests can pour from all 10 taps with ease and approach the beverage wall without waiting in lines!

As a result, Leopoldo's has seen an increase in beverage revenue and no longer struggles with challenges related to the self-pour beverage wall!

## WITH THE TRANSITION, LEOPOLDO'S WON:



**DURABLE AND RESPONSIVE  
TOUCHSCREENS**



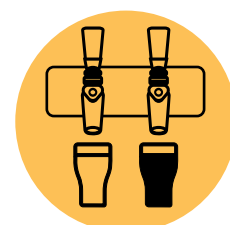
**10 SELF-POUR TAPS THAT WORK  
WITHOUT TECHNICAL ISSUES**



**EASY-TO-USE TECHNOLOGY  
FOR PATRONS**



**A BEVERAGE PROGRAM THAT TRACKS  
EVERY OUNCE POURED**



**A PROFESSIONAL AND  
HIGH-TECH BEER WALL!**

For additional information about our replacements of other systems, references, or documentation, please contact us at [cheers@pourmybeer.com](mailto:cheers@pourmybeer.com) or call (312) 416-9989.