



## SUCCESS STORY: SEABROOK ISLAND CLUB

# INSTALLING CUTTING-EDGE TECHNOLOGY TO REDUCE STAFFING CHALLENGES & ENHANCE MEMBER EXPERIENCE

## INTRODUCTION

Seabrook Island, a private oceanfront community and club located 25 miles outside of Charleston, South Carolina, features award-winning facilities and amenities that provide an extraordinary experience for its 22,000+ Members. Seabrook Island Club wanted to expand its Food and Beverage offerings while elevating the guest experience and increasing its bottom line but struggled to find and maintain staff. Mitchell Laskowitz, General Manager and Chief Operating Officer, already had experience managing a self-pour beverage dispensing system and knew it was the perfect solution to the Club's needs. After just six months in operation, the 12-tap fixed wall setup and 8-tap self-pour station have generated \$24K in sales.

## THE CHALLENGE

The Members-only Seabrook Island Club has won many accolades and awards for its amenities. Club Members and their guests have access to a world-class Equestrian Center, Racquet Club, Beach Club, two golf courses, and club dining. The Club strives to provide an upscale ambiance and fun, hands-on, social experience for Members while being innovative with an eye on the bottom line behind the scenes. The Club knew they wanted to elevate the guest experience but struggled to find and retain staff.

With the desire to deliver a cutting-edge experience to guests, Mitchell Laskowitz, General Manager and Chief Operating Officer, had to think of ways to enhance current amenities while providing an experience that didn't require taking on additional staff.



## SOLUTION

Seabrook Island Club implemented two different PourMyBeer self-pour beverage setups throughout the property to meet the needs of its Members - a 12-tap fixed wall and an 8-tap self-pour station. By adding a fixed beverage wall to the Golf Veranda, The Club could fully customize the number of taps and design of the wall while increasing usable space on the Veranda as PourMyBeer's traditional tap wall integrates directly into a wall, unlike a traditional bar.

received a facelift. PourMyBeer's self-pour stations co-developed in partnership with Micro Matic, the leading global supplier of beverage dispensing solutions, require zero construction, integrate with the major Point-of-Sale systems, and fit into any space. The Club placed its 8-tap self-pour station in the Ocean Terrace, so guests can pour themselves a beer, glass of wine, or a cocktail and sit by the ocean.

# IMPLEMENTING SELF-POUR

Self-pour beverage technology checked all of the boxes for Seabrook Island Club. With a 12-tap fixed self-pour wall and an 8-tap self-pour station, The Club offers a unique amenity to Members 7 days a week without the challenge of staffing. After enjoying a round of golf, Members can head over to the wall or beverage station and begin pouring a beverage of their choice. One of the best parts is that The Club offers a variety of drinks on tap (beer, wine, cocktails, etc.), which creates an inclusive environment for Members and their guests.

Not only has the addition of self-pour technology created a high-tech beverage experience, but they no longer struggle to meet labor demands as they can operate the self-pour systems with existing staff. Club staff can explain how the system works and activate pour cards, allowing Members to start pouring draft beverages within minutes. The Club has increased its speed of service and beverage sales as Members no longer have to wait for drinks.

To hear more about why self-serve technology is the perfect solution for a golf course or country club, scan the QR code.



## RESULTS

In the first three months of operating, Seabrook Island Club's self-pour systems have **700+ users** and have **generated \$24K**. With positive guest feedback, increased profits, and reduced labor costs as a result of adding self-pour technology, they plan to add more self-pour stations throughout the property!

*"The PourMyBeer units, both the wall and the station, have positively impacted our business from a revenue perspective, but more importantly from a member experience perspective. I highly recommend putting one in wherever you have beverage needs and staffing shortages," says Mitchell Laskowitz, General Manager and Chief Operating Officer.*

Learn how you can upgrade your club with self-serve beverage technology by contacting our sales team at [sales@pourmybeer.com](mailto:sales@pourmybeer.com) or call (312) 626-5943.