



CASE STUDY

**MALCOLM
YARDS**

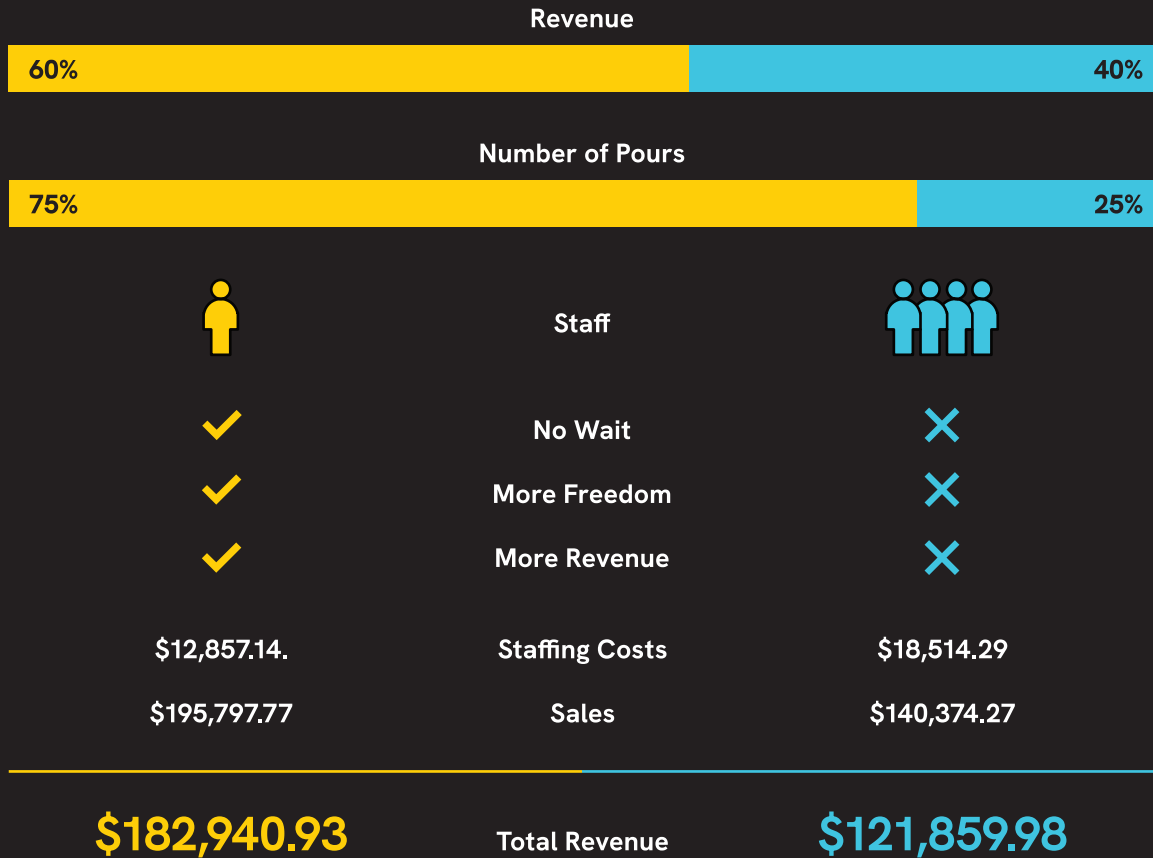
Boost Efficiency and Profitability by Having Guests Serve Themselves

sales@pourmybeer.com 312-416-9989 www.pourmybeer.com

Beverage Wall



Traditional Bar



Operations

Malcolm Yards in Minneapolis, MN, is more than just a food hall. They are a community that supports dining innovation, upcoming and experienced chefs, and unique and diverse food flavors.

One of their innovative additions is a PourMyBeer self-pour beverage wall. Their self-serve beverage wall has 32 taps with a regularly rotating selection of beer, cider, wine, and kombucha. They also have a traditional bar with 48 taps that have beer and pre-batched cocktails.

Results & Analysis

60% of total alcohol revenue comes from the self-pour taps, while only 40% of alcohol revenue comes from their traditional bar. Despite having more taps and options at the bar, 75% of pours come from the self-serve beverage wall. Guests want to serve themselves and have the freedom to explore and consume as they please.

They typically have 4 bartenders at their traditional bar, but patrons still wait for decent lengths of time for their beverages. At the self-serve tap wall, there is NO waiting time because guests serve themselves. They can approach the wall as often as they want, without waiting in the long lines at the bar. In addition, only 1 staff member is needed for the Self-Pour Beverage Wall.

Not only do customers love this, but Malcolm Yards operators find that the profits from the beverage wall are higher, and they do not have to pay extra labor costs for bartenders. This results in happy and loyal customers as well as handsome profits for owners.