



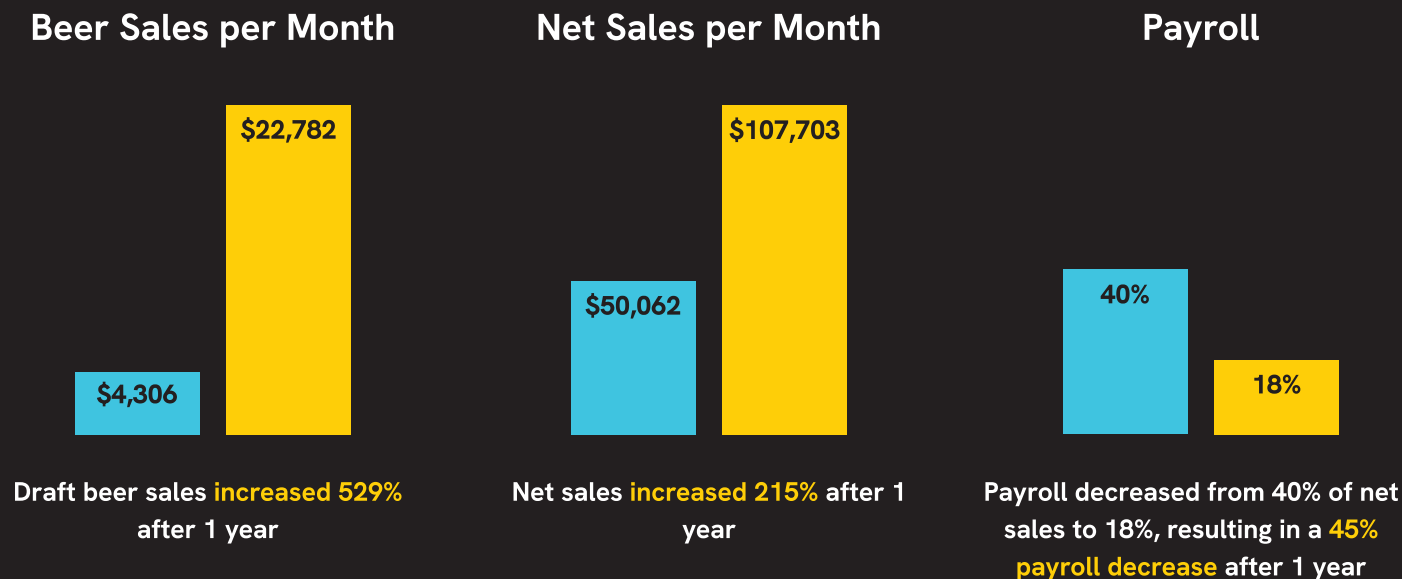
SUCCESS STORY

Switching to a Self-Pour Business Model

Since The Crab House opened, it has been well received by the people in their Virginian town. Their crabs are the best in town, and the atmosphere is great. The staff is pleasant, and the location is easily accessible.

While spring and summer were strong seasons for The Crab House, it was becoming more and more difficult to turn a profit during the fall and winter every year, which created financial challenges for the owners.

From Loss to Profit: The Remarkable Turnaround Thanks to Self-Pour Technology



Challenge

The Crab House was in a quandary. The fresh crabs and savory seafood menu were superb, but the crowds were just not coming, and it was on pace to lose \$256,000 by year-end. Beer sales were less than 8%, with beer cost of goods at 50%. Payroll was coming in at 40%, and food cost was over 55%. This establishment was struggling like so many restaurants. The owners decided to combat what they were expecting to be yet another difficult winter by innovating and pivoting. With craft beer continuing to grow in popularity and having done a large amount of research into a new concept involving self-pour taprooms, they set the wheels in motion to make the transition.

Having seen the PourMyBeer system in action at several locations in Virginia, the owners decided to make the investment, revamp their brand, update their menu, and leverage PourMyBeer to move their dream forward.

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Solution

The 40-tap, 20-screen self-pour beverage wall cost approximately \$52,000, with the build-out of the draft system and wall adding another \$34,000. The investment proved to be a success. Plus, in the spirit of the holidays, PourMyBeer and AC Beverage (a Micro Matic Certified Installer) pulled off a Christmas miracle, completing the project in less than 6 weeks.

Result

The Crab House, once a struggling business on the brink, has gone from losing over \$250,000 to profiting \$260,000 - a \$516,000 swing!

After switching to a self-pour business model, The Crab House saw its beverage sales continue to grow year-over-year, which led the owners into opening another successful location with PourMyBeer technology in it.