

CASE STUDY



On Par Entertainment Transforms Eatertainment with Three Self-Pour Tap Walls

Location:
On Par Entertainment | Dayton, OH

Venue Type:
Eatertainment Venue

PourMyBeer Solution:
20-tap, 30-tap, and 52-tap self-pour tap walls

This Dayton, Ohio eatertainment venue provides a fun, interactive self-serve experience for guests while reducing labor costs and producing higher profit margins.



Overview

On Par Entertainment, a premier eatertainment venue spanning 33,000 square feet, has quickly established itself as a must-visit destination for those seeking a blend of entertainment and craft beverages. Located in a thriving urban area, On Par Entertainment offers a variety of activities, including 5 private dart lanes, 12 duckpin bowling lanes, a 27-hole mini golf course, 5 karaoke rooms, and more—all under one roof.

Challenge

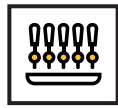
Before starting construction on the space, On Par Entertainment faced several challenges common in the eatertainment industry: high labor costs, inefficient operations, and the need for consistent customer satisfaction across a high-volume venue. Managing a large venue with multiple entertainment options requires a substantial workforce, leading to increased labor expenses.

Owner Daniel Huiet and his business partner envisioned three separate bar experiences throughout the venue. However, traditional bar setups demand more staff and come with issues such as over-pouring, theft, and inconsistent drink quality—all of which negatively impact profitability. They needed a solution to streamline beverage service, reduce labor and COGS, and enhance the guest experience.

Solution



102 Self-Pour
Taps



3 Strategically-Placed
Tap Walls



Integration with GoTab POS
for Streamlined Operations

After visiting several PourMyBeer locations around the US, Huiet and his business partner decided to implement PourMyBeer's self-pour technology. The system features 102 self-pour taps across three key areas: 20 taps on the patio, 30 in the karaoke space, and 52 on the main wall. This setup allows guests to conveniently pour their own drinks, reducing the need for a large staff and minimizing the risks associated with traditional bar operations.

They integrated their self-pour setup with GoTab's POS system, ensuring smooth and secure transactions while providing valuable data on customer preferences and consumption patterns.

"When I first visited a bar with PourMyBeer's technology, I just remembered thinking, this is such a unique and engaging experience, it's an adventure! I knew right then it was the perfect solution for our business."

Daniel Huiet, Owner On Par Entertainment

Results & Analysis



46%

Labor Cost Reduction:
(from 100 to 54 employees)



14%

Beverage Cost of
Goods Sold (COGS)



85% - 96%

Profit Margin
on Cocktails



\$147K

Average
Monthly Sale



232K Oz.

Average Monthly
Volume Poured

With PourMyBeer's self-pour technology, On Par Entertainment has experienced a substantial impact on its operations and profitability, including:

Labor Cost Reduction: The venue's staffing needs were reduced from an estimated 100 employees to just 54, a 46% decrease, thanks to the efficiency of the self-pour system.

Beverage Cost Savings: The cost of goods for beverages dropped to 14%, much lower than the industry average of 18-24%, due to the system's ability to eliminate over-pouring and theft.

Profit Margins: The venue's most popular cocktail, the strawberry margarita, achieves an 86% profit margin, while other cocktails reach up to 96%, contributing to a healthier bottom line.

Enhanced Customer Experience: The self-pour system gives guests greater control over their drink selections, resulting in a more engaging and satisfying experience.

Community Engagement: The charity tap program supports local causes and fosters a positive relationship with the community, enhancing the venue's brand image.

"We're already planning to open a second location. The new venue will be even larger, at 50,000 square feet, and include additional entertainment options. Self-pour technology will continue to play a central role in our expansion, ensuring operational efficiency and profitability from day one."

Daniel Huiet, Owner On Par Entertainment

Takeaway

On Par Entertainment's partnership with PourMyBeer has proven to be a game-changer for the business. By embracing self-pour technology, the venue has addressed its operational challenges and produced higher profits while creating a more enjoyable environment for its guests. As On Par Entertainment continues to grow, the success of this innovative approach will undoubtedly serve as a model for other operators in the eatertainment industry.

Interested in Self-Pour for Your Business?

Contact our team of self-pour experts to learn how PourMyBeer can revolutionize your business with higher profits, increased guest satisfaction, and reduced labor costs and waste.

Request a Quote

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