

## CASE STUDY



# Owego Donut & Beer Co. Offers Unique Experience Pairing Self-Pour Tap Wall with Homemade Donuts

**Location:**  
Owego Donut & Beer Co. | Owego, NY

**Venue Type:**  
Restaurant

**PourMyBeer Solution:**  
20-Tap Self-Pour Wall, Draft System, and Refrigeration

**By harnessing self-pour technology, Owego Donut & Beer Co. has created a vibrant dining environment that resonates with locals and visitors, making it a standout venue in town.**



Photo provided by Media Brush Marketing

## Overview

Owego Donut & Beer Co. is a unique dining destination in the heart of Owego, New York, combining the delight of homemade donuts with the excitement of the self-pour beverage experience. Founded by Ike and Julie Lovelass, the concept was born from a desire to create a unique experience for their community. What originally began as a small brewery operation, the team decided to pivot to the niche concept it is today.

## Challenge

After encountering self-pour technology at a restaurant, Ike and Julie were inspired by its efficiency, the unique guest experience, and reduced need for staff. As they ventured into creating a new concept in an area where many restaurants felt similar, they sought to introduce something different and exciting that the community would support. Their challenge was to create a thriving, family-friendly space centered around a 20-tap self-pour wall, draft system, and refrigeration, integrating it with their focus on donuts and sandwiches.

## Solution



20-Tap  
Self-Pour  
Wall



Draft System  
& Refrigeration



10 Screens,  
2 Taps per  
Screen



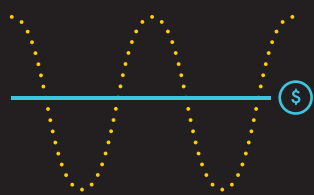
NY State Craft Beer,  
Cider, and Sparkling Wine

The Lovelass duo incorporated a 20-tap self-pour wall and direct draw draft system from Micro Matic and PourMyBeer, offering a selection of New York State craft beers, ciders, and wine-based cocktails. The tap wall, strategically placed as the restaurant's focal point, attracts customers eager for the self-pour experience. PourMyBeer's Project Management and Draft System teams meticulously planned the layout, with the system integrated with GoTab's Mobile Units POS and Untappd for seamless transactions and interactive beverage information.

*"Aside from the [PourMyBeer] technology, I've been highly impressed with everyone I've spoken with on the PourMyBeer team. It's been a fantastic customer service experience — from basic questions to training questions, they've been able to answer it all."*

— Ike Lovelass, Co-founder, Owego Donut & Beer Co.

## Results & Analysis



**\$23**

Average  
Tap Wall Tab



**50,000**

Ounces Poured  
Monthly



**\$21,400**

Average Monthly  
Tap Wall Sales



**#1**

Seller:  
Prosecco

Since implementing the self-pour system, Owego Donut & Beer Co. has seen increased customer satisfaction and engagement, with average monthly sales in the five figures.

*"Since implementing self-pour in December of 2023, we've seen a return on our investment without question. We pour around 50,000 ounces a month on average."*

**Ike Lovelass, Co-founder Owego Donut & Beer Co.**

Customer feedback has been overwhelmingly positive, with patrons praising the self-pour system and the unique menu offerings, especially the donuts. With over 60 rotating flavors, the donuts remain a customer favorite. The self-pour technology has attracted new customers and increased repeat visits, establishing Owego Donut & Beer Co. as a fresh alternative to traditional dining.

*"I've been most pleased with how customers enjoy it. It's a cool concept for them and has taken the experience of drinking a beer to the next level."*

**Julie Lovelass, Co-founder, Owego Donut & Beer Co.**

## Interested in Self-Pour for Your Business?

[Request a Quote](#)

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.

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