



# POUR DECISIONS MADE HERE



## CASE STUDY



# Wolverine Pickleball Leverages Self-Pour Technology to Enhance Player Experience and Operational Efficiency

[sales@pourmybeer.com](mailto:sales@pourmybeer.com) 312-416-9989 [www.pourmybeer.com](http://www.pourmybeer.com)

**Location:**

Wolverine Pickleball | Ann Arbor, MI

**Venue Type:**

Pickleball Venue

**PourMyBeer Solution:**

30-Tap, 10-Screen Self-Pour Tap Wall

By harnessing self-pour technology, Wolverine Pickleball provides a unique experience for their players post-match while reducing labor costs and introducing new revenue streams.



## Overview

Wolverine Pickleball, located in Ann Arbor, Michigan, is at the cutting edge of the rapidly growing pickleball business. Founded in 2020, Wolverine Pickleball has quickly become a hub for pickleball enthusiasts in the area, offering a unique blend of sport, community, and leisure.

## Challenge

During the initial build-out, Christy Howden, co-founder of Wolverine Pickleball, looked to implement bar service but had never operated a traditional bar and was weary of the high overhead costs that come with it. That's when Howden sought innovative solutions to streamline beverage service operations while enhancing the player experience. They turned to PourMyBeer's self-pour technology to address these needs. Wolverine Pickleball faced several challenges as the business grew:

**Operational Efficiency:** With no prior experience in managing a bar, they needed a solution that would minimize labor costs and simplify beverage service operations.

**Customer Experience:** They wanted to create a laid-back, social vibe where customers could enjoy drinks at their own pace, without the hassle of waiting for service.

**Community Building:** Wolverine Pickleball's focus was on fostering a strong, repeat customer base, where community interaction was key.

**Technical Integration:** The need for reliable technical support was crucial, especially given their newness to the bar business and the potential learning curve with self-pour technology.

## Solution



30-Tap,  
10-Screen Tap Wall



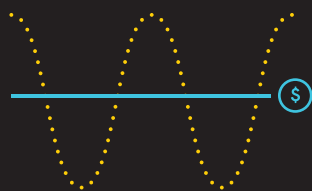
11th Screen for 10-Tap Soda  
Dispense System



Serves Local Craft Beer, Wine,  
& Housemade Cocktails

In December 2023, Wolverine Pickleball implemented a 30-tap, 10-screen tap wall from PourMyBeer to tackle these challenges head-on. The system allowed customers to serve themselves from a variety of taps, featuring local craft beer, wine, and housemade cocktails, giving them the freedom to explore different beverages at their own pace.

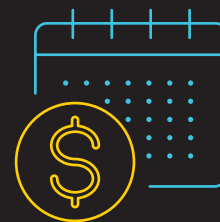
## Results & Analysis



**\$10K**  
Average Monthly  
Revenue



**30.4K oz**  
Average Ounces  
Poured Monthly



**1 year**  
Expects  
to Achieve ROI

*"As first-time bar operators, PourMyBeer offers excellent inventory monitoring and tools to maximize profitability on alcohol sales all with minimal staffing. We also love the simplicity of the PourMyBeer system for our staff, so they can concentrate on what's important: interacting with our guests."*

**Christy Howden, Co-founder & CEO Wolverine Pickleball**

Since implementing the PourMyBeer system, Wolverine Pickleball has seen remarkable benefits:

**Increased Customer Satisfaction:** The self-pour system has been well-received, with customers appreciating the unique experience and the ability to try different drinks.

**Community Engagement:** The system has helped foster a sense of community among customers, who often share their experiences and discuss different beverages.

**Operational Savings:** Wolverine Pickleball has saved on labor costs by reducing the need for dedicated bar staff. After her initial investment in the system, Howden expects to achieve ROI within the first year of the system's operation.

**Streamlined Beverage Service:** The simplicity of the system has allowed Howden to cross-train her staff, providing everyone with the knowledge to operate and maintain the system. Easy reporting and monitoring have streamlined inventory operations.

**Unmatched Support:** PourMyBeer's commitment to customer support has been a game-changer for the business. From solving technical issues to providing proactive follow-ups, the support team has ensured that the system operates smoothly, allowing Wolverine to focus on growing their business.

*"We are so pleased with our investment in the PourMyBeer Tap Wall. The service and support have been incredible throughout the entire process from quote to installation to opening and everyday business."*

**Christy Howden, Co-founder & CEO Wolverine Pickleball**

## 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

[sales@pourmybeer.com](mailto:sales@pourmybeer.com)  
312-416-9989  
[pourmybeer.com](http://pourmybeer.com)