



CASE STUDY

How The Golden Mill Reduced Staffing Issues With Self-Pour

Location:
The Golden Mill | Golden, CO

Venue Type:
Food Hall

PourMyBeer Solution:
40-Tap and 16-Tap Self-Pour Tap Walls

Reducing Staffing Issues and Enhancing Guest Experience with Self-Pour Technology at Golden, Colorado's Premier Food Hall



Overview

Jim Wright, an industry expert with 25+ years in the Food & Beverage Industry, has helped many bars and restaurants succeed. In previous ventures, Jim partnered with operators who needed help with the inefficiencies created by a traditional dispense method and were looking for a new innovative way to serve customers and increase sales. Jim began working with PourMyBeer a few years ago, successfully implementing self-pour technology at Stanley Beer Hall, Hyatt Meinzer Theater, Malcolm Yards, Broadway Market, and most recently, The Golden Mill, where the management team specifically sought his expertise.

Challenge

The Golden Mill is a 6,000 sq. ft. food hall venue with both indoor and outdoor seating. It is located in downtown Golden, CO, an area that generates heavy foot traffic. The owners expected a large number of customers to come through their doors daily and knew that it would be a challenge to serve all of them quickly and efficiently.

After considering a traditional bar method, the owners of The Golden Mill figured that it would be difficult to employ the proper amount of staff members to serve guests efficiently without significantly increasing labor costs. With an ongoing staffing crisis, exacerbated by the pandemic, they knew staffing a traditional bar would prove difficult. The management team at The Golden Mill had heard about Jim's expertise and his experience with helping businesses improve efficiency with self-pour technology and knew he was the man for the job.

Solution

In partnership with PourMyBeer, The Golden Mill installed two self-pour beverage walls, one upstairs and one downstairs. From the 56 self-serve taps they have, guests have the option to pour from a selection of craft beer, house-made cocktails, sake, wine, kombucha, and cold brew. The owners' concerns were now mitigated after installing the beverage walls, as customers can serve themselves.

Results & Analysis

With this type of system, the total number of staff needed was greatly reduced and ownership no longer worries about managing, organizing, or paying a large staff. Instead, they can focus on making sure their smaller-sized team provides the highest-quality customer service to every guest. With PourMyBeer's self-pour tap walls, The Golden Mill was able to:



Efficiently serve customers even with a reduced staff



Serve ~21K customers each month



Generate \$471K in average monthly sales



Streamline behind-the-scenes operations such as batching self-pour cocktails



Increase the quality of employees and reduce the turnover rate

"Self-pour technology allows us to serve more guests per employee than a traditional full-service restaurant. Our servers have the capacity to serve a significantly increased number of guests. This is due to the fact that guests 'self-serve' all of their beverages freeing the servers to focus on taking food orders and giving great customer service. Self-pour creates a very financially rewarding job helping us to retain our long-time family of employees."

- Jim Wright, Industry Consultant & Director of Operations at Stanley Beer Hall

Interested in Self-Pour for Your Business?

[Request a Quote](#)

At PourMyBeer, we're here to help you streamline operations, cut labor costs, and improve customer satisfaction. Contact us today for a custom quote!

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