



CASE STUDY



# The Golden Mill Streamlines Guest Check-In Process with PourMyBeer & GoTab Integration

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

**Location:**  
The Golden Mill | Golden, CO

**Venue Type:**  
Food Hall

**PourMyBeer Solution:**  
40-Tap and 16-Tap self-pour tap walls

**The beloved food hall, nestled in the mountains of Golden, CO, leveraged innovative tech solutions to increase operational efficiency.**



## Overview

The Golden Mill is a 7,500-square-foot food hall unique from all others in its surrounding area as it is home to the only rooftop bar and self-pour beverage wall in the neighborhood. From their 56 self-pour taps, guests enjoy craft beverages, including beer, wine, ciders, sake, house-made cocktails, and non-alcoholic options. With 5 different food vendors, guests can pick from varying cuisines. The Golden Mill began serving its community in 1864, but what began as the town's mill and feed store has since transformed into an award-winning food hall. The Golden Mill saw self-pour technology as an opportunity because of its presence in the market and wanted to be a part of that success.

## Challenge

At maximum capacity, The Golden Mill can serve 700 guests, so they knew a traditional bar would cause growing frustrations among guests due to long wait times. Aside from lost sales and unhappy customers, a traditional bar would create bottlenecks and labor challenges, complicating staffing and scheduling. They knew they needed to optimize their food & beverage program to maximize profits and reduce guest wait times while providing an innovative, social experience for their community because developing a gathering space for customers near and far was a top priority.

# Solution



**GoTab**  
POS Integration



**56**  
Tap Fixed  
Wall



**1 Step**  
Check-In  
Process

PourMyBeer's traditional tap wall setup proved to be a great solution to meet all of The Golden Mill's needs. After installing two beverage walls with 40 taps downstairs and 16 taps upstairs to combat traffic congestion at the wall, The Golden Mill wanted to optimize the self-pour experience even further. The Golden Mill further optimized the guest experience by integrating GoTab Point-of-Sale, streamlining check-in and encouraging guest autonomy throughout every step of the food and beverage experience. After researching various providers, GoTab POS stood out to The Golden Mill with these key features.

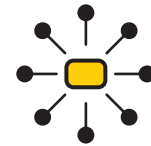
## Key GoTab Features



Ease of digital  
receipts and mobile  
ordering



Guest ability to use 1 RFID  
card for all food, beverage,  
and merchandise vendors



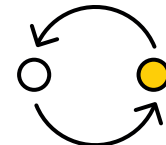
Split tabs among  
larger parties



Ability to close  
all open tabs



One  
terminal



Auto product  
sync



Real-time  
tab updates



24-hour  
support



Customizable  
branding

## Results & Analysis

Through the PourMyBeer and GoTab integration, The Golden Mill simplified guest check-in to one single step. Staff check IDs, open a tab with the guest's credit card, and provide an RFID card for use at the beverage walls and food vendors—including the merchandise store. At check-out, guests drop off their cards in lock boxes, and The Golden Mill closes out all tabs at the end of the night, with open tabs texted to guests. During busy months, over 900 guest checks can be closed simultaneously.

By offering PourMyBeer's self-pour technology, The Golden Mill has seen as many as 20 guests pouring at the wall at once. Integrating with GoTab POS has eliminated inefficiencies for guests and increased the speed of service as guests can use their pour cards to purchase food at any of the 5 vendors and then head to the beverage walls and begin sampling and pouring while waiting for their food.



---

Streamlined Check-In to 1 Step

---

No Guest Check-Out, Tabs Closed at Night's End

---

Open Tabs Texted to Guest

---

900+ Open Tabs Can Now Close at Once

---

Ability to Open Multiple Tabs for Groups and Events

---

*"Only having 1 step to get a guest started with a pour card that also works at all the food vendors is amazing. Many of the guests comment on the freedom they have to freely move about the space and get whatever they want, all with one card!"*

— Susan Ganter, Co-Owner of The Golden Mill

## 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.

SCAN ME! →



**Request a Quote**

[sales@pourmybeer.com](mailto:sales@pourmybeer.com)

312-416-9989

[pourmybeer.com](http://pourmybeer.com)