

How to Open Up a Successful Business with Self-Pour Technology



✓ Self-Pour Do's

DO have enough taps to get people excited. (20 - 70+)

DO have 1 or more BIG overhead menu displays. Consider Untappd. Guests can see what's on tap from a distance. (Untappd also gives you millions of social media users.)

DO number your taps so guests know where to go from the menu.

DO implement plenty of signage around the tap wall drawing attention to it.

DO add how-to signage or a video around the tap wall. (The PourMyBeer team has plenty of resources available to you.)

DO group the beverages by type and label above (ex: Cocktails, IPAs, etc.).

DO have tap wall ambassadors to help guests pour, re-activate cards, age check, replace glassware, etc.

DO designate a 21+ area around the tap wall that's patrolled by staff to prevent underage drinking.

DO have a check-in station near the tap wall in case guests decide to get a card.

DO make the self-pour tap wall a prominent feature of your concept. It pays to stand out!

DO make your establishment warm & welcoming to encourage guests to stay and pour more. People love a good hangout spot.

✗ Self-Pour Don'ts

DON'T add a small number of taps. Offering a wider selection of beverages is more appealing to consumers.

DON'T build a self-pour tap wall near a regular bar that has the same or similar drinks. (Don't put it near a regular bar at all if you can help it.)

DON'T leave the tap wall unattended, have an ambassador to help guests pour, re-activate cards, check IDs, replace glassware, etc.

DON'T add a self-pour tap wall in a hidden corner. Your tap wall should be prominently placed in your establishment.

DON'T let guests try to figure it out themselves. instruct them upon entry to your establishment and have plenty of signs and/or videos (where/how to get a card, etc.).



Interested in Self-Pour?

Reach out to our team of experts today to get your custom quote on a self-pour system!

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