



CASE STUDY

HOW THE **toast** & **pour** MY BEER INTEGRATION TAKES EFFICIENCY TO THE NEXT LEVEL

INTRODUCTION

Located in Gainesville, VA, CraftWorx Taproom is a **60-tap self-serve taproom** where customers can be their own bartenders! Chris McCarrick, the owner of CraftWorx, never intended to open a business in the hospitality industry, but as someone who loves technology and, of course, a good beer, he fell in love with PourMyBeer when he experienced it for the first time. When thinking about opening up his self-pour venue, Chris knew he wanted to bring it back to his hometown. He knew there was a large market he could serve in his area due to the Jiffy Lube Live concert venue nearby.

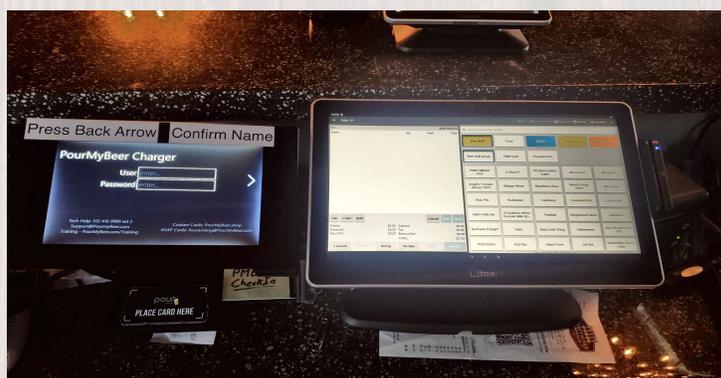


CHALLENGE

Thanks to his system and processes, he did just that! Chris conducted diligent research. Not only did he examine many different POS systems and applications he could use to simplify his operations, but he even visited multiple locations using self-pour technology to learn from them.

Chris knew that with PourMyBeer technology, he would not need to employ as many staff members as he would with a traditional bar setup, but he wanted to take it a step further and make the operations as efficient as possible.

His ultimate goal was to create the smoothest, most simple, and most efficient experience for his customers while only needing a few staff.



SOLUTION

After careful evaluation, Chris decided to integrate his PourMyBeer system, with Toast POS. **The Toast and PourMyBeer integration allows patrons to check-in in less than 10 seconds.** This provides a smooth process for customers and staff. Not only do customers get in fast and pour their drinks, but staff can check in more customers. Thanks to the self-serve beverage wall, there are no lines, and the traditional bar does not get crowded.

“On our busiest nights with 200+ customers, we can serve customers efficiently with only 3 staff members. We’ve seen as many as 16 people pouring at the wall at once!”

*-Chris McCarrick,
Owner of CraftWorx Taproom*

The same goes when ordering food and checking out. Customers order through QR codes at the table thanks to Toast ordering. All that is needed is a food runner. Since everyone serves themselves at the same time, no one waits for anyone! Express check out allows them to save on staff needed as no one needs to be checking anyone out. All customers have to do is drop their RFID card into one of the tipping boxes on their way out!



THE KEY TO SUCCESS

The key to CraftWorx’s success, aside from using PourMyBeer and its integration with Toast, is its setup. For example, they also decided to integrate PourMyBeer with Untappd, the world's largest beer database, allowing Chris to quickly populate information about new beers and see new beers on deck. avoid creating internal competition.

He also numbers his taps to make it easier for customers to find beverages they looked at on the Untappd menu. While CraftWorx offers a variety of craft beers, cold brews, wines, and cocktails at their self-serve beverage wall, they do not serve them at the traditional bar to avoid creating internal competition.



Contact PourMyBeer at cheers@pourmybeer.com or call (312) 416-9989 for more information.