HOW TO INCREASE GUEST VOLUME & REVENUE WITH

THE pour MY BEER & myaxispoint POS INTEGRATION

INTRODUCTION & PROBLEM

Stanley Beer Hall, located in Aurora, CO, opened as a traditional service restaurant with a full-service bar, including 30 draft beers. After the first year of business, the operation was unfortunately failing. This was due to the **inability to serve the high volume of people in the short amount of time that their guest flow required.** Each evening, the business had approximately 90-120 minutes to capture over 90% of the day's potential business. This resulted in many guests waiting for longer than 30 minutes to receive their first drink, many times after their first and sometimes second food course arrived.

SOLUTION

The solution was to create an environment where guests could quickly have a beverage in their hands while they experienced traditional at-the-table food ordering and service. **Their PourMyBeer wall was the answer to this problem, and it helped significantly enhance the guest's experience.**

The self-pour beverage wall solved the issue; however, guests were not pleased with the need to wait in line a second time to close out their tabs. Therefore, Stanley Beer Hall turned to its technology partners, MyAxisPoint POS and PourMyBeer, to help with this problem. The two companies worked together to fully integrate their systems to allow all operations to be performed on the MyAxisPoint POS system while still harnessing the power of PourMyBeer, alleviating the need for side-by-side technology. Thanks to this integration, Stanley Beer Hall no longer required their guests come back through the line to check out.

This integration instantly adds any PourMyBeer self-pour beverages to the guest's ticket in MyAxisPoint POS – eliminating human error in posting the sales from one system to the other.

Additionally, MyAxisPoint produced a solution to allow guests to pre-sign for their credit card tab, including the option to pre-select a tip percentage. **The check-in and (if the guest chooses) check-out all happen at the same time and take approximately 10 seconds**. The combination of full integration and pre-signing alleviated the concerns many guests were communicating.

After six months of operating the fully integrated system, Stanley Beer Hall analyzed the pre-integration to post-integration sales. To their astonishment, the **average per-check revenue increased by $1.12** without raising prices! At the time, Stanley Beer Hall was doing **over 88,000 checks per year**. That equates to **more than a $99,000 per year increase in profitability** just by having an integrated system.

As an example of the volume a business can handle with a fully integrated MyAxisPoint POS and PourMyBeer system, on April 4, 2022, Stanley Beer Hall did **480 separate checks for 878 guests**. On that day, guests **self-poured 1,973 separate pours for a total of 14,713 ounces poured!** This was all accomplished with **only 10 front-of-house servers** for the entire 11:00 AM to 10:00 PM day – while Stanley Beer Hall also covered their traditional table-side ordering and food delivery! The front-of-house hourly **labor percentage on this day was 3.6%.**

The owners of Stanley Beer Hall were so pleased with the success that they opened a bigger second location called The Golden Mill, also powered by MyAxisPoint POS and PourMyBeer's self-pour technology. On that same day in April, The Golden Mill did **1,345 separate checks for over 3,000 guests. The number of pours for the day was**

4,565, for a total of 37,618 self-poured ounces. There were 24 front-of-house staff, totaling 162 hours of labor – or 4.2% of total sales. While the style of operation is very different, the results are the same - **high volume with low labor cost and happy guests.**

One of the great advantages of the self-pour labor model is the ability to handle a higher-than-expected guest volume day with a typical number of staff without having to turn guests away because you don't have a server to serve the section.

After seeing such success with their first beverage wall inside, Stanley Beer Hall built a second PourMyBeer wall on their patio. The venue now has even better serving efficiency and customer flow with 51 self-serve taps offering a blend of beer, wine, cocktails, kombucha, cider, seltzer, and even prosecco! They are so pleased with the business model they have now opened two new locations and are working on several more!

For more information, you can contact us at **cheers@pourmybeer.com** or call us at 312-416-9989.