



Beer taps

## BAR SYSTEM LETS CUSTOMERS POUR THEIR OWN BEER

 FOOD & DRINK

**A new company has created bartender-less bars where customers can pour their own drinks to improve service quality.**

The experience of getting served at a bar has not changed much. Customers simply go to the bar and ask the bartender for a drink. The bartender pours the drink and then asks the customer for payment. At Springwise, we have seen robots being used to disrupt the food and drink serving industry. For example, the robot [waiter](#) and the [robot arm](#) that serves coffee. Now, automation can help bar customers even further who do not want to wait in a crowded bar. Chicago startup [PourMyBeer](#) has developed self-serve taps that let customers pour their own drinks.

PourMyBeer has two self-serve systems. In the Beer Wall, bars install several taps on a wall. Customers are issued an RFID card. The cards can be pre-loaded, or customers can start a tab. Additionally, The RFID card is placed in the slot above the desired tap, and the customer pours the drinks. The system also charges by the ounce, and customers can see their available funds on a display, along with a real-time drink meter that goes down as they pour.

With the Beer Table, staff members must first grant customers access to the tap wall. With both systems, customers are only allowed to pour two drinks per person. After this, their service is paused until a staff member checks in with them. Guests can also receive a printout showing exactly how many ounces they drank, and the charge.

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## Takeaway:

PourMyBeer's founder and CEO Josh Goodman says he's not out to disrupt the bar industry, but is offering an option for people who want a different experience. The company's technology is currently in around 200 bars across the world, and the startup has raised around 1 million USD in outside funding from angel investors. The bar chain [Tapster](#) uses PourMyBeer to offer self-serve craft cocktails. Chicago tech hub [1871](#) uses PourMyBeer to provide self-serve cold brew coffee. Will self-serve bars and cafes be the future of going out?