# OPERATIONAL ADVICE IN THE TAPROOM: SERVICE & TIP MODELS

*The following is an excerpt from **The Ultimate Brewery In Planning Guide**. [Download the free guide](#) and learn how to get started running a profitable taproom.*

## Service Models

Service models aren't one-size fits all. In fact, your brewery's unique service model can, and will, change based on the day of the week and time of the year! So don't be afraid to try something new or switch things up on the fly—*flex* is the name of the service model game.

> A **service model** is a certain way of preparing, presenting, and distributing menu items to your guests. Your choice dictates the atmosphere of your business, how efficient your staff members are, and the type of experience your guests have.

Here are the factors to consider when determining the best service model for your brewery:

1. Your space's size & its layout
2. Your staff size & how they interact with customers
3. Your guests & how you want them to experience your taproom

Start by imagining the ideal customer experience you want every guest to have when they walk through your doors, and use the categories below to consider all of the options available to you:

| Service Model | FOH Roles Needed | Guest Experience |
|---|---|---|
| Counter Service | Bartender<br>Barback/Busser<br>Runner/Support | • Order & pay at counter<br>• Retrieve items OR Items are delivered by Runner |
| Table Service | Host<br>Waitstaff<br>Bartender<br>Barback/Busser<br>Runner/Support | • Seated by Host<br>• Order with Waitstaff<br>• Items are delivered by Runner<br>• Pay with Waitstaff |
| Flexible Model (Hybrid) | Waitstaff<br>Bartender<br>Barback/Busser<br>Runner/Support | • Guests seat themselves<br>• Order 1st round at the counter, & additional rounds with roaming Servers<br>• Pay with roaming Server or via contactless payment |

QR code ordering is here to stay, but it's not an all or nothing thing. As with all service models, it takes experimentation to find the perfect fit for your taproom and team. But it's worthwhile—QR codes have proven to increase tab and tip size by 24% and reduce labor costs by 50%.

## Tip Models

Your servers will be earning some well-deserved tips from satisfied taproom guests. How will you divvy those earnings among staff to ensure everyone is fairly compensated?

The two primary tip models are **Individual** and **Pooled**. While each model has its benefits, the craft industry often opts for a pooled method because a taproom environment invites guests to interact with multiple staff members. When deciding what model is best for your budding brewery, consider the following:

| Tools Needed | Frequency of Disbursement | Pay Out |
| --- | --- | --- |
| Reports (POS)*<br>Calculators (POS)*<br>Spreadsheet | Daily<br>Weekly<br>Bi-weekly<br>Monthly | Cash<br>Paycheck<br>Instant Direct Deposit |

### Individual Tip Model

Each server collects their own tips and may be asked to tip out other employees that helped service, like hosts and bussers. They also have to 'pay out the house' for any cash sales they collected payment for. Servers may take home just their cash tips for the day, or get paid out their credit card tips in cash at the end of their shift.

### Pooled Tip Model

All eligible staff share in the tips collected for a given period of time. There could be a daily or weekly pool, time segmented pools throughout the day (AM/PM, 1st/2nd/3rd shift, etc.), or pools by pay cycle. In pooled models, the house collects and divvies the tips to the appropriate team members, either at the end of a shift/day, end of the week, or on paychecks.

**Keep in mind: Cash management!** As the 'house', if you don't collect enough cash sales during the day to pay out tips, you may have to short the drawer or deposit and pull cash from the bank to get the till back to the daily starting total cash on hand.

*__Ideally, your point of sale automates all tipping__ calculations based on predetermined settings, as well as manages tip reports.

# The Ultimate Brewery In Planning Guide

Like many great ideas, Arryved was born in a taproom. Our team has devoted the past 6 years to talking shop in breweries across the country, hiring experts from all parts of the industry, and catering our product to best support the craft businesses that we spend our nights and weekends enjoying.

In the true spirit of craft, we want to share our breadth of knowledge with you.

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*Nancy Trigg is the President and CPO of Arryved. Arryved provides Point of Sale and Loyalty software to taprooms and brewpubs across the country. Addressing business challenges and finding solutions to create excellent taproom experiences for guests.*