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*For Immediate Release*

Greetings Moline and QCA,

[Pour Bros. Craft Taproom](#) is set to open its Third location in downtown Moline, Illinois, in the winter of 2021/2022.

When opening its doors in [Peoria Heights, Illinois](#), in 2016, Pour Bros. Craft Taproom was Illinois' first self-serve bar featuring pour-your-own technology. We are a family-owned and operated business who believes and invests in communities that embody rich histories and beautiful stories like those of Peoria Heights, Champaign and Moline.

In 2018, Pour Bros grew to [its second location in downtown Champaign-Urbana](#). We are excited to announce that **Moline will be the next amazing stop aboard the Pour-Your-Own train.**

Pour Bros. will occupy close to 4000 ground floor square feet at 1209 4th St., Suite 2, in Moline, Illinois. The development collective is known as [The Q](#), and is also home to [The Element Hotel](#) and a hopeful future hub to passenger rail service.

The Moline project is a union-led adaptive reuse project performed by [Bush Construction](#) of Davenport, Iowa. The complete renovation project total is upwards of \$820,000 and in partnership with the Amin Group (building owners).

We are confident the outcome will be something very special. The O'Rourke building has a historic landmark designation, so extra care has been used in working hand-in-hand with local and state officials. Paying tribute to local history and bringing historic buildings back to life is a pillar of the Pour Bros. brand.

The interior of the new craft taproom will feature a rustic industrial design that pays tribute to the area's hard working heritage who built this vibrant community. Gathering tables and furniture will be hand crafted by [West End Salvage](#) from Des Moines. We love to see customers engaging with one another. We have found in our current locations the communal seating lends itself to

conversations about the beer and life in general, creating new friendships and strengthening old ones.

An eclectic combination of concrete floors, metal, wood, tile, and artwork will be blended together to create an inviting and relaxed space. The large room will be a mixed use area consisting of vintage games and some TVs, a great space for groups, parties, league game nights, trivia, or just a fun place to hang out with friends. Our establishments make you move around a little to taste the new brews and play games with friends.

At Pour Bros. the customer pours the beverage by the ounce and pays by the tenth of the ounce for whatever they pour, using pour-your-own technology developed by the California based [Ipourit Inc.](#) the nation's leader in self-serve taproom technology.

The craft beer market continues to grow year after year with ever-changing styles. Pour-your-own technology has become a great tool for consumers to sample by the ounce before pouring a full pint.

Upon arrival, a customer will check in with a Pourtender (a member of the staff) and the staff member will ask for an ID and a credit card to open a tab. An RFID radio frequency technology pouring card will be created for the customer. The customer will head to the pour wall, where they will then be greeted by another staff member who will assist with questions and proper pouring techniques.

The pour wall consists of a series of tablets that allow the customer to touch and read about the different beers, ciders, meads, seltzers and wines. The customer then will scan the pour card, grab the tap handle and begin to pour, shutting off the tap whenever they would like. You are in control of the entire process from start to finish. The flow meters inside the cooler measure the volume that passes through the lines then charges the credit card on file the price per ounce for the beverage poured. Each beverage holds a different price per ounce. The beer selection is ever changing. On a typical week we tap 10-15 new brews, creating a new discovery every time you visit the taproom.

Pour Bros. curates a thoughtful list of local, regional, and national beers, ciders, meads, seltzers and wine. Since everything is poured by the ounce, rare options are more readily available at Pour Bros. We have noticed customers are more willing to try something new because there's only a small investment to do so. Pour-your-own technology allows the staff more freedom to discuss beer, and to inform guests while getting to know the people better they are helping..

Pour Bros. is more than just a taproom. We offer a large assortment of hand-crafted cocktails from our full-service bar that also features fresh squeezed juices. The cocktail menu has a focus on timeless classic drinks with a twist. The bar is also where you will find your favorite domestic offerings. Although we are focused on craft beer, we cannot turn our backs on domestic beer drinkers.

Our hope is to offer consumers an outlet to sample small batch craft brews and hopefully open their minds and palates to the world of American brewed products.

Entertainment is another big part of the Pour Bros. culture. We plan to bring in talented local and regional acts and will strive to promote an array of musical genres along the way. Our goal is to change the music and beer styles often, creating an unique experience every time you visit.

Plans are also in the works to team up with a high quality locally-owned food partner who features a delicious Southern fast casual menu, ideal for the taproom vibe we provide. Stay tuned for this tasty announcement coming soon.

Our goal is to open the doors sometime in the winter of 2021-22. You can track our progress by following our website and social media. **We cannot wait to "POUR THE EXPERIENCE" in the Quad Cities!**

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