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Press Release

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Windy City Red Hots Reveals Pour Your Own Beer Concept

Leesburg, VA – Windy City Red Hots will be launching its very first “Pour Your Own Beer” system beginning this month, which will allow customers to access their own beer while visiting the local establishment.

It will be the first of its kind in downtown Leesburg and has recently become a new trend. Owner Pia Miranda learned about the concept through a previous colleague and was instantly intrigued. Both Miranda and her husband, Angel, researched multiple companies before choosing The Table Tap Company, the first to market and sell self-service beverage dispensing monitoring and control systems worldwide.

“We are super excited to be the first one in Leesburg to do this. In fact, we are excited to be the first non-brewery, or should we say restaurant, in Loudoun County, to do this,” Miranda said. “Leesburg has changed so much since we came here 8+ years ago. We’re excited to be part of the transformation.”

Miranda said the process is quite simple. Upon ordering, customers will receive an activated Radio-frequency identification (RFID) beer card. They can run a tab or pre-load a dollar amount before using it. The software counts how many ounces of beer is poured.

Customers will only be able to access up to 32 ounces of beer at a time. All the normal precautions will be taken by staff in regards to checking IDs and assessing sobriety before access is granted to the taps.

“The best part is that you don’t have to pour a full glass of one type of beer,” Miranda said. “You can pour 8 ounces of an ale and decide to pour 8 ounces of a pilsner next. You’re sure to have cold beer every time.”

The dispenser is currently undergoing a “soft launch” with three beers on tap. The mobile unit will have six full taps, each one local, beginning in May and will be available for use during Leesburg’s First Friday on May 4.

“We think it will be a hit,” Miranda said, adding that the restaurant has recently undergone a new layout, which allows for more seating space. “It’s bringing a whole new dining and drinking experience that fits today’s generation.” To learn more, visit www.windycityredhots.com.