

iPourIt Welcomes Self-Pour Industry Veteran Laurel Johnstone as Eastern Territory Manager

Industry veteran joins growing team as iPourIt continues investing in the future of self-pour technology

LAKE FOREST, CA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [iPourIt](#), a leading provider of self-pour beverage technology, today announced that Laurel Johnstone has joined the company as Eastern Territory Manager. Bringing more than five years of experience in the self-pour industry, Johnstone will lead sales efforts throughout the Eastern United States, helping restaurants, hotels, breweries, entertainment venues, and other hospitality businesses modernize beverage service with iPourIt's self-pour platform.



Johnstone's appointment reflects iPourIt's continued investment in both its [technology platform](#) and the experienced team supporting customers across North America. As demand for self-pour solutions continues to grow, operators are increasingly looking for partners that deliver more than beverage dispensing technology—they want ongoing innovation, operational insight, and long-term support to help their businesses succeed.

"We're excited to welcome Laurel to the iPourIt team," said Darren Nicholson, Chief Revenue Officer at iPourIt. "She has earned a tremendous reputation in the self-pour industry by helping operators solve real business challenges and build successful beverage programs. As we continue expanding our platform and investing in the future of [self-pour technology](#), we're thrilled she chose to bring her experience to iPourIt."

Over the past several years, iPourIt has continued expanding its platform with advanced

reporting, cloud-based management tools, flexible payment options, RFID technology, AI-powered operational insights, and solutions designed for a wide range of hospitality environments. Those investments are helping operators increase beverage revenue, improve inventory control, simplify operations, and deliver better guest experiences.

"What attracted me to iPourIt was the company's vision for where self-pour technology is headed," said Johnstone. "The team's commitment to continuous innovation and customer success stood out immediately. I'm excited to join a company that's investing in both its technology and its people, and I look forward to helping operators unlock new opportunities for revenue growth, operational efficiency, and guest engagement."



Laurel Johnstone, Eastern Territory Manager at iPourIt

In her new role, Johnstone will partner with breweries, restaurants, hotels, entertainment venues, convenience retailers, and other hospitality operators throughout the Eastern United

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Laurel Johnstone

States, helping businesses evaluate, implement, and maximize self-pour beverage technology for beer, wine, cocktails, coffee, and non-alcoholic beverages.

"Our customers aren't simply choosing a self-pour system—they're choosing a technology partner," Nicholson added. "Our strategy is to continue building the industry's most capable platform while surrounding our customers with experienced people who understand how to help them succeed. Laurel is an important part of that commitment."

About iPourIt

iPourIt is a leading provider of self-pour beverage technology, helping operators increase revenue, reduce labor costs, improve inventory control, and deliver exceptional guest experiences. The company's cloud-based platform supports self-pour beer, wine, cocktails, coffee, soda, and other beverages across restaurants, hotels, breweries, entertainment venues,

convenience retail, and hospitality markets throughout North America.

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Laurel Johnstone with iPourIt team members at the iPourIt booth during HITEC 2026.

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