



**10 Ways to Boost Taproom Sales
in the New Normal**



What Am I Thinking?

Use Your Words

- Start with a welcome
- Share your knowledge
- Use your voice
- Finish with a “thank you”



32%

More likely to recommend/return when offered a sincere greeting and “thank you”

30 Second Conversation

- Welcome your guest
- Be likeable, offer friendly conversation
- Offer direction
- Let your guest know what they're drinking
- Leave your guest feeling appreciated



Wall, Paper, or QR?

What's on a Menu?

- Easy to read
- Beer names
- Style
- Alcohol content
- Size options
- Pricing

Why a Wall Menu?

- Educates guests
- Prepares guests to order
- Removes confusion
- Reduces ordering time

Why a Physical Menu?

- People like to read
- Facilitates conversation
- Encourages the next drink



35% Greater Tabs

QR Codes

- WTF is that?
- Reduces contact
- Include all relevant information

Want Another?

- Nearly half of brewery staff don't encourage a second drink
- 16.3% higher tabs merely by suggesting
- \$292 more per 100 tabs
- No extra labor, no extra cost

Embrace the Cold

- Fire pits and heaters
- Fancy, ventilated tents
- Be the first in your area to flaunt it



Get Seasonal

- Christmas tree selection paired with your holiday ale
- Winter movies on a big screen
- Magical Winter Wonderland
- Ugly mask contest

TIMBERYARD BREWING CO

HAUNTED DRIVE-THRU

DRIVE THROUGH HAUNTED HOUSE AND CAN SALES

SATURDAY | SATURDAY
OCT 24 | OCT 31

TIMBERYARDBREWING.COM



Promote Winter Merch

- Guests are 9.3% more likely to purchase merchandise when it is in a visible location with clearly marked pricing
- Get input from your best customers
- Create demand



86%

Of brewery staff are not encouraging guests to
join a brewery's mailing list or loyalty/rewards
program

Stay in Touch

- Simple reminders
- Informative
- Entertaining
- Text messages

Create Recurring Purchases

- Mug clubs
- Subscriptions
- Website



Turn 9% into 49%



What it really comes
down to?

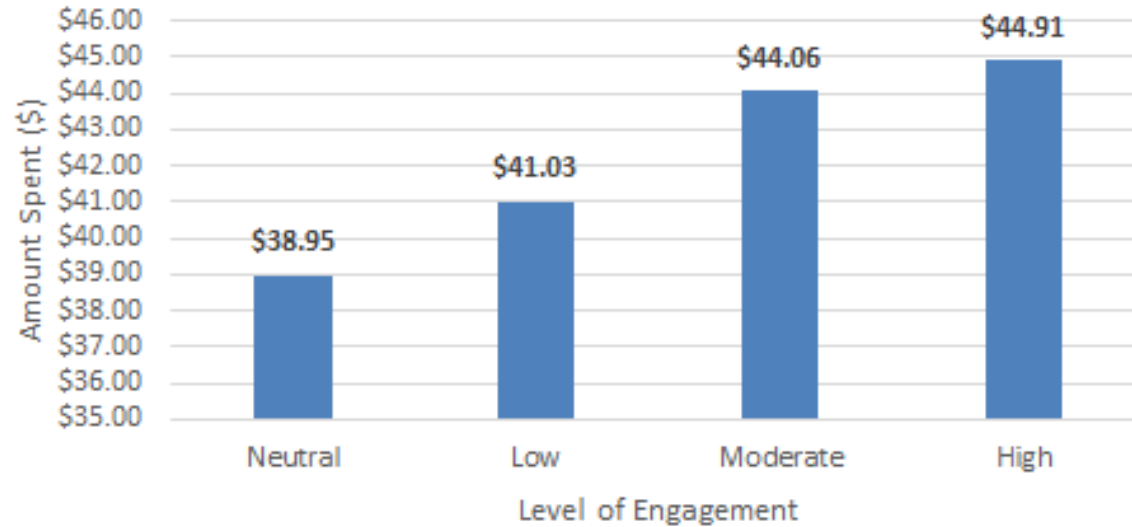


Engagement

Levels of Engagement

- **NEUTRAL:** The staff goes through the motions, neither impressing or disappointing the guest.
- **LOW:** The staff does not attempt to build a connection with the guest and is absent for the bulk of the guest's visit.
- **MODERATE:** The staff greets the guest, offers recommendations, and checks back in a timely fashion.
- **HIGH:** The staff goes above and beyond moderate, "wow"-ing the guest.

Correlation Between Level of Engagement and Amount Spent






46%

The likelihood of a guest returning/
recommending your brewery after receiving **low**
engagement on their first visit



99%

The likelihood of a guest returning/
recommending your brewery after receiving **high**
engagement on their first visit



It's the little things that
ultimately make a big
difference

A yellow rectangular sign with a thick black border. In each of the four corners, there is a short, thick black horizontal line. The text is centered on the sign.

Leave your guests
craving more



Want to see how your taproom is doing?

Email andrew@secrethopper.com
to schedule your **free** visit