



5 Steps to Taproom Success From Day One





Step 1:

Use Your Words



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



Step 2:

Have a Strong Menu

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

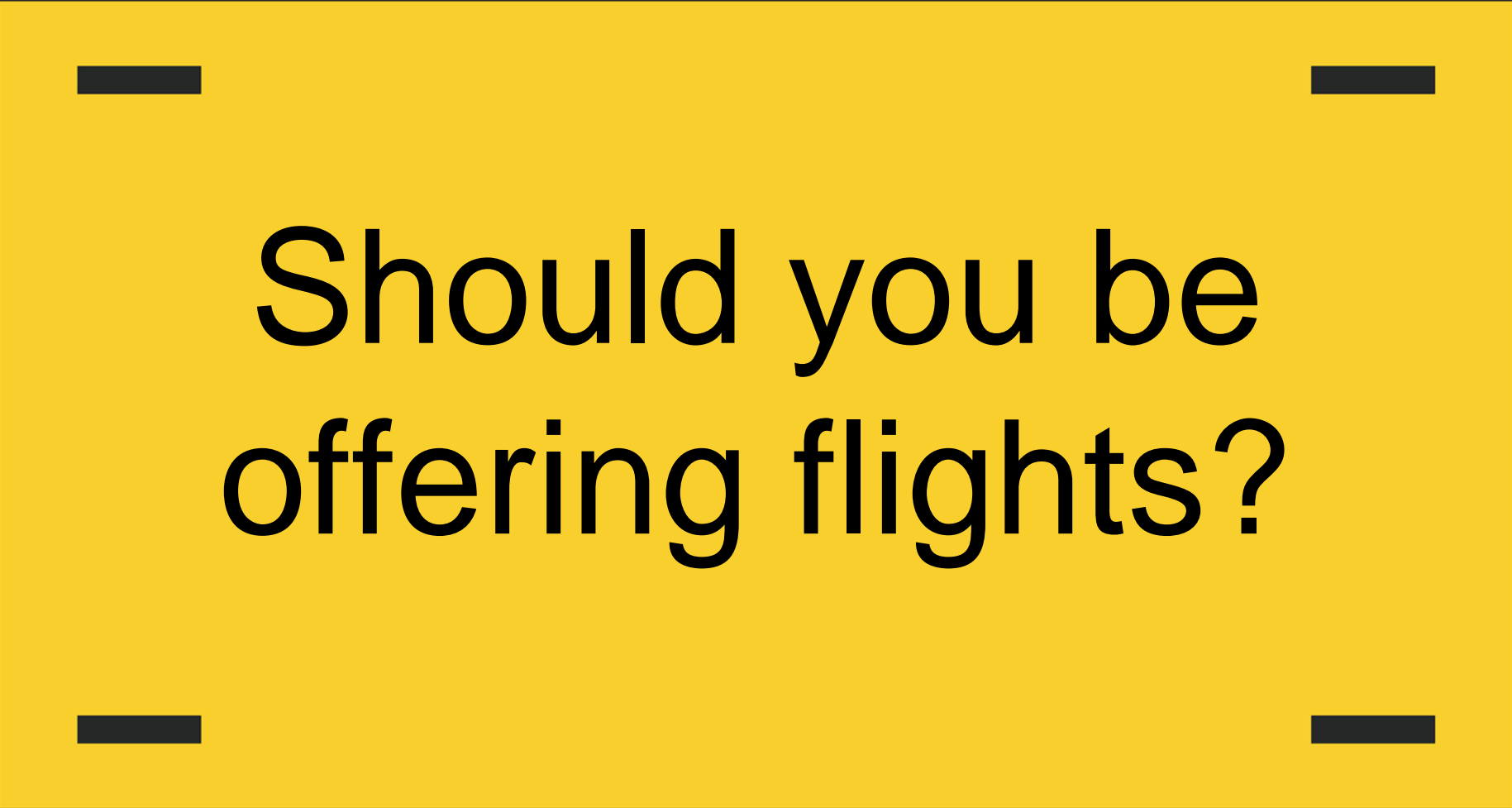


35% Greater Tabs



Step 3:

Flights



Should you be
offering flights?

Yes, and Here's Why

- Guests spend 25% more on visits when staff suggest a flight (\$50.05 vs \$39.88)
- Opportunity to educate
- Find the right beer



45%

Of taproom staff are not asking guests if
they would like another drink

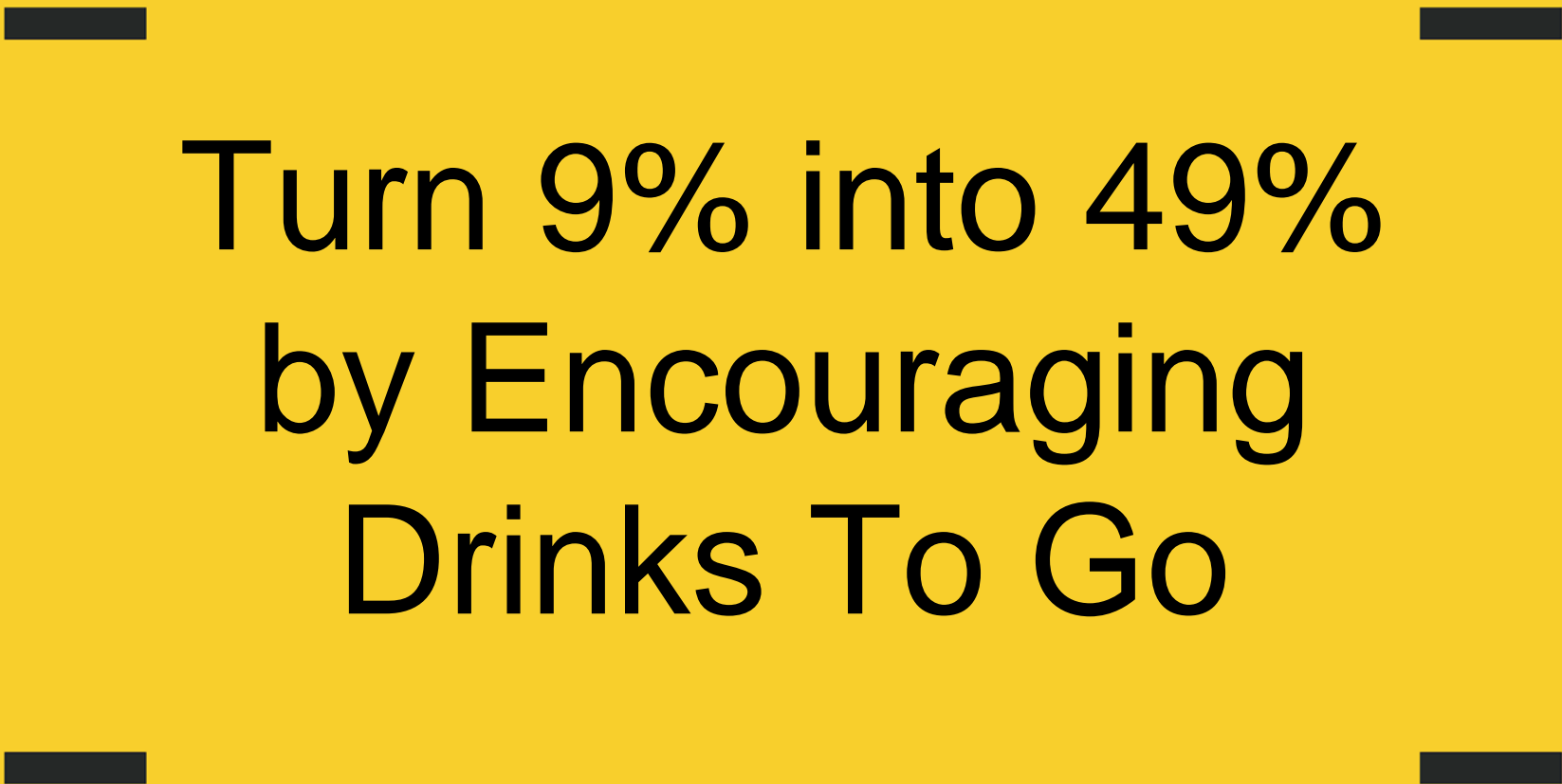


Step 4:

Ask Questions

Want Another?

- Nearly half of taproom 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



Turn 9% into 49%
by Encouraging
Drinks To Go

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

Stay in Touch

- Simple reminders
- Informative
- Entertaining
- Text messages

Create Recurring Purchases

- Mug clubs
- Subscriptions
- Website



What it really comes
down to?



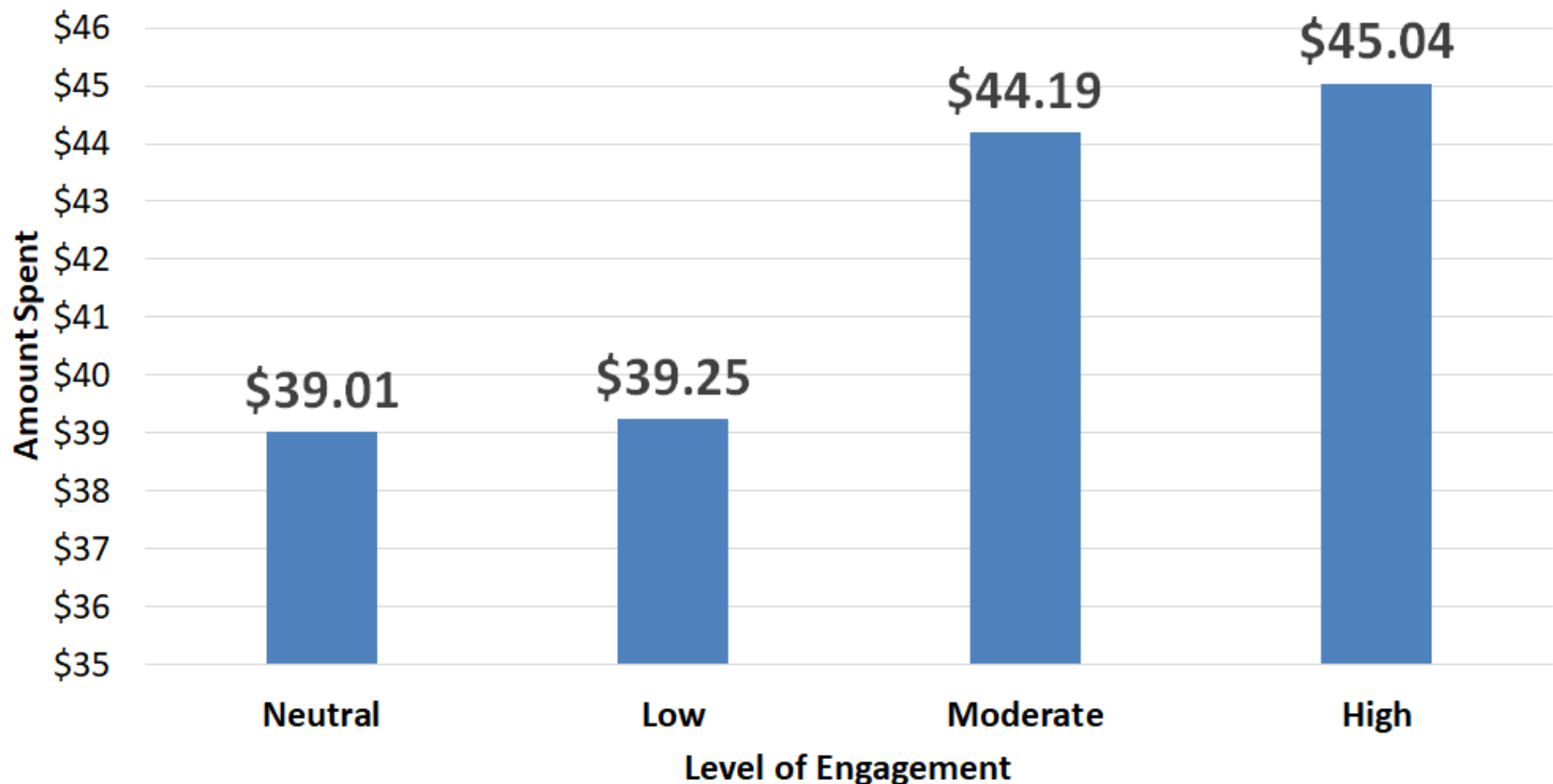
Step 5:

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 business after receiving **low** engagement on their first visit



99%

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







**Engagement isn't just
about your Guests**



Motivate Your Staff



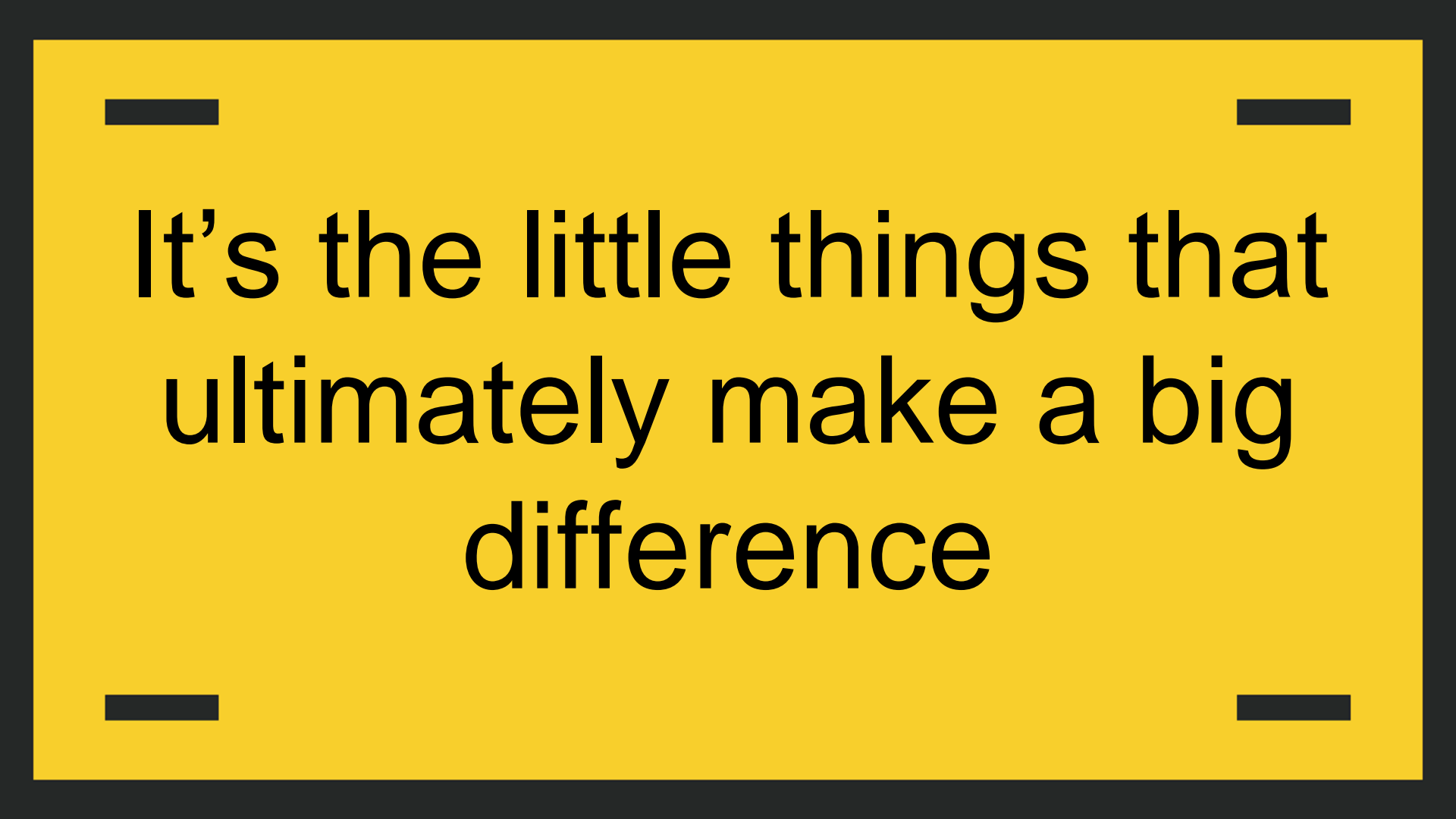
- Rewards
 - Recognition
 - Advancement
 - Passion is contagious
- 
- 



Things to Remember



- Educate
 - Engage
 - Encourage
- 
- 



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





Leave your guests
craving more



Want to stay in touch
or hop on a call?

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