

5 Things Your
Taproom Staff
Should Be Doing



The Hospitality Factor

2017-2020

Tabs 14% Higher

Low vs High Engagement

The Hospitality Factor

2021-2022

Tabs 29% Higher

Low vs High Engagement

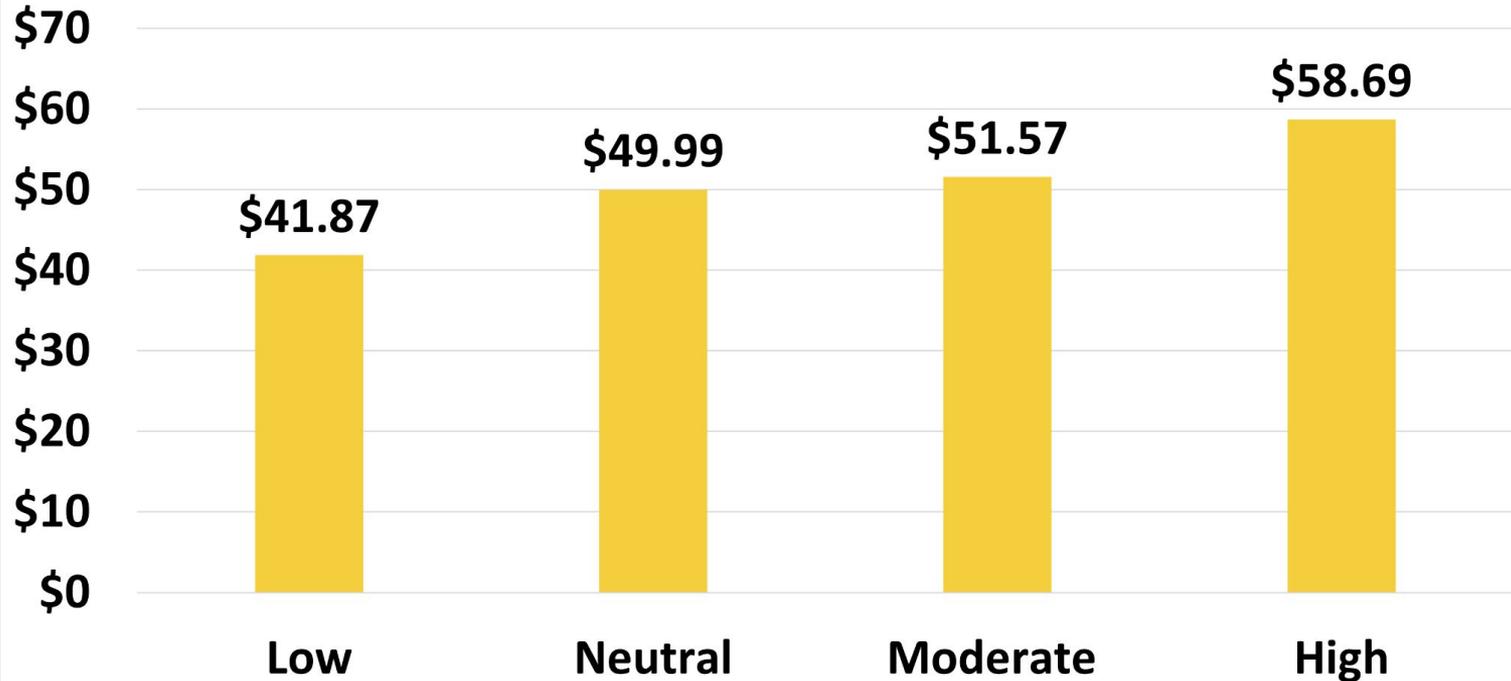
The Hospitality Factor

2022-2024

Tabs 40% Higher

Low vs High Engagement

Correlation Between Level of Engagement and Amount Spent



Greeting & Thanking Your Guests



Greeting and Thanking Your Guests

- Guests spend nearly **30% more** when they receive a smile, “hello”, or other welcoming gesture upon entering.
- Staff are **346% more** likely to provide high engagement when a visit begins this way.
- Staff that introduce themselves see tabs **25% higher**.
- **1 out of 5 guests** leave a taproom without being both welcomed and thanked.

Think About Your Menus

		OUTLAND		<i>FARM BREWERY</i>		Guest WiFi Passw	
		HOUSE BEERS				Flights Avail	
3.5 SQFT	MBG COLLAB v3 DRY-HOPPED LAGER Fruity, Floral, Clean (Dry hopped with Citra Noble)	12oz 16oz 20oz	6 7 8	3.4 SQFT	FIELDMAIDEN Citrus, Coriander, Tart		FARMH
3.3 SQFT	TEDDER HOPPY SAISON W/ MOSAIC Citrus, Berries, Spice, Refreshing		6 7 8	3.1 SQFT	GRINDSTONE Caramel, Toffee, Toast		DAR Also
4.3 SQFT	SILO 100% LOCAL PALE ALE Caramel, Malty, Orange Marmalade		7 8 9	4.1 SQFT	TILL Citrus, Pine, Bitter		AMER
5.8 SQFT	FIELD TRIAL 7 NORTHEAST GROWN IPA Fruity, Pine, Resin, Bitter		7 8 9	3.5 SQFT	HEWN Graham Cracker, Mocha, Marshm		F
3.8 SQFT	HEWN: MAPLE SMOKED PORTER Woody, Smoke, Brown Sugar, Chocolate		8 9 10				
Brewed with Maple Syrup from Eureka Farms in Palmyra, ME!							
MIMOSA		CIDER		HARD			
PROSECCO-RITA	Prosecco, Limeade, Salt or Tajin Rim. Plain or Spicy	9	MAINIAC GOLD SEMI-DRY Mildly sweet cider from Ricker Hill. Blend of dessert and bitter-sweet apples	7 8 9	ISLE Apres Seltzer (Portlan		
MIMOSA	Prosecco, Choice of Orange, Cran Raspberry, Strawberry Kiwi, or Mango Peach Juice	9	SYLVAN 375mL BOTTLE Wild Foraged Apple and Pear cider from Rocky Ground (Newburgh). Dry, tart, Fruity	12	PINE RICKEY Apres Seltzer (Portlan		
			LIMINAL 12oz BOTTLE Wild foraged apple cider from Rocky Ground (Newburgh). Bottled conditioned with honey. Floral, tart, earthy	12	CANNE		
WINE		NON-ALCOHOLIC BEER					
ON THE LAKE	White wine with notes of fresh berries from Stone Tree	8	ON YOUR MARK NA BLONDE 12oz BOTTLE Non-alcoholic easy drinking Blonde Ale from KILNA (Portland). Citrus, Pine, Biscuit and balanced bitterness	6	STORMY NIGHT Three of Strong Spirit ginger, lime, and Nig		
BIRCH BARK WHITE	Dry, crisp white with notes of apricot from Stone Tree	8	HERE WE GO NA HAZY IPA - 12oz Non-alcoholic hazy IPA from KitNA (Portland) that is tropical and juicy	6	HIBISCUS LIME Three of Strong Spir Lime, Cinnamon, Hib		
207 CAB	A beautiful, full bodied and oak aged Cabernet Sauvignon from Stone Tree	8					

Members of the Northeast Grainshed Alliance, we are dedicated to supporting local grains throughout New B... Thanks for helping us sup

Think About Your Menus

- Physical menus increase spending – **\$61.12 vs. \$46.11** per tab.
- Guests spend **43% more** with just a paper menu vs. just a wall menu.
- **Wall menus alone = lowest spend** – Add another menu type to to increase tabs.
- **QR codes = highest spend** – When included among menu options, QR codes lead to the highest average spend (\$57.35).

Encourage Flights



Encourage Flights

- Guests spend **15% more** when staff suggest starting with a flight.
- Flights generate **conversation** and **education**.
- Guests are **a ridiculous 457%** more likely to buy to go when staff suggest both a flight and to go. And the increase in tab size? 44%.
- “What are you in the **mood** for?”

Want
Another?



Want Another?

- When staff encourage guests to order another drink, the average tab **increases by \$6.10**.
- Guests who were asked and got another drink spend **79% more** than those who weren't asked and didn't.
- **Nearly 40%** of taproom visits involve guests who are **not encouraged** to order another drink.

Sell More To-Go Beer



Sell More To-Go Beer

- Guests buy to go only **9% of the time unprompted**, but **49% when staff suggest it**.
- Guests who buy to-go **spend more**, and engaged staff earn higher tips
- **Train your team** to naturally incorporate to-go suggestions into guest interactions.

How To Empower Your Staff To Make It Happen

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- Share the data
- Rewards
- Recognition
- Opportunity
- Appreciation

Pick Your Focus

How Secret Hopper Can Help

- Comprehensive reporting
- Actionable insights for continuous improvement
- Partnering with taprooms across the country
- Proven to pay for itself by driving increased revenue

Any questions?

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Let's Increase Taproom Profits Together

