

# **Standing Out in a Crowded Taproom Market**



# Today's Goals

- Discover the top habits of both high and low performing taprooms
- Understand the data behind how the taproom experience has changed since 2017
- Gain actionable strategies to create more successful taproom experiences



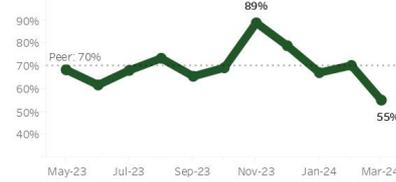
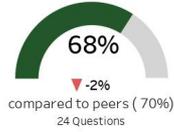
# Secret Hopper Benchmarks

Monster Max Brewing Company

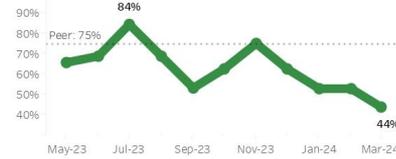
SECRET HOPPER

Data represented includes: 12/10/2023 to 3/3/2024 (26 surveys)

TOTAL SCORE



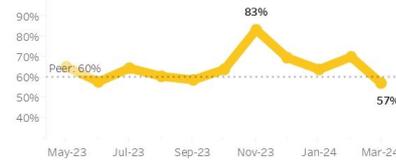
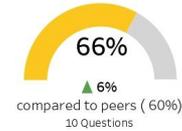
ATMOSPHERE



HOSPITALITY



SERVICE



Return to Taproom	
Yes	81%
No	19%

Engagement level of staff	
High	35%
Moderate	27%
Low	31%
Neutral	8%

Purchase off-premise	
Yes	50%
No	38%
N/A	12%

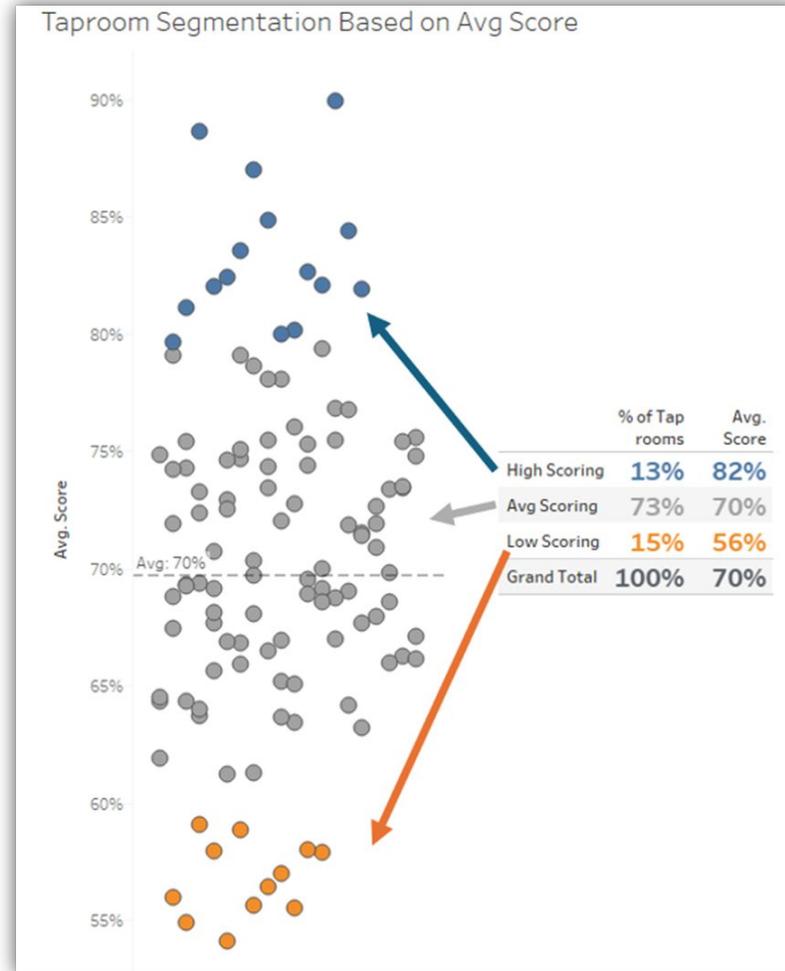
Wait Time	Wait Time				
	0-1 min	1-3 min	3-5 min	5-7 min	7+ min
Greet time	77%	15%		4%	4%
First beverage/flig.	42%	50%	4%	4%	
Check on you time	4%	12%	12%	15%	58%
Bring check time	88%	12%			

Over the last 2.5 years, 125 taprooms received enough surveys to qualify for our analysis.

Of those the average score was 70%.

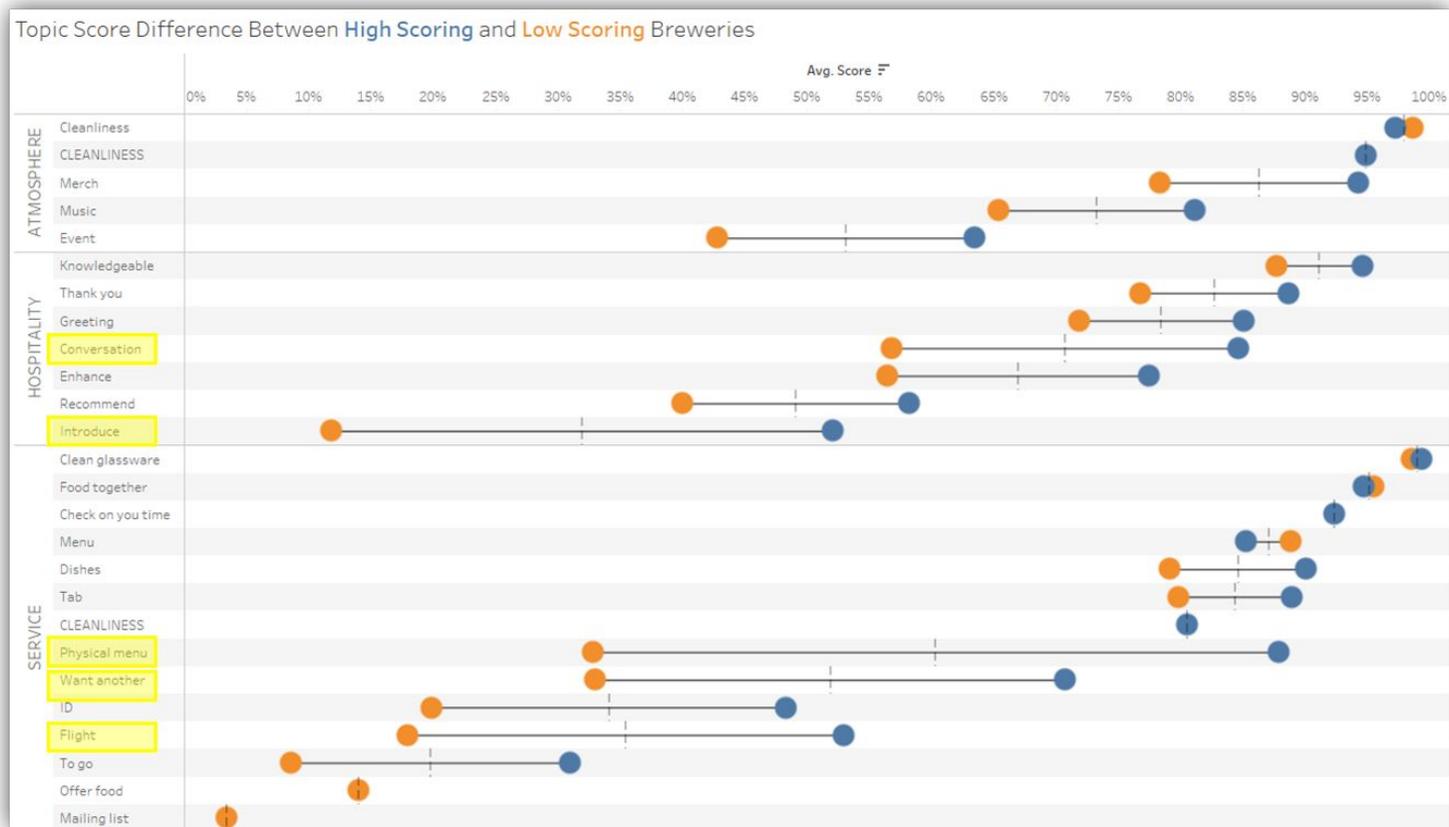
Top 13% that scored over 80% were categorized as High Scoring (they averaged 82% score)

Bottom 15% that scored below 60% were categorized as Low Scoring (they averaged 56%)



Biggest differentiators between  
**High** / **Low** scoring taprooms  
seem to be:

- Physical Menu
- Introduce
- Want Another
- Flight
- Conversation



# What the data says

- Physical Menus
  - Guests spend 25% more when offered a physical menu
  - Experiences that only include a physical menu see the highest average spend
  - Facilitate conversations, offer education, encourages additional purchases
- Introductions
  - Staff that introduce themselves see tabs 25% higher
  - Deeper connections

# What the data says

- Want Another?
  - Tabs \$5 higher when staff encourage another beverage
- Flights
  - Tabs nearly 30% higher when staff suggest starting with a flight
  - Help guests find the right beverage
- Conversation
  - Tabs nearly 15% higher when staff engage in conversation
  - Tip percentage increases over 10%

High scoring breweries are twice as likely to have highly engaged staff.

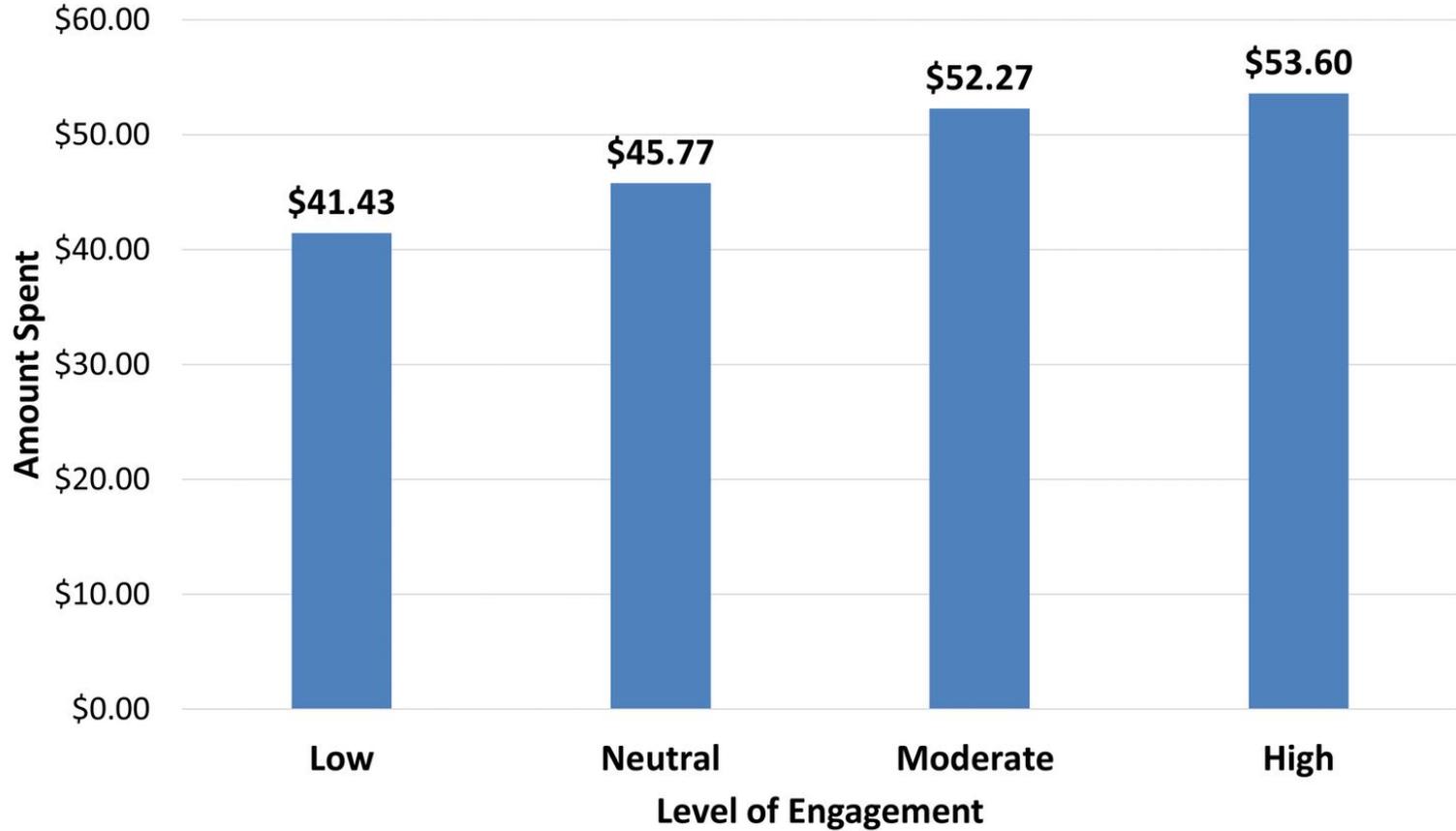


Engagement level of staff		
	High Scoring	Low Scoring
High	49%	22%
Moderate & Neutral	45%	50%
Low	6%	28%

Low scoring breweries are 4 times more likely to have low engaged staff.



## Correlation Between Level of Engagement and Amount Spent



The Wait Time category that had the highest variation in performance between **High** and **Low** scoring taprooms was “Check on you time”, where 2/3<sup>rd</sup> of the **Low** scoring taprooms were at 5+ mins, twice the rate of **High** scoring.

		0-3 min	3-5 min	5+ min
Greet time	High Scoring	91%	4%	5%
	Low Scoring	82%	9%	9%
First beverage/flight time	High Scoring	80%	17%	4%
	Low Scoring	75%	18%	6%
Check on you time	High Scoring	34%	35%	31%
	Low Scoring	15%	16%	68%
Bring check time	High Scoring	88%	7%	5%
	Low Scoring	99%	1%	0%

# What the data says

- Hello
  - Guests greeted in under a minute are 230% more likely to perceive their visit as highly engaging
  - Greeting guests increases their lifetime value
- Thank You
  - Guests that receive a “thank you” are 359% more likely to return within a week
  - Guests that receive a “thank you” are 950% more likely to recommend/return to your taproom

# Easy Implementations

- “Welcome to our brewery!”
- Evaluate your menu options...and add a physical menu
- “Hello, my name is \_\_\_\_\_.”
- “Looks like you really enjoyed that lager. Can I interest you in another?”
- “Would you like to start with a flight?”
- Conversations lead to meaningful relationships
- “Thank you, we hope to see you soon.”

We looked at how each topic has trended over the past 6 years and while most of them stayed consistent, Merch and Music in the Atmosphere Category steadily increased over time.



# **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

# Any Questions?

Access a ton of Taproom Strategies + Data

