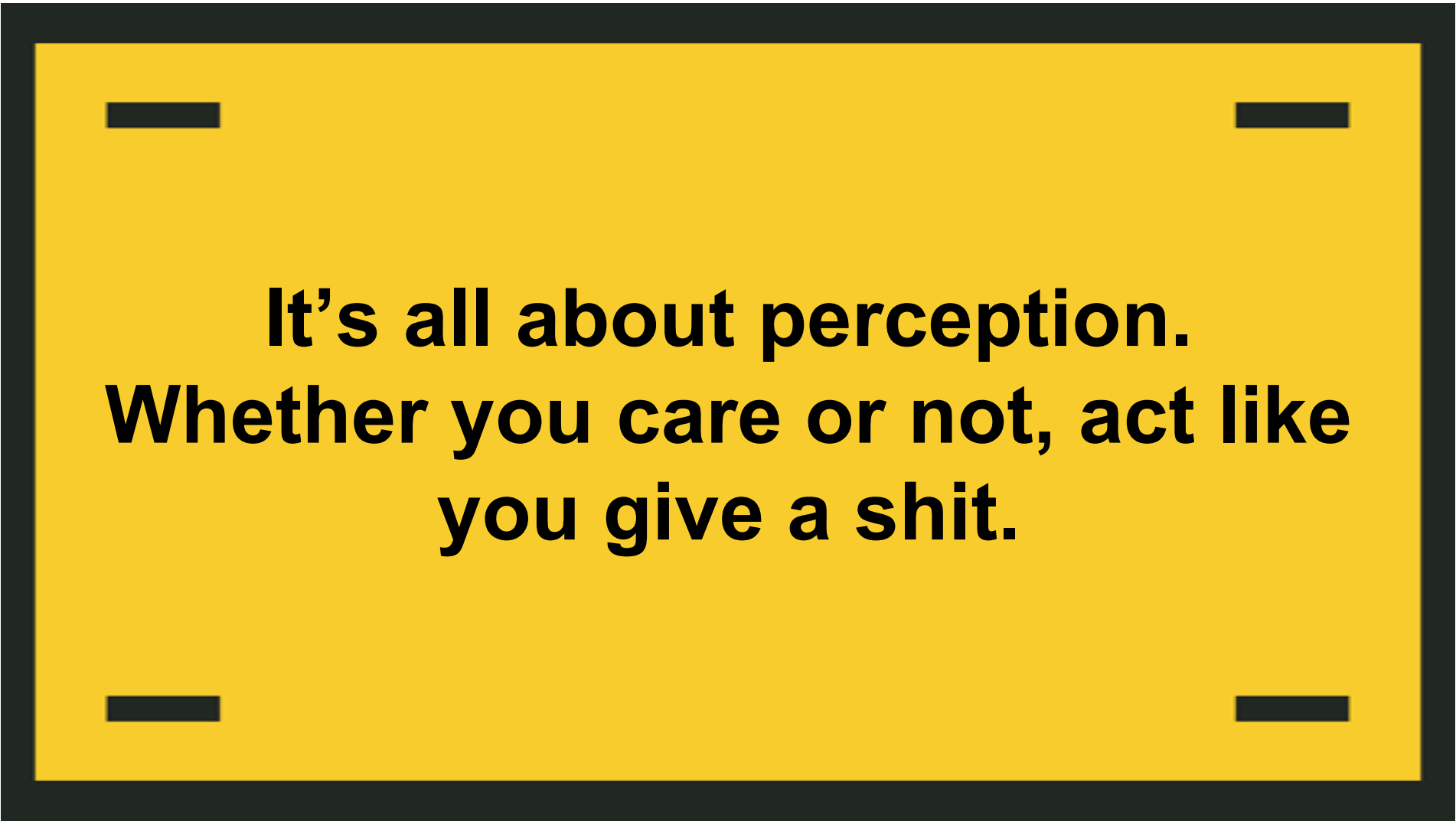




Customer Expectations in the COVID-era Taproom



How does this make you feel?



**It's all about perception.
Whether you care or not, act like
you give a shit.**





**So what are the 3 most important
aspects of planning a brewery
visit?**

What Matters?

- The brewery's current beer menu
- How well the brewery is showing adherence with COVID-19 protocol on social media
- An outdoor space

**What are the 3 most important aspects of
planning a brewery visit?**

The brewery's current beer menu	62.4
How well the brewery is showing adherence with COVID-19 protocol (i.e. cleaning, sanitation, social distancing, etc.) on social media	57.0
An outdoor space	56.7
Distance from my home	42.8
Food options on the menu	30.7
A positive prior pandemic experience at a brewery	29.2
Ability to bring children	9.7
Table service	7.8
A negative prior pandemic experience at a brewery	4.2

Pre-Visit Rules and Regulations

- Is a reservation necessary?
- Can I bring my kid?
- How many people can sit with me?
- Where can a potential customer find your COVID-19 policies?



**Don't assume the guest has
visited before.**

Let's Start at the Beginning

- Where do we order?
- Where can I sit?
- Will somebody serve me?



Can I Sit Here? Then What?

- How are you notating a table is ready for a new guest?
- Consider having a greeter
- Bar vs table service
- Will staff check on me?



Is my table clean?

Don't Just Clean, WOW

- Your guest shouldn't have doubts their table has been cleaned
- Have nearby tables been bussed?
- Are staff consistently cleaning?
- Lead by example

Less Touching, More Cleaning

- Sanitizing products visible
- Plexiglass dividers
- Kick-open doors
- Touchless soap dispensers



What the # \$ % * is a QR Code?



The Ordering Process

- Where should I order?
- Where should I wait?
- Can I have a sample?
- Am I starting a tab or paying as I go?
- Cash and/or credit?



**32% of Guests Plan to Visit
Breweries Less Frequently Once
the Temperature Gets Colder**

By Region

- **44%** of guests in the Northeast plan to visit breweries less frequently
- **38%** of guests in the Midwest plan to visit less frequently
- **28%** of guests in the West plan to visit less frequently
- **21%** of guests in the South plan to visit less frequently

Inside or Out?

- 45% of guests are enjoying beers indoors
- 33% will not enjoy a beer indoors
- Prepare a winter friendly outdoor experience
- Prepare a COVID-19 safe indoor experience

What's Expected vs Required?

- Staff in gloves
- Sanitizer
- Mask enforcement
- Social distancing
- Guests appreciate the measures you take

Payment

- Cash or credit?
- Touchfree
- Wipe down your POS
- Sanitizer nearby
- Encourage to go

Those Awkward Situations

- Don't be afraid to tell someone to put on their mask
- Be safe
- Safety = Cool
- Standing up for your values will gain you fans and loyalty



Want to see how your taproom is doing?

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