

# Current Taproom Trends





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# What we are going to talk about today:

The impact of covid on experience

Tech that supports you

Lean into customer loyalty

Programming and events

Better Understand Your Data

Q&A



**COVID changed the  
game... and will  
continue to!**

**Things are weird**

**Everything is different**

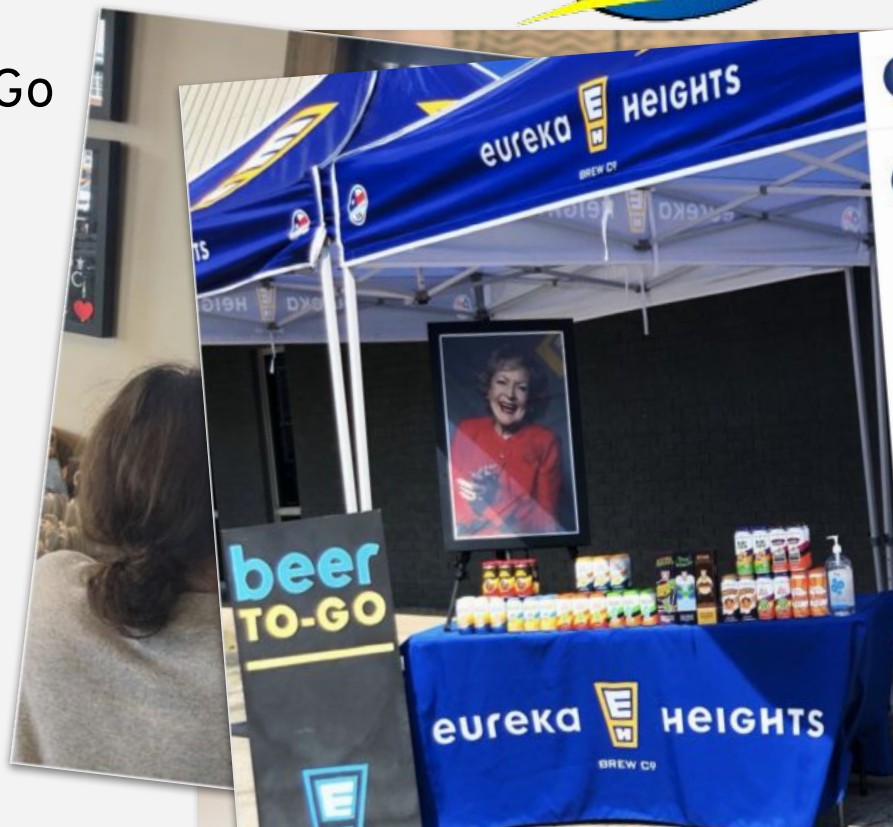
**Future is unknown**

**Time to get creative**

# To - Go from your taproom



- Beer - To - Go
- Beer Tent
- Brew Thru





# To - Go from your taproom



- Beer - To - Go
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# De-Mystifying QR Codes

- Start Small
- Venue Specific (Patio?)
- People Specific





# Building Community



Who?



# Community is the Reason





# Non-Profits



# Raices Brewery



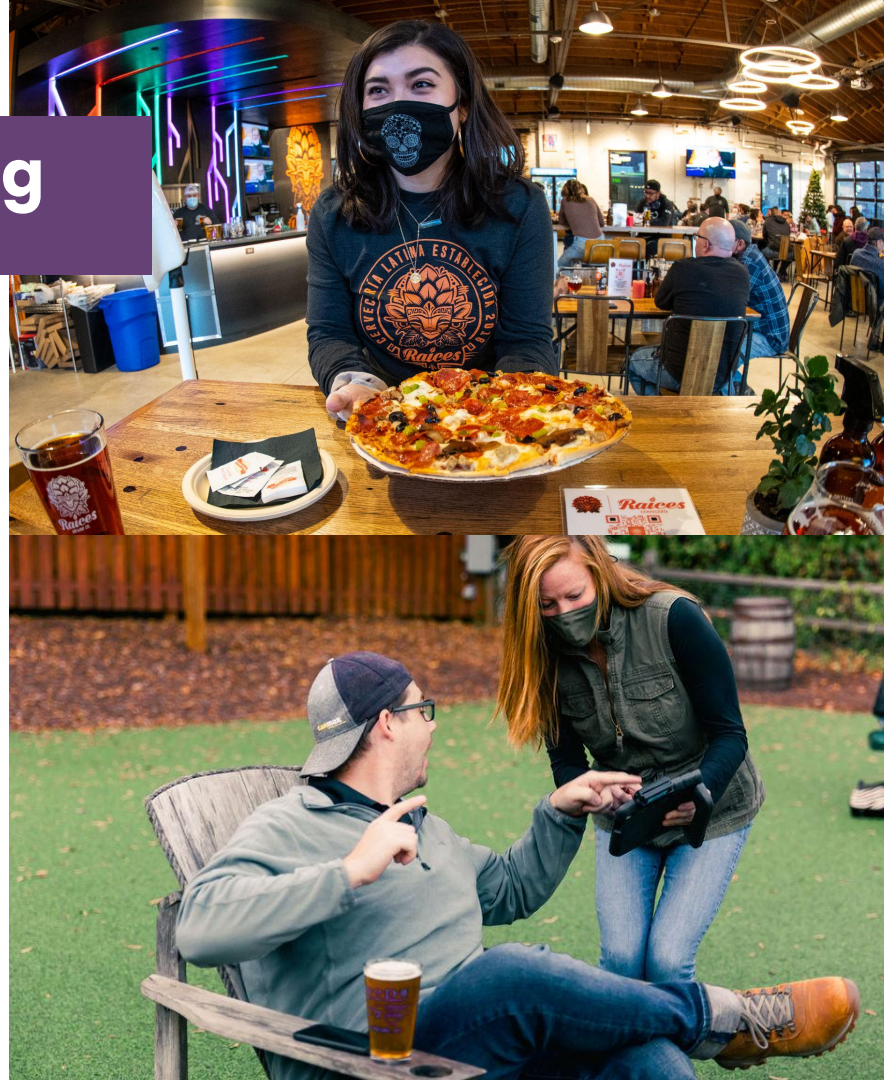
**Raices**  
Community | Culture | Cerveza





# Service = Community Building

- Floating service, what's that?
- Flexibility is key
- Use your staff in creative ways
- Benefits of getting out from behind the bar



# Loyalty

- Think Beyond a Free Beer
- Special events
- Status Merch
- Snow / Rain / Way too Hot Day Discounts







The background is a dense collage of craft beer logos and labels. Visible logos include: Jugg Heads Growlers & Pints, White Elephant, Craft Central Taproom & Bottle Shop, Goofy Foot Taproom & Brewery, Red Hare Brewing Company, Gorge Brewery, Raileigh Brewing, Homeplace, N.O.D.a Brewing Company, New River Brewing, The Northerly Spy, Brice's Brewing Company, Cabarrus Brewing Co., Free Range Brewing, Incendiary Brewing Company, Hickory Nut Gorge Brewery, New Belgium Brewing, Mad Mole Brewing, The Whale, Dry Falls, Little Brother Brewing, Twenty-Six Acres Brewing Co., Guidon Brewing Co., Fullsteam, Upcountry Brewing Co., and others. The word "Data" is centered in a large, white, sans-serif font.

# Data

# What are the numbers?

- Which employees sell the most (and why?)
- Best sellers and when they sell?
- What sizes sell to maximize profit?
- How long are kegs lasting in the taproom?
- Automate it!





# NODA BREWING COMPANY

N·O·D·A  
BREWING  
COMPANY





# Recap

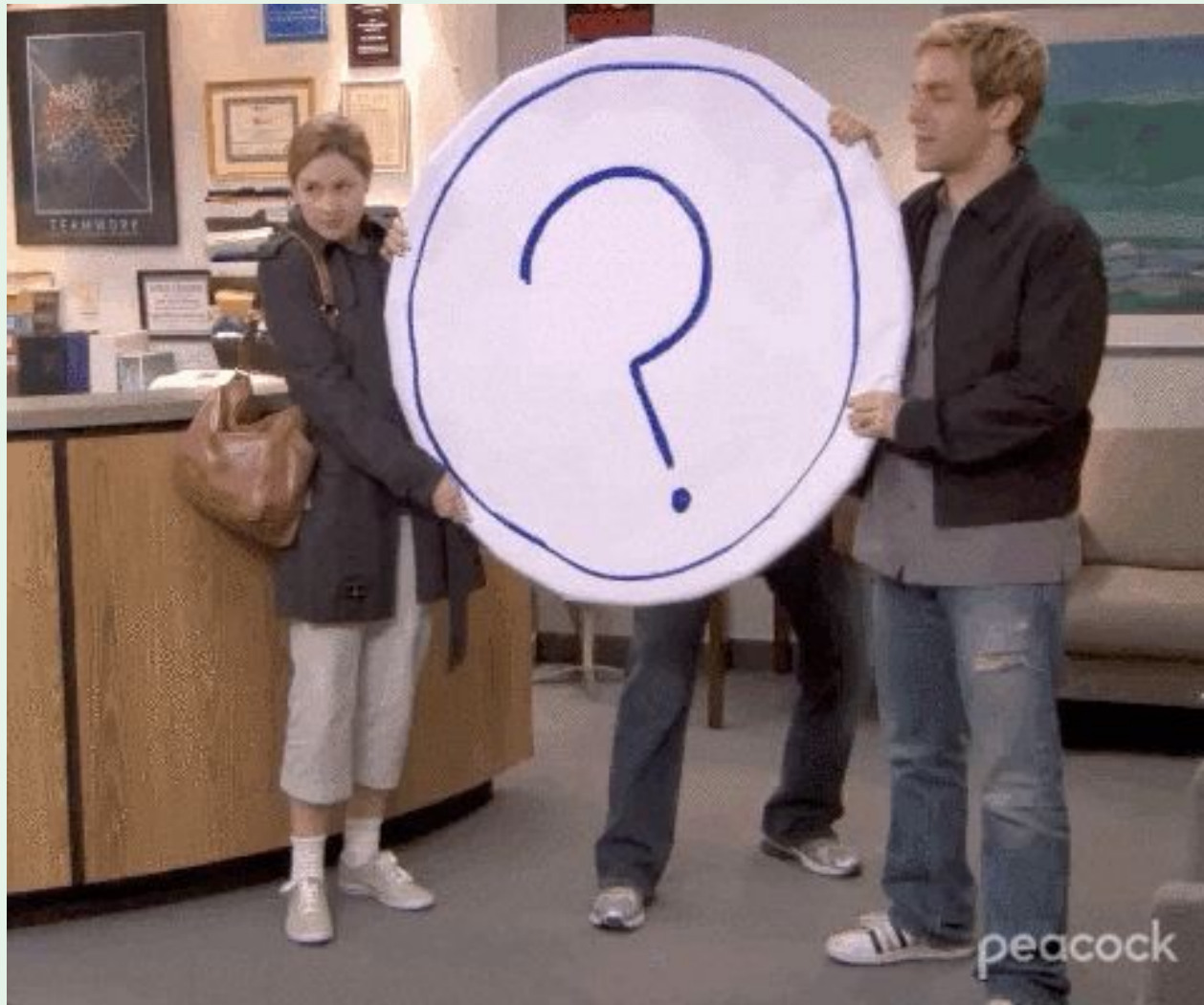
COVID changed us, but your taproom can still succeed!

Get creative with where you sell & how you sell it

Focus on what's important: building community

Get in front of your fans online

Data is your friend!



**Great to speak with you,  
Thanks!**