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& BrewExpo America[®]

Five Actionable Strategies to Increase Taproom Sales



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Why We're Here



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Upsell Techniques!



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Just Ask!

What the data says

- Guests purchase to go 9% of the time when not encouraged
- This increases to **49%** when staff encourage it
- Brewery staff are only encouraging another drink 45% of the time.
- Guests magically spend **\$6.50** more when staff encourage it





Examples of Success (and Failures)

Drinks for Everyone!



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Diversity in Beverage Offerings



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What the data says

- Guests spend **25%** more when staff suggest a flight
- The more diverse your drink menu, the longer parties will spend
- It's not just about data, it's about being inclusive
- More people = More money



Examples of Success (and Failures)

Exit Through the Gift Shop!



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Sell More Merch



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What the data says

- Guests purchase merchandise **13%** more when it is in a visible location and clearly priced
- Guests who purchase merchandise spend an average of **\$14 more**
- Remember our “just ask” statistics?
- Keep it organized!



Examples of Success (and Failures)

Success Through Events!



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Create New Reasons to Visit

Becoming More Than a Taproom

- Your guests crave experiences
- Make your most loyal customers even more dedicated
- Try anything once



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Examples of Success (and Failures)

Motivation Station!



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Better Motivate Your Staff (and Guests!)

How to successfully motivate

- Understand your team's needs
- Rewards
- Recognition
- Opportunity





Examples of Success (and Failures)

Why this matters?

What you'll see

- Greater passion
- Greater teamwork
- Higher tabs
- Higher retention
- Your job becomes easier
- Greater taproom success



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Quick! Act Now!

- It doesn't hurt to ask
- Change it up
- Make your staff aware of opportunities that make them want to sell for you
- Tell your staff you appreciate them



Any questions?



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THANK YOU!

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