

Crafting Memorable and Profitable Taproom Experiences

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Today's Goals

- Discover the data behind taproom habits
- Learn proven methods to create memorable and profitable taproom experiences for both guests and staff
- Use taproom scorecards to track and measure results
- Gain actionable strategies to create more successful taproom experiences



“It’s a lot less about
what you’re drinking,
but **who you’re
drinking with.**”

Setting Expectations

- Make it easy.
- People crave human connection.
- Tell your story.
- Guests spent nearly **20% more** when staff engage in conversation and tip **11% higher**.

“You have to **set expectations.**”



Greeting 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**.

“How to make
it so people
don't get
annoyed
standing in a
line for 20
minutes?”



Scorecard: Average Guest Check

	Trend											
	<u>LY Nov</u>	<u>TY Nov</u>	<u>Goal Nov</u>									
Average Guest Check	\$ 49.25	\$ 47.50	\$ 51.50									
											Goal	Goal
<u>Average Guest Check</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>
Last Year by Month	\$ 47.25	\$ 47.00	\$ 42.00	\$ 40.00	\$ 49.00	\$ 51.00	\$ 49.50	\$ 55.20	\$ 47.50	\$ 53.00	\$ 49.25	\$ 51.50
This Year by Month	\$ 46.00	\$ 42.50	\$ 41.00	\$ 39.00	\$ 51.00	\$ 55.00	\$ 56.75	\$ 58.50	\$ 52.25	\$ 54.50	\$ 51.50	\$ 54.25
Increase / (Decrease)	\$ (1.25)	\$ (4.50)	\$ (1.00)	\$ (1.00)	\$ 2.00	\$ 4.00	\$ 7.25	\$ 3.30	\$ 4.75	\$ 1.50	\$ 2.25	\$ 2.75
Percentage Change	-3%	-10%	-2%	-3%	4%	8%	15%	6%	10%	3%	5%	5%

Elevated Hospitality

- Guests spend **25% more** when offered a physical menu.
- Find the right menu options for your taproom.
- Guests spend **27% more** when staff suggest starting with a flight.
- Importance of knowledgeable staff

“Mouthfeel, that’s gross!”



Service and Upsell Techniques

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

“Would
you like
fries with
that?”



“Something
is always
going to be
new.”



“How do we
do all these
things and
maintain our
core
identity?”



Scorecard: Customer Visits

		Trend										
	<u>LY Nov</u>	<u>TY Nov</u>	<u>Goal Nov</u>									
Customer Visits	1,500	1,400	1,575									
Customer Visits	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	Goal Nov	Goal Dec
Last Year by Month	1,125	1,215	1,270	1,325	1,620	1,725	1,800	1,770	1,620	1,750	1,500	1,650
This Year by Month	1,190	1,310	1,320	1,360	1,590	1,680	1,820	1,850	1,730	1,625	1,575	1,725
Increase / (Decrease)	65	95	50	35	(30)	(45)	20	80	110	(125)	75	75
Percentage Change	6%	8%	4%	3%	-2%	-3%	1%	5%	7%	-7%	5%	5%

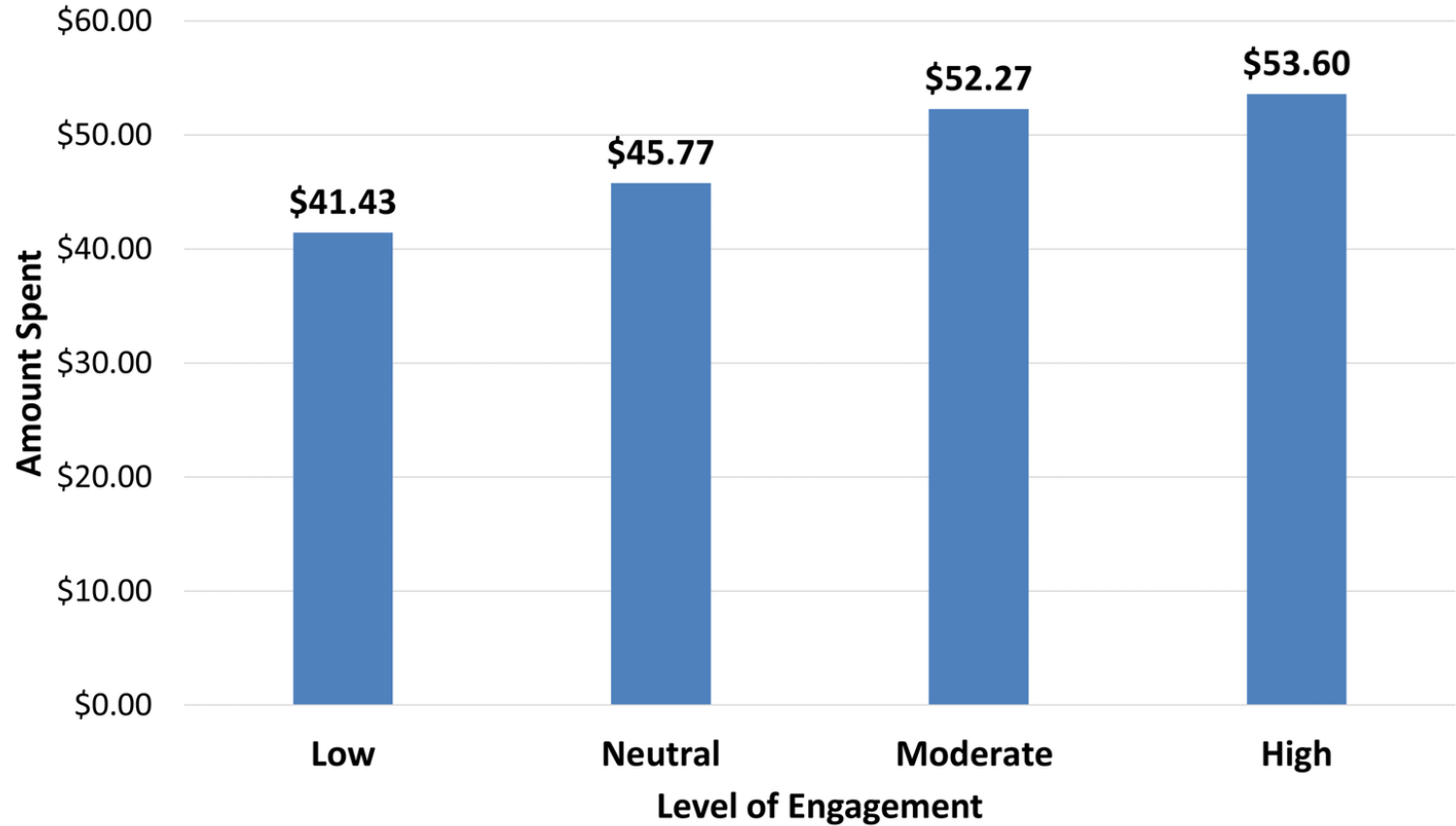
Appreciation + Reasons to Return

- Guests who receive a sincere “thank you” upon leaving spend **12% more** and tip **12% higher**.
- **1 out of 5 guests** leave a taproom without being both welcomed and thanked.
- First-time guests are **only 45% likely** to recommend/return to a taproom when receiving low engagement.
- Guests are **99% likely** to recommend/return when receiving high engagement.

“Every time
people are
visiting,
they bring
them here.”



Correlation Between Level of Engagement and Amount Spent



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

Metrics to Monitor

- Tip percentage
- Average Transaction Size
- Customer Visits x Average Guest Check
- Day-to-Day Sales vs Previous Year

Immediate Action Items

- Know your purpose
- Connect with customers where they are
- Know your numbers
- Ask questions

Any questions?

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Free Course: Taproom Event Planning

