

Support Your Local Brewer

BY MICHAEL KUDERKA

When we used to talk about local beer, we were usually talking about supporting local breweries vs. larger national or regional producers. Now with the expansion of the number of craft brewers, many local brew pubs, perhaps one just down the street from your store, are jumping into the on and off-premise distribution of their most popular brands in kegs, bottles and cans.

"We distribute our flagships; Always Sunny Pale Ale, Hop'solutely, Insidious, Fegley's Amber Lager, and Hop Explosion, to name a few," explains Josh Bushey, Head Brewer at Fegley's Bethlehem Brew

Works in Bethlehem, Pennsylvania, "basically if it sells well in the brew pubs, we know we need to start packaging it up".

Supporting your local brew pub becomes an opportunity for you, as a retailer, when consumers become aware that they can get some of their favorite brew pub brands in your store to take home. Taking the time



to meet these local brewers and carry their brands can be a real win for your beer business.

that the brew pub won't be bottling many of the limited releases, there might be an opportunity to move some of these very exclusive beers in your store.

Have an in-store tasting:

Nothing drives rapid sales like a tasting, and nothing is more exciting than talking with the brewer that brewed the beer you just sipped.

Brewers have a passion for the ingredients, for the process, and behind-the-scenes stories that are captivating. Interacting with the brewer makes the brand personal and gives the consumer an attachment that will build loyalty to the brewery's brands.

"The brewing and sales staff are always out doing events with retail stores and bars that carry our brands through beer dinners, tastings, and education sessions with staff," commented Josh. A tasting event is a win for your store and great awareness builder for the brew pub.

Training: As mentioned above, there is nothing better than hearing about the craft of brewing from the brewers themselves. Gaining an appreciation for the process, a deeper familiarity with ingredients, and better understanding of how to care for the beer once it hits your shelves and taps, all works toward creating better educated sales people and ultimately providing a better beer experience in your store.

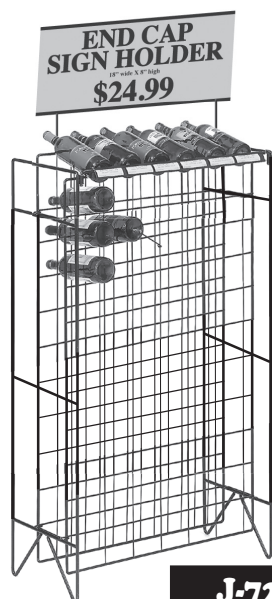
Brewers can explain why they use certain yeasts, how these add to the flavor and complexity; why they use a certain

Four ways to win

Find out this year's brewing schedule: There are always seasonal and limited releases planned. So, seeing what your store might highlight on an end cap, on tap, or in a stand-alone display, could give you synergistic sales from what is going on at the brew pub.

Also, many stores now have growler stations, and because there is a good chance

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Fegley's Hop'solutely

Fegley's Brew Works

A triple hopped IPA with a big citrus aroma and a smooth malt backbone and a wonderful hoppy flavor. (11.5% ABV)

Color	Hop Taste
SRM = 13	IBU = 100

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Color | *Hop Taste*

More ↑

Less ↓

SRM = 10 | IBU = 80

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Walker's Reserve Porter

Firestone Walker Brewing

A deep brown beer, rich and complex with flavors of dark fruit, roasty grains, coriander, a dry hop bitterness and coffee notes. (5.8% ABV)

Color	Hop Taste
SRM = 33	IBU = 25

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base malt at the brewery; what different hop varieties contribute to the varying aromas and flavors to their beer; and how specialty malt enhance the flavor, quality and color of the beer.

As craft beer benefits from more and more hands on selling, this knowledge base will go a long way toward improving your sales staff and expanding the beer knowledgeable of your store.

Observing the brewing process: "The best way to appreciate beer is to come in and observe a brew day. This way retailers get the full sensory experience from grain to glass, smelling hops, tasting malt, and being shown the differences yeast makes," Josh concludes.

Recently I was able to watch the brewing process at Fegley's Bethlehem Brew Works in Pennsylvania with Josh. Observing the brewing process from beginning to fermenter, there is a greater appreciation for what goes into consistently brewing great beer on a commercial scale.

Fegley's has a huge local following at their brew pubs in Allentown and Bethlehem, and has been distributing in Pennsylvania and New Jersey for a number of years.

Thinking Out-of-the-Box?

How innovative is your store at selling beer? We would like to know. If you have promotions that go beyond refilling the cold box, we would like to hear from you and share your "out-of-the-box" thinking with our fellow Beer Trends readers.

E-mail me at mkuderka@mcbasset.com with your successful ideas for selling beer, along with your contact information. If we write about your program in our column we will send you a free copy of The 3rd Edition of The Essential Reference of Domestic Brewers and Their Bottled Brands.

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BULLSEYE!

TARGET YOUR MARKETING THIS HOLIDAY FOR A BIG LIFT

BY IAN GRIFFITH

Past Talkin' Tech columns have struggled to find concrete evidence that social media can deliver sales for retailer websites. Based on some of our higher-trafficked websites, active social media engagement with a store's followers hasn't really moved the needle on converting sales. However, recent innovations from Facebook and the other social media platforms have made targeted advertising on social media an effective option for retailers.

Facebook can now help marketers target an audience that consists of existing customers. Imagine that as part of your email marketing, you track the open-rates and click-throughs in a way that helps predict when a shopper might be at risk of becoming a less active. Maybe a well-placed ad on Facebook that says "We Miss You" with a discount coupon for placing their next order would be enough to remind that customer of a great shopping experience and give you a chance to reclaim their loyalty. You can now build a Custom Audience in Facebook by uploading customer emails which are then matched to Facebook accounts, giving you the ability to place very specific ads in front of your customers. The targeted nature of the campaigns makes them compelling for the recipient and cost-effective for the advertiser.

OPTIONS BEYOND FACEBOOK

Twitter and Google also have powerful programs that help with "remarketing" to a consumer who has visited your website. This can be as simple as running a display ad on Twitter when a visitor has been identified as having left your website.

A more sophisticated version includes promoting products on Google that have been left in an abandoned shopping cart on your website.

There is the potential for suppliers and wholesalers to advertise this way too. LinkedIn offers to deliver ads to targeted recipients that are filtered by Location, Company and Job Title. Brand Managers who are promoting a new product might find it useful to place LinkedIn ads in front of sales reps and their managers at distributors in the states where they are being represented. Imagine a wholesaler uploading the email addresses of their accounts into Facebook so they can send targeted messages about events, or special promotions.

Advertising on social media differs from search engine marketing because you are presenting a display ad in front of a targeted audience. The audience is already on the social media platform engaging; you need to interrupt that activity with something relevant to them. With search marketing you are targeting a consumer based on what they have searched for, not based on the page they are reading.

Following the principle that it is cheaper to recover an existing customer than find a new one, targeted advertising on social media platforms has given retailers an extra tool for generating repeat business. Treat this as a way to capitalize on your existing goodwill by reaching customers online with a targeted message about doing more business with you. Doing this well will definitely move the needle on converting sales. ■

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