

Brewpub Committee of the BA

June 20, 2013

Attendees

Paul Kavulak (Nebraska Brewing), Bob Pease (BA), Erin Glass (BA), Paul Gatza (BA), Larry Chase (Standing Stone Brewing), Cindy Jones (BA), Chris Frey (BA Communications Committee), Bart Watson (BA), Cyrena Nouzille (Ladyface Ale Companie), Tom Dargen (CraftWorks Restaurants & Breweries), Seabass Wolfrum (Natty Greene's Pub & Brewing), Tony Simmons (Pagosa Brewing), John Pinkerton (Moon River Brewing)

1. Status Updates

- Beer Brewed Here Sign—Erin: working with Barbara to get terms of use, general consensus is graphic looks good.
- A Toast To—Larry: Everyone has received the template to invite brewpub owners to submit their story to A Toast To. Each committee member is encouraged to contact one brewpub owner before the next meeting (Aug 15, 2013).

2. Brewpub Member Resonance with BA

Paul shared results and takeaways that identified brewpub issues/responses from the 2012 member survey evaluating benefits.

- most brewpub respondents have more than 7 years of experience in the business
- membership length-60% of respondents over 11 years
- frequency of benefit use-20% = 1x/week, 40% = daily/every few days
- BA is less connected to brewpub owners than pkg brewery owners (only 57% of brewpub owners and 44% of BP members to only the head brewer).
- more likely to participate with the AHA pub discount program
- Brewpub members less likely to be aware of BA position statements and government affairs work
- more likely to use BRD
- more regularly use DBQ manual and website
- least likely to value ACBW
- lower % to be regular readers of daily email forum
- lowest knowledge of Members Only Section of BA website.

Seems as BP members are using resources so what resources can we continue to develop and offer? As the committee has discussed before finding ways to engage and connect with BP owners is our challenge. A small part can certainly be encouraging BP owners to submit info to A Toast To.

3. Beer Server Training Manual

Update from Seabass—progress with writing from several contributors

Discussion moved to answering Paul's questions to help define a clear vision of the project.

- Printed vs. electronic—Online would be helpful because of the option to easily download templates and information. Having it online can lead to a better product—bad content could be removed with waiting a few years for a reprint. A print version is beneficial by having something you can hold and easily take with you—a comparison was made to the utility of the DBQ manual print version. Option to download a printable copy from the electronic version could be available. Could start with an electronic version for a few years to work out bugs, gauge feedback, improve, see if it is useful, and then to print.
- Free vs. For Sale—Definitely free for BA members. We're creating a benefit of value for them. We could plan for an option to market the piece to bars/restaurants via the BA online store where it would be for sale. Members could access free copies via the Members Only Section.
- Market for the manual is for sure BA brewpub members. At brewpub roundtables during CBC members have indicated server training is an important topic where they would like help. With the recently established craft beer bar membership these members would also be a good market and a way to add a benefit to their membership.
- With primarily volunteer contributors Paul expects that for an electronic version the project will cost \$20-25K. A distributed print version could cost an extra \$10,000. May need to think about budgeting for external expertise on "how to train" and provide tools. Editing is a part of this cost and plays into a large question of how the BA approaches editing in 2014. As needs keep growing we want to continue doing work with excellence. We'll either need a contract editor or someone in house. Either way the costs are the same. With 822 current BP members the working dollar value for members would be \$25-\$30/BP member.
- In the working outline of material, most sections that encompass knowledge of beer would come from current material that the BA has already developed while new material being written focuses on covering many of the "how to train servers about beer" issues.

4. Brewpub Website Content

Cyrena will send the committee a list of potential contributors/subjects for a thumbs up/down on topics. Contributors are being asked for 500-2000 words. When articles are submitted Cindy primarily needs the text of the article as complete as possible. Once content has been written by a contributor 2-3 BP committee members can read through it for an OK or send back to the contributor with suggestions. Since the content is being written for people like us we should have a good feel for saying yes to publishing.