CLOUD MARKETING 2021

Know More, Do More, Grow More with MarketMyBrewery™
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BrewLogix®

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Product Manager
BrewLogix®

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BrewLogix®
Who is BrewLogix®

- An integrated suite of products designed to help you know more, do more, and grow more.
- 13 Full Time Employees
- Independently Owned Small Business
What’s in it for me?

• Need to **CONTROL**
• No **RATINGS**
• Keep the focus on **ACCURACY**
• Help **PROMOTE** brand and drive traffic
Adventurous – they want to explore

Desire authentic experiences

High Level of Engagement

Desire brewery experiences with friends/family
Want to integrate brewery experiences with other things they enjoy.

“...I would love a way to have the app plan out bike/brewery tours. For instance, I say ‘My starting location is X and I feel like riding 80 (or 30) miles,’ then [it would help me] plan a brewery bike ride to hit up some spots along the route...”
Annual Engagement
- Over 1.5 million planning sessions
- Over 350,000 unique users

Willingness to Travel
- Over 1 million sessions planned multiple brewery visits in an area
- 2/3rds planned routes outside their local area
Where are they Searching?

1. California
2. Texas
3. New York
4. Illinois
5. Virginia
6. Florida
7. Pennsylvania
8. Ohio
9. Michigan
10. North Carolina
11. Massachusetts
12. Colorado
13. Georgia
14. Washington
15. Tennessee
16. New Jersey
17. Minnesota
18. Oregon
19. Missouri
20. Indiana
Consumers Show Pent-Up Dining Demand In Post-Pandemic World

Return to the On-Premise Environment

No. 2 Reason For Wanting to Leave the Home

Pandemic fatigue is leading to on-premise beverage and dining facilities gearing up to open safely.

BreweryDB® is seeing 4,000 active daily users searching for brewery experiences.

<table>
<thead>
<tr>
<th>Reason For Wanting to Leave the Home</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to see my friends and family more often</td>
<td>67.6%</td>
</tr>
<tr>
<td>I want to eat out in restaurants</td>
<td>61.0%</td>
</tr>
<tr>
<td>I want to travel within the United States</td>
<td>50.0%</td>
</tr>
<tr>
<td>I want to go to leisure events (e.g., movies, sports, etc)</td>
<td>49.7%</td>
</tr>
<tr>
<td>I want to shop in stores (excluding grocery stores)</td>
<td>45.4%</td>
</tr>
<tr>
<td>I am bored</td>
<td>43.5%</td>
</tr>
<tr>
<td>I want to shop in grocery stores</td>
<td>38.4%</td>
</tr>
<tr>
<td>I want to travel internationally</td>
<td>22.6%</td>
</tr>
<tr>
<td>I would like to go back to work in a physical location</td>
<td>21.8%</td>
</tr>
<tr>
<td>I want to take my children to do activities outside the home</td>
<td>17.1%</td>
</tr>
<tr>
<td>I want to take my children to school in a physical location</td>
<td>11.9%</td>
</tr>
<tr>
<td>Other</td>
<td>3.3%</td>
</tr>
</tbody>
</table>
“A year ago, COVID forced our love affair with pubs and breweries into a long-distance relationship. As we prepare to reunite, we have to acknowledge that neither of us are the same. We’ve changed. Business as usual will no longer cut it. Now, we need better tools and systems to help us reconnect and reengage in a new and meaningful way.”

- Jeremy Storton, Certified Cicerone®
Know more. Do more. Grow more.
The Ideal Partner for Growth Minded Brewers

Social Media
Best Practices

Content Marketing
and Strategy Planning

Digital Marketing
Tools

Communicating Your
Brewery’s Brand
Experience

Anyone who is a part of MarketMyBrewery™ is growing the craft beverage industry with us.
WANT TO....

REQUEST AN ACCOUNT

SCHEDULE A CONVERSATION

HOST A GUILD WEBINAR

HEAD TO
Our Website
MarketMyBrewery.com

EMAIL
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TALK TO
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THANKS!