

Sell More Beer in 2021



Alec Johnson, Head of Industry - Beer at Ekos
April 15, 2021

Welcome

- Alec Johnson, Solutions Engineer, Head of Industry - Beer
- 6+ years with Ekos
- Helps customers grow their businesses with Ekos




Agenda

- 1.** Value of Technology
- 2.** 6 Trends to Help You Sell More
- 3.** Q&A



Value of Technology



Technology is critical

- You can do everything manually, but that is going to require time, resources and manpower
- If you utilize technology to streamline processes, you can be more efficient with your time, discover insights to help you make better decisions, and set yourself up to grow
- Build a tech stack - POS, inventory, ecommerce, accounting, etc.

Tech stack analysis

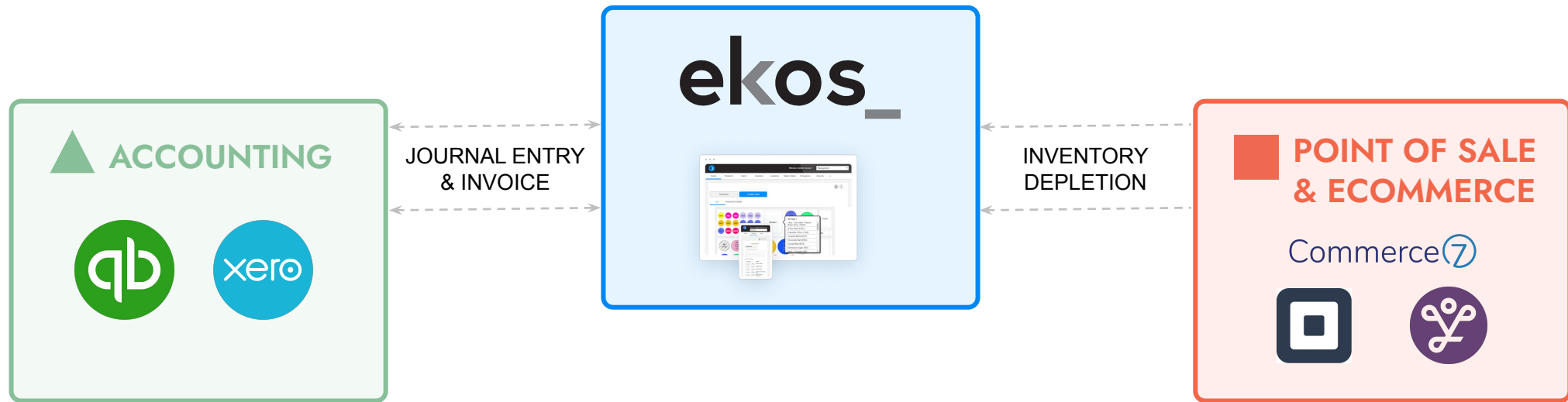
- Analysis of craft beverage businesses to understand the technology they are using
- Nearly 1,500 total companies were analyzed, a mix of cideries and breweries in North America
- Looked at software for accounting, POS, ecommerce, inventory management, CRM and instant messaging



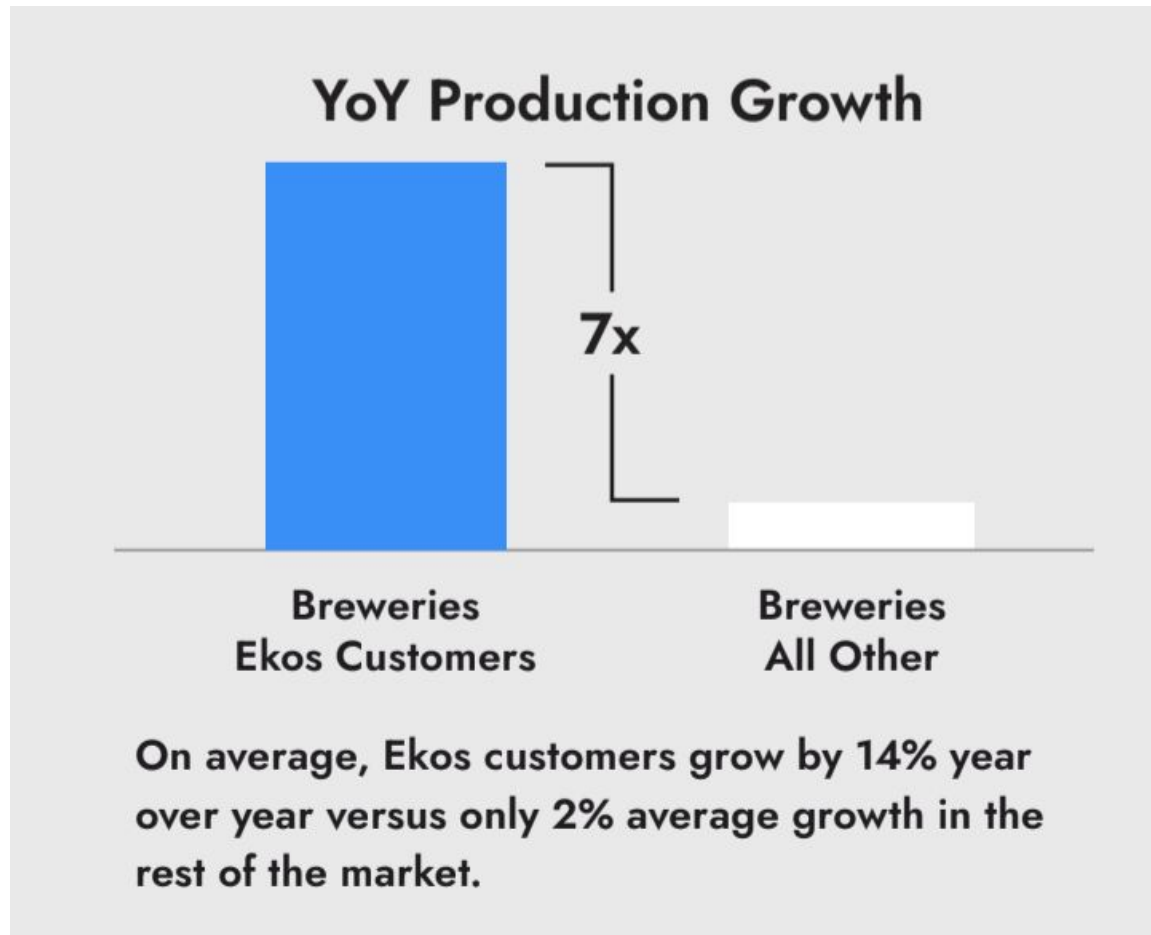
Download the report at [GoEkos.com](https://goekos.com)

Establish the right tech stack

- Software for every part of your business
- Connect your systems



Value of Ekos



Ekos can also help you:

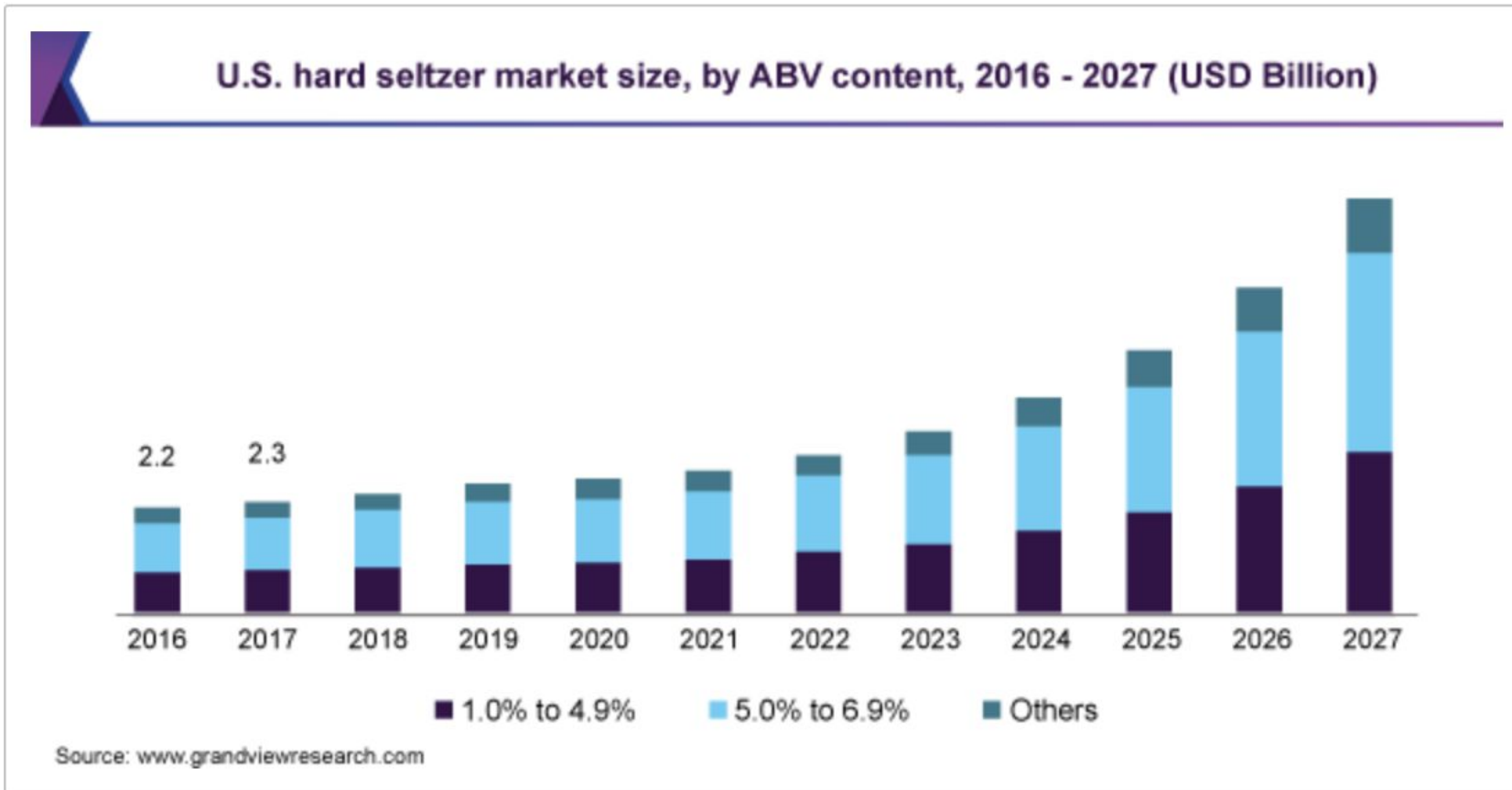
- Improve margins
- Increase sales
- Save time
- Reduce costs

6 Key Trends



To Help You Sell More

Diversify Products: Beyond Beer



28% of Ekos customers are already brewing hard seltzer in addition to beer, wine, and/or cider

Diversify Products: Collabs



Embrace Ecommerce

N·O·D·a
BREWING COMPANY®

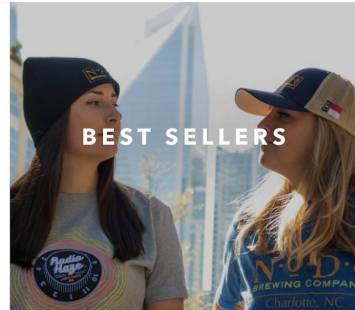
Home Apparel Hats Drinkware Gear Special Items



NODA CANDLES



NODA GEAR



BEST SELLERS



COLLECTORS PINS



APPAREL



HATS



DRINKWARE



DOG ACCESSORIES

online store for merch

divine barrel
brewing



BREWERY PICKUP/LOCAL DELIVERY



Beers to go!

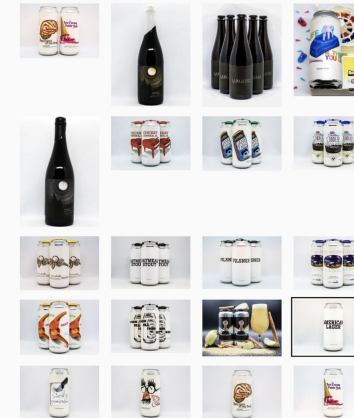
\$12.99

Shipping calculated at checkout.

American Lager

1

ADD TO CART



An ever rotating selection of 4 pack - 16oz cans and bottles available!
Choose your beer from the drop-down menu!

online orders for pickup/delivery

Embrace Ecommerce

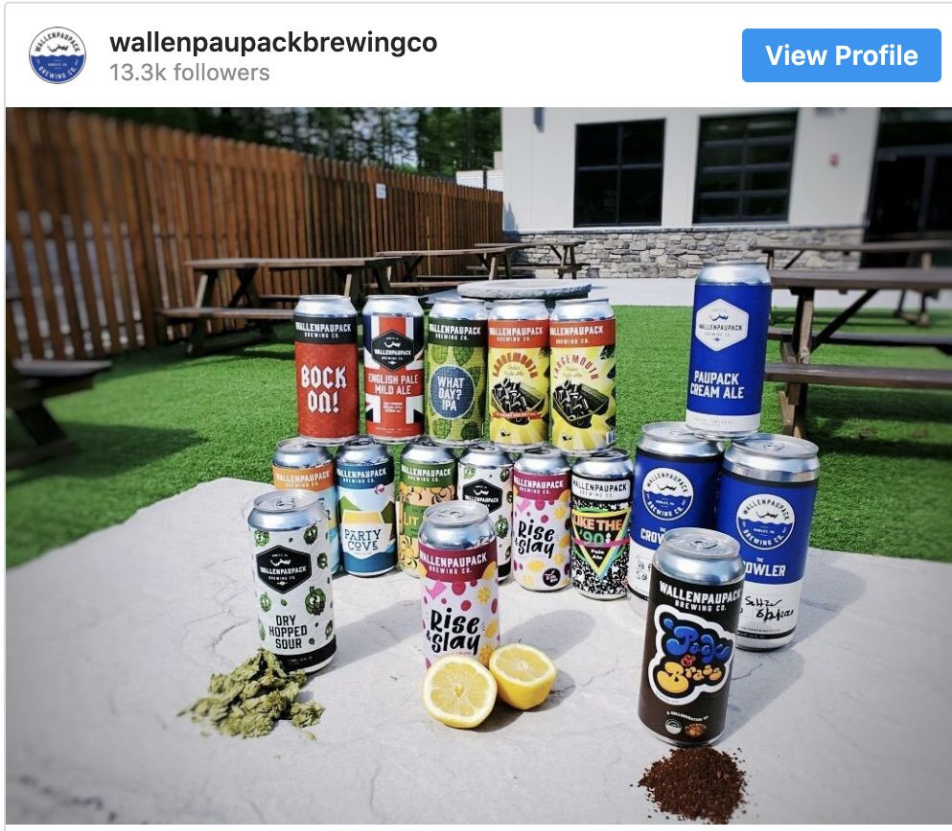
- Online store is set ... now what?
 - Invest in digital/email marketing
 - Analyze customer data
 - Promote on social media and website
 - Combine taproom & online experiences
 - Consider a monthly/quarterly beer club
 - Expanding products beyond beer

Know Your Inventory

- By better managing your inventory and knowing what you have available, you can make sure you get every last dollar
- How are you managing your inventory?

By tracking inventory with Ekos, breweries can identify 5-10% more product to sell

Know Your Inventory



- Wallenpaupack Brewing sold 14-Day Quarantine Packs in 2020 with a variety pack of beers
- Allowed them to use up extra inventory that was sitting in storage

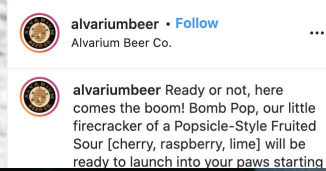
Focus on Marketing

- Hire someone part-time or full time to run all marketing activities
- Digital marketing (paid ads), social media, email campaigns, public relations, branding, videos
- Doesn't have to be perfect — consumers love authenticity, humor, and fun
- Be consistent!

Focus on Marketing



creative photography



branded merch



social campaigns & video



Reopening the Taproom

- As state restrictions are lifted, the taproom will again become the centerpiece for many breweries
- How can you return to normal, plus make things better this time around?



Reopening the Taproom

Improving the customer experience:

- High-level of service/engagement
- Events and community activities
- Make to-go products accessible

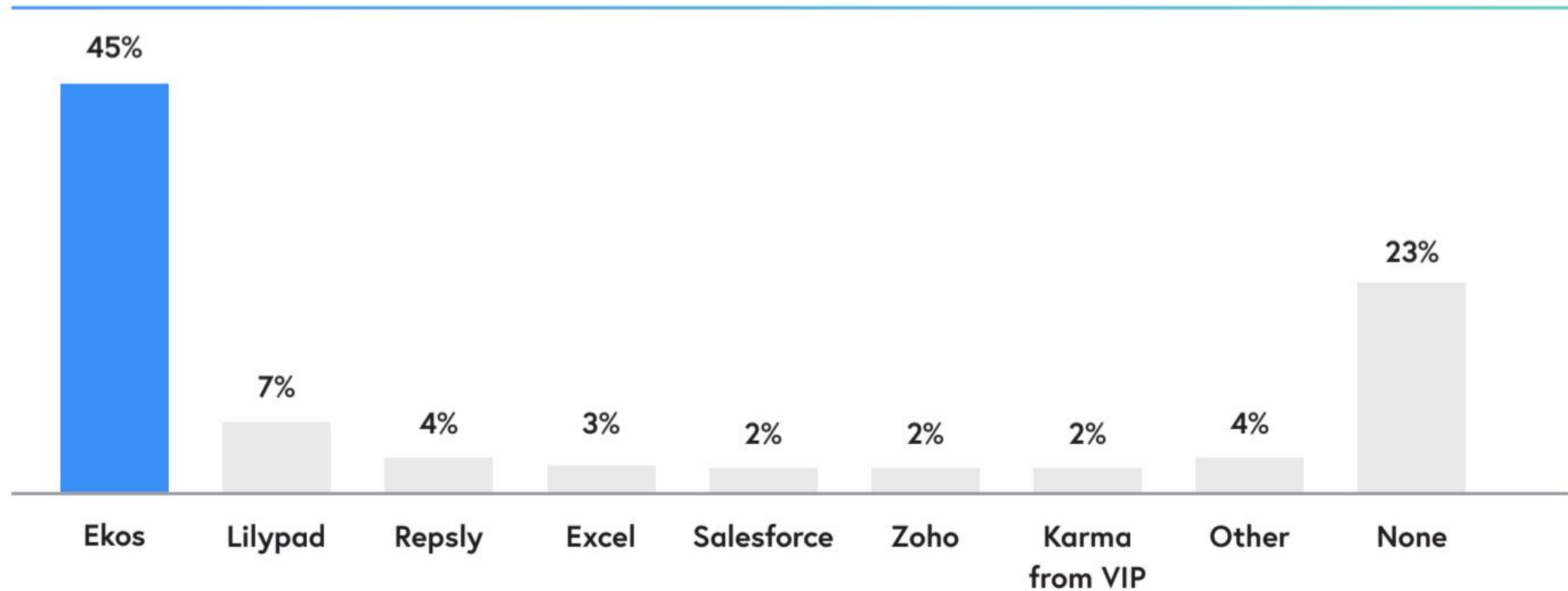
When a guest receives high engagement, they spend 15.5% more than guests receiving neutral engagement

Use a CRM

- If you self-distribute, you need to keep up with your accounts
- Following up with key accounts regularly can help you sell more (and keep customers happy!)
- Consider a CRM — or if that's not in your budget, a product with light CRM capabilities

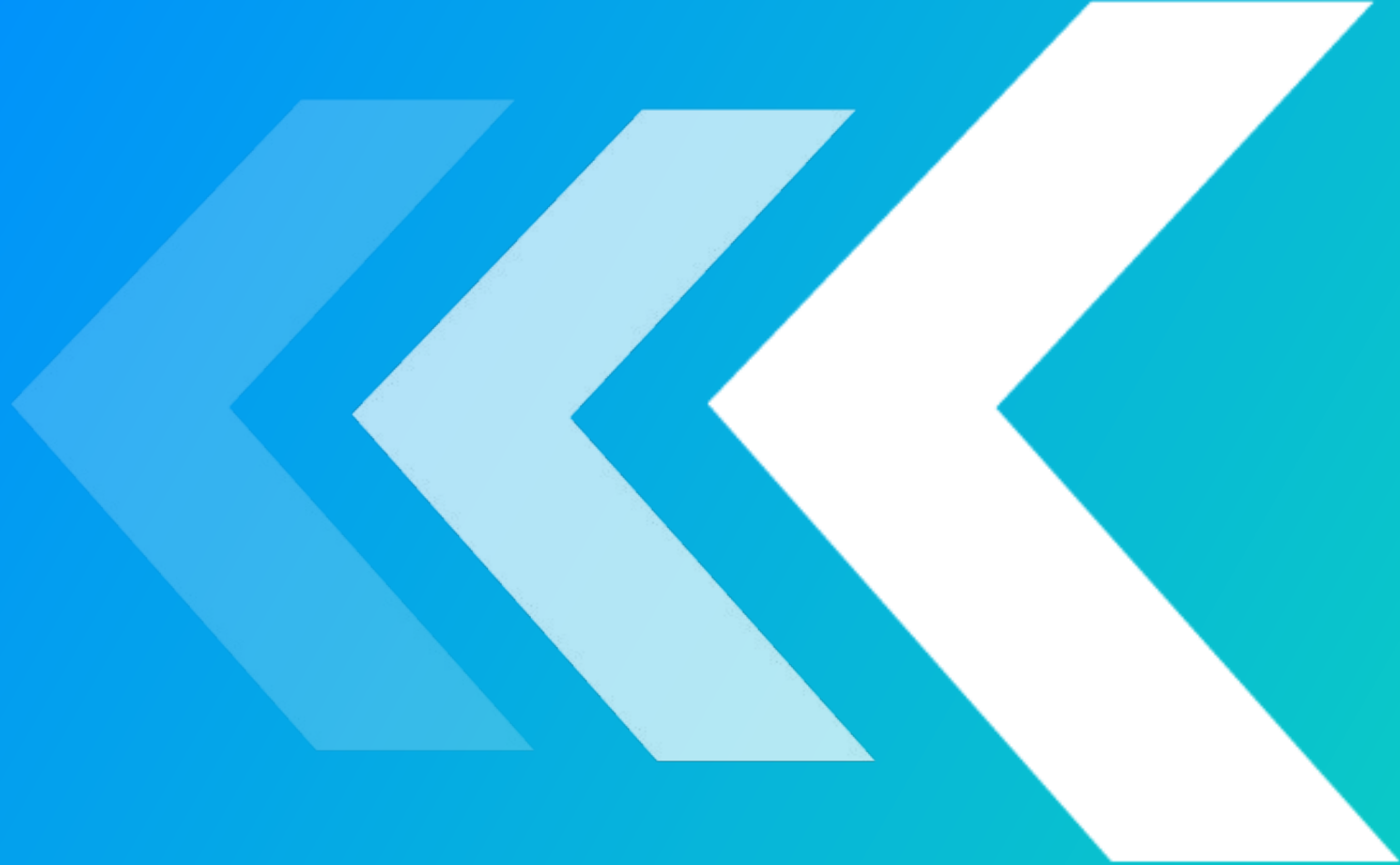
Use a CRM

CRM System Adoption



Source: 2020 Building a Tech Stack research by Ekos

Q&A



Thank you!

To learn more about Ekos, visit
goekos.com

