



**BUILDING YOUR
HOMEBREW COMMUNITY**

WHO ARE WE?



**WHY IS
COMMUNITY
IMPORTANT?**



**Isn't our job
to sell stuff?**

Craft beer is the new punk rock!



**Brick and mortar
stores have a
competitive advantage.**



**Brick and mortar stores
offer individual attention
& personal contact.**



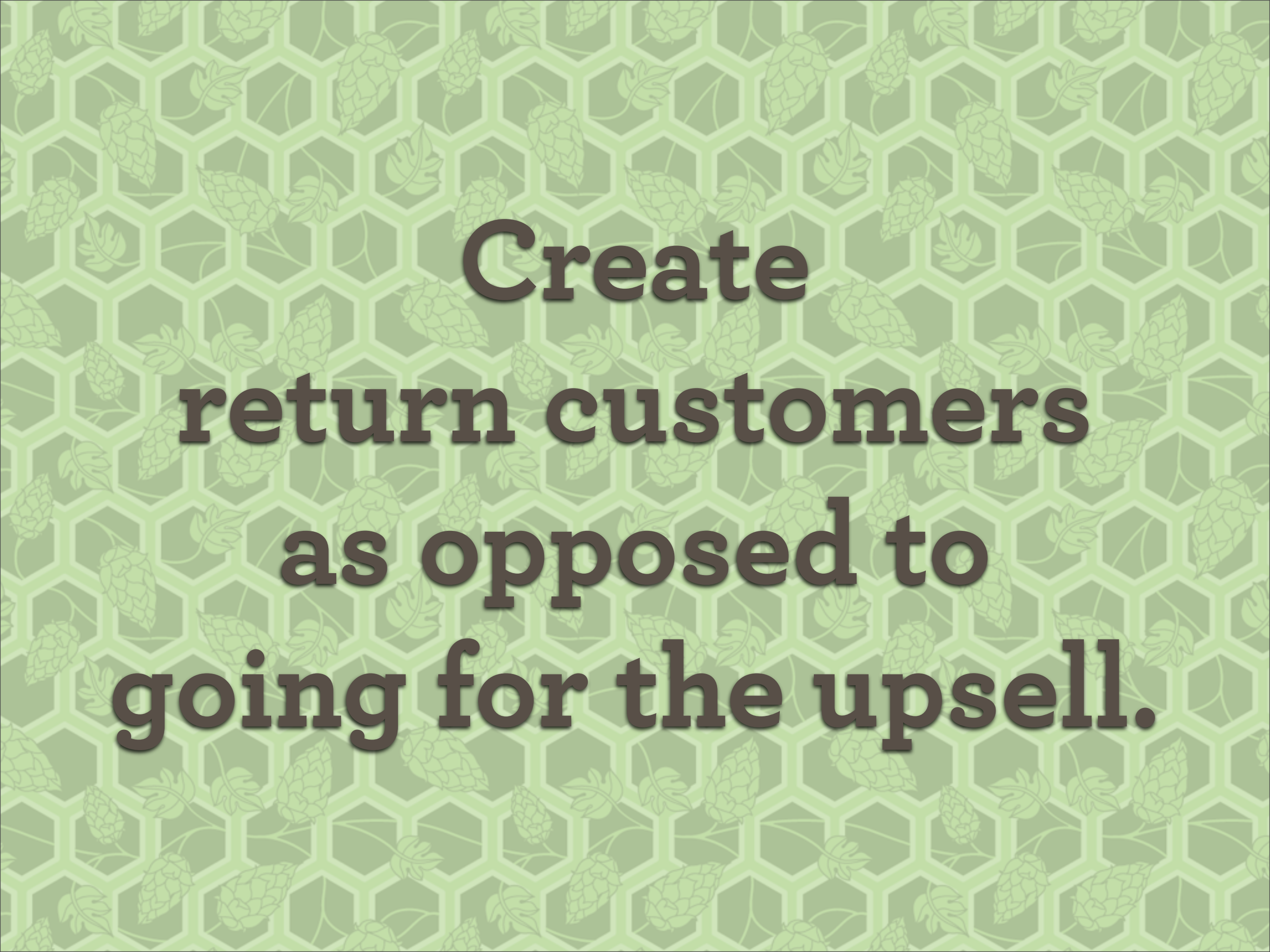
CUSTOMERS

AS

COMMUNITY

**The focus is on
lasting relationships.**





**Create
return customers
as opposed to
going for the upsell.**

**Help simplify
the process.**



**Learn your
customer's name.**



**WAYS
TO FOSTER
COMMUNITY**

EDUCATION

**Have regular
beginning and
advanced classes.**



**Encourage questions &
reply promptly to emails,
texts and phone calls.**



**Have handouts and
information available
at your store.**



**Hire knowledgeable
employees.**



EVENTS
IN STORE

Sponsor a monthly homebrew swap.



Invite homebrew Authors.



Offer technical workshops.



Offer
free
demos.



**EVENTS
OUTSIDE OF
STORE**

Get involved with non Brewing events



**Create
your
own
events**



Sponsor club events and contests.



DISCOUNTS AND PERKS

**Offer
discounts
for dues
paying
club
members.**



Offer discount on brew kits to beginning class.



**Donate seats for
brewing classes
to charities.**



MEDIA/SOCIAL

MEDIA

**Encourage your
customers to follow
your store on
social media.**

**Have good content
and post often.**

Post Breweries, beer bar and club events.



Be willing to be interviewed.



**WORK WITH
LOCAL
BREWERIES**

HOMEBREWING LEADS TO CRAFT BREW.



Most (if not all)
home brewers are
craft drinkers.



**Become friendly with
local breweries.**



**Create cross
promotional events.**

SUMMARY

Focus on community before short term gain.

An educated customer is your best customer.

**Communicate the value of
personal interaction.**

Reach outside the beer community.

Be a part of the entire beer community.

BITTER & ESTERS

SEE WHAT YOU CAN BREW