

BREAKINGBREWS

Sales & Brand Management

Beer distribution is changing. Nationwide, we have exceeded the number of operating breweries that existed pre-Prohibition and there's no sign of a slow down anytime soon. Many of those breweries are distributing large amounts of beer to markets across the country, thus giving enthusiasts a wide variety of options to choose from at local beer distributors, bottle shops, and bars wherever they venture.

At the same time, local breweries continue to rise and many craft beer destinations have turned their attention to these homegrown products. The new brewery model is not solely based on building a large distribution footprint, but rather driving enthusiasts directly to their taproom in order to improve margins on each barrel of beer produced.

To improve taproom/brewpub foot traffic, small-scale distribution is a vital element that can introduce a beer enthusiast to your product and entice them to visit your brewery. Think of a lineup of tap handles, a digital beer board, or an old-fashioned chalkboard at your favorite watering hole as a billboard that remains in the line of sight of bar patrons. Having your beer in accounts that not only feature local beer, but also go the extra mile to educate their patrons about your product and, ultimately, encourage them to visit you to experience beer fresh from the source, can go a long way toward building consistent taproom traffic.

One item missing from most local breweries is a sales force whose purpose is to sell product earmarked for sale outside the brewery while building goodwill for the brand via sampling events, beer dinners, and more. This is where the efforts laid out through my Sales & Brand Management initiative will help you in developing a footprint fit to your production scale. In addition, we will work together to get your beer on tap at the right destinations and set up events that will allow us to reach more thirsty enthusiasts and point them towards your taproom.

The objective of this initiative is to give your brewery the strongest representation possible with me serving as your ambassador outside the taproom. At the same time, I look to partner with you to build your distribution footprint to your specifications. You'll have the benefit of an effective salesperson that understands your business combined with efficient marketing and promotion through the established Breaking Brews Marketing & Media platforms.

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The following initiatives will allow our partnership to garner the best results and put into action your desired distribution and brand expectations:

- Determine the amount of product you wish to distribute outside your taproom so supply is controlled
- Determine best accounts for sales regarding geographic location, devotion to craft product, and representation of local product overall
- Construct sales expectations
- Provide monthly recaps focused on sales, volume, requests and demand, and overall feedback gained at each key account
- Build and promote events both in-house and at accounts throughout distribution footprint designed to showcase product through samplings, meeting key members of your brewery, and enhancing visibility of your taproom setting
- Complete representation of your business from a sales, marketing, and brand management perspective. Other aspects including social media management and content creation can be factored into our plan as well
- Flexibility – as business evolves, we can make changes where necessary

YOUR INVESTMENT

No two businesses are exactly alike. Needs vary based on several factors, including time, size, and scale. Your investment will be determined once we formulate our partnership strategy and analyze the size and direction

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Marketing & Promotion Integration

As I mentioned before, your brand will also be represented, promoted, and marketed through the established Breaking Brews Marketing networks. This includes listing on Drink Pittsburgh, Pittsburgh's first and original libations app designed to bring the libations world to enthusiasts' fingertips, as well as consistent coverage on Breaking Brews, one of our region's most visited blogs – welcoming 100-200 visitors on average every day - and all Breaking Brews social media platforms.

Please feel free to visit and familiarize yourself with these resources:

Breaking Brews: www.breakingbrews.com

Breaking Brews on Facebook: [@breakingbrews](https://www.facebook.com/breakingbrews)

Breaking Brews on Twitter: [@breakingbrewsco](https://twitter.com/breakingbrewsco)

Jason Cercone on Twitter: [@jasoncercone](https://twitter.com/jasoncercone)

Jason Cercone on Instagram: [@cerconeimbibes](https://www.instagram.com/cerconeimbibes)

Download the Drink Pittsburgh Mobile App for FREE in the App Store and Google Play

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Recommendation

I have been executing the aforementioned initiatives for Spoonwood Brewing Company since September 2015. Below is a recommendation from Steve Ilnicki, Head Brewer and Owner of Spoonwood:

Jason Cercone is dedicated and enterprising, reliable, loyal, a real hard worker. But first and foremost, he is a beer lover and a flamekeeper for the local craft beer scene. I'm fond of saying that about him, and it's the main reason I asked him to represent Spoonwood.

As our Brand Manager, Jason immediately added new draft accounts and utilized his industry network to arrange exclusive engagements, such as our collaboration brew with Caliente Pizza & Draft House. He maintains weekly communication with our 60+ draft accounts and consistently moved every last keg that he was asked to sell. And when the festival invitations roll in, he rarely says "no." He has personally represented Spoonwood at countless events over the past two+ years and has become the chief ambassador of our brand.

Jason also has a gift and passion for writing, through which he earned carte blanche for online marketing. He contributed many thoughtful blog posts and helped us develop a clear, consistent social media presence.

For these reasons, Jason has my highest recommendation for any future sales and marketing opportunities that he may pursue. Please feel free to call or email if you have any questions about Jason's role at Spoonwood.

Sincerely,

Steve Ilnicki
Head Brewer/Owner Spoonwood Brewing Co.
steve@spoonwoodbrewing.com
412-216-8012