BEERBOARD

Retail Solutions & Benefits

Retail Partnerships

- Installed at thousands of retail locations, BeerBoard manages over $1 billion in retail draft beer sales and 45,000 products through its industry-leading data and insights platform. It helps retailers to sell more beer and make more money.

- BeerBoard's fast-growing client list features high-profile independent groups and major chain operators across North America.

- Industry leaders Buffalo Wild Wings, Hooters, Twin Peaks, Applebee's, Mellow Mushroom and BJ's Restaurant & Brewhouse.

BEERBOARD

Brewery Partnerships

- BeerBoard partners with major brewers for data and insights,

- Lagunitas, Heineken, Diageo, Pabst, Stone, Founders, Labatt USA, Genesee, Pyramid and Magic Hat are among the many brewer partners the company features.

![BEERBOARD logo]

Automate Inventory & Ordering

Fact: Average retail out-of-stock is 8%

- Empty kegs are avoided, increasing sales

- After manager reviews PO, send it directly to distributor via an EDI integration

- Generate beer orders based on actual usage

- Receive in POs to back-office system automatically

- No more weighing kegs – Smartbar tracks on hand inventory levels, and reports the usage in real time

STOP WEIGHING KEGS

Beer Pricing & Margin Management

- Simplify and centralize beer pricing and margin management process

- Optimize draft beer margins. SmartBar becomes the single source of pricing and margin management data.

- Pricing algorithm to insure margin optimization, accuracy, consistency and price change simplification

- Capability to have multiple pricing tiers for some categories to accommodate hyper-local competitive brand pricing

- Get store managers focused on the right things – people, quality and profits!

FOCUS ON PROFITS

Increased Revenue Per Keg / Per Faucet

- Real-Time information from SmartBar Mobile app or web portal

- Actual *poured* volume reported to the Smartbar platform married with **real-time sold** data by brand

- Accountability by shift

- Insights on brand movement within the concept's four walls AND BeerBoard aggregated market level data for all clients

PROVEN ROI
+$60
REVENUE PER KEG

DRIVE HIGHER YIELDS
+95%

Enhanced Store-Level Marketing

Fact: Increase draft beer sales 12% with current, clear print menus

- **BeerBoard Menu:** Publish a current print menu (segmenting draft, bottle, cans with pricing from BeerBoard's database of 45K+ beers (through an API to national printer or on-demand at the store level)

- **BeerBoardTV:** Digitally promote the bar category, publish the draft list, and promote other featured items in the bar

- **BeerBoard 360:** Brewery-sponsored customer incentives inside client's four walls to promote their brands via "Beer Chips" (similar to the tokens being offered today)

CRAFT & IMPORT SALES
+10%
AVERAGE

DRIVE CUSTOMER LOYALTY