




Verde Brewing Co Data

Phase 3: Analysis and Conclusions

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Agenda

1. Team Introduction
2. Verde Brewing Introduction
3. Challenges
4. Problems that were addressed
5. Steps taken to address problem
6. Results
7. Impact of Additional Operation Days
8. Conclusion

About Verde Brewing

- **Founder:** Steve Goetting
- **Location:** Arizona (near I-17 exit ramp, tourist-driven area)
- **Business Type:** Brewery

Key Assets	Marketing Strategy
<ol style="list-style-type: none">1. Small brewery with 12 taps, on-site sales and canning operations2. Food: local, farm-sourced ingredients served alongside beer3. Tourism Focus: Targeting highway traffic and tourists (Sedona, Grand Canyon)	<ol style="list-style-type: none">1. Prominent exit ramp sign for visibility2. Heavy use of Facebook and social media3. Regular events: live music (Friday), trivia (Thursday), and festival

Initial Challenges

Traffic Issue

Limited Distribution

**Data and Tracking
Difficulty**

**Impact of Season and
Weather**

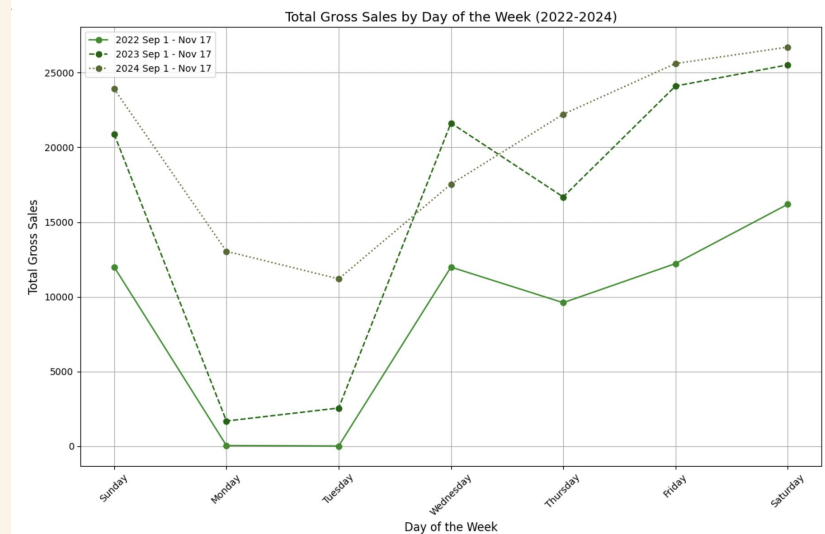
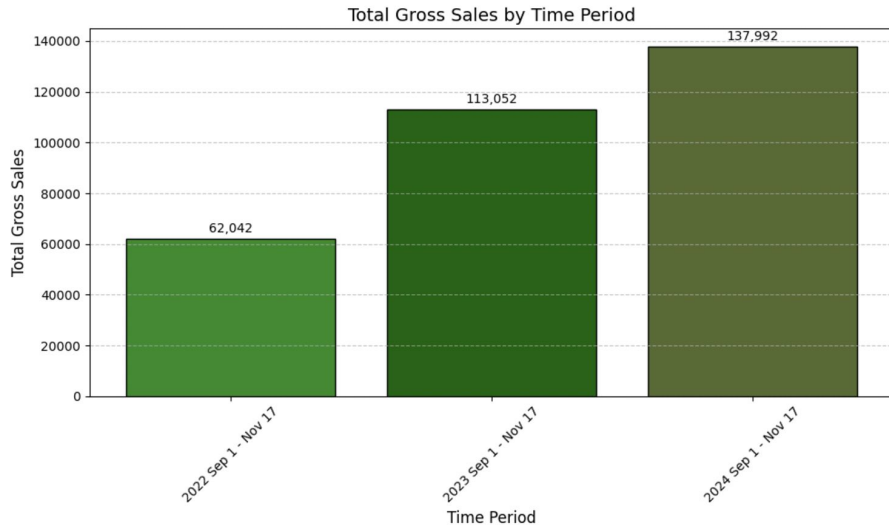
**Resource and Supply
Chain Constraints**

Branding and Expansion

Open 7 Days a Week

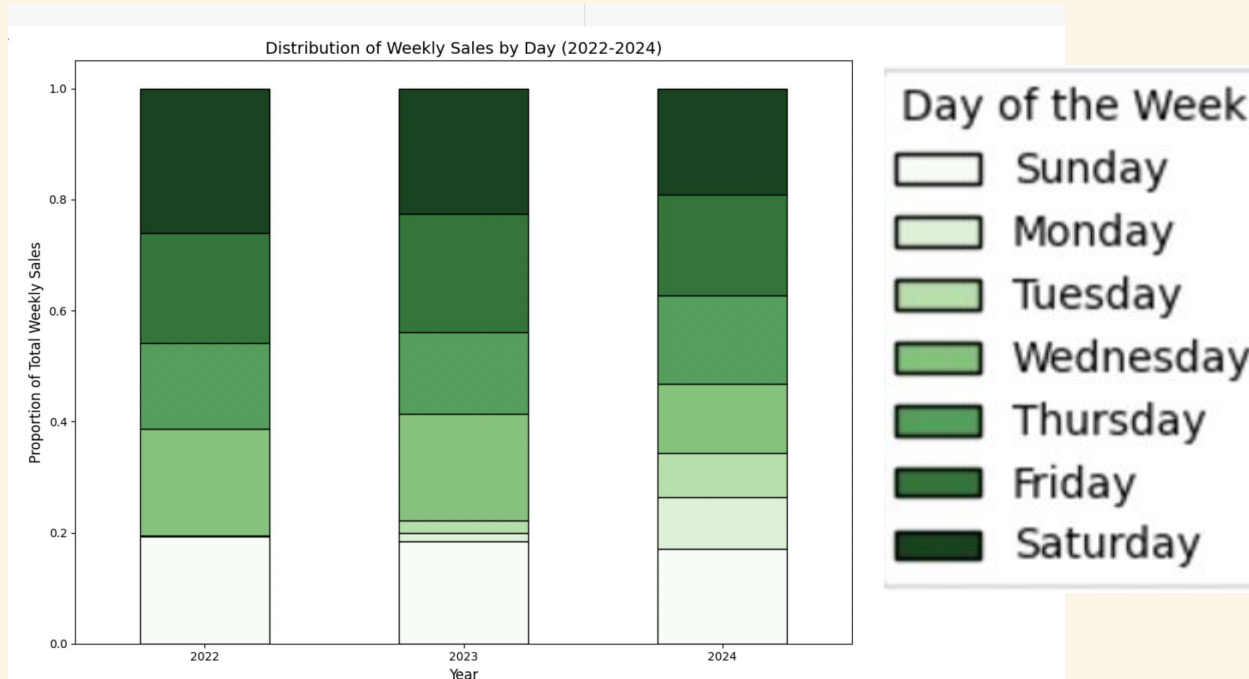
Impact of Additional Operation Days

- September 2, 2024 (Monday, Tuesday) 11am-9pm
- Testing: September 1st - November 17th (2022,2023,2024) ~ 3 months
 - Consistent, avoid bias

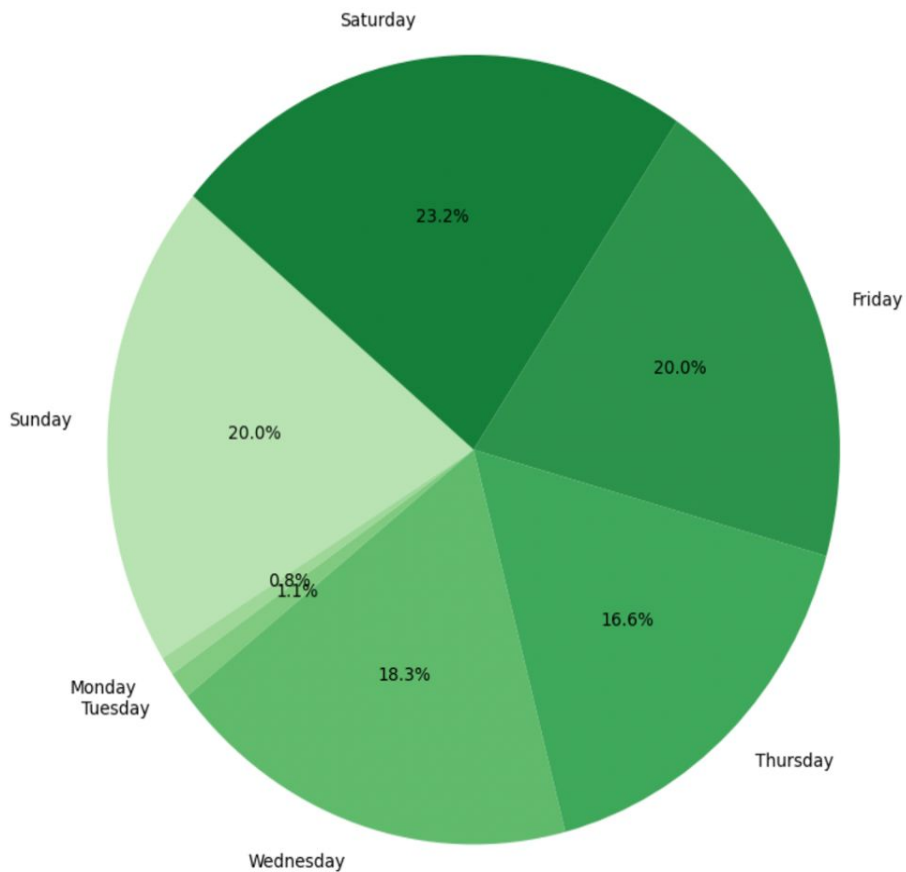


Are the Additional Days Efficient?

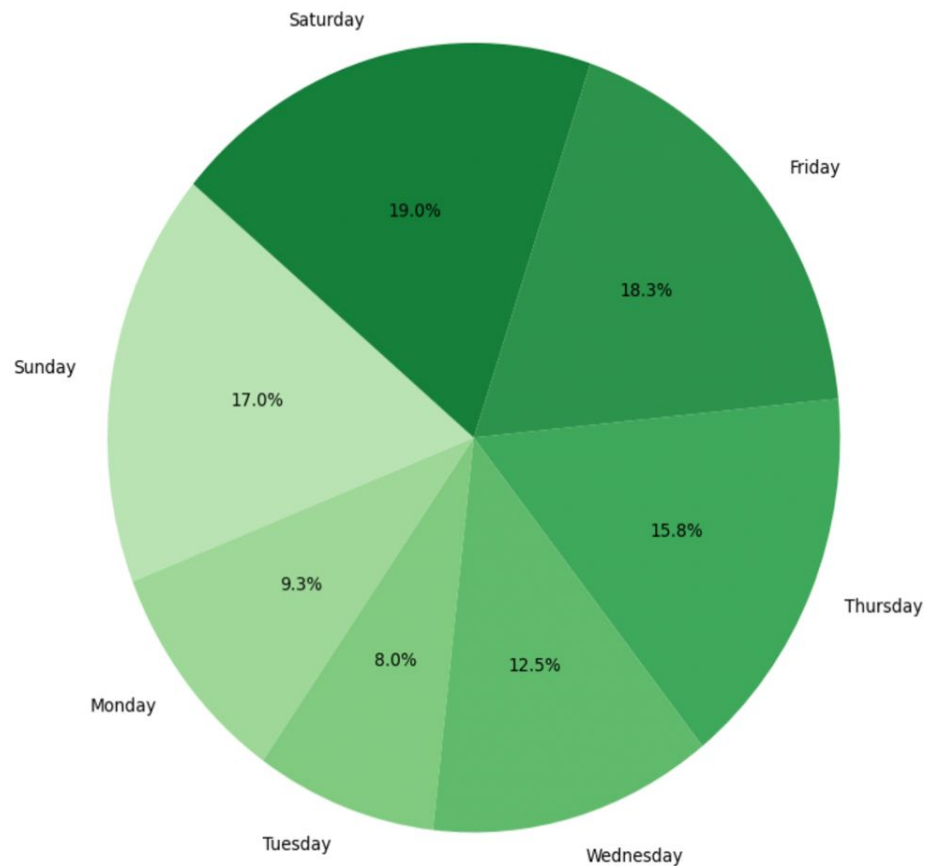
- How are total sales were distributed throughout the week?
 - Redistribution of customer traffic



Revenue Distribution: 2022-2023 (5-Day)



Revenue Distribution: 2024 (7-Day)



Understanding Specific Products

Growlers

Recommendations

1. Consider canning Bullpen Stout
2. Look into increasing Redneck can advertising

Product	Growlers	Cans
wildflower	234	1123.0
gold buckle	202	1214.0
bullpen stout	104	NaN
redneck	83	168.0
dark lager	81	535.0
blue sky hazy	71	592.0
raspberry sour	43	NaN
scotch	38	252.0
cherry berry sour	25	NaN

Weekday	
Wednesday	611
Saturday	164
Friday	127
Sunday	110
Thursday	73
Tuesday	9
Monday	6

Market Basket Insights - Recommendations

01

Strong association
Sodas & Nachos

Bundling or Cross-selling deal

02

Highest support
Nachos & Gold Buckle

Promote. Strategic in-store placement

03

Middle association
Gold Buckle & BBQ Pork

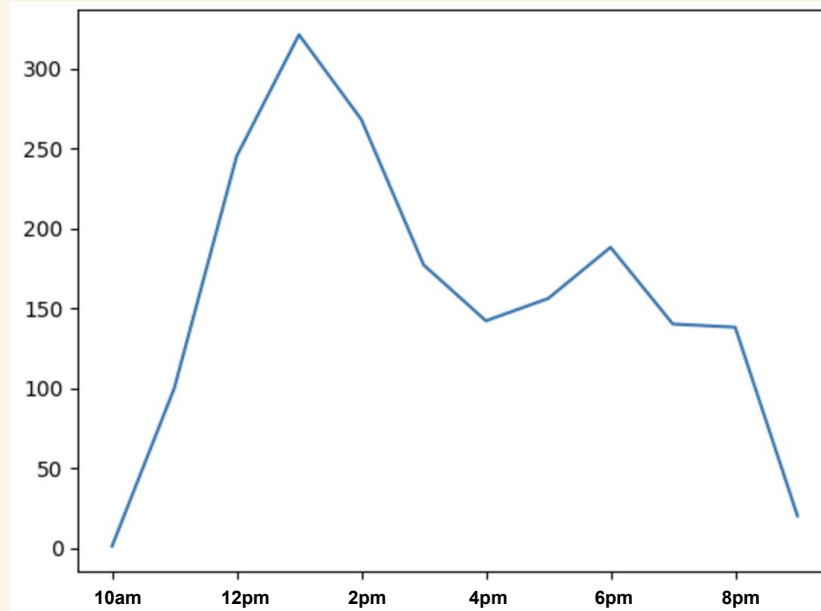
Seasonal promotion & Limited time deal

Children at Verde Brewing

Recommendations

1. Special for kids on the weekend
2. “After School” promotion (around 4pm)

Number of ‘Kids’ By Hour
Nachos + Soda

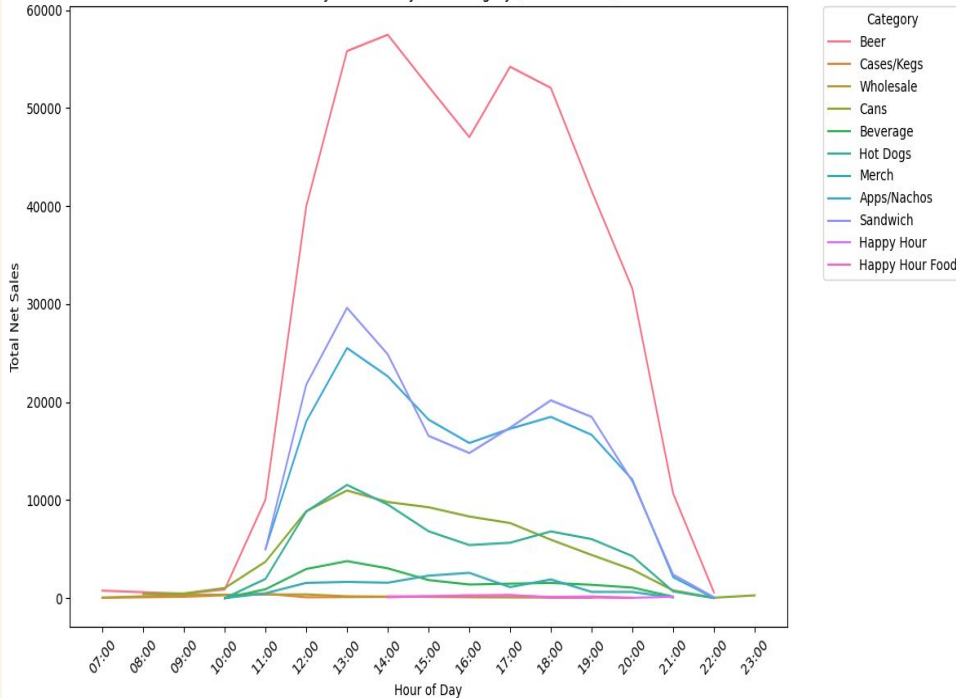


Weekday	
Saturday	431
Sunday	395
Friday	391
Thursday	377
Wednesday	246
Monday	32
Tuesday	24

Marketing and Effects

Total Sales by Hour of Day & Category

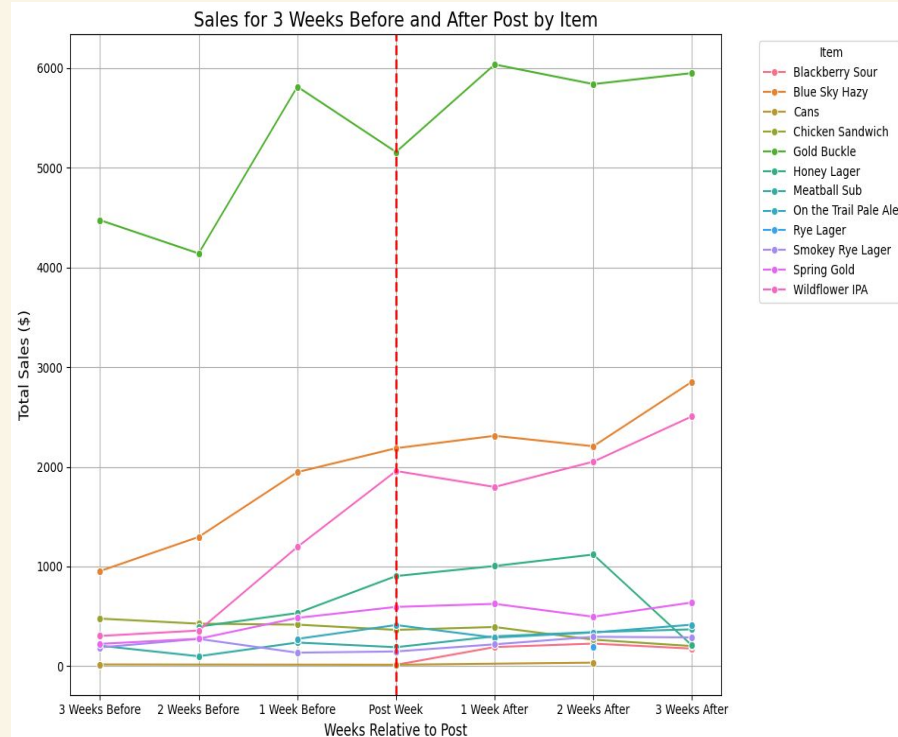
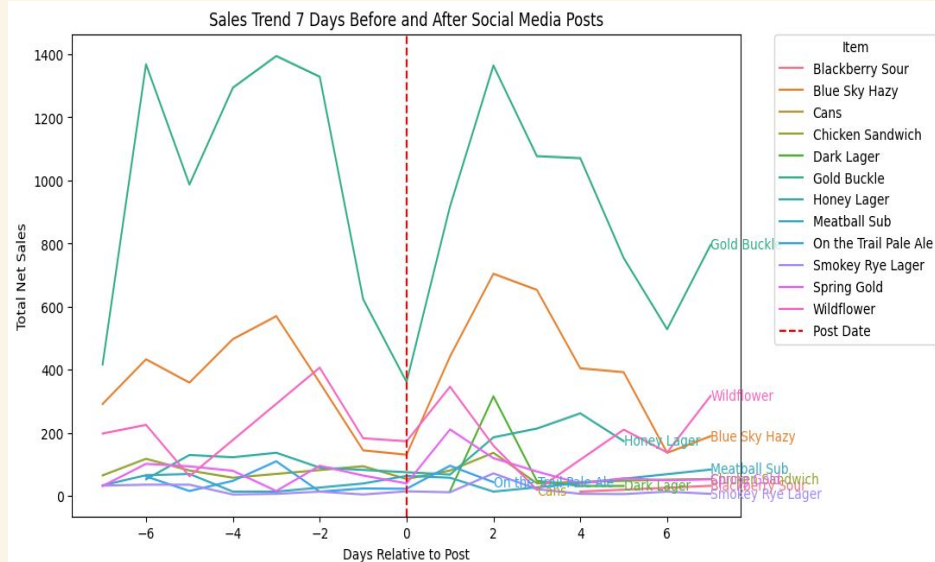
Total Sales by Hour of Day and Category (07:00 - 23:00)



<u>Category</u>	<u>Net Sales</u>
Apps/Nachos	\$154,876.26
Beer	\$414,277.08
Beverage	\$17,496.92
Cans	\$70,298.44
Cases/Kegs	\$657.00
Happy Hour	\$969.00
Hot Dogs	\$61,392.62
Merch	\$13,898.49
Sandwich	\$163,708.62
Wholesale	\$432.00

<u>Category</u>	<u>Net Sales</u>
Apps/Nachos	\$171,973.81
Beer	\$455,834.64
Beverage	\$19,600.58
Cans	\$75,033.22
Cases/Kegs	\$1,122.00
Happy Hour	\$1,341.55
Happy Hour Food	\$1,061.07
Hot Dogs	\$67,651.50
Merch	\$14,578.08
Sandwich	\$183,142.71
Wholesale	\$1,152.00

Total Sales relative to Social Media Post Date



Day of the Week	Total posts on this day
Tuesday	27
Wednesday	14
Thursday	9
Monday	9
Friday	4
Sunday	3
Grand Total	66

Actions to take

- Maintain Gold Buckle advertising
- Slightly increase Wildflower IPA, and Blue Sky Hazy
- Pick one or two of the lower items to majorly increase advertising on.
 - Honey Lager
 - On The Trail Pale Ale
 - Smokey Rye Lager
 - Spring Gold
- Heavily increase Happy Hour advertising
- Advertise beers soon to be going off tap

Thank you
