

STROBE

Klaus Brewing Company

General Observations

- Klaus Brewing company hosts a friendly laid back environment where group of people come to enjoy beer, play games, and conversate. The employees have to be friendly and conversational individuals as well as be well-versed in their German and Bier history. They offer many areas including the Brewery, the Garden area, and the main taproom area. Workers have to attend to their daily activities as well as manage the counter. Most information is written on boards and events are posted around the establishment. They have a steady flow of customers so in often observed cases, the taproom employees are multitasking or taken advantage of their free time.



Brewery

- This is where the Brewing masters mix the ingredients and create their Beer. All their Beer is made in-house and poured into kegs. The kegs are then used in the taproom or whole kegs are sold to restaurants.



Information Boards

- The staff comes in every morning before they open to update the boards with information about their events, Bier, promotions, specials, and Food trucks.



Decorations

The taproom is a welcoming and open area decorated in German paraphernalia. In the left photo, at the top, there are stands depicting traditional German ware. The right picture is a photo of steins which symbolizes the cultural importance of Bier to Germany. Also Klaus Brewing Company has a night called Stein night where a customer can bring their "stein" and they will fill it up with bier!



Food Trucks



- The taproom manager chooses the local food truck companies and agrees on the day the Food Trucks can come set up and serve food. Klaus Brewing Company does not sell food, so this is a way for their customers can enjoy their beer as well as a variety of food everyday. Klaus Brewing Company values their partnerships with other small local businesses.



Events

Klaus Brewing company hosts events as well as allow customers to have parties on the premises. This was a retirement party located in the Taproom and Brewery. The night ended with our client hosting Bingo night.

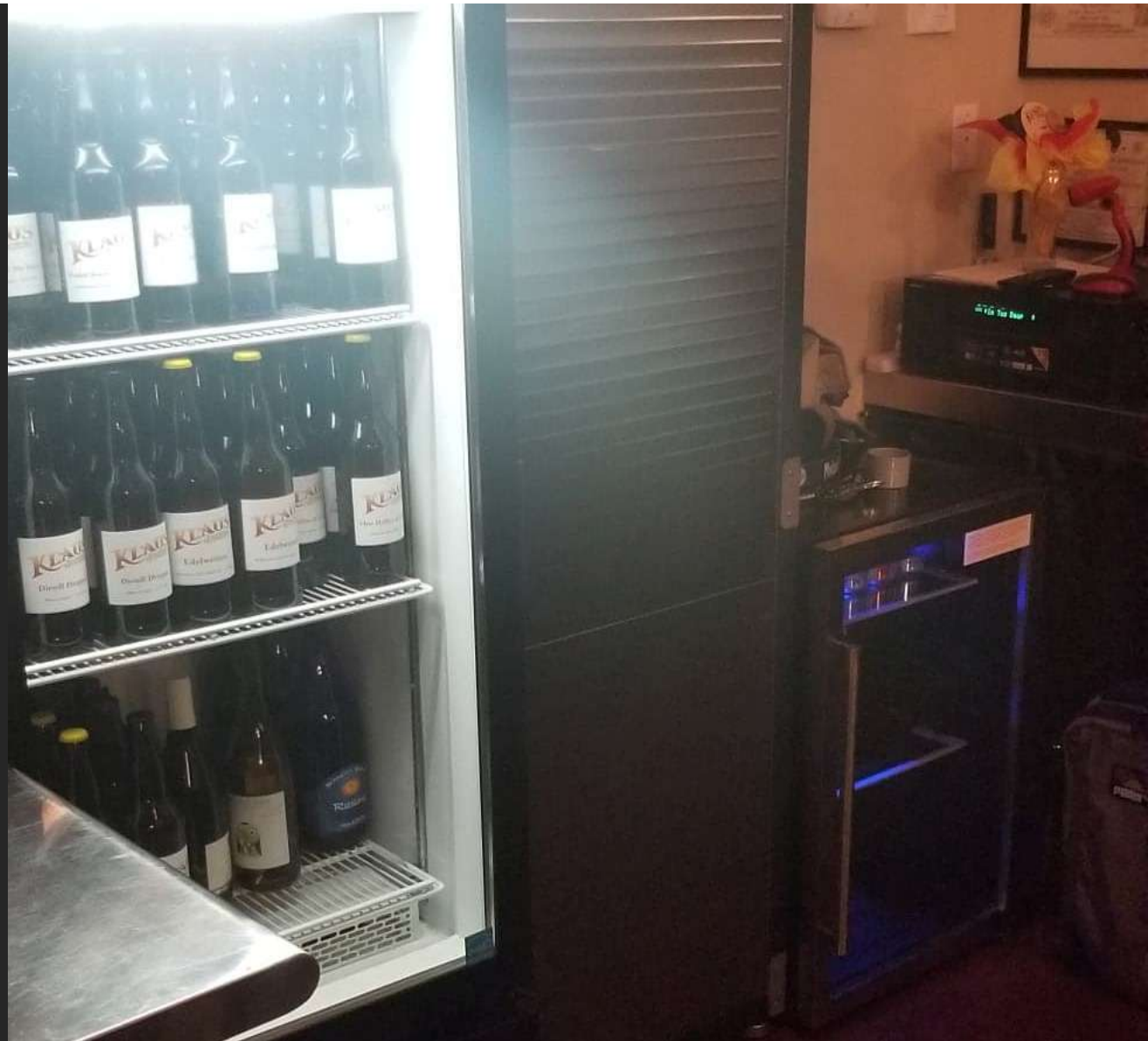
Beir

- Klaus Brewing Company Taproom employees serves a varieties of beers to their customers. The beer on the left is the Dunkel Breakin' my heart whereas the Beer on the right is the Drindl Dropper. All beers are made in-house. The Dunkel Breakin' my heart is in a special glass sold to customers whereas the Drindl Dropper is in a pint glass. Most biers are served as pints or half pints.



Other Drinks

This area contains the to go bottles, wine, and soda Klaus Brewing Company Sells to customers

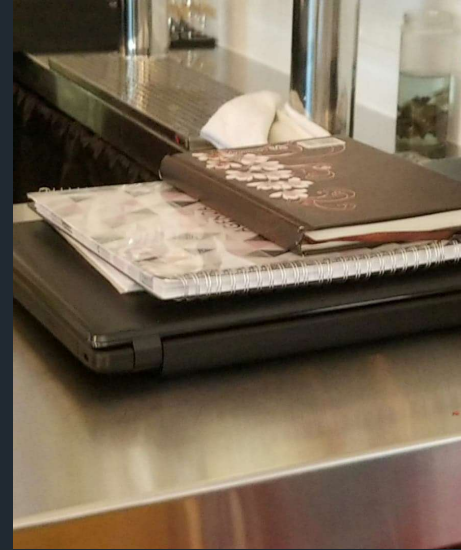




Merchandise

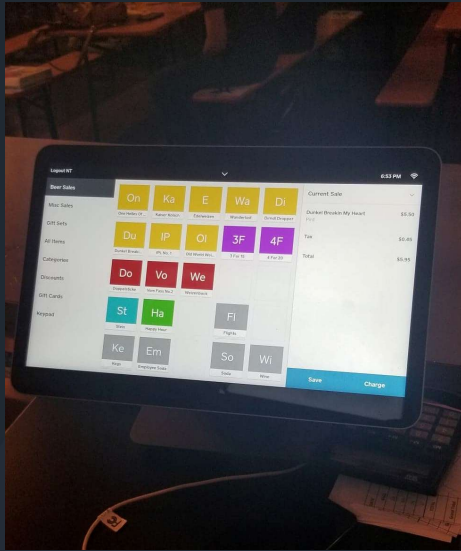


Klaus Brewing company does not sell just beer! They also sell gift cards, gift sets, T-shirts, hats, and glasses.



The counter

Klaus Brewing company employee works behind the counter serving customers. In the top left photo, the employees are aiding customers in their order. The next photo shows Larissa pouring a beer from a tap into a pint glass. The next photo includes Nanhi's work space. She updates social media posts while working the counter. The last photo is the sink. While the employees serve customers, they must clean up as they go including washing the glasses and doing laundry.



The POS system/Payments

Klaus Brewing company only has one POS system powered by Square. The first photo shows how they order the beers. The system categorizes the type of merchandise and then makes a list of the merchandise in each category. The total and amount is clearly pictured beside it. The customer can pay through tokens, cash, or credit card. How tokens work is a customer pays a certain amount and gets a number of tokens. It can only be brought in in groups of 2 or 3. Tokens can be cashed in to get core beers only which are their main beers. Also customers can leave tips for the Bartenders.