

Starting **5** LLC

Client Research Report: IBU Brewery

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Executive Summary

IBU Brewery, founded by Mike Mintier, is a craft beer company located in Syracuse, NY. The company aims to provide an interactive brewery experience for its local customers through brewing lessons and various events. However, IBU Brewery struggles to attract new customers due to a lack of brand awareness.

Starting Five LLC conducted social listening, focus groups, and an online survey to gain insight into IBU Brewery's target audience. Based on the research results, Starting Five, LLC has formulated two recommendations that can help IBU Brewery increase brand awareness and attract more customers.

Problem and Opportunity Statement

IBU Brewery is dedicated to producing the best quality beer while also educating people on the craft brewing process and industry (ibusyracuse, 2019). Mike Mintier, founder and CEO of IBU Brewery, wants to increase awareness of the company's brand. However, IBU Brewery is concerned that its marketing and social media efforts are not sufficient in attracting its target audience (M. Mintier, personal communication, September 5, 2019). The brewery lacks brand awareness among the public, and there is a lack of clarity regarding the brewery's focus. In response to these communication problems, Starting Five, LLC executed a semester-long research project that will provide Mintier with strategies to increase brand awareness of IBU Brewery.

Situation Analysis

Internal Factors

Employment

IBU Brewery only has two full-time and four part-time employees. Being that the company helps customers plan, book, and host events, six people may not be enough to handle such activities. Mintier also mentioned that his brewery is looking for employees who can support him in specific fields such as marketing or brand imaging expertise. Employees with such expertise may improve IBU Brewery's brand awareness around the local area and increase communication with existing and potential customers.

Social Media Usage

Mintier mentioned that IBU Brewery has social media accounts, such as Twitter, Instagram, and Facebook. IBU Brewery has 1,029 followers on Instagram, and 2,874 people like their posts on Facebook (ibusyracuse, 2019). However, the pictures and information that IBU Brewery posts on Instagram are obsolete. This content will probably not attract young people to follow them. IBU Brewery also posts its events schedules on social media accounts which is useful.

External Factors

Competitors

IBU Brewery has several direct competitors within the Syracuse area. There are 22 active breweries in Onondaga County, and 18 of those have opened in the last seven years (Cazentre, 2019). Full Boar Craft Brewery & Tap Room, for example, is located on the same street as IBU, Brewerton Road, and is less than one mile away (Google, 2019). There are also brewing brands in the Syracuse area, such as Anything But Beer which brews alcoholic products for people who want to experience the craft beer scene despite dietary restrictions or a dislike of the taste of beer by offering beer-like products free of grain and featuring local vegetables and fruits (“About,” n.d.). With several competitors offering a variety of alternatives in the craft beer scene, which currently only makes up approximately 13 percent of the beer industry as a whole it is a

challenge for IBU Brewery to find its niche audience within a crowded field of breweries in the surrounding area and surpass its competitors (“National Beer Sales & Production Data,” 2018).

Location and Visibility

Another external factor affecting IBU Brewery is its location and the visibility of its facility. The brewery is located behind a tire shop and far from the street, Brewerton Road, used for its address (M. Mintier, personal communication, September 5, 2019). The owner said it is difficult to find the building even with the assistance of GPS. Brewerton road has an Annual Average Daily Traffic (AADT) number between 10,001-25,000 vehicles (“NYS Traffic Data Viewer,” 2016). Its location being behind another building is a hindrance to its business and building visibility – despite being located on a heavily trafficked road.

Also, according to Google Maps (2019), IBU Brewery is approximately 5.6 miles from Downtown Syracuse. Its distant location from the center of Syracuse may lower chance of foot traffic to its location, making the brewery reliant on people seeing them via car or public transit. This lack of visibility is also contributed by its lack of proper signage. The brewery currently has a four-by-eight-foot sign along the road. The sign has the wiring to include lights, but the current sign is not digital and is currently unable to light up (M. Mintier, personal communication, September 5, 2019). A lack of proper signage is a hindrance to the visibility of its location.

SWOT Analysis

Strengths

- IBU Brewery has had success in partnerships and events. The company did a promotional event with 100.9 FM, or K-Rock Radio, which involved brewing and naming a new beer with the hosts of the show (M. Mintier, personal communication, September 5, 2019).
- IBU is self-distributing its products locally as well as in Utica and Watertown (M. Mintier, personal communication, September 5, 2019).
- IBU collaborates with local businesses such as Seneca St. Brewing for events such as outdoor events featuring food and more (M. Mintier, personal communication, September 5, 2019).

Weaknesses

- On average, the price of an IBU beverage is 12 times more than a macro brand beverage, such as Natural Light (M. Mintier, personal communication, September 5, 2019).
- IBU's building is not easily visible from the street, adding to the issue of lack of brand awareness (M. Mintier, personal communication, September 5, 2019).
- The IBU logo mimics that of a university which in turn targets university aged patrons, however, the intention is to actually attract an older crowd that can come to IBU to reminisce on college days.

Opportunities

- IBU Brewery can launch a partnership with radio station WNTQ-93Q, which serves Syracuse, New York and is the most listened to radio station in the Syracuse area (iHeartRadio, 2019). Together, IBU Brewery and 93Q can host events and promote IBU Brewery so that they reach a broader audience.

- IBU Brewery can hire a Syracuse University student alongside Divergent Solutions to run data analytics and figure out which social media strategies to implement.
- IBU Brewery is mostly marketing to older, upper-middle-class people. If IBU Brewery offered an additional selection of beer for a discounted price, it could garner the attention of younger people in the area and gain more customers.

Threats

- Anything But Beer is in direct competition with IBU. Anything But Beer is one competitor that is partnered with Strong Hearts, a popular food restaurant on the Syracuse University campus. This is a threat because Anything But Beer is advertising to students on campus, whereas IBU Brewery is not.
- IBU Brewery is in competition with other alcoholic beverages like wine and spirits. According to Forbes, beer has lost 10% of its market share to wine and spirits, with spirit sales being over a third of the entire market (Nurin, 2019).
- -Mike Mintier mentioned that sales decline in the summer (M. Mintier, personal communication, September 5, 2019). This proves to be a threat for IBU Brewery as Mintier continues to try to grow his business and increase revenue.

Key Publics

"Local Beer Fanatic"



(Savage, 2019)

Otto Franklin, a Caucasian 53-year-old real estate agent, graduated from Syracuse University in 1988. Married for 22 years with three kids, Otto and his wife enjoy date nights at the bars. On his own time, Otto enjoys Sunday night football with friends from college at the bar. After a long day on the job, Otto will routinely treat himself to a craft brew. Otto considers himself to be quite the beer fanatic, always seeking out new craft brews and beer tasting events on Facebook, which is his social media platform of choice (Pew Research Center, 2019). With their kids moving out, and Otto and his wife approaching retirement in the coming years, they strive to break from their usual routines and seek out local events.

"Local University Student"



(Cadestin, 2019)

Sydney Krenshaw is a Caucasian 22-year-old Syracuse University law student. She lives off-campus and has a car. She often finds herself bored with the activities to do on campus and is interested in finding a nice place to grab a beer with friends after class. Sydney spends most of her time on Snapchat and Instagram (Pew Research Center, 2018) and follows different restaurants and breweries in the Syracuse area on social media such as Anything But Beer and Original Grain. Sydney is looking to attend local events in the Syracuse area during her free-time and once it starts getting cold in the fall, Sydney wants to be able to go somewhere with her friends and socialize. Since she is a law student, she is spending most of her time studying but wants to be able to go out at least once per week.

Research Objectives

1. Understand key publics' expectations for a social outing experience (social listening).
2. Discover which media platforms the key publics' use to access information (survey).
3. Discover what type of events key publics are interested in attending (focus groups).

Research Methodology

We, at Starting Five LLC, conducted primary research which included both qualitative and quantitative research. Our first task was to complete social listening analysis, which gathered primary and qualitative data because it was collected first-hand and was based on the sentiments of individuals on social media. Next, we had members of our key publics complete surveys that gathered primary and quantitative data. These surveys allowed us to gather statistics on the communication preferences of our specific demographics. Finally, we conducted focus groups to find primary and qualitative data on our key publics concerning their opinions on brewery events. This triangulated research allowed us to collect a broad range of data that gave us insight on how best to build brand awareness and solidify brand identity for IBU Brewing.

Research Method 1

Social Listening

Sampling Frame

The sampling frame we used came from social media posts from July 3, 2019, through October 1, 2019. With the use of Google, the posts were related to IBU Brewery and were identified based on keywords such as “Syracuse bars,” “craft beers,” and “Mike Mintier.”

Rationale

This method allowed us to utilize keywords to gain insight into our key publics’ expectations for a brewery experience. Through this method, we were able to better understand our key publics’ attitudes towards favorable and unfavorable factors during their brewery experiences.

Execution

- Location: Online (Social Studio)
- Length: four hours
- Number of social media posts: 30

Data Analysis Method: Content Analysis

Research Method 2

Online Survey

Sampling Frame

Recent college graduates and current college students over the age of 21 with an interest in high-priced beer, and individuals ages 35-55 with a disposable income who regularly drink beer and have an interest in the craft beer industry.

Rationale

This research method will allow us to reach both of our main key publics and realize how both publics acquire information digitally and understand their social media habits. It also allows us to understand the drinking and purchasing habits of our key publics in terms of alcohol and beer.

Execution

- Recruiting Method: Surveys were shared on Facebook, emailed to Syracuse students, and spread via personal social media accounts
- Location: Online
- Length: nine-question survey
- Incentive: None
- Number of Participants: 111 respondents

Data Analysis Method: Qualtrics Data Analysis

Research Method 3

Focus Groups

Sampling Frame

We held two focus groups with members from our key publics. These included male and female college students ages 21-26.

Rationale

This research method provided us with more in-depth answers than other methods.

The information from focus group survey helped us understand their preferences about consuming beverages at social outings and their preferences towards craft beer and breweries.

Execution

- Recruiting Method: In-person
- Location: Newhouse 3 Room 436
- Length: 50 minutes
- Incentive: Donuts, iced tea and orange juice
- Number of participants: 11

Data Analysis Method: Manually coded the data

Social Listening Results and Analyses

Introduction

Starting Five, LLC used Google to find social media and news posts to understand our key publics' expectations for social outings and brewery experiences. We studied 30 posts and stories that were published between July 3, 2019, and October 1, 2019, and we found posts relating to IBU Brewery's brand, competitors and industry by utilizing key words such as craft beer, IBU brewer for a day, Brick House Billiards and microbreweries.

Theme 1: There is positive sentiment between competitors and the atmosphere of the brewery.

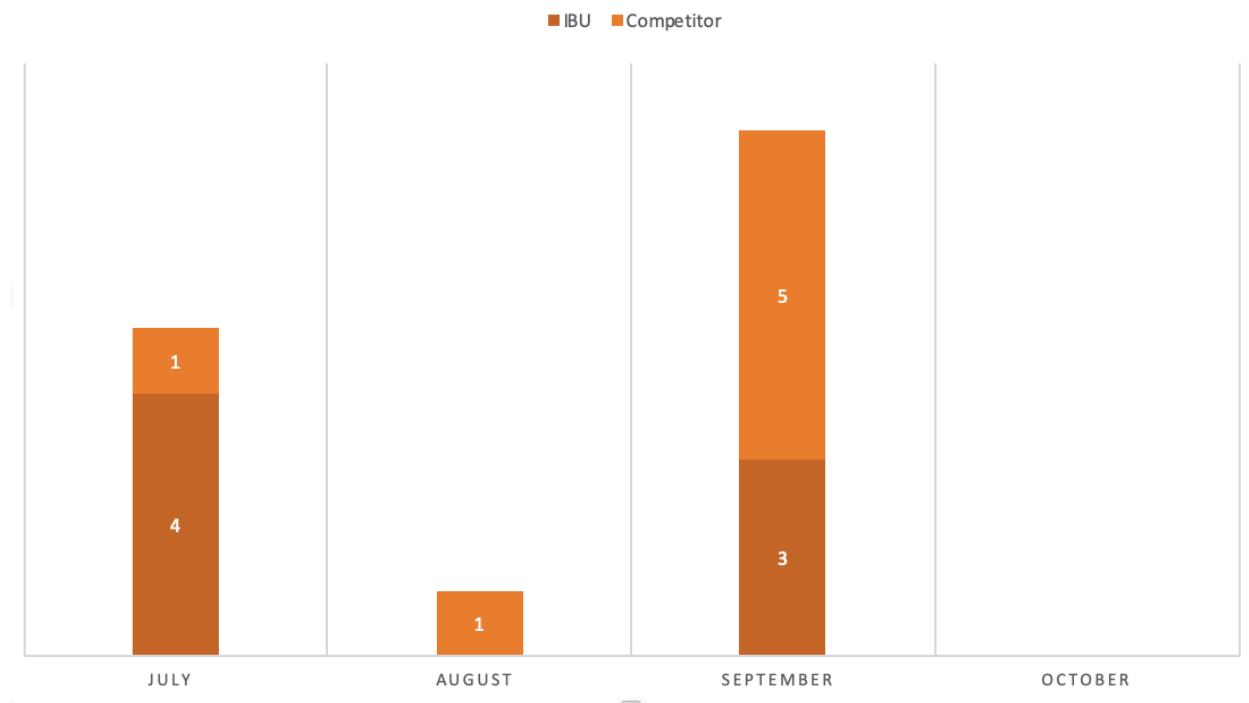
WORD-CLOUD OF POSITIVE REVIEWS



Starting Five, LLC found positive sentiment concerning the atmosphere of competitors' breweries in the analysis of online reviews. Of posts analyzed, 60% contained positive sentiment including keywords and phrases such as "great neighborhood," "bartender was friendly," and "service was quick." Our analysis demonstrates that a good atmosphere is correlated to positive sentiments amongst patrons. This shows that IBU should focus on the atmosphere of their brewery which will encourage a positive sentiment among customers.

Theme 2: There's positive sentiment surrounding events put on by IBU Brewery and its competitors.

IBU VS. COMPETITORS POSITIVE SENTIMENT AROUND INVOLVEMENT



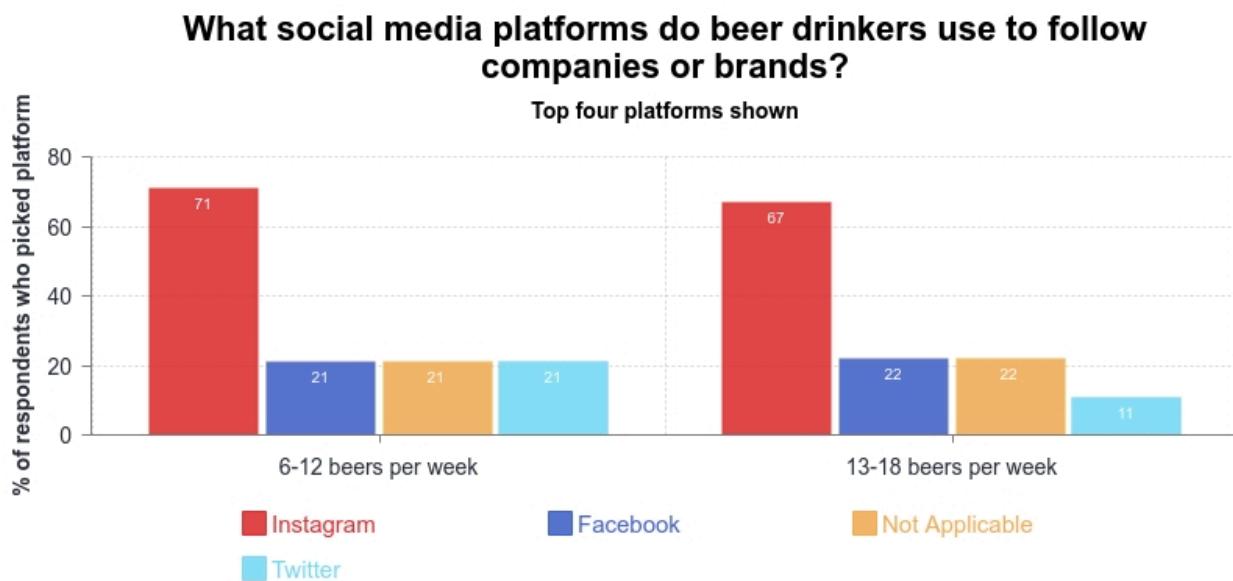
Starting Five, LLC analyzed 14 online media posts concerning positive sentiment of IBU Brewery's brand and its competitors. In the month of September, IBU brewery was positively associated with its involvement in events including the SU vs. Clemson football game where its beers were taste-tested, and its Oktoberfest event which was held at IBU's location. However, many of IBU's competitors were also involved in events during this month that garnered positive sentiment. For example, some of IBU's competitors are a part of the New York State Brewers Association which increases their overall brand awareness. Saltine Warrior Sports Pub in Downtown Syracuse is positively recognized for regularly hosting basketball viewing parties at its location. Empire Brewery also hosted a food truck rally with 13 food trucks, music and games in July. With this information, IBU can better understand the involvement and activities that maintain positive sentiment for both itself and its competitors. This information can encourage IBU Brewery to join brewery associations and host more viewing parties and more food truck events to potentially increase brand awareness.

Online Survey Results and Analyses

Introduction:

Starting Five, LLC conducted an online survey through Qualtrics in order to understand the social media preferences of beer-drinkers and bar-event attendees. The survey consisted of 10 questions and had 111 responses about individuals' general beer-drinking habits and social media usage. We then used the resulting data to suggest recommendations as to how IBU Brewery can effectively use its social media accounts to spread brand awareness.

Trend 1: Beer-Drinkers Use Instagram to Follow Brands



Of the respondents who completed the survey questions, 12.6% said they consume 6-12 beers per week, and 8.1% said they consume 13-18 beers per week. We also asked individuals which social media platforms they use to follow companies or brands. Of the respondents who said they drink 13-18 beers per week, 66.7% stated that they use Instagram to follow companies or brands, which is 44.5 percentage points higher than Facebook. Additionally, the respondents who said they drink 6-12 beers per week, 71.4% said they use Instagram to follow companies or brands. It is worth noting that the same percent of respondents in the 6-12 and 13-18 ranges selected Not

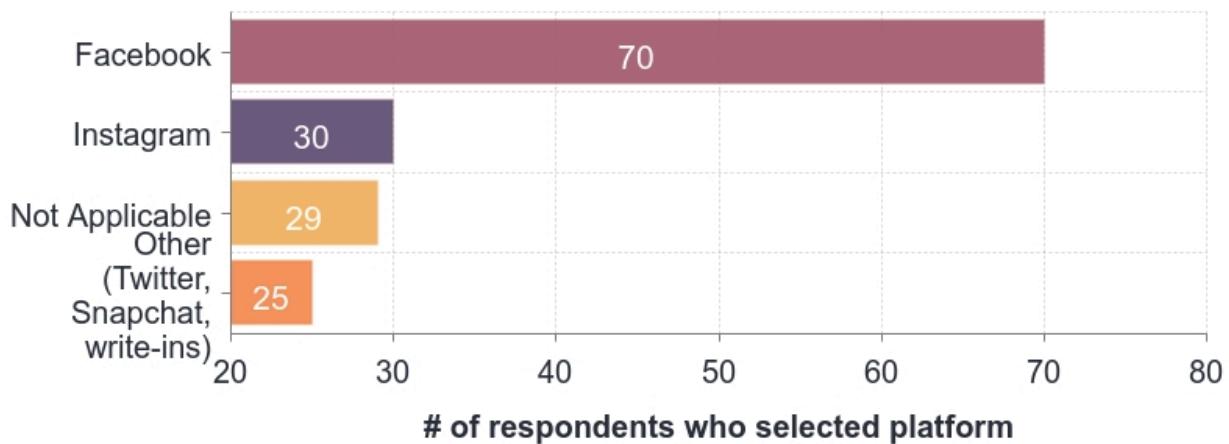
Applicable as Facebook when asked what platforms they use to follow brands. The same percent of respondents that selected Snapchat to follow brands, 11.1%, also selected Twitter in the 13-18 range. Also, 69.0% of overall respondents said they use Instagram on a daily basis, which was the most common response.

Based on our responses, Instagram is both the most actively used social media platform and it is used most by beer drinkers to follow brands and companies. This shows that IBU Brewery should use Instagram as a platform for expressing its brand identity and to add social media followers.

Trend 2: Beer-Drinkers Have Interest in Local Events and Use Facebook to Find Them

What social media platforms do you use to look for local events?

Choose all that apply



When respondents were asked to select from a list of which events at local bars they would be interested in attending, they were able to select all that were of interest to them. The average respondent selected 3 events that were of interest, with the highest being an event featuring food trucks. Also, 61 of the 111 respondents said they use Facebook on a daily basis, and 70 respondents said they use Facebook to find local events. This shows that multiple local events at a location like IBU brewery are appealing to eligible beer drinkers, and IBU's Facebook account should be the brewery's main platform for promoting such events.

Trend 3: People who consume beer less frequently support brewery events involving dogs and food trucks



Of our survey respondents, 45% said they drink between 1-5 beers per week. Despite their less active beer consumption, particular brewery events attract this audience just as much as larger beer consumers. For example, 48.0% of respondents who consume 1-5 beers per week said they would be interested in attending a "bring your own dog" event at a brewery, and 42.9% of those who drink 6-12 beers per week said they would be interested. Also, 78.0% of respondents who consume 1-5 beers per week said they would be interested in "food trucks in the backyard" at the brewery, while 78.6% of those who drink 6-12 beers per week said they would be interested. In addition, the "bring your own dog" and "food trucks in the backyard" events were the fourth and first most popular events among all respondents, respectfully.

This shows that some of the most popular events are popular among both lighter and heavier beer drinkers. IBU Brewery can market events like "bring your own dog" and events with food trucks to those less interested in beer as a way to attract a new audience that would not attend as often just for the beer offered by the brewery.

Focus Group Results and Analyses

Introduction:

Starting Five, LLC. conducted two separate focus groups consisting of Syracuse University students between the ages of 21 to 26 years old. The first group consisted of one male and three female students, and the second group consisted of three male and four female students. Both groups were asked the same questions regarding individual experiences and opinions on beer and breweries (see Appendix C). These focus groups were held in order to gain insight into college students' beer-drinking habits and what may draw the public to IBU Brewery.

Theme 1: College students are motivated by discounts and group activities.

There was a consensus among participants that they would be more willing to visit a new location, such as a brewery, if there was an opportunity to save money. There was a shared sentiment of limited financial freedom among the focus groups which were comprised of college students. On average, students expressed they would want to spend \$8 or less for a single beer while out at a bar or restaurant. Participants were asked what a brewery could offer to draw them through the doors, and an overwhelming majority discussed discounting methods geared towards a younger demographic such as "an Uber promo code because distance can be an issue." While discussing other methods on how to draw in groups, someone mentioned "deals for college students or events revolving around doing things with friends... like half off your first set of flights." This information demonstrates that college students are motivated by saving money and by activities and events geared towards groups. By offering special promotions and events such as happy hours and discounts, IBU Brewery can attract this younger demographic.

Interesting Observations:

Participants named several positive words and phrases they associate with craft beer including detailed cans and flavorful. They said craft beer offers more variety and helps to support local businesses. However, when asked if they drink craft beer, more than half of the participants in both groups said they would not choose a craft beer over a macro brand. Many do not prefer the strong taste and foreign flavors.

Theme 2: There was a positive response to an interactive brewery experience.

There was a consensus across both focus groups that visiting a brewery is a social outing and not only about consuming beer. Participants were asked what they enjoyed about their experience at a brewery. While many agreed that drinking beer is an essential aspect of the experience, participants agreed that elements such as food trucks, game nights, and other events that present interactive opportunities can be enjoyed in groups. Some students also expressed interest in learning how beer is made at the brewery explaining that they find it, "... cool to gain a little bit of knowledge while also having a good time." Participants said they would be more willing to go to a brewery for the evening when they can take part in more than just drinking. IBU Brewery can appeal to college students by providing opportunities for students to come out to events with groups of friends.

Interesting Observations:

When participants were asked how they hear about specific breweries and local events, there was a noticeable delay before someone answered. Eventually, many suggested they would Google search for local events, or find out from following a location on social media. Most agreed that word-of-mouth is the main technique when it comes to visiting a new venue. One participant shared that, "most of the breweries I have been to have been recommendations by someone that has already gone."

Recommendations

Summary

Based on the research, Starting Five, LLC. has curated two recommendations in order to help IBU Brewery solve communication issues. We are confident that these strategic recommendations will help to cater to new audiences as well as the existing customer demographic using efficient and effective communication. These two recommendations focus on IBU Brewery's social media habits and targeting a younger demographic in order to achieve increased brand awareness.

Recommendation 1: Use Instagram to focus on brand awareness and Facebook to spread awareness about events.

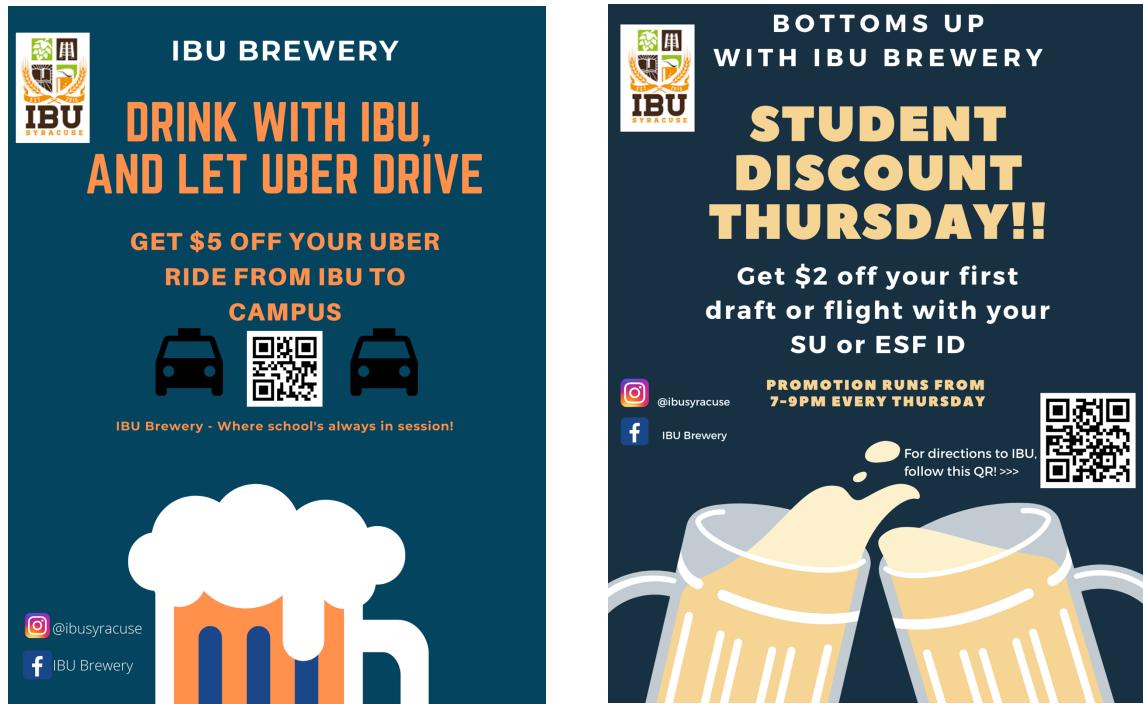
Example Instagram posts



Based on our survey data, we found that IBU Brewery narrow its focus in terms of social media usage. Therefore, Facebook and Instagram should be the two primary platforms used by IBU Brewery, as they are used on a daily basis more than any other platforms within our key publics. According to our data, Facebook is the most popular social media platform to find local events for our publics. Additionally, Instagram is the most popular platform for our publics to follow brands. We have displayed example Facebook and Instagram pages that demonstrate this focus on both platforms to best utilize each and expand brand awareness among key publics. The above image is a mock-up of an and diverse Instagram feed that would be appropriate for IBU's branding. Most of the photos featured have been used by IBU Brewery in the past.

Recommendation 2: Efforts such as promotions geared towards a younger demographic.

Example promotional flyers



According to our focus groups, we found out IBU take the steps in order to draw in a younger demographic. All participants in our focus groups, 11 total, expressed that they would be far more likely to visit a new location if there were monetary incentive that appealed to college students. Starting Five LLC. recommends promotional deals such as student discounts, Uber codes, happy hours, and also deals and events that are meant to be enjoyed by groups, as college students often go out with groups of friends. Additionally, students need to be made aware of these promotions and IBU as a whole. According to survey results, 65% of 21 to 34 year olds claim to use Instagram to follow brands and companies. Additionally, it was discussed in the focus group that on campus, students hear of new locations from word of mouth and by the many flyers posted around campus. For that reason, we recommend marketing efforts geared towards the younger demographic executed on Instagram as well as on Syracuse University's campus. Below are mock up promotional flyers marketing discounts appealing to college students.

Appendix A: Social Listening Master Coding Sheet

Example Coding Sheet

<i>Variable</i>	<i>Instruction</i>	<i>Code</i>
Key Words	<p>Key Words Used for Competitors:</p> <p>1 = Brick House Billiards</p> <p>2 = Syracuse craft beer</p> <p>3 = Syracuse beer events</p> <p>4 = Syracuse bars</p> <p>5 = Other (Include key words used)</p>	
Date	<p>Date the post was published</p> <p>Write the month, day, and year</p> <p>0 = Missing data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p>	
Media Platform	<p>The platform on which you found the information:</p> <p>1 = Facebook</p> <p>2 = Twitter</p> <p>3 = Instagram</p> <p>4 = YouTube</p> <p>5 = News source (include name of news source)</p> <p>6 = Other (include name of source)</p>	

Username	<p>What name is used for the social media account</p> <p>0 = Missing data</p> <p>N/A = Not Applicable (no reason needed for N/A)</p>	
Demographic Information	<p>Race, ethnicity, gender, age, sex, education level, income level, marital status, occupation, religion, size of a family, etc.</p> <p>0 = Missing data</p> <p>N/A = Not Applicable (no reason needed for N/A)</p>	
Psychographic Information	<p>Attitudes, interests, hobbies, activities, habits, values, lifestyle, opinions, etc.</p> <p>0 = Missing data</p> <p>N/A = Not Applicable (no reason needed for N/A)</p>	
Sentiment	<p>0 = Missing Data</p> <p>N/A = Not Applicable (no reason needed for N/A)</p> <p>1 = Positive</p> <p>2 = Neutral</p> <p>3 = Negative</p>	

Sentiment Keywords	<p>What keywords, phrases or images are associated with the post that created the sentiment (tone) coded above?</p> <p>Write in a maximum of 5 keywords</p> <p>0 = Missing Data</p> <p>N/A = Not Applicable (no reason needed for N/A)</p>	
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Appendix B: Qualtrics Survey



We are Syracuse University students conducting a survey about beverage choices in Syracuse. The survey will take approximately three minutes. All responses will be confidential. Thank you!

Which best describes your age?

- 20 and under
- 21-34
- 35-50
- 51-60
- 61+

→

How many beers do you consume per week, if any?

- 0 per week
- 1-5 per week
- 6-12 per week
- 13-18 per week
- Other:

Please rank what you care most about when choosing an establishment to consume beer (with 1 being least important and 4 being most important):

	1	2	3	4
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rank what you care most about when selecting a beer (with 1 meaning least important and 4 meaning most important):

	1	2	3	4
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which social media platforms do you use? (Please select all that apply):

- Facebook
- Instagram
- Twitter
- Snapchat
- Other:
- Not Applicable

What social media platforms do you use on a daily basis? (Please select all that apply).

- Facebook
- Instagram
- Twitter
- Snapchat
- Other:
- Not Applicable

What social media platform do you use to look for local events, if any? (Please select all that apply):

- Facebook
- Instagram
- Twitter
- Snapchat
- Other
- Not Applicable

Which social media platform, if any, do you use to follow companies or brands? (Please select all that apply).

- Facebook
- Instagram
- Twitter
- Snapchat
- Other
- Not Applicable

What events at local bars would you be interested in attending? (Select all that apply):

- Movie Night
- Brewer for a Day
- Bring Your Own Dog
- Food Trucks in the Backyard
- Tap Room Takeover
- Sunday Night Football
- March Madness
- Game Night (i.e. Trivia, Board games)

Which best describes your gender?

- Female
- Male
- Other:

Thank you for your participation in this survey.

Appendix C: Focus Group Questionnaire

Welcome (2 minutes)	<p>Welcome. Thank you for agreeing to participate in this focus group. My name is Veronica, and I will be the moderator for today's group discussion.</p> <p>I would like to talk to you today about your attitudes and opinions about consuming beverages at social outings. The purpose of this focus group is to help a brewery in Syracuse understand how to better communicate with potential and current customers.</p> <p>I am going to ask you a few questions; I ask that only one person speaks at a time. There are no right or wrong answers, but please do respect each other's answers or opinions.</p> <p>I will be tape recording the discussion today because I do not want to miss any part of your comments. I will treat your answers as confidential. We are only going to use first names and last initials during the discussion but will not use names in the study. We also ask that each of you respect the privacy of everyone in the room and not share or repeat what is said here in any way that could identify anyone in this room.</p> <p>Finally, this discussion is going to take about 25 minutes. If at any time you want to stop, please let me know. Does anyone have any questions before we start?</p>
Ice Breaker (2 minutes)	<p>[START TAPE RECORDER NOW]</p> <p>When answering a question, please say your first name and last initial.</p> <p>In what state did you grow up?</p> <p>What is your beer of choice?</p>
Opening Question (3 minutes)	<p>First, let's talk about your thoughts and experiences with breweries ...</p> <p>YES OR NO: Let's go around the room, do you go to breweries?</p>

Group Discussion – Topic 1 (Brewery yes) (10 minutes)	<p>FOR YES:</p> <p>For those of you who do attend breweries:</p> <p>How do you find out about breweries?</p> <p>What breweries have you visited in the area?</p> <p>How do you find out about events at local breweries?</p> <p>What aspects and factors of breweries do you enjoy?</p> <p>What do you like to do when you attend a brewery?</p>
	<p>FOR NO:</p> <p>For those of you who do not attend breweries:</p> <p>Why have you not attended breweries?</p> <p>What could breweries offer to encourage or motivate you to visit?</p> <p>What are breweries in the Syracuse area that you have heard of? FOLLOW UP: Have you considered visiting them?</p>
Group Discussion – Topic 2 (15 minutes)	<p>Comment</p> <p>Now, let's talk more about your beer drinking and purchasing habits.</p> <p>Comment</p> <p>Where do you normally drink beer?</p> <p>With who?</p> <p>How much money would you be willing to pay for a can of beer?</p>

	<p>What Comes to mind when you think of craft beer?</p> <p>Thumbs up thumbs down: Do you drink craft beer?</p> <p>FOR YES (thumbs up):</p> <p>What do you like about craft beer?</p> <p>How could an interactive brewery experience interest you?</p> <p>What local craft beer brands interest you, if any?</p>
	<p>FOR NO (thumbs down):</p> <p>What are your thoughts about craft beer?</p> <p>What types of beer do you drink instead?</p> <p>For what reasons have you not tried craft beer?</p> <p><i>*Explain what craft beer is, if necessary*</i></p>
Final Thoughts (3 minutes)	<p>In closing, what are your overall impressions of breweries?</p> <p>What sorts of events could a brewery offer to encourage you to visit?</p>
Review and Wrap-up (2 minutes)	<p>[Provide summary of discussion] Did I correctly summarize your comments in today's discussion?</p> <p>Thank you for coming today and sharing your opinions with me. I hope you enjoyed the discussion.</p>

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