

Personalize Connections



Beer Education

Take the opportunity to ease office decision making. Office managers care deeply about beer choice; help them discover the best beer for their office.



Maintain Relationships

Your users love you! Let customers connect to Crafty by informing them of the people behind the company. Reward loyalty, and help users manage preferences.



Leverage Language

Use a personal touch to humanize Crafty, on the website and on all external communication. People not only love you, but they love the Crafty tone of voice.