

# Leverage Craft Experience



## Finishing Touches

Make it easy for users to remember the details. If they are ordering a beer typically served with oranges, automatically include them in the order.



## Crafty Presentation

Crafty offers a unique experience like no one else. Help permeate the craft experience through events, branding, and offerings whenever possible.



## Touch Points

Delivery drivers, kitchen operators, bartenders are Crafty. Encourage these touch points to interact with these people in a meaningful way.