

BruVue

Tapping into your draft beer data

What if you knew...

*Exactly when
the pumpkin
craze gives
way to winter
spice?*



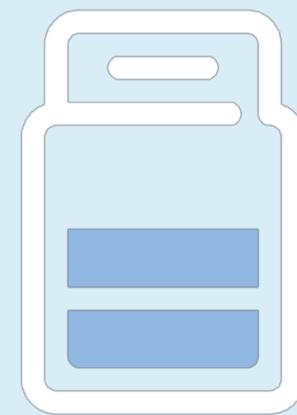
*How
your hazy
IPA moves
compared to
others?*

*If customers
are paying full
price or
waiting to buy
on happy
hour?*

*Is your new
bar signage
successful in
increasing
sales?*

*Which days
of the
week the
stout crowd
show up?*

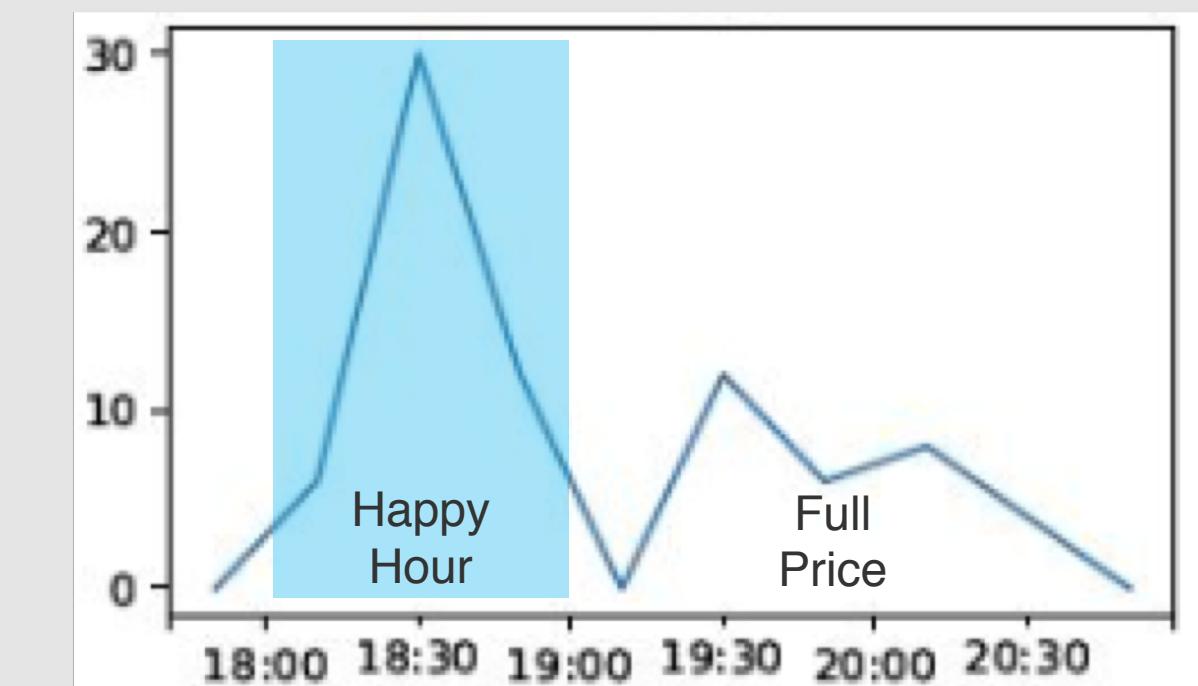
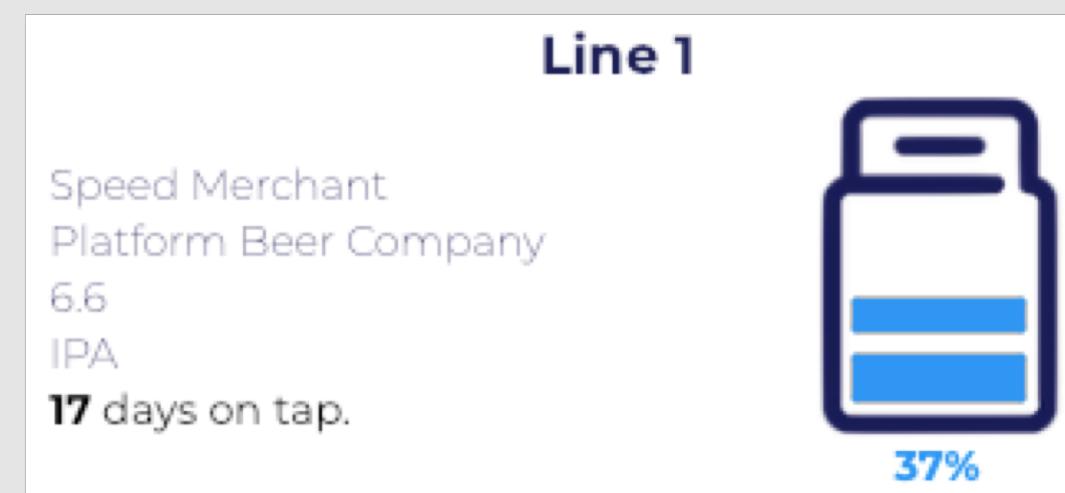
*How your
porter moves
downtown
relative to in
the 'burbs?*



*If customers
see your
pilsner as a
dinner brew
or a party
beer?*

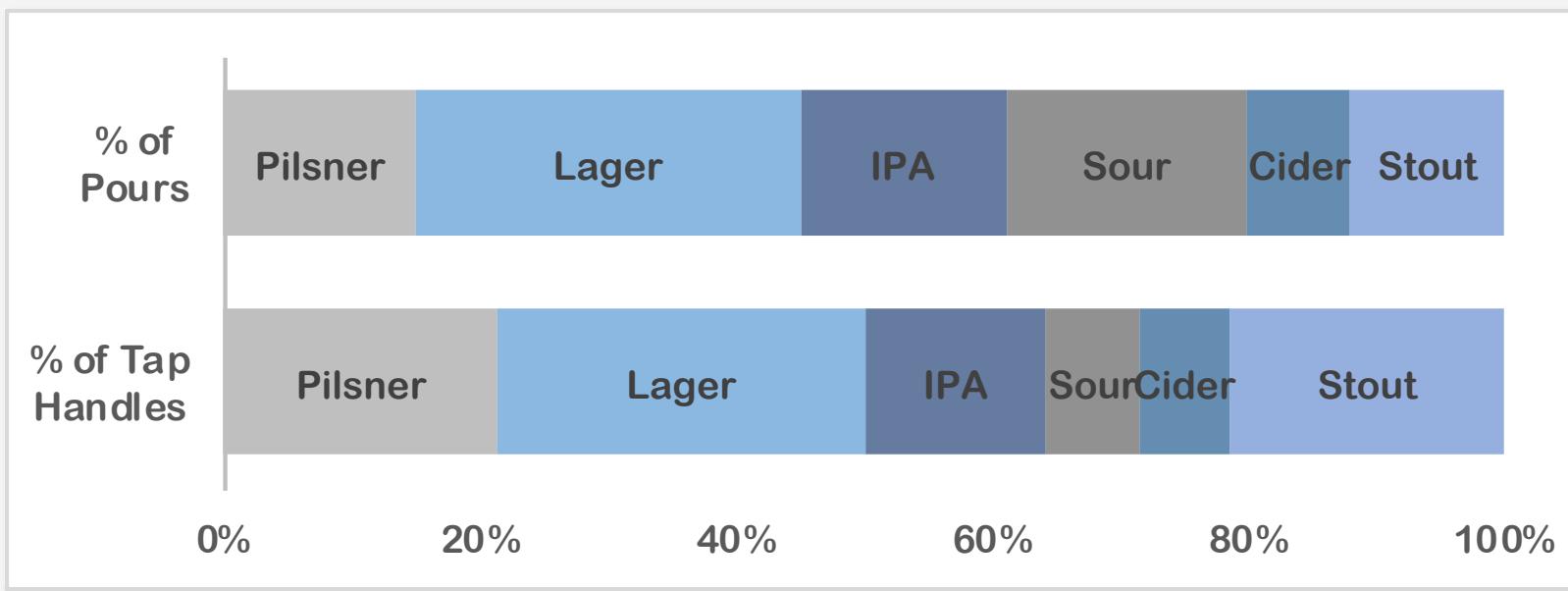
Shared blind spots

Visibility into on-tap keg levels & freshness



Draft Pricing
is it too high
or too low?

Lineup saturation
what's the right number of IPAs?



Relative product performance
relative to total bar sales

Keg Velocity				
Rank	Beer Name	Brewery Name	Total Ounces	Velocity
11	Cold Snap	Boston Beer Company	690 oz	49 oz/day
12	Labatt Blue	Labatt Blue Brewing	654 oz	47 oz/day
13	Head Hunter IPA	Fat Head's Brewery	612 oz	38 oz/day
14	Goose IPA	Goose Island Beer Co.	492 oz	35 oz/day
15	Orange Grove	Southern Tier Brewing Company	484 oz	35 oz/day

Our solution

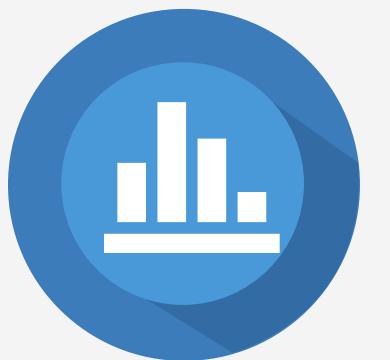
BruVue is the only draft management and data system where sensors can be ordered online, received in the mail, dropped on faucets and setup in minutes



Bars eliminate \$12k/yr in waste, theft and inventory management costs



Distributors no longer need to drive account to account to shake kegs



Breweries can validate new product launches and ad performance



Insights and Customer Responses

Consumer Analysis

Bob Segar concert goers prefer porters and IPAs twice as much as the Panic! At the Disco crowd

Run advertisement pre-show pointing Bob Segar patrons to craft bar; replace porter taps with pilsner for younger audiences

Seasonal Swings

In a Denver bar with 10 taps, pumpkin ale made up 15% of draft sales in October, but only 6% in November

Put pumpkin ale on promotion Dec 1; adjust ordering in 2019 to deplete stock by Nov 7th

Proper Pricing

A single location of a chain demonstrated above-average IPA movement but below average draft profits; analysis showed IPAs were underpriced by 20%

Increase IPA draft prices by 15%, resulting in annual profit increase of \$8,500

NFL Sundays

Breakdown of a 30-location regional chain produced the top-5 most popular locations on Sunday during autumn

Focus NFL advertising efforts at these 5 locations, boosting seasonal sales from this chain by 17%

Sessions & Lagers

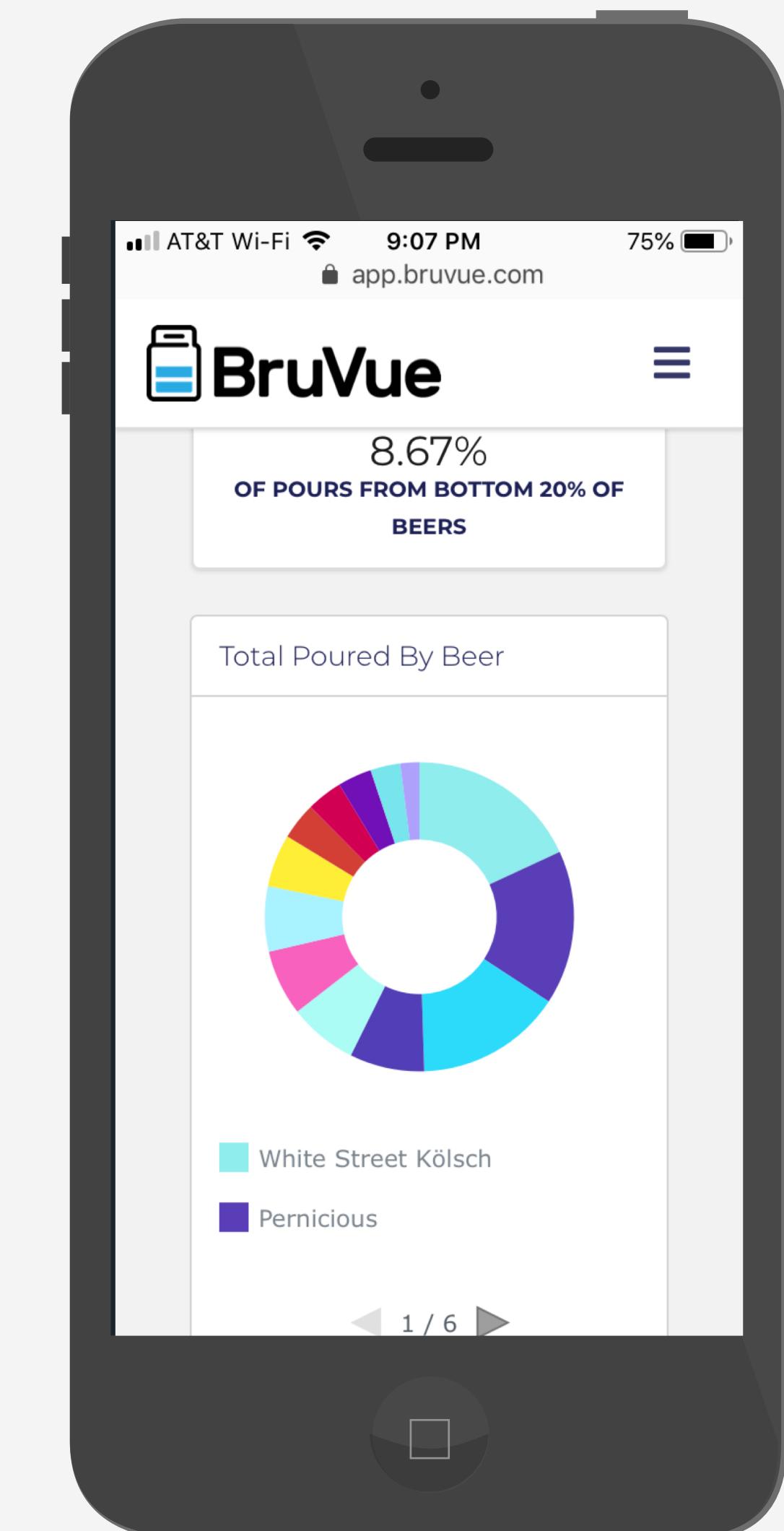
At a 12-tap BBQ joint, the two beers with ABVs >7% accounted for only 3% of sales combined

Recommend a local lager and a popular session ale, increasing velocity on those two taps by 80%

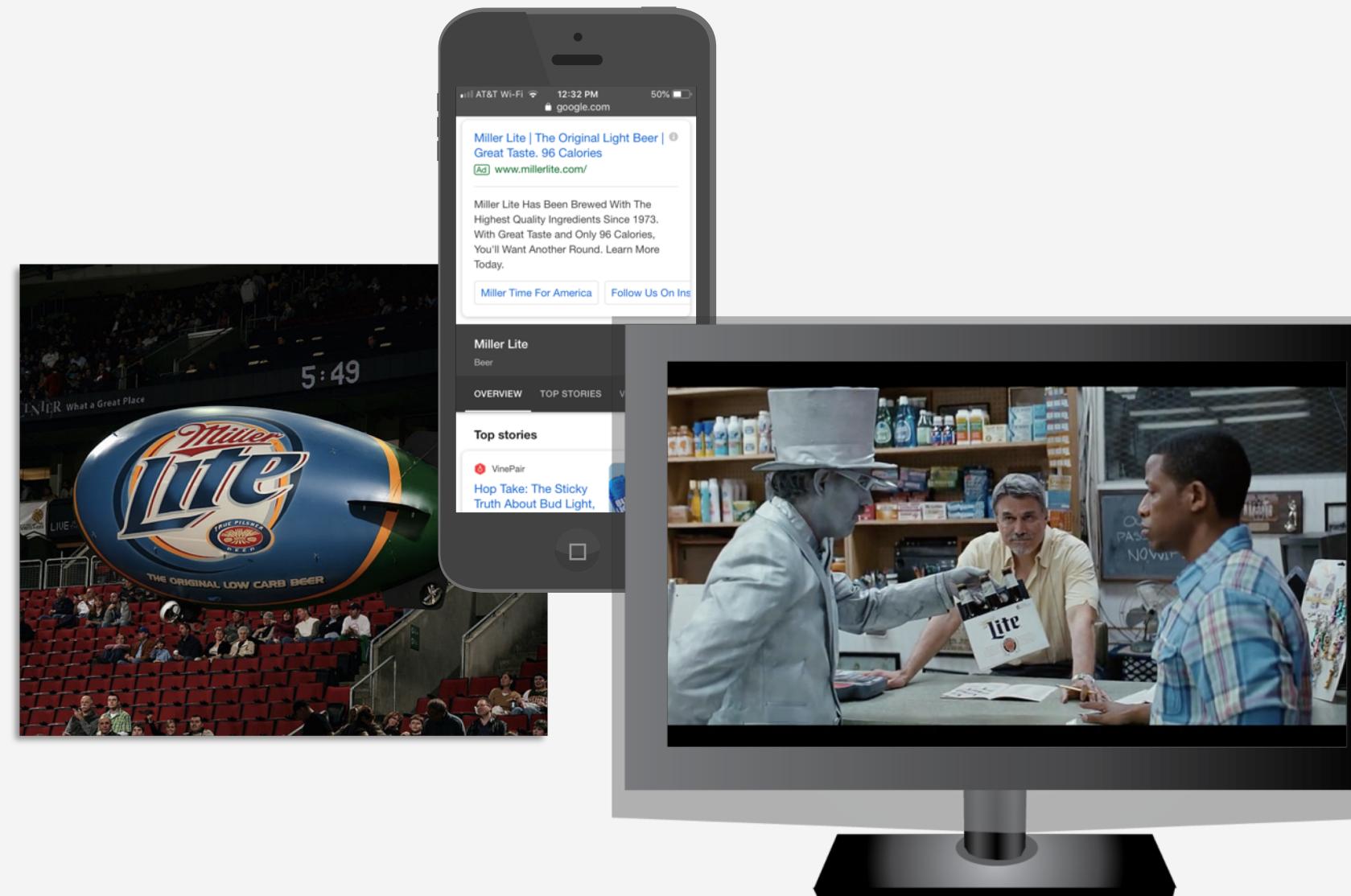
Target Customers

Analysis of Cleveland market showed that crafts perform better Sunday-Thursday, while domestics dominate the weekend

Schedule all future tap-takeover events for weekdays to best reach its target customer



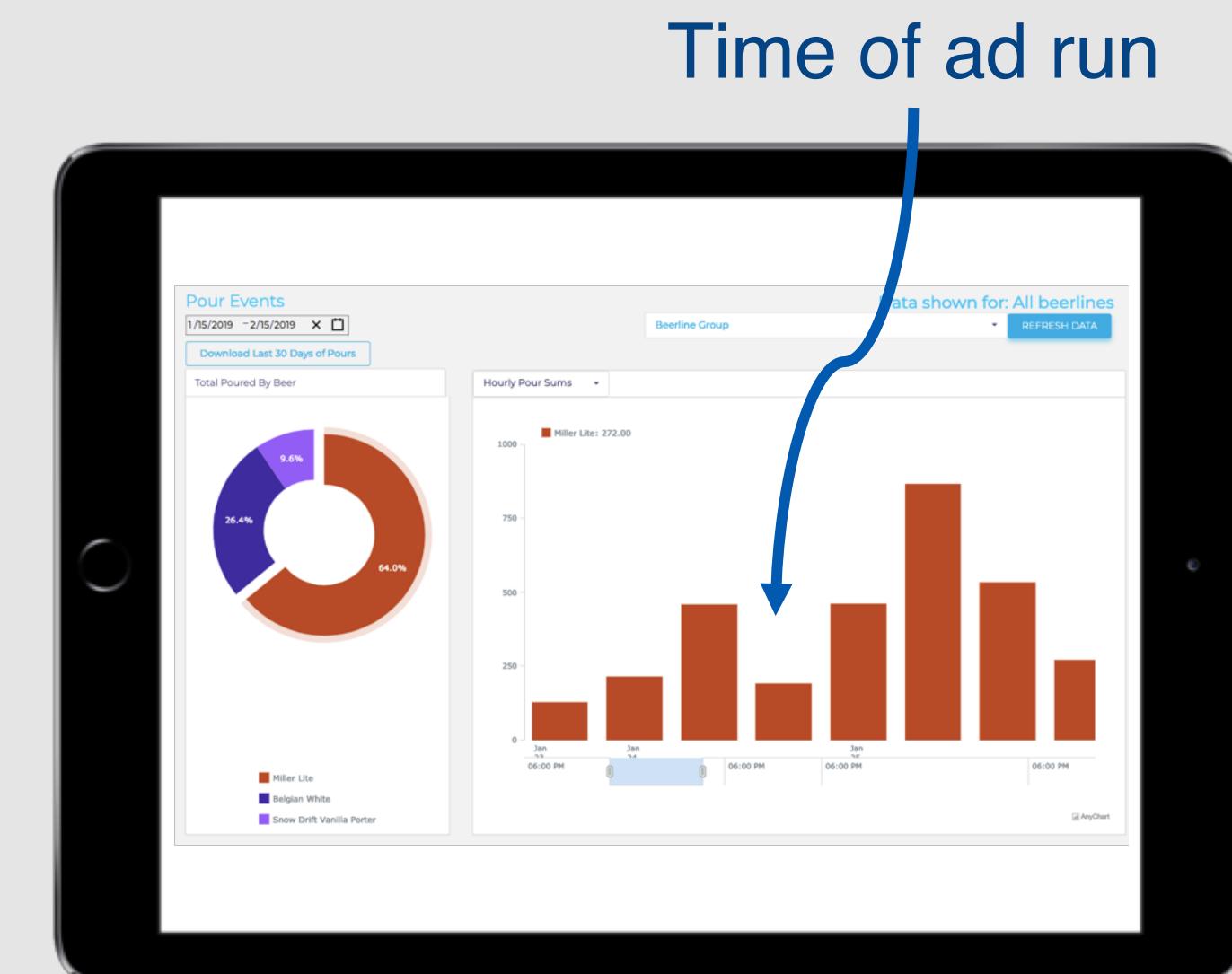
Advertising Validation



Run your ad
Launch your digital,
televised, or in-arena
advertisement



Validate immediately
No longer need to wait for end of
quarter sales reports, validate ad
effectiveness day-of through real-
time performance monitoring



Just the tip of the iceberg

BruVue offers access to an API of pour data for further analysis



Pair pour data with local weather to understand drinking habits, as well as your product's appeal



Performance across socioeconomic groups can help to set prices and distribute products appropriately

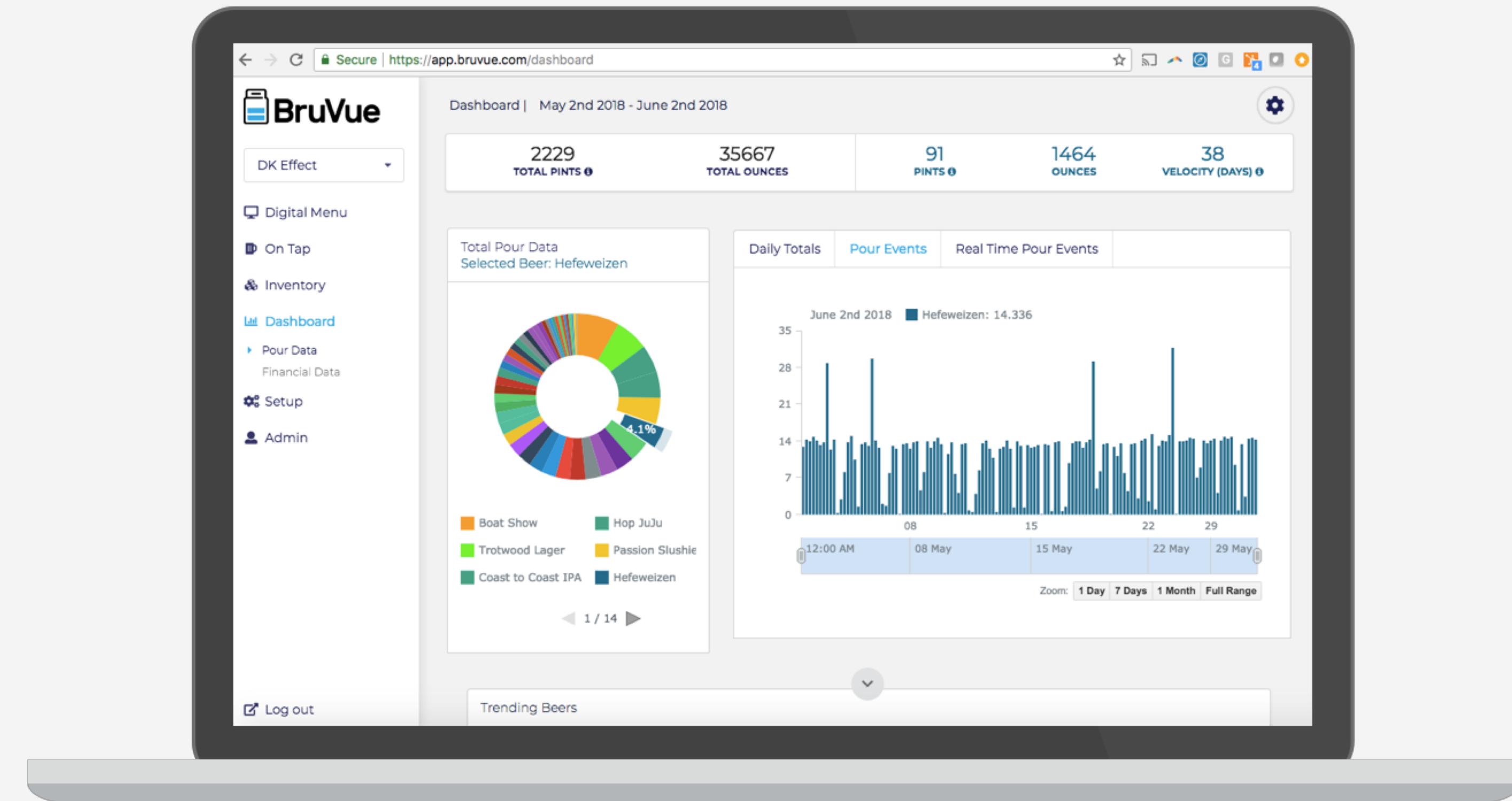


Understanding food/beer pairings allows bars and distributors to set the right beer lineup for the menu



Knowing how beers perform during sporting events allows for effective spending of marketing dollars

Get Powered by BruVue Today



Contact us today
for a demo!



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