



BREWERIES SHOULD HOST PRIVATE EVENTS: WHY AND HOW

WHY BREWERIES SHOULD HOST PRIVATE EVENTS



From the beer connoisseur to the simple beer sipper, we visit breweries, brewpubs, and taprooms for more than just the beer. We visit breweries for the overall experience. Yes, the beer needs to be good, but a brewery offers a laid-back, un-stuffy, relaxing, and enjoyable environment, all paired with quality, tasty beer.

Breweries make excellent event venues for those same reasons. Planners are looking for a unique space. They want to host an event in a more casual setting that allows the guests to relax and enjoy themselves.

5 REASONS TO HOST PRIVATE EVENTS AT YOUR BREWERY

1

BUILD BRAND AWARENESS

Hosting events at your brewery can be a powerful way to build brand awareness and increase visibility for the brewery within your local community and beyond. By hosting private events, the brewery can reach a larger audience. Event planners invite guests who may not have yet to hear of you. These guests will be introduced to your products and could become future customers.

2

CULTIVATE CUSTOMER LOYALTY

Private events can also be an effective way to engage with customers and build relationships with them. By hosting events, the brewery can allow customers to interact with the brand and learn more about its products and culture. As part of event packages, you can offer tours and tastings of the brewhouse or an overview of the brewing process.

3

INCREASE REVENUE GROWTH BY 30%

Hosting private events creates a new revenue stream for the brewery. With private events, you can charge a hosting or room fee per event and set a bar minimum spend based on the number of guests, in addition to any food or non-alcoholic beverage consumption and add-on items your venue offers.

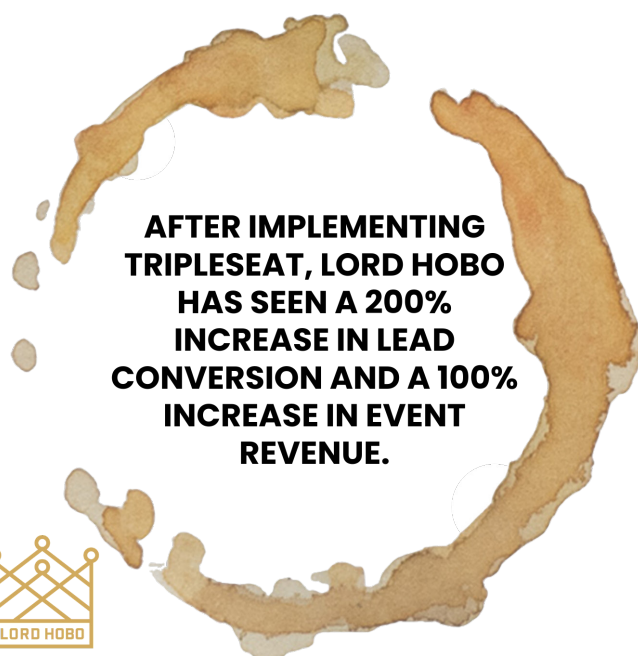
Revenue Generation

Diversified Income: Hosting private events allows breweries to diversify their revenue streams beyond beer sales. This can include rental fees, catering, and special event packages.

Increased Sales: Events often lead to higher beverage sales, as guests are more likely to indulge in drinks during celebrations.

Event guests enjoying their time at the event will be encouraged to buy merchandise and beer to take home and post about their experience on their social feeds.

On average, breweries and taprooms that host private events within their spaces see a 30% increase in overall venue revenue.



**AFTER IMPLEMENTING
TRIPLESEAT, LORD HOB0
HAS SEEN A 200%
INCREASE IN LEAD
CONVERSION AND A 100%
INCREASE IN EVENT
REVENUE.**



4

INTEGRATE WITH THE COMMUNITY

By hosting events, the brewery and brewers can foster a sense of community among its customers and create a space where people can gather and socialize. This can help to build loyalty among customers and create a solid fan base for the brand. By fostering a vibrant and supportive community, you can cultivate community support and create brand advocates who will promote your business organically.

5

COLLABORATION OPPORTUNITIES

Private events can also allow collaboration with other businesses and organizations. Your brewery can partner with local restaurants or food trucks to provide food for the events if you don't offer food in-house or partner with local musicians to add musical flare to any event.

Hosting private events at your brewery, brewpub, or tap room is an excellent way to create a unique and memorable experience for guests and attendees while generating additional revenue, building the brewery's brand and reputation, and integrating yourself into the local community.

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Now that we have agreed that hosting private events within your brewery space is a valuable initiative to increase overall venue revenue let's cover how to start marketing your brewery to attract party-goers.

HOW TO MARKET YOUR BREWERY FOR PRIVATE EVENTS



There's no shortage of breweries in or near most cities these days. When looking to market your brewery as a private event venue to hold a birthday party, corporate dinner, or wedding reception, we have put together some guaranteed best practices. You'll be able to showcase your unique space that serves as a fun and one-of-a-kind option for family and friends to celebrate.

We spoke to a few local brewing experts about how best to market your brewery and spaces for private events.

HIGHLIGHT BREWERY FLEXIBILITY – SPACE AND PACKAGES

"Breweries, for the most part, are pretty flexible," said Jason Santamaria, co-founder of Second Self Brewery in Atlanta. "Typically, they have an alternative and open space — it's not as stuffy as a typical event space. They're not event spaces, so they don't have catering minimums, and the guests get some great beer."

He added that since they don't make food in-house, most breweries won't have catering or buy-out requirements.

"We've worked with guests in the past to make the experience unique and very special," he said. "We've created (one-off) beers or casks for the special day, custom tasting glasses for guests, and even had items as takeaways. We want our guests to make the event they want and not limit them."

You can also consider partnering with other local vendors for a preferred vendor program. This way, they can refer these businesses to clients for an event at your venue and vice versa.



ADVERTISE UNIQUE EVENT OFFERINGS

An added bonus to having a private event like a wedding at a brewery is that you have access to layouts, entertainment, drink options, and extras that may not be available at typical outposts.

“Having an aspect of your wedding event at a brewery is really unique,” said Allison Haber, director of communications at Green Olive Media and a representative for [Max Lagers](#) in Downtown Atlanta.

“Max Lager’s, specifically, is not your typical venue, with an industrial loft-style historic building,” she said. “The atmosphere really encourages a relaxed environment that can transform into whatever party you’re looking to host.”

Haber explained that Max Lager’s offers several spaces for events and can be as casual or formal as the client likes. They have a trained staff that can help with arrangements, entertainment, decorations, and catering — a one-stop shop. Plus, photos of these offerings are great additions to your social media pages, marketing emails, and the event section of your website.



MARKET YOUR BREWERY SO THAT FUN AND BEER ARE GUARANTEED

One of the best parts of choosing a brewery as an event venue is focusing on being at ease, not taking things too seriously, and ensuring guests have a great time. Therefore, this venue type can particularly appeal to millennials and other clients looking for a nontraditional event space.



"Simply put, breweries are fun destinations," said Tucker Sarkesian, a representative for SweetWater Brewing Company. "Guests have more than just a blank space to entertain them — they get to see the inner workings of a craft brewery and experience a cool, local attraction."

Drinking local brew is an added bonus. Guests are likely to feel more relaxed and able to focus on celebrating more so than they might be in a traditional venue. At SweetWater, options include bringing your own caterer, creating a special event cask, custom pint glasses, various guest number options, private tours, and creative photo ops.

9 Tips to Market Your Brewery

The secret's out, everyone! Craft breweries are booming! [According to trend reports](#), approximately three times as many breweries are opening to replace any that have closed.

With the brewery industry landscape becoming more popular and competitive, marketing is a tried-and-true way to make your brewery stand out. These nine tips will help you develop a strong marketing strategy for your craft brewery, no matter your budget.

1

GET NOTICED ON SOCIAL MEDIA

Consumers at craft breweries follow brands on social media because they want to stay on top of the latest product and event news and get a glimpse of the culture behind the beer. If you only post up-close shots of your latest canned variety or your open hours, you're not leveraging social media platforms to their potential.

Sure, maybe your beer is delicious and refreshing, but what's your process for naming a new one? What does your brewery space look like? Who are the people working creatively behind the scenes? Your social media pages are great places to put all this on display while staying true to the aesthetic of your company's branding. Think about running a contest and engaging with your loyal followers. If you've got even a bit of a budget, turn some of those high-performing posts into targeted social ads to attract new fans.



Port Orleans Brewing Co. out of New Orleans, LA does a great job of creating photo and video posts on Instagram to highlight their craft beers and happenings at their brewery.

 [@portorleansbrewingco](#)

2

PARTNER WITH LOCAL BUSINESSES

Word of mouth is one of the most effective marketing tools around. Widen your organic reach by partnering with local restaurants and businesses. Even if a local business doesn't choose to stock your beer at their establishment, they can still be beneficial by teaming up on events or fundraisers. Consider donating beer or offering a discount to get your brand out there.

If you also host events at your brewery, you can consider partnering with local vendors for a preferred program. This way, you can refer these businesses to clients for an event at your venue and vice versa.

Partnering with local vendors can be a valuable strategy for breweries looking to enhance their private event offerings. Local vendors can provide complementary services and products that elevate the event attendees' overall experience.

Provide Exclusive Offerings: Consider offering exclusive products, services, or experiences in collaboration with your vendor partners. For example, you could create a custom beer or food pairing experience exclusively for your private events.



3

GET INVOLVED IN YOUR COMMUNITY

The odds are that your city has abundant community events on any given weekend, whether an outdoor festival, a weekly food truck park, or something in between. Check out your local paper, chamber of commerce calendar, or coffee shop message board, and see what events are coming up.

You can note these dates in your Tripleseat event calendar for team awareness. Then, contact the coordinators and see if they still need vendors or sponsors. Even if it's too late to participate as a vendor, you can have staff attend wearing branded shirts and chat with people to invite them to visit your brewery, hand out a coupon for a free glass with a tasting; keep these annual events on your radar to ensure you've got a booth, a keg, or a cooler at them the next time around.

4

FOCUS ON YOUR UNIQUE STORY

Focusing on your brewery's unique story is an excellent way to differentiate your private event offerings and create a more memorable experience for attendees. Every brewery has a distinct history, ethos, and brewing process that sets it apart, and highlighting these aspects can add value and authenticity to your events.

The secret to success, when there are a lot of craft breweries out there, is to make sure your brand stands out. Do you work with local artists on label designs or use a rare ingredient for your summer ale? Use these things to your advantage.

Alternatively, you can use your culture to stand apart. People love brands that show their human side. Think about the journey to create

your craft brewery. There's almost no chance the road was identical to someone else's every step of the way. That makes you unique, and it's worth touting.

Incorporate Your Brewery's History: Share how your brewery was founded, the inspiration behind its name, and the journey that led to its establishment. You could incorporate these elements into event spaces through decor, displays, or even guided tours that give attendees a glimpse into your brewery's roots.

Highlight Your Brewing Process: Many beer enthusiasts are fascinated by the brewing process and the art of crafting unique beer styles. Consider offering behind-the-scenes tours or demonstrations that showcase your brewing techniques, ingredients, and equipment. This can give attendees a deeper appreciation for the care and craftsmanship that goes into each new batch.

Emphasize Your Brewers' Expertise: Your brewers are the heart and soul of your brewery, and their passion and knowledge can be a selling point for private events. Offer opportunities for attendees to interact with your brewers through guided tastings, Q&A sessions, or meet-and-greet opportunities.

Showcase Your Brewery's Values: If your brewery strongly commits to sustainable practices, locally sourced ingredients, or community involvement, highlight these values during private events. This can resonate with attendees who appreciate and support these principles.

Incorporate Local Elements: If your brewery takes inspiration from your local community or region, incorporate those elements into your event spaces and offerings. This could include sourcing locally grown ingredients, featuring



local artists or musicians, or incorporating local cultural elements into decor or menu items.

Develop Signature Experiences: Create unique experiences that can only be found at your brewery, such as exclusive beer releases, custom food pairings, or interactive brewing demonstrations. These signature experiences can become a selling point for private events and contribute to your brewery's distinct brand identity.

5

LAUNCH A BREW NEWSLETTER

We know that running a brewery takes time, and you don't have much to spare. However, creating a brief newsletter can significantly impact your business, even if you only send it once a month. Case in point: For every \$1 spent on email marketing, approximately \$36 is made in return.

Launching a brew newsletter can be an excellent way for breweries to promote their private event offerings and engage with their customer base. A well-crafted newsletter can be a powerful marketing tool, keeping your brewery top-of-mind and providing valuable information to beer enthusiasts. Here are some tips for breweries to launch and maintain an effective brew newsletter:

Build Your Brew Newsletter Mailing List: Collect email addresses from your taproom visitors, website subscribers, and social media followers. Offer incentives, such as discounts or exclusive content, to encourage sign-ups. Ensure you comply with relevant data protection and privacy regulations.

Define Your Content Strategy: Determine the types of content you'll include in your



newsletter. This could include announcements about upcoming events, new beer releases, behind-the-scenes stories, beer education, food pairing suggestions, and more. Strike a balance between promotional content and engaging storytelling.

Highlight Your Private Event Offerings: Dedicate a section of your newsletter to showcasing your private event spaces, packages, and any special offerings or promotions. Include high-quality visuals and clear pricing information to foster interest.

Share Customer Stories and Testimonials: Feature stories and testimonials from customers who have hosted successful private events at your brewery. This not only provides social proof but also gives potential customers insight into what they can expect from your event services.

Incorporate Multimedia Elements: Include visually appealing elements such as photographs, videos, or infographics to make your newsletter more engaging and dynamic. These elements can showcase your brewery's atmosphere, brewing process, or event spaces.

Encourage User-Generated Content: Invite your readers to submit their own content, such as photos from events they've attended, beer reviews, or simply a photo of them enjoying your beer at home. This can foster a sense of community and increase engagement with your newsletter, providing free content you can share with permission while creating buzz for your beers.

Establish a Consistent Schedule: Decide on a regular cadence for your newsletter, whether weekly, bi-weekly, or monthly. Maintaining a consistent schedule will help build anticipation and ensure your brewery stays top-of-mind with your subscribers.

Analyze and Optimize: Use analytics tools to track open rates, click-through rates, and engagement metrics. Use this data to refine your content strategy subject lines and send times to maximize the effectiveness of your brew newsletter.

Don't Forget: Include all your social media links at the bottom of your newsletter to gain new followers. Lastly, hyperlinks should be added throughout the newsletter if people want to know more about anything you mention, sign up for any upcoming events, or send them to a beer or merchandising site. These provide the reader with a next-step after interacting with your brand.

HOST BREWERY EVENTS

If you host brewery tours, you can also host live events. Even a themed night, like a weekly “yappy hour” where patrons can bring their dogs to your brewery, can help generate some decent buzz. Take a look at your space. If you have an area conducive to even a small gathering, it's a great opportunity to market yourself as a venue for others to [host their own events](#). Got a patio and outdoor lawn, or enough space for a few high-top tables and chairs? Even better.

If the idea of launching an events program is overwhelming, don't despair! Joining an online directory — like [EventUp](#) — is one of the most beneficial ways to get your brewery in front of brand-new patrons searching for a non-traditional space. You simply create a venue profile, add venue photos and details, tap and food menus, and ready your team to respond quickly to incoming leads. You can even take things further by creating and sending out a simple, informative event packet.



7

HIGHLIGHT WHAT MAKES YOUR CRAFT BREWERY FUN

Brewery brands with the most effective marketing strategies don't take themselves too seriously. After all, beer should be associated with having a good time — kicking back, laughing, and being with people you enjoy.

Don't be afraid to flex some creative muscles. Repost (with permission) a tagged photo someone posted of your latest brew next to a dog on a sunny patio. Snap a shot of someone enjoying one of your libations at the beach. Is it one of those food holidays, like National Ice Cream Day? Post on Facebook how great your coffee stout pairs with a scoop of Rocky Road with a great photo.

8

CONNECT WITH INDUSTRY PUBLICATIONS

There's a ton of great publications out there covering the craft beer industry, from [Bar Business Magazine](#) to [Good Beer Hunting](#) and plenty more. Reach out to these publications and tell them who you are, what you do, and what sets you apart. The odds are more in your favor for a positive response if you add a timely hook that'll make covering your brand newsworthy.

Also, you can always inquire about web or print ads to help spread the word about your offerings. Outside of industry publications, it's also worth looking into local publications. If they publish special issues or features about the beer or food-and-beverage industries, that's a potential extra dose of exposure.





9

LEVERAGE A PR FIRM

If you have the marketing budget, hiring a PR firm is a near-guaranteed way to drum up additional business. A PR agency can release press releases when newsworthy developments hit, like releasing a new beer recipe or expanding your space.

They can also put your name as a source for reporters covering the craft beer scene. These pieces almost always need experts to quote, and your PR team should be able to promote you as a key player in the industry.

10

COMPLETE YOUR GOOGLE BUSINESS PROFILE

Google is by far the [most popular search engine today](#); for any search containing local businesses in the results, a website will rank with its [Google My Business \(GMB\)](#) profile. This is why it is particularly important to ensure your brewery has an active GMB profile that is up to date with all of the correct information.

Your GMB profile includes:

- Brewery website
- Physical address
- Hours of operation
- Contact phone number
- Positive reviews
- Include any other information relevant to customers

There's no magic formula to ensure your business's success. But, as long as you churn out products you're proud of, stay true to your company's mission, commit to great customer service, and do what you can to spread the word, you'll be in a position to keep business a-brewin' for years to come.

What's on tap with Tripleseat Event Software?

Once you start generating awareness and bookings for your brewery, you will need a way to capture, manage, communicate, and analyze all of the event leads, booked events, contracts, and revenue.

Tripleseat is everything you need for private events at your brewery in a single sales and event platform. Because no two events are the same, you need an event management platform that can work as fast as you do. Tripleseat makes booking and planning any size event easy.

Tripleseat streamlines the booking process without increasing your workload. Access all the features you need from a single platform.

- Comprehensive insights into your business with custom reports
- Communicate better with your guests
- Take deposits and payments faster than ever
- Keep your entire team on the same page

Need help managing events at your brewery, brewpub, or taproom? Tripleseat, the #1 guest and event management software for breweries, streamlines the booking process without increasing your workload—access all the event features you need from a single platform. [Book a demo](#) to learn more.



Say cheers to Tripleseat, a simple and easy-to-use sales and event management platform for your events business.

Tripleseat is everything you need for private events at your brewery in a single sales and event platform. Because no two events are the same, you need an event management platform that can work as fast as you do. Tripleseat makes booking and planning any size event easy.

Take A Quick Demo

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Lord Hobo Brewing Case Study



Check out our [case study](#) with Lord Hobo Brewing



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Tripleseat is the gold standard

Grace Kelly

Private Event Sales Manager
Lord Hobo Brewing Company

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