



Arryved

CRAFT TRENDS 2023

Discover Your Next Experiment

2023 CRAFT TRENDS FINDINGS

We surveyed breweries nationwide to learn about what made their businesses tick in 2022. Here's what we found:

- Craft thrives on collaboration
- Creativity is a taproom must-have
- **Experiments result in revenue growth!**

Breweries aren't strangers to taking risks. So get inspired and discover actionable next steps to running your most successful experiment of 2023!



TAT

EXPERIMENT WITH **FOOD** **OFFERINGS**

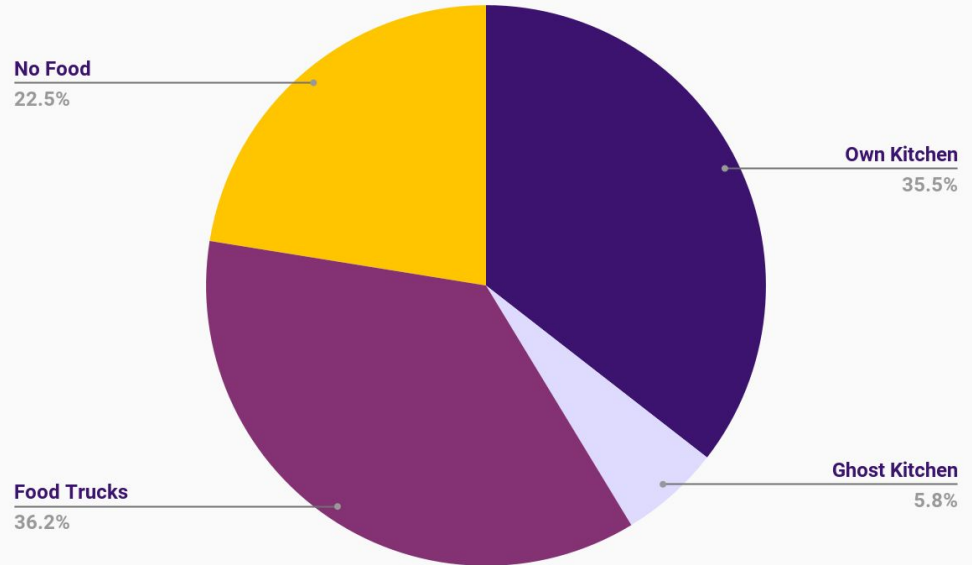


EXPERIMENT WITH FOOD OFFERINGS

68% of taprooms offering food from either a kitchen or 3rd party vendor saw revenue growth in 2022.

Guests are hungry and so is your wallet!
Offering food in your brewery:

- Inspires longer stays
- Meets family demand
- Boosts to-go sales
- Compliments all service models



WHERE TO BEGIN? FOOD EXPERIMENTS TO TRY



Sell food from local brands: If you're not in a place to fully dive into food, consider selling snacks! Nothing inspires another round quite like a simple bag of chips, and both prep and clean up are easy on your staff.



Invite food trucks to your parking lot: Food trucks are small businesses eager to feed! Delight your guests with a rotating menu of local favorites. All you have to do is manage the schedule.



Set up a minimalist kitchen: No beer drinker turns their nose up at grilled cheese. Grab a panini press or a toaster oven and whip up some small bites yourself.



Partner with a ghost kitchen: Have a kitchen but no chef? Invite a ghost kitchen to set up shop and sell their delicious stuff to your taproom guests.



TAT

EXPERIMENT WITH **STAFF** **BENEFITS**

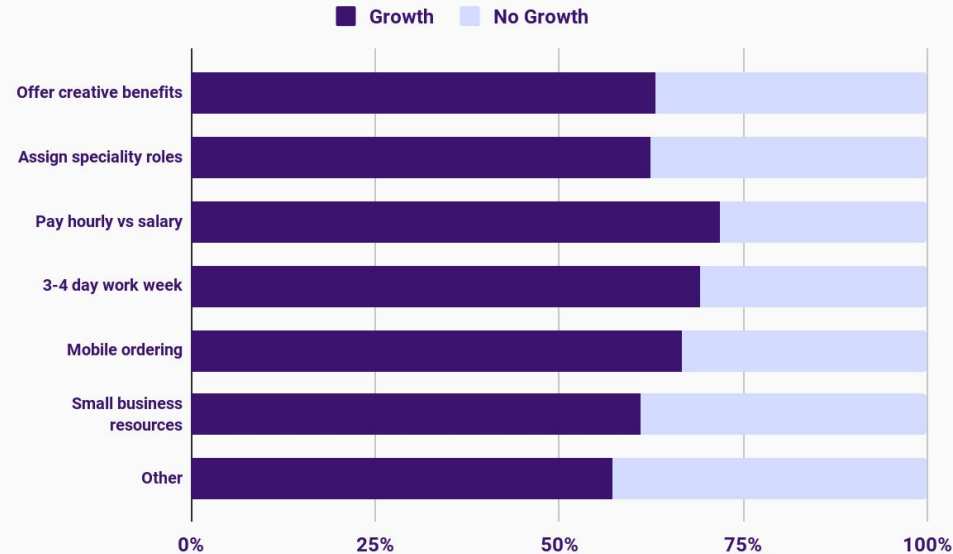


EXPERIMENT WITH STAFF BENEFITS

65% of breweries that offered staff retention benefits saw revenue growth in 2022.

Your staff are critical to your success. Money may be tight, but that doesn't mean you can't get creative with how you incentivize, reward, and retain your team. Staff experimentation:

- Saves time & money on training new hires
- Promotes positive workplace culture
- Creates staff buy-in and improves morale
- Ensures excellent guest experiences every visit



WHERE TO BEGIN? STAFF BENEFITS TO EXPERIMENT WITH



Pool tips: Tip pooling breeds collaboration and often results in better guest experiences *and* higher tips. With the right POS, tip distribution is automated so you don't add work to anyone's plate.



Offer career growth: Learning on the job creates staff buy-in for your business's success. Encourage staff to join industry-led webinars, assign speciality roles like Food Truck Manager, and promote as you see fit.



Reward hard work with cash: Incentivize behavior by hosting friendly competitions. For example, the server that sells the most on a Saturday night gets \$100. You're sure to make it back and then some with all those upsells — your POS can do the math for you!



TAT

EXPERIMENT WITH MOBILE ORDERING & PAYMENTS

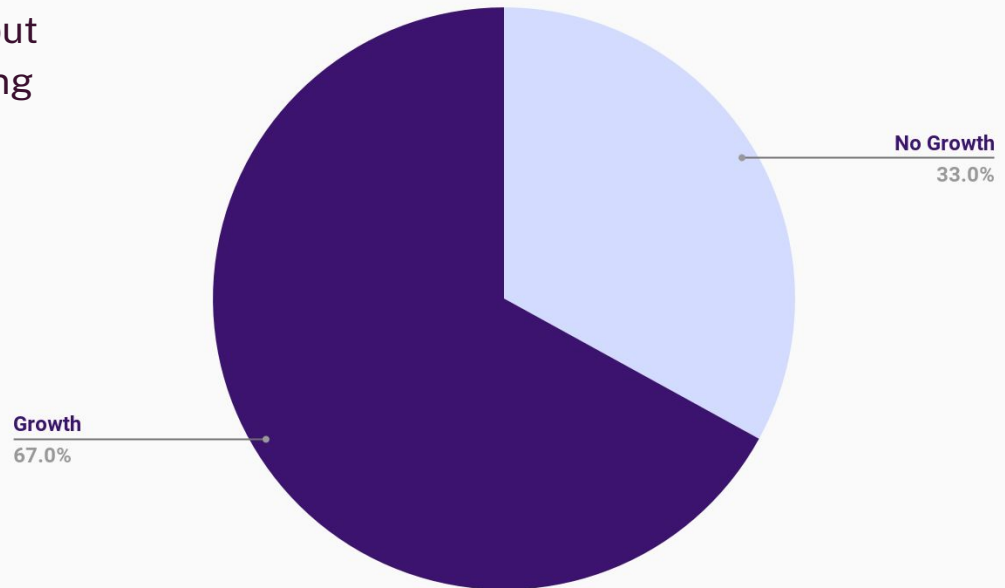


EXPERIMENT WITH MOBILE ORDERING & PAYMENTS

67% of breweries who added mobile ordering to their service model in 2022 saw revenue growth.

Your tech-savvy taproom guests love beer, but they hate waiting in line for it. Mobile ordering and payments:

- Increases tab sizes
- Reduces lines & wait times
- Improves the guest experience
- Saves time for your busy staff



WHERE TO BEGIN? QR CODE EXPERIMENTS TO TRY



Try a flexible service model: Guests love options. Flexible service gives them the choice of ordering at the bar, with a roaming server, or using a QR code.



Use QR codes for drinks only: Getting the first drink ASAP starts a guest's experience off right. Pouring a beer is easier than assembling a meal, so this experiment ensures kitchen staff aren't overwhelmed by an influx of orders.

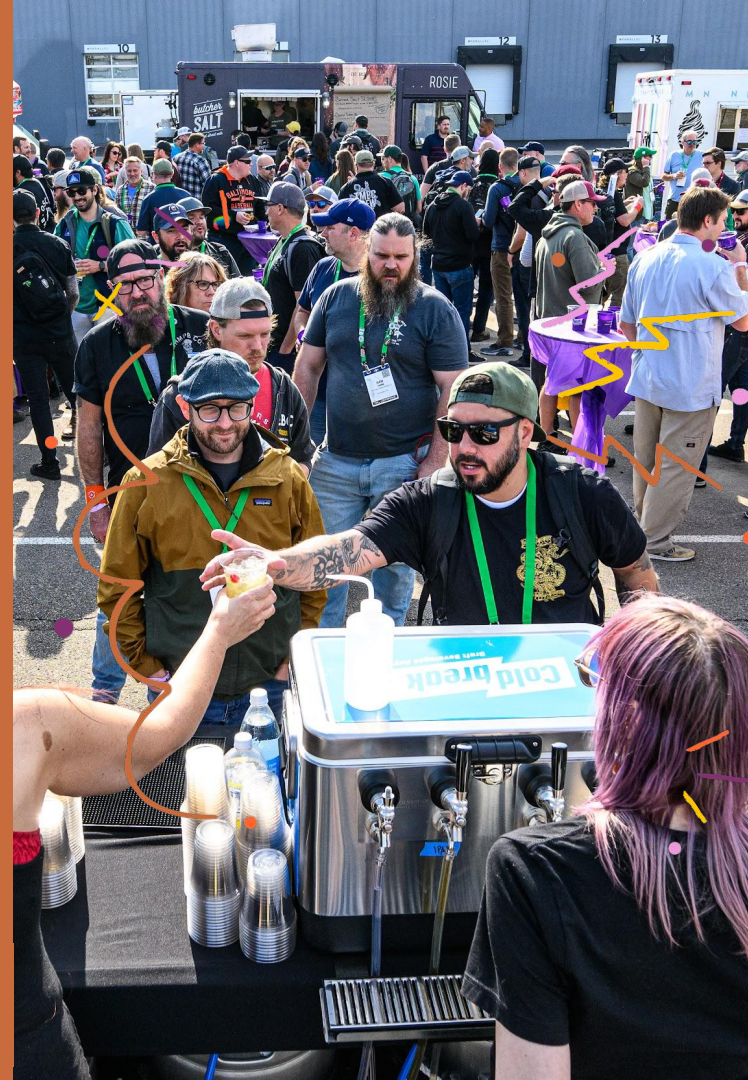


Implement outdoor-only QR codes: Set a clear expectation (and physical boundary) with both guests and staff by supplying QR codes in specific venues of your taproom.



TAT

EXPERIMENT WITH REVENUE STREAMS



EXPERIMENT WITH REVENUE STREAMS

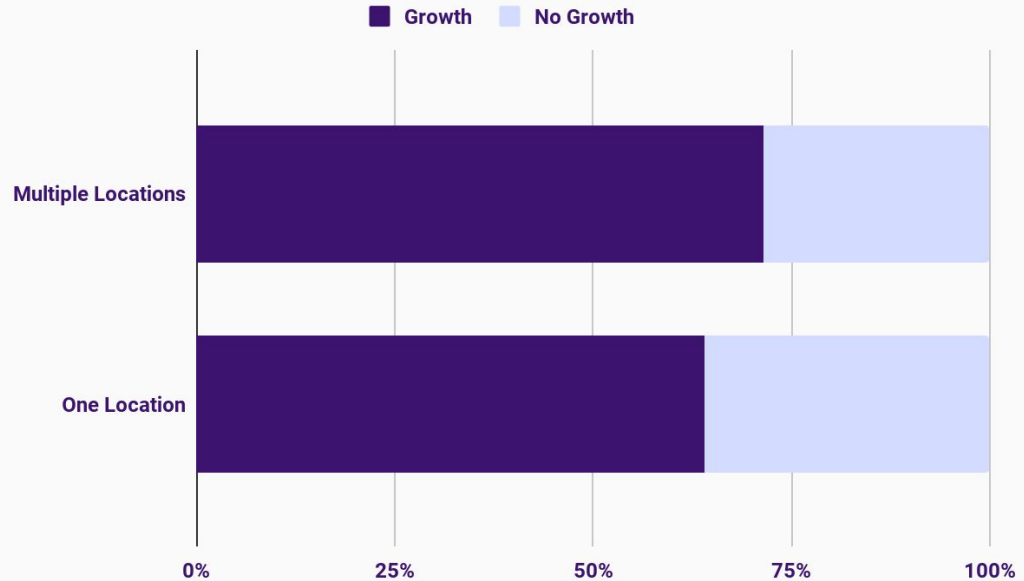
Diversified revenue streams pay: 71% of breweries with 2+ locations saw revenue growth in 2022.

Your brewery makes more money the more ways you make money come in!

Experimenting with new revenue streams:

- Boosts profitability
- Spreads brand awareness
- Expands your market
- Makes it easy to get your products

Our advice? Test a bunch of new channels and see what sticks.



WHERE TO BEGIN? NEW REVENUE STREAMS TO EXPERIMENT WITH



Collaborate with other local businesses: Teaming up with another brand is a great way to cast a wider net of customers and drive traffic.



Design branded merchandise: The most effective tab size booster is a hat with your awesome logo on it. Plus, merch acts as free advertising when your guests sport your brand around town.



Offer beverages to-go: Capture off-premise demand and boost revenue by offering your goods to-go.



Produce non-beer bevs: Get first-timers to flock this summer with slushies or other buzz-worthy beverages apart from your prized beer menu.





SUMMARY



People who offered food saw more growth than those who didn't.

68% of respondents who serve food from either their own kitchen or food trucks saw growth while only 59% of those who didn't saw growth.

It pays to get creative with labor costs.

65% of those who offered creative benefits of any kind to their staff saw revenue growth last year while the other 35% didn't.

Flexible service models increase revenue.

67% of those introduced mobile ordering to their service model saw revenue growth in 2022.

Diversified revenue streams pay.

71% saw growth with 2 or more locations while only 64% of those with one location saw growth.

GET THE TOOLS YOU NEED TO EXPERIMENT WITH **ARRYVED POS**

Decrease service friction and increase guest satisfaction with a POS designed with your unique business's success in mind. Arryved helps you grow by creating contagious love and loyalty for your craft beverages. We offer:



Mobile, cloud-based POS: Take orders and payments anywhere, even in offline mode!



Fully integrated loyalty program: Drive traffic, engage guests, and build your brand.



QR code menus, ordering, & payments: Tech that benefits guests, staff, and your bottom line.



Customizable online storefront: It's easy to set up and integrates inventory with your POS.



Flexible food tools: Serve grub faster with robust KDS, Combos, and SMS texting capabilities.



Robust reporting tools: Identify actionable insights and growth opportunities in a comprehensive data dashboard.



Integrations: Make your life easier and extend the functionality of your POS.



Award-winning US support: A team of support gurus is on the other end of the line, 7 days a week.



Schedule a custom demo with one of our friendly faced specialists today by visiting [Arryved.com](https://arryved.com).