

# Recruit, Retain Soldiers for your Homebrewing Army!

*"The Scotts"*

Scott Michaels

Scott Hackett

Bull City Homebrew  
Durham, NC



# Be creative, resourceful

**JOB #1: SECURE A SPACE FOR CLASS**



# Be creative, resourceful

SECURE A SPACE, Take 2

*Operation Kitchen – Winter 2011*

GOOD – No pool, no brewing

PROBLEMS – Too small, need

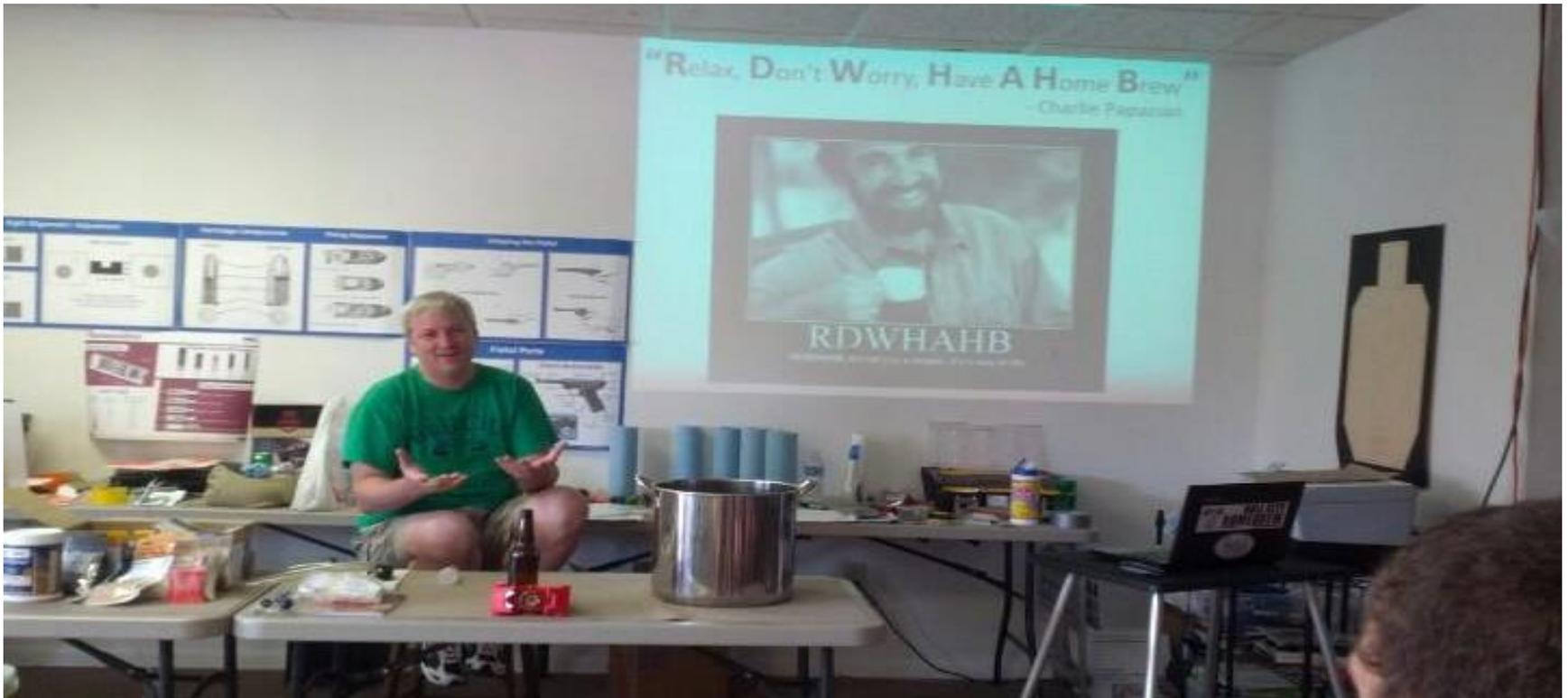
to add PowerPoint/projection.

No longer an epic FAIL



# Be creative, resourceful

SECURE A SPACE, TAKE 3 – *Spring 2011*



***OPERATION TRADE WI-FI FOR CLASSROOM = Winner!***

# Get the Word Out



World Beer Festival – Free Brew School tickets in the giant mug!

# GET THE WORD OUT

- JOB #2: Use social media, advertise for free

*Charge  
for your  
class!*



*More than  
\$6K in two  
years, from  
more than  
1,500  
admission  
tickets.*



# Negotiate, calculate

## Bull City Homebrew - Durham

60-Minute Home-Beer-Brewing Class with Souvenir Pint Glasses for One or Two at Bull City Homebrew (Up to 60% Off)

FROM

**\$12**

**BUY!**



VALUE

**\$25**

DISCOUNT

**52%**

YOU SAVE

**\$13**



GIVE AS A GIFT



We net approx. \$5 per person



# Create a spiffy web page, too.

www.bullcityhomebrew.com/brewschool.aspx — Bull City Homebrew - Brew School

Chapel Hill-Carrboro City Schools      Hourly forecast :: WRAL.com      Bull City Homebrew - Brew School

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info@bullcityhomebrew.com [Map It]



## Bull City Homebrew

- Welcome!
- Products
- Meet Nate
- Directions
- Brew School
- Wine School
- Helpful Stuff
- Recipes
- BeerSmith
- Blog



Brew School 101: Getting Started in Homebrewing [ Show || Hide ]

## Make your own beer?? Oh hell yeah!

Welcome to Bull City Homebrew's **Brew School**, a 101 level class designed for people who have never brewed a batch of beer before and are interested in learning how, or for people that have made a batch or two and still have questions.

This class teaches you everything you need to know to go from opening up an extract recipe kit, brewing up the batch of beer and then bottling it to enjoy with your friends. **No prior knowledge of homebrewing is required.**

## Will we be making a batch of beer?

Yes and no... we make a small batch so you can see what all of the ingredients look like and smell like. When Julia Child demonstrates cooking Thanksgiving dinner, she puts an uncooked turkey in the oven and pulls out a roasted bird 15 seconds later. We do the same type of thing... you won't be watching water boil for an hour in this class.

## So how long does the class take?

We'll show you the entire process from opening the recipe kit to bottling in about 1 hour and 15 minutes. We think you'll be so excited after the class that you'll want to run back home and brew one up right away... and we don't want to take any of your valuable time away from that!

## How much does it cost?

Our class costs \$25 and provides a lifetime worth of beer brewing knowledge that you can put to use right away.

 **Save time and buy online!** Click here to buy your tickets to Brew School today and we'll mail them to you, or to wherever you'd like them to be sent to.

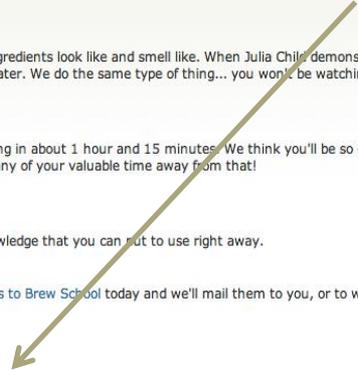
## When are the classes?

- Saturday, March 15 at 11:00 AM (20 spots left) [Register]
- Saturday, March 15 at 1:00 PM (17 spots left) [Register]
- Saturday, March 29 at 11:00 AM (17 spots left) [Register]
- Saturday, March 29 at 1:00 PM (14 spots left) [Register]

## Interested and want to sign up or find out more?

We like to keep the classes small, no more than 20 people. Signing up is on a first-come-first-serve basis. If you're interested, click on the [Register] link next to the class time slot you want, or send us an email at [brewschool@bullcityhomebrew.com](mailto:brewschool@bullcityhomebrew.com).

**SIGN UP**



My boss thinks I went back to business school...



**Store Hours:**  
Mon-Fri: 11am-7pm  
Sat-Sun: 10am-6pm



Learn to keg!



I'm ready to try all-grain



[CHANGE]



**MEMBER BUSINESS**

# FB, Twitter, reviews as FUEL



[Google review – Bull City Homebrew](#)

[Daniel Ribeiro](#)



I took the 101 brewing course and loved it. Scott & Scott are great instructors. It was fun, instructive, and inspirational, with a friendly and warm atmosphere. Already started making my own beer. And I can't wait to learn more from these guys.

Question break. Anyone?



**#BEST CLASS EVER**



**“WE'VE GOT FUN 'N' GAMES  
WE GOT EVERYTHING YOU WANT”**



# GAME DAY



Welcome to



**BREW**  
**SCHOOL**

# “FOUR S” – Class Components



# The Magic Four S's

1) **Simplicity**

2) **Stories**

3) **Super fun**

4) **Surprises**



# Simplicity, Stories, Super Fun, Surprises



**SLIDE #1**

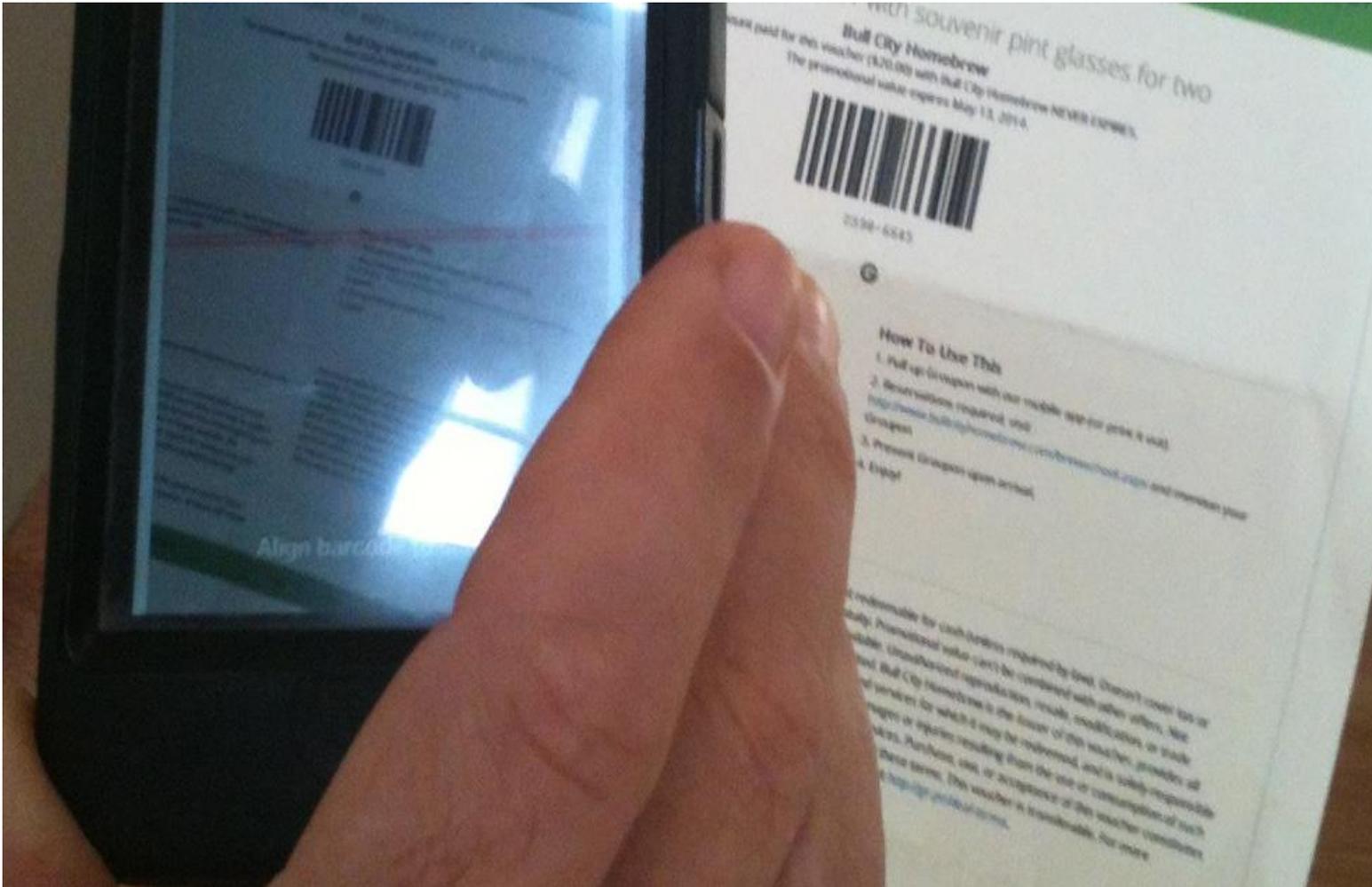
# Brew School 101

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# + Check in w/ mobile app.



Who wants to try this? It looks cool, and is so easy.

# Warm up: *Beer Trivia*



# Give everyone a job!



**“Relax, Don’t Worry, Have A Home Brew”**

- Charlie Papazian

**SLIDE #2**



**RDWHAHB**

RDWHAHB, it's not just a slogan, it's a way of life.

**SURPRISE + SUPER FUN = 😊**



# *We heart* Kit beer, “Dream” beer



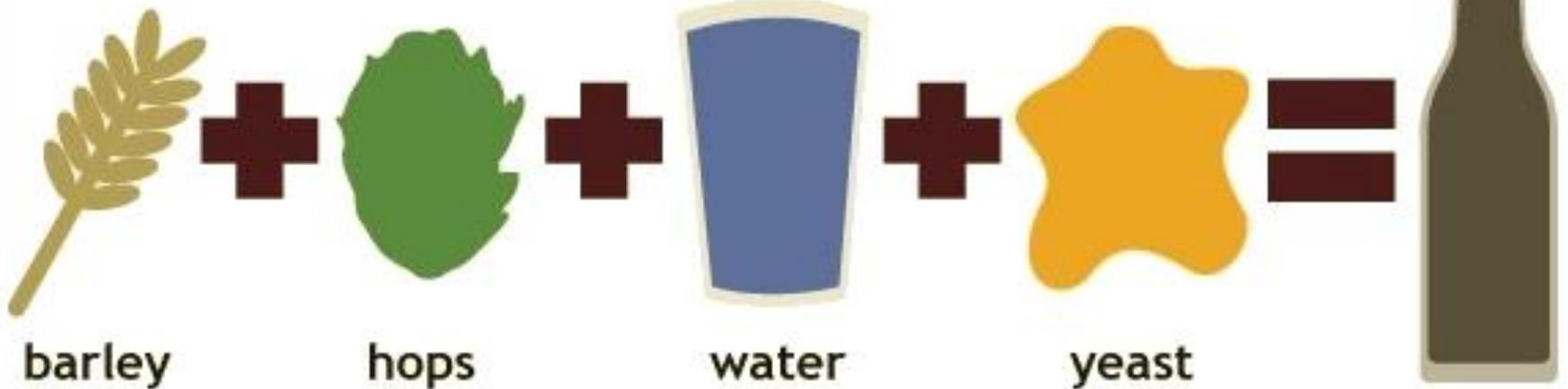
He's pouring a  
*Vanilla Bourbon*  
*Porter*



Or was it  
Scott's kegged  
*Schwarzbier*???

# What are the 4 main ingredients of beer?

**SLIDE #3**



# What most people think they need to make beer

**SLIDE  
#4**



# What you actually need to make beer

**SLIDE  
#5**



Equipment Kit



(SIMPLE)

Beer Recipe Kit



Brewing Pot (5 gallons)



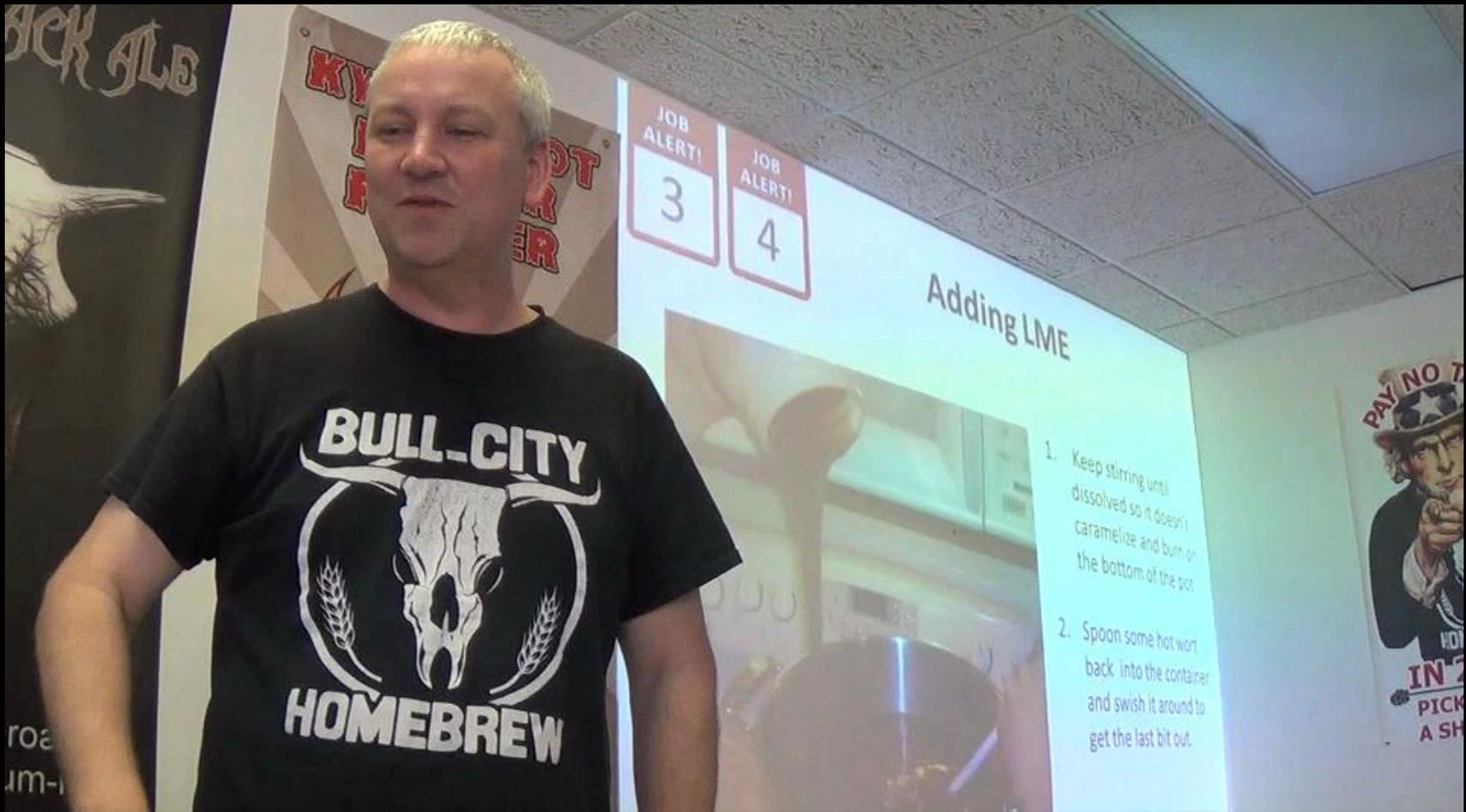
12 oz    16 oz    22 oz

Empty bottles

Like a cooking show...



# Simple message: *You can Brew it!*



# SMELL THE POT...INHALE.



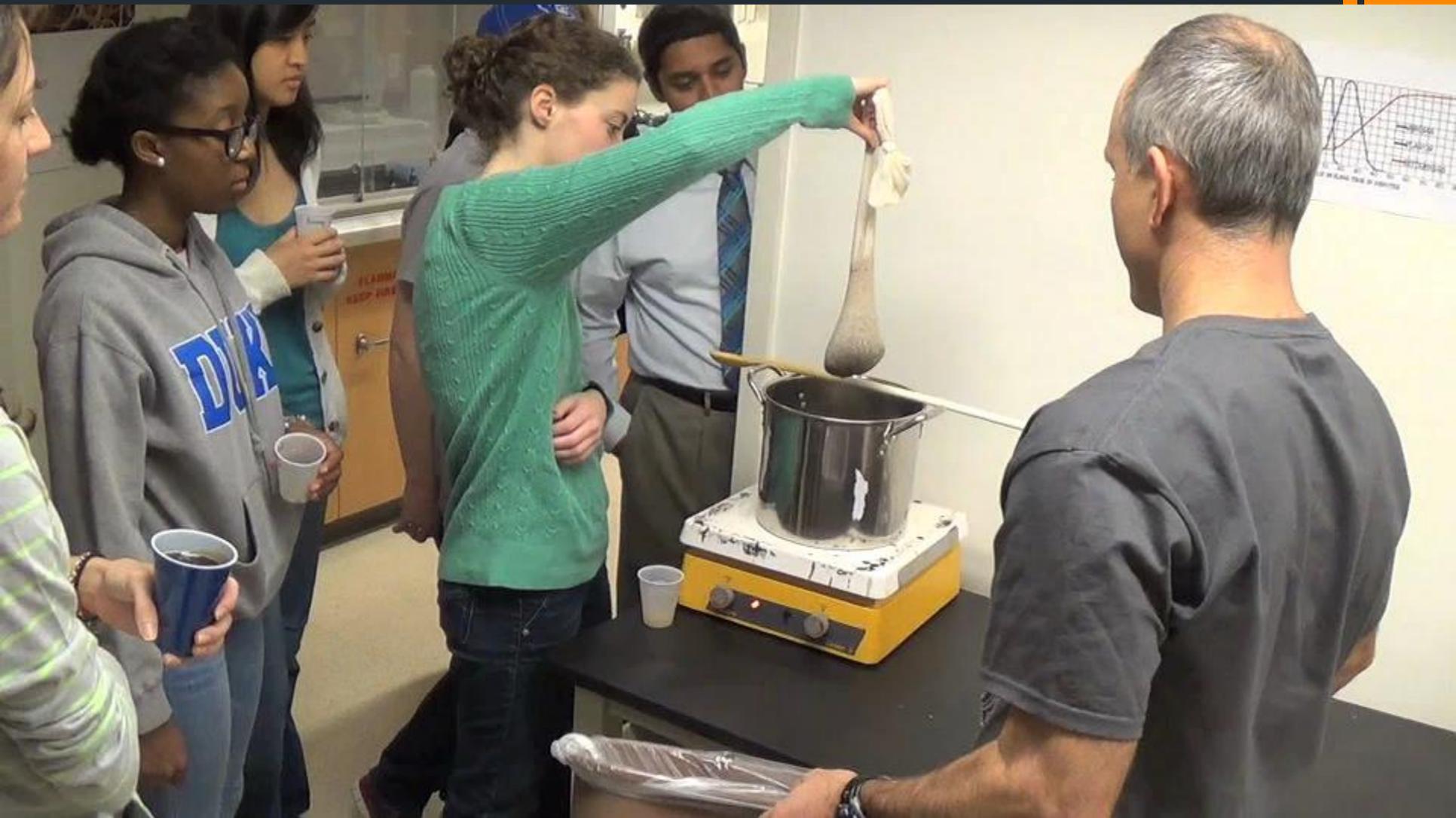
# Get to know your students!



A job, then a challenge.



Challenge accepted. SURPRISE.



## Nice, but where's the payoff?

- The real professor bought numerous carboys and kits from *Bull City Homebrew*, and vows to keep shopping there.
- Plus, community goodwill, social media exposure, etc.



**Bull City Homebrew**

@BullCityBrew

March MASHNESS @DukeU Microbiology  
Lab. Power of yeast, magic of  
#NChomebrewers  
[pic.twitter.com/0TVF2TfrHR](https://pic.twitter.com/0TVF2TfrHR)

↩ Reply   🗑 Delete   ★ Favorite   ⋮ More



What's on your mind?  
*Questions?*



# Fermentation frenzy!

**SLIDE #18**

German Kolsch 3/19/14

# Keeping cool in warm weather

**FERMENTATION  
SLIDE**

**Just add ice  
1-2x/day to  
keep below  
75 degrees.**



Bottling Day = Hanging out with the guys

**SLIDE #18**



**WHICH ONE OF THE 4S IS THIS?**

# Is 5 oz. too much? Discussion.



# Job #15: Put a cap on it!



4S Checkpoint. Which one?

**SIMPLICITY**

# “THE WAITING GAME SUCKS”



- Homer J. Simpson aka *Mr. Plow*



# Hardest Part of Homebrewing

SLIDE  
#30



“The waiting (1-2 weeks) is the hardest part.”

# Rack. Bottle. Cap.



# NEW BREWER WALL OF FAME

4S Checkpoint.  
Which one?

STORIES



# Party time!!

SLIDE  
#30

4S  
Check-  
point



STORIES,  
SUPER fun

# *A new brewer:* Lauren Rust

SLIDE #31



“Homebrewing is so much fun and so easy. It's a great way to spend time with friends. You get free labor, and all they want in return is beer.”

4S Checkpoint

STORIES

# The Sales Pitch

# How much does this stuff cost?



Basic Equipment Kit  
**\$83.90**



Brewers Beast Equipment Kit  
**\$179.99**

**SLIDE #40**



Sanitizer  
**\$10.99**



Ingredient Kit  
**\$35.00 - \$60.00**  
**(depending on the style)**

**BREW SCHOOL GRADS: 10% off today. FLASH YOUR PINT GLASS AT THE REGISTER & SAVE \$\$\$**

# If you don't have them already...

**SLIDE #41**



5 Gallon Brew Pot  
**\$49.99**



Case of 24 12oz. Bottles  
**\$13.99**

# Brewing Bottom Line

**SLIDE #42**

**\$95** - Equipment, sanitizer (use over & over)  
+ **\$40** - Average ingredient kit (one-time use)

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**\$135** Then take 10% off, add 7% sales tax

**\$130** **Out the door (estimate)**

Add \$28 for 2 cases of bottles

# Brewing 911: Call me, maybe 919-491-0582

SLIDE #43

Surprise!



# Solicit feedback, get reviews.

## Bull City Homebrew - Durham Feedback

Export

Print

### Customer Approval



**94%** of customers would recommend you to a friend.

65 total responses: 😊 61 😞 4

### Your Customer Approval Rating

Excellent



Ratings ?

### Customer Comments (26 total) ?

All

Positive

Negative



Great class taught be real homebrew enthusiasts. The staff running the store are knowledgeable and helpful.

March 29, 2014 [Reply](#) [Tweet](#)



Great bunch of guys who made all feel welcome regardless of the level of experience.

March 29, 2014 [Reply](#) [Tweet](#)



Great value! The instructor, Scott, is super friendly and knowledgeable. Make sure you have some food in your stomach before the class. The tasting can give you a good buzz otherwise. =p

March 01, 2014 [Reply](#) [Tweet](#)



Great class!

February 15, 2014 [Reply](#) [Tweet](#)



Fun and interesting session - explained the whole process that goes into making your first brew batch, along with materials/equipment you need.

January 18, 2014 [Tweet](#)

Download Merchant Mobile App

# REVIEW TIME



Simple



Stories



Super Fun



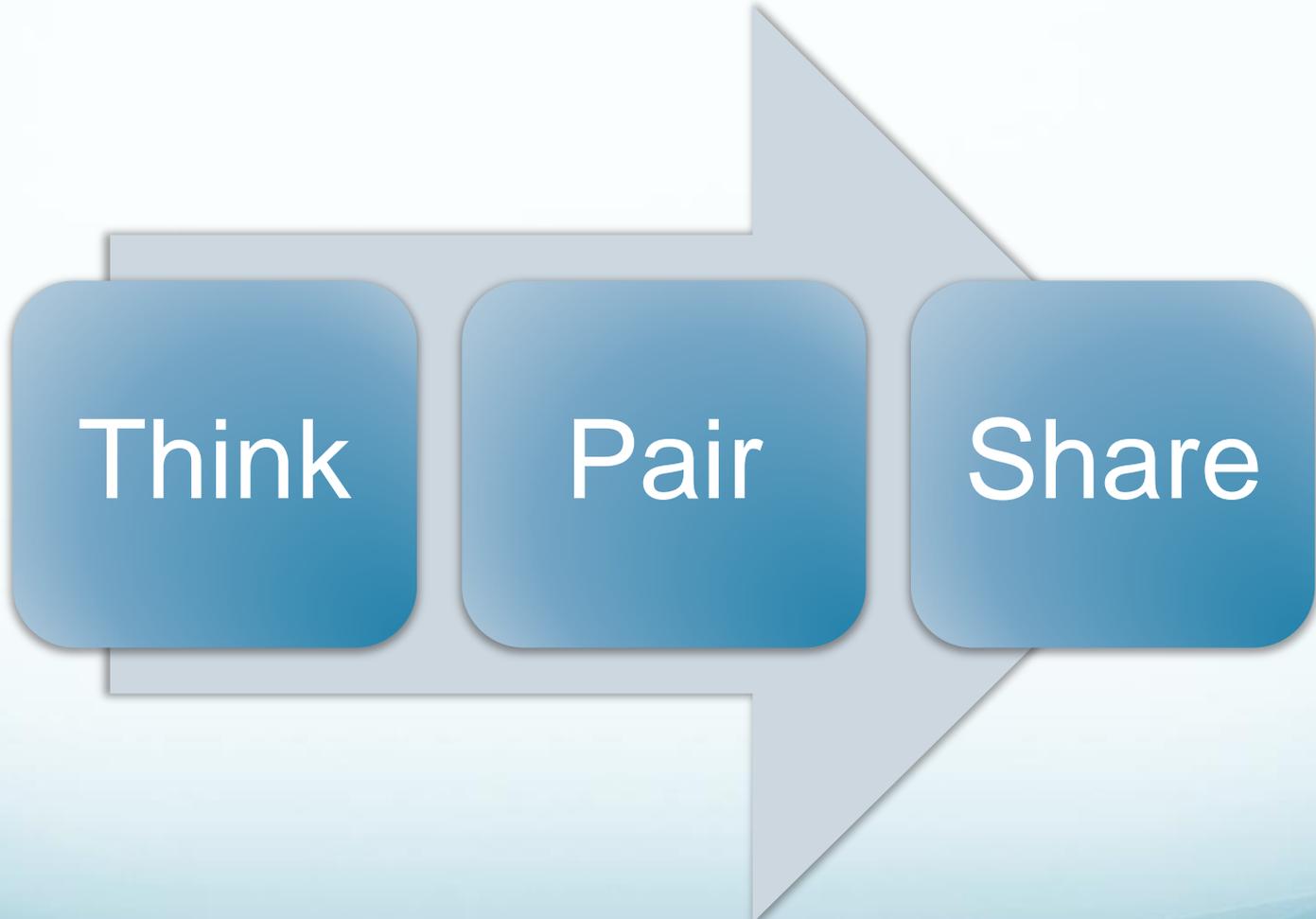
Surprise

# SUCCESS!

- BCH average class yields \$400 in sales after class, at least two new homebrewers. Some who don't buy that day will return to purchase equipment later.
- BCH averages one customer daily who reports s/he took the class. We're open about 350 days a year.
- We've taught "Brew School" for three years, averaging 3-4 classes per month. DO THE MATH 😊

Develop a **BREWprint** for success.

How can you do this at your HBS?



Think

Pair

Share