

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



 Chapel Hill - Carrboro City Schools Hourly forecast :: WRAL.com Bull City Homebrew - Brew School
1906 E. NC Hwy 54, Suite 200-B
Durham, NC 27713
919.682.0300
info@bullcityhomebrew.com  [Map it]

Bull City Homebrew

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



“FOUR S” – Class Components



The Magic Four S's

1) Simplicity

2) Stories

3) Super fun

4) Surprises



Simplicity, Stories, Super Fun, Surprises

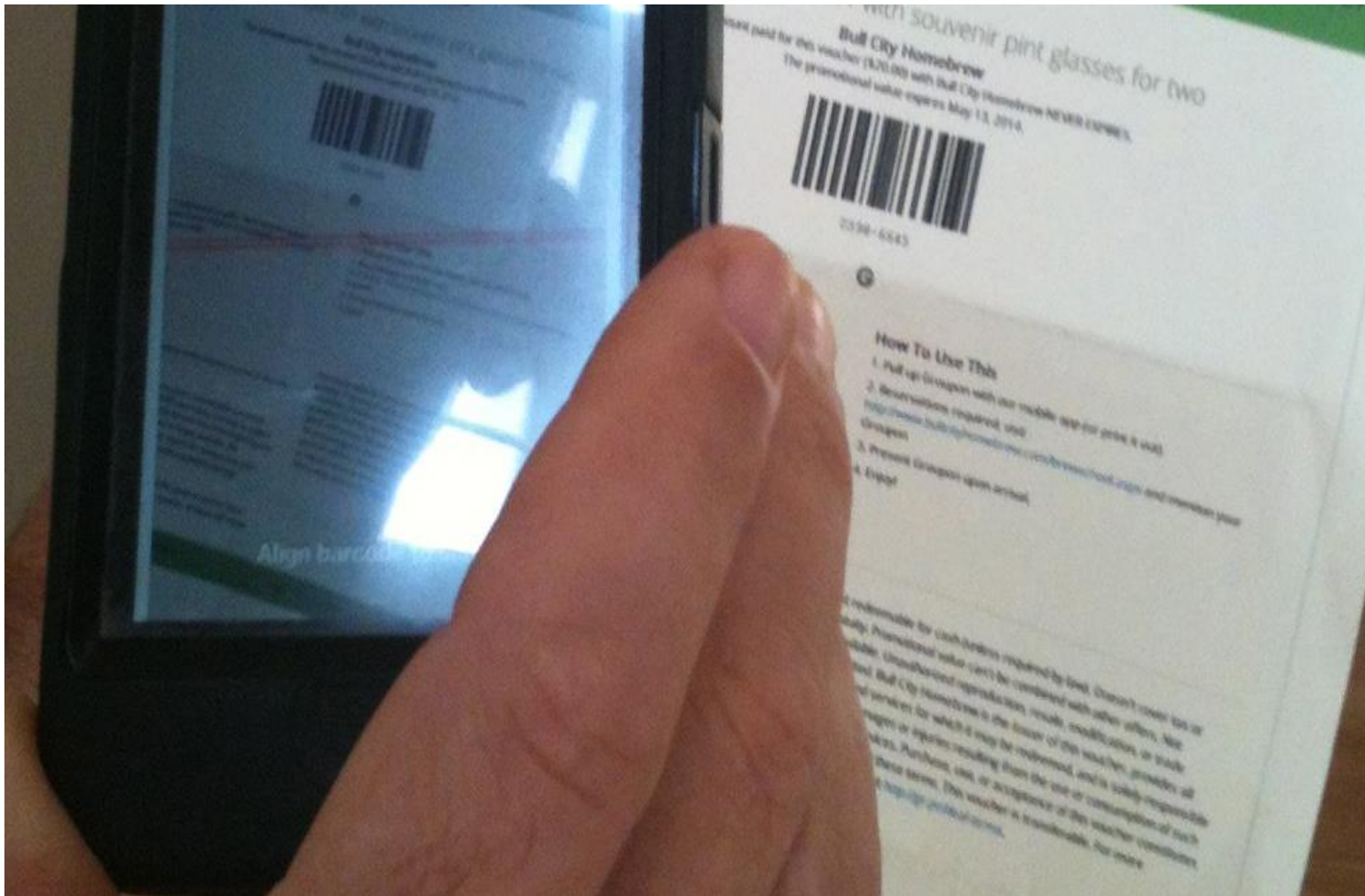


SLIDE #1

Brew School 101



+ 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

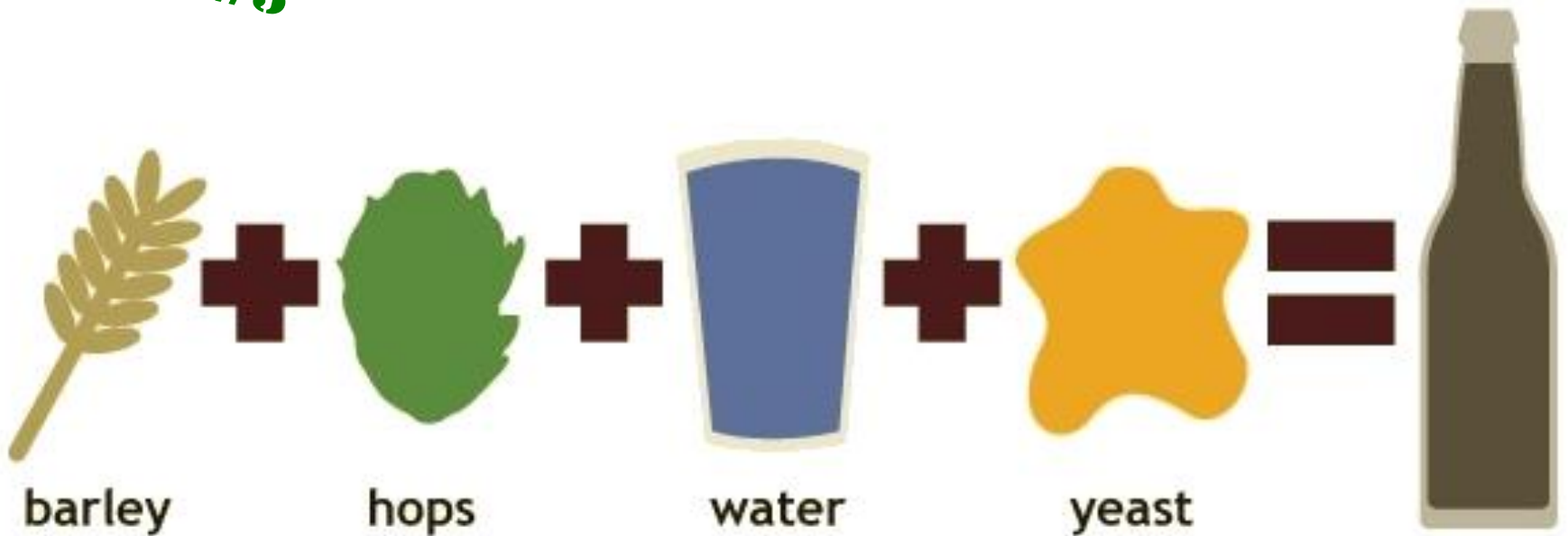


He's pouring a
Vanilla Bourbon
Porter

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

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)

\$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



Solicit feedback, get reviews.

GROUPONMerchants

||||| Redeem Messages ? Help Center My Account

Deals

Credit Card Processing


Dashboard

Deals

Impact Report

Invoice History


Feedback

 Download Merchant Mobile App

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







60% 70% 80% 90%



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

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?

