OPERATIONAL ADVICE IN THE TAPROOM: MENU CURATION & DATA

*The following is an excerpt from **The Ultimate Brewery In Planning Guide**. Download the free guide and learn how to get started running a profitable taproom.*

Menu Curation

There's a whole world of pours beyond The Pint, and ample benefits to including variant sizing on your menu. Feast your eyes on the breakdown below:

Samples

Whether you plan to charge for samples or not, offering guests the ability to try before they buy directly translates to higher profits and increased guest satisfaction. Plus, offering samples is a great way to encourage people to try what's new on the tap line!

Flights

Not only are flights irresistible for any craft beer enthusiast, it's also an opportunity to get feedback on your most loved beers. Use the data from your POS to track the pints that most frequently follow a flight. Core Flights are a perfect way to welcome a new visitor to your taproom with a sampling of your variety, too.

Half-pours

High alcohol content and high cost beers justify offering an 8oz or 10oz pour. Plus, slow drinkers don't want to suffer through the warm dregs at the bottom of their pint.

Glassware

Specialized glassware is one of the biggest limiters for lean taprooms to offer a variety of sizes. But it doesn't have to be! Consider printing ounce breaks on your glassware to make your 12oz glasses work for 10oz and 8oz pours.

Food for thought: Thirsty guests can become hungry guests fast. Offering food on the menu drives up tab size and encourages guests to stay longer. Consider inviting food trucks to your parking lot if a kitchen isn't in the cards! 57% of breweries either already serve food or plan to this year according to the 2022 Craft Brewing Growth Trends report!

Data Matters

The numbers behind your taproom provide key insights to running and growing your business. Know them, love them, and *automate* them!

Loss

The value of knowing your **estimated loss** on each keg in the taproom is crucial. Loss is defined as unaccounted for beer and can come from several places, including:

- Overpours
- Free beers (not rung in)
- Samples (not rung in)
- Kegs kicked early
- Line maintenance

Tracking beer loss means tracking what's working and what's not in your taproom. In many states it can also benefit your taxes.

Taprooms were reported as the most profitable sales channel for 84% of breweries in 2022. How can your brewery ensure the same success? With DATA!

Labor Costs

One of your biggest costs are the people who serve your product. Track **labor costs** as a percentage of revenue. Your goal is to run as lean as possible without sacrificing the customer experience. Try a few different models and headcount numbers, calculate your percentage, and then shoot for it consistently.

Labor Cost / Revenue = Percent Labor Cost

A general rule of thumb is to shoot for 10-15% labor cost for your brewery, but figure out what works best for your business and optimize for that percentage.

There are a *ton* of other pertinent data points that drive informed decision-making in the taproom. With the right POS, your sales dashboard will reflect real-time data and automated reports.

The Ultimate Brewery In Planning Guide

Like many great ideas, Arryved was born in a taproom. Our team has devoted the past 6 years to talking shop in breweries across the country, hiring experts from all parts of the industry, and catering our product to best support the craft businesses that we spend our nights and weekends enjoying.

In the true spirit of craft, we want to share our breadth of knowledge with you.

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Nancy Trigg is the President and CPO of Arryved. Arryved provides Point of Sale and Loyalty software to taprooms and brewpubs across the country. Addressing business challenges and finding solutions to create excellent taproom experiences for guests.