

5 Tap Room Considerations for Start Up Breweries

By Andrew Coplon, Secret Hopper

1. **How will you train your staff?** Do not assume your taproom staff are naturals. It's more important to have someone passionate about your brand and building experiences, than someone with pre-existing Craft Beer knowledge. Sure, it makes it a bit easier if your staff are already knowledgeable about the industry, but training includes a lot more than your beer list. Take the time to educate your staff on your story, your mission, your beers, and train them on the experience you aim to create.
2. **How will your guests order?** Will there be a central ordering location (i.e. bar)? Will you have servers that visit guests at their seats? Will guests simply order through their phones and then their order be delivered? Consider which model works best for your space, and also consider the type of experience you wish to pair it with.
3. **What type of menus will you use?** Yes, there's an "S" at the end of menus. Having a giant wall menu is a valuable visual for when guests first walk in. It provides information, removes confusion, and can make the ordering process smoother. However, also consider physical menus. Physical menus are anything a guest can hold in their hand. When a guest is provided a physical menu, they spend 35% more than guests without.
4. **What's on your menu?** Before you go all out on your fancy new wall menu, make sure you plan out what content it will include. A successful menu is easy to read, includes beer names, the style, alcohol content, sizing options, and pricing.
5. **Where will your merchandise area be?** You read that correctly. I didn't say "will you have a merchandise area?" You need to have a merchandise area. And when you do, make sure it's in a visible location with clearly marked prices. A space that is 6 feet wide by 8 feet high can provide ample room to display the product from a well thought out product plan. Don't you want your guests walking around town repping your brand?



Contributing Author

Andrew Coplon Founder, Secret Hopper & Craft Beer Professionals

Andrew Coplon is the Founder of Secret Hopper and Craft Beer Professionals. He is passionate about the growth of beer and helping businesses be more successful.