

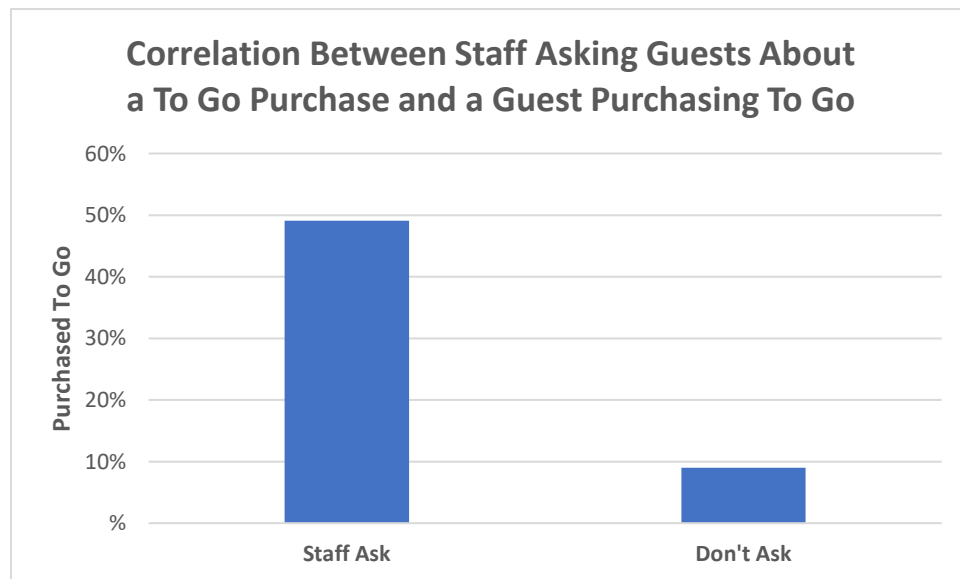
# Beer To Go – Asking the Magic Question

By Andrew Coplon, Secret Hopper

After I've had a couple beers and I'm ready to close my tab, I'm pretty easily convinced to take a bottle, can, crowler, or growler of my favorite home; however, if the bartender doesn't put this little bug in my ear, I'm most likely not even going to think about it.

Through research collected through Secret Hopper, based on 5711 non-paid brewery visits, we discovered that brewery staff ask guests if they would like to purchase to go beer 19.5 percent of the time. To find out how much revenue they are missing out on by failing to ask this simple question, let's look at more data about the likelihood of an additional purchase.

- When staff do ask their guests about purchasing beer to go, make the additional purchase 49.4 percent of the time. So nearly half the time the check average increases and the server or bartender more than likely will see additional gratuity.
- When staff doesn't ask this question, guests only purchase to go 9.9 percent of the time, a purchase they decided to make on their own. A full 40 percent of additional purchase opportunities are missed.



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# Beer To Go

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### How does this break down into actual sales?

From the study's data, we can conclude that the average brewery asks 19.5 guests out of 100 if they would like to purchase any beer to go (19.5%). Out of the 19.5 guests asked, 9.6 guests make a to go purchase (49.4%).

Out of the 80.5 guests who were not asked about a to go purchase (100% - 19.5%), we can conclude that nearly 8 will make the purchase on their own (9.9%).

Using an average to go price of \$15, the average brewery receives \$264.04 in to go sales per 100 guest checks.

### What happens if 100% of the guests are asked about purchasing beer to go?

Assuming this rate stays constant, if 100 percent of guests were asked about purchasing to go beer, this would result in 49.4 (49.4%) guests purchasing \$742.5 (\$15 average sale) in to go sales.

This is \$478.46 more in to go revenue per hundred guest checks than our study's average.

To go beer is a key way your brewery can increase in-house revenues. As shown, a simple question can ultimately trigger a guest or group's thought process and encourage them to make an added purchase. It is your brewery staff's engagement that encourages guests to make this added purchase. Not only does a brewery receive the financial gains of additional to go beer sales, but the staff will also see the financial rewards as their higher checks will nearly always result in greater tips.

Moreover, to go beer is a fantastic way to build your brand outside your taproom. Guests purchasing will share this beer with others, helping to expand your audience.

Train your staff to always encourage beer to go.



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