

YOUR SERVICE

SUCKS!

- THAT GUY ON YELP

**USING FREE BREWERS ASSOCIATION
RESOURCES TO IMPROVE SERVICE AND
BOOST YOUR BOTTOM LINE**

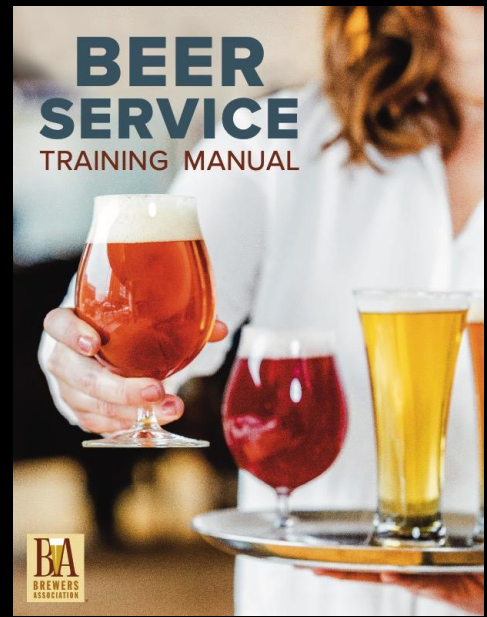
PRESENTED BY TIM BRADY - WHETSTONE CRAFT BEER



CRAFT BEER

SERVICE TRAINING

TIM BRADY - WHETSTONE CRAFT BEERS (VT) & BREWERS ASSOCIATION (CO)
TIM@WHETSTONESTATION.COM SOCIAL: @HEREFORTHEBEER





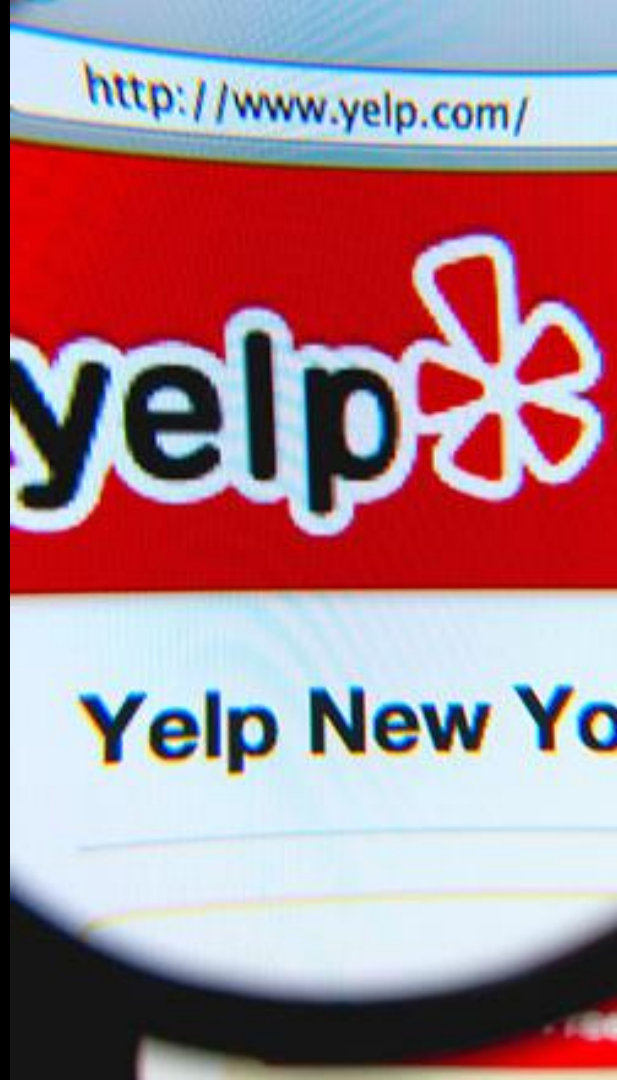




WHETSTONE VT. CRAFT BEERS



WHAT DO YOU
SELL?



#1 COMPLAINT
IN
A BREWERY OR
BREW PUB IS
BAD SERVICE

WE ARE IN THE
BUSINESS OF
CREATING REACTIONS

John Taffer, Taffer Consulting / Bar Rescue



BETTER SERVICE

BIGGER REVENUE
BIGGER TIPS

AUSTRALIAN Hotelier

AUSTRALIA'S NATIONAL HOTEL INDUSTRY MAGAZINE

Vol. 33 no. 4 - MAY 2016

**JOIN THE
SMARTBREW
REVOLUTION**

Award Winning Craft Beer Brewed On-Site in as little as 10 Square Metres. A truly unique brewing system designed for the hospitality industry.

IN THIS ISSUE: BAR AND CELLAR EQUIPMENT | ASIAN BEERS | COMPLIANCE

SMARTBREW®

EVERYONE IS TRYING TO GET IN ON
**THE GROWTH OF
CRAFT BREWING**



EVERYONE IS TRYING TO GET
IN ON

THE GROWTH OF
CRAFT BREWING

BEER SERVICE

TRAINING MANUAL

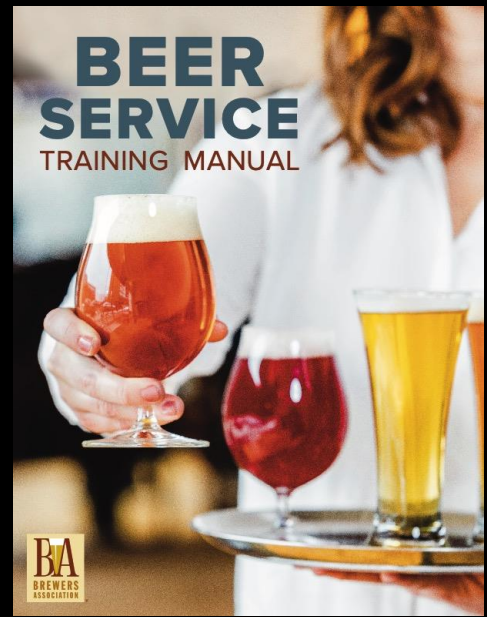


CRAFT BEER SERVER TRAINING

FOR BREWPUBS
TAPROOMS &
RETAIL

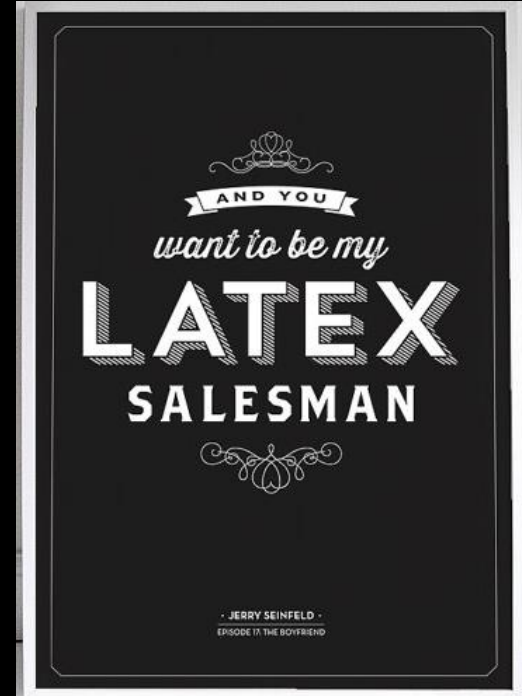
SELECTING YOUR

TRAINING TEAM



SELECTING THE TRAINER / TRAINING TEAM

- ▶ One person must lead the charge
- ▶ Top down involvement is critical
- ▶ Involve production / brewers
- ▶ Involve kitchen / chef





BEER SERVICE

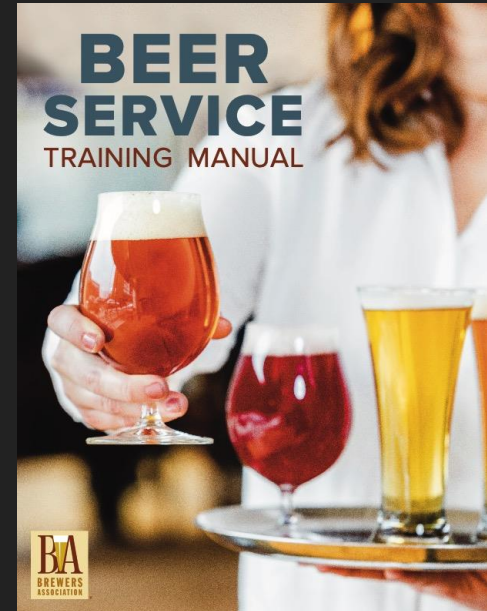
TRAINING MANUAL

PREPARE THE TOOLS

OPERATIONAL DESIGN

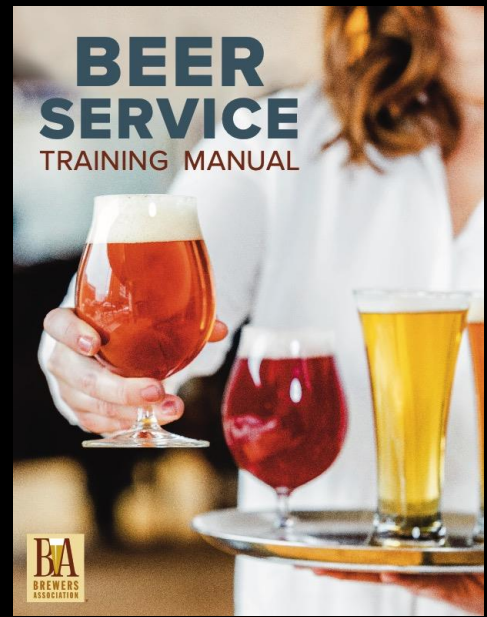
BREWERS ASSOCIATION TOOLS

- ▶ Beer Server Training Manual
- ▶ Appendixes
 - ▶ Training Programs
 - ▶ Shift Meeting Templates
 - ▶ Beer Board Examples
- ▶ Brewpub Section of CraftBeer.com
- ▶ Forum / Digest



MAKING IT HAPPEN

SET A SCHEDULE



NEW HIRE TRAINING / BASIC

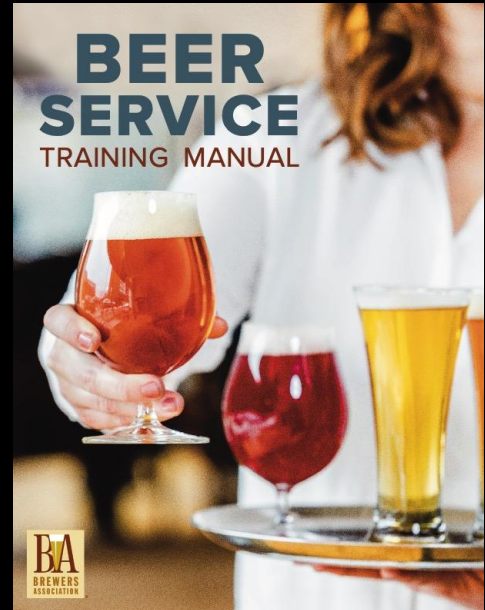
- ▶ Critical for new hires
- ▶ Video / online if necessary
- ▶ Documents and templates available from BA

**A 4 hour new hire orientation
program reduces turnover by 22%**

Rob Gifford Head of Training and Development, National
Restaurant Association

NEW HIRE / INITIAL BEER TRAINING

- ▶ Brewery Tour
- ▶ Tasting
- ▶ Service
- ▶ Your Beers
- ▶ Your Story
- ▶ Menu Tour



THE KEY TO RETENTION IS OFTEN

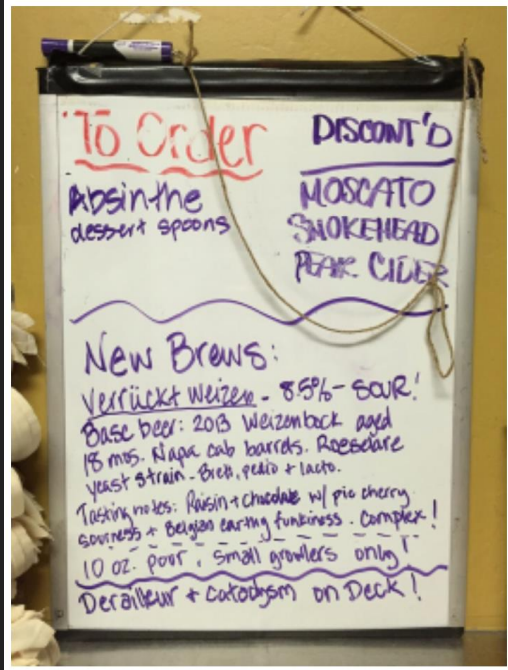
REPETITION

ONGOING TRAINING / INTERMEDIATE

- ▶ Shift Meetings
- ▶ Beer Boards
- ▶ Staff Meetings

Shift meetings are one of the best methods you can use to continually train your service staff and keep them informed

Larry Chase, Standing Stone Brewery



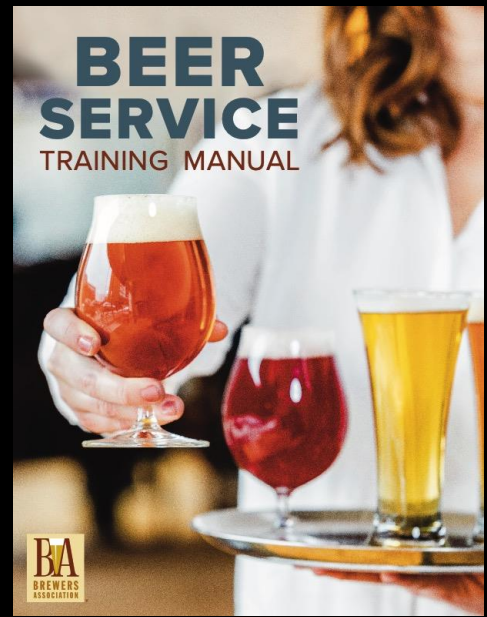
Kioware Content restriction - BA / Untappd etc...

ADDITIONAL OPPORTUNITIES / ADVANCED

- ▶ Monthly staff meetings (A / B Schedule)
- ▶ Vendor training / Special guests
- ▶ In depth / Into the Grind programs (kitchen / brewery)
- ▶ Field trips (breweries, restaurants)
- ▶ Mystery shopper programs

MAKING IT

SIMPLE &
MEMORABLE



Body				Color				Flavor				Special			
Light				Golden				Hoppy				Hazy			
Medium				Amber				Balanced				Tart			
Full				Dark				Malty				Sweet			

STATIC LINE ASSIGNMENTS

1

2

3

4

5

6

7

8

9

10

Light
Golden
Malty

Light
Golden
Balanced

Light
Golden
Hoppy

Medium
Golden
Hoppy

Medium
Amber
Hoppy

Full
Golden
Hoppy

Medium
Amber
Balanced

Full
Dark
Malty

Full
Amber
Tart

Lager /
Pilsner

Wheat

Session IPA

New
England
IPA

IPA

Double IPA

Brown /
Red

Stout

Sour

We've got a great double
IPA, let me bring you a
sample

-Awesome Server

DON'T FORGET

THE FOOD

INTEGRATING THE KITCHEN

- ▶ Menu based food pairings
- ▶ Menu tour
- ▶ Use pairings to drive margins
- ▶ Staff Suggestions
 - ▶ Using standardized draft lines
 - ▶ Pair by style

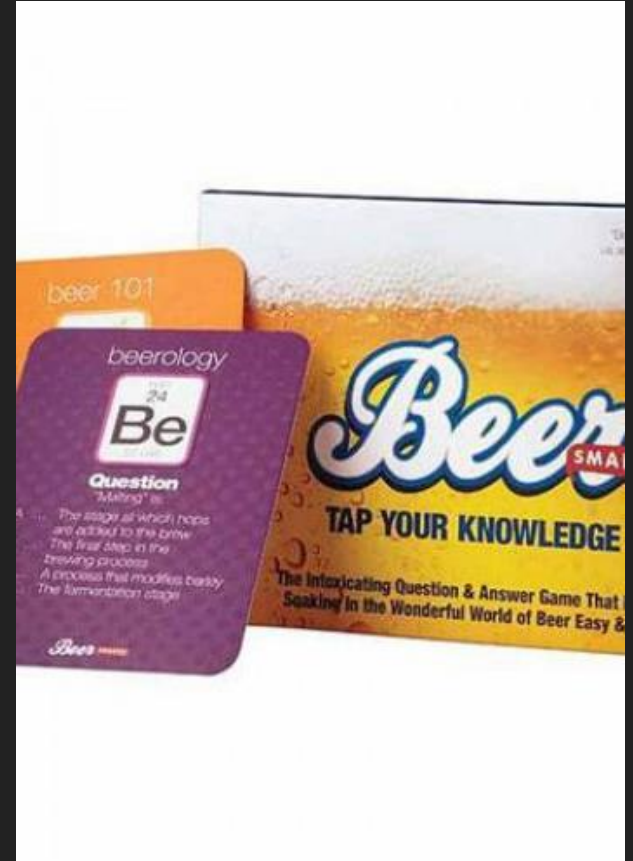


IT CAN IN FACT ALL BE

FUN AND GAMES

IMPROVING RETENTION

- ▶ Crossword puzzles
- ▶ Trivia games
- ▶ Take home tests
- ▶ Off flavor tests
- ▶ Brown Bag Bottle Share



DEALING WITH

COMPLAINTS

HIGHEST RETURN ON INVESTMENT

- ▶ Give your staff answers to common complaints / issues
- ▶ Empower them to solve problems
- ▶ Guest Satisfaction Items / Button



SMOOTHER SHIFTS PROVIDE FOR BETTER SERVICE, WHICH LEADS TO BIGGER SALES AND MORE TIPS. WHEN YOU MENTION THESE THINGS, YOU WILL GET THEIR ATTENTION.

Ginger Tin, Ramping Up Server Training, The New Brewer

KEEPING THINGS IN CHECK

ACCOUNTABILITY

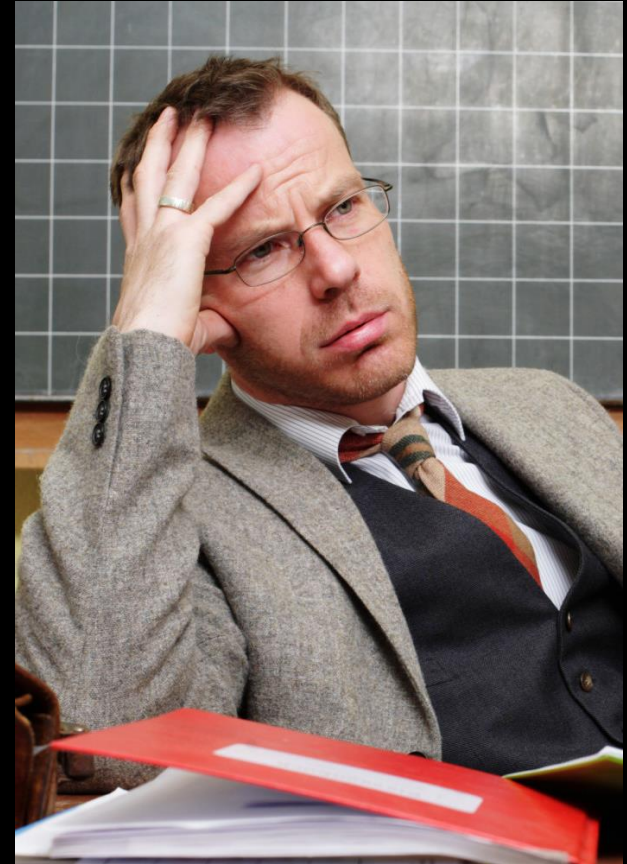
FOR THE ATTENDEES

- ▶ Retention
 - ▶ Create opportunities in slow times to reinforce or repeat
- ▶ Attention
 - ▶ How does a trainee make up for a missed session
- ▶ Measurement
 - ▶ Testing / tracking progress
 - ▶ Rewards and / or consequences
 - ▶ Praise in Public / Punish in Private

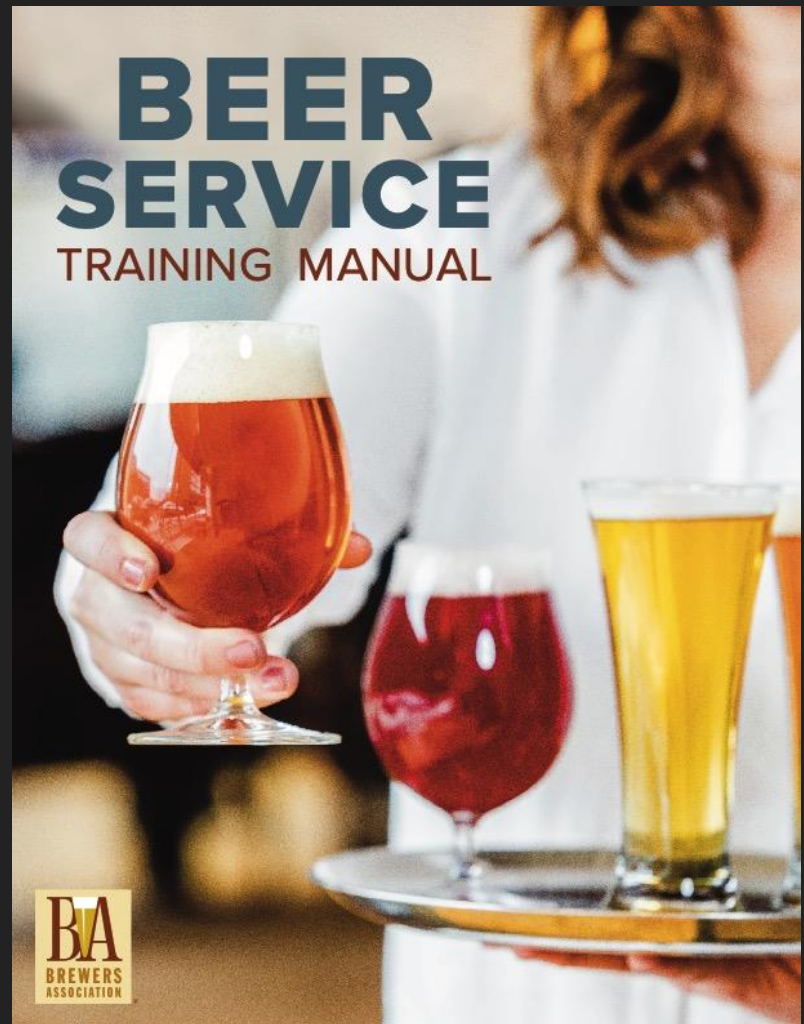


FOR THE TRAINERS

- ▶ Content and Education
 - ▶ Review of materials and design
- ▶ Service and Sales
 - ▶ Is there a measurable result
- ▶ Interest and Connection
 - ▶ Is the staff engaged in the process
- ▶ Cost / Benefit Analysis



Q&A



GET THE MANUAL

BREWERSASSOCIATION.ORG/EDUCATIONAL-
PUBLICATIONS

KEEP IN TOUCH

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