

BREWING GROUP UK&I™

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A Quick Note

Our thoughts are with you, your families and your colleagues during this uncertain time.

Now, more than ever, it is important for us to come together and support one another. In this document we outline the support we're offering during this unprecedented challenge, along with key government guidance and support.

We are dedicated to our customers and are here to support you, and look forward to working with you for years to come.

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DOCUMENT OVERVIEW

1. **HOW WE ARE SUPPORTING THE INDUSTRY**
   - Save Pub Life: Donation Initiative
   - Updated Terms & General Advice
   - Save On Your Energy Bills
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   - Government Support
3. **BRANDS DISPENSE SUPPORT**
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1. HOW WE ARE SUPPORTING THE INDUSTRY

- Save Pub Life: Donation Initiative
- Updated Terms & General Advice
- Save On Your Energy Bills

Save Pub Life: Donation Initiative

Save Pub Life

Supporting local pubs

WHAT IS THE INITIATIVE?

Save Pub Life is an e-voucher (gift card) programme for consumers designed to provide immediate financial relief to your business. You will immediately receive the value of the gift card. Budweiser Brewing Group UK&I will then **match the value of that gift card** which will be paid in 2 weeks time. This doubles the value of the original gift card for your pub.

WHAT'S THE FINE PRINT?

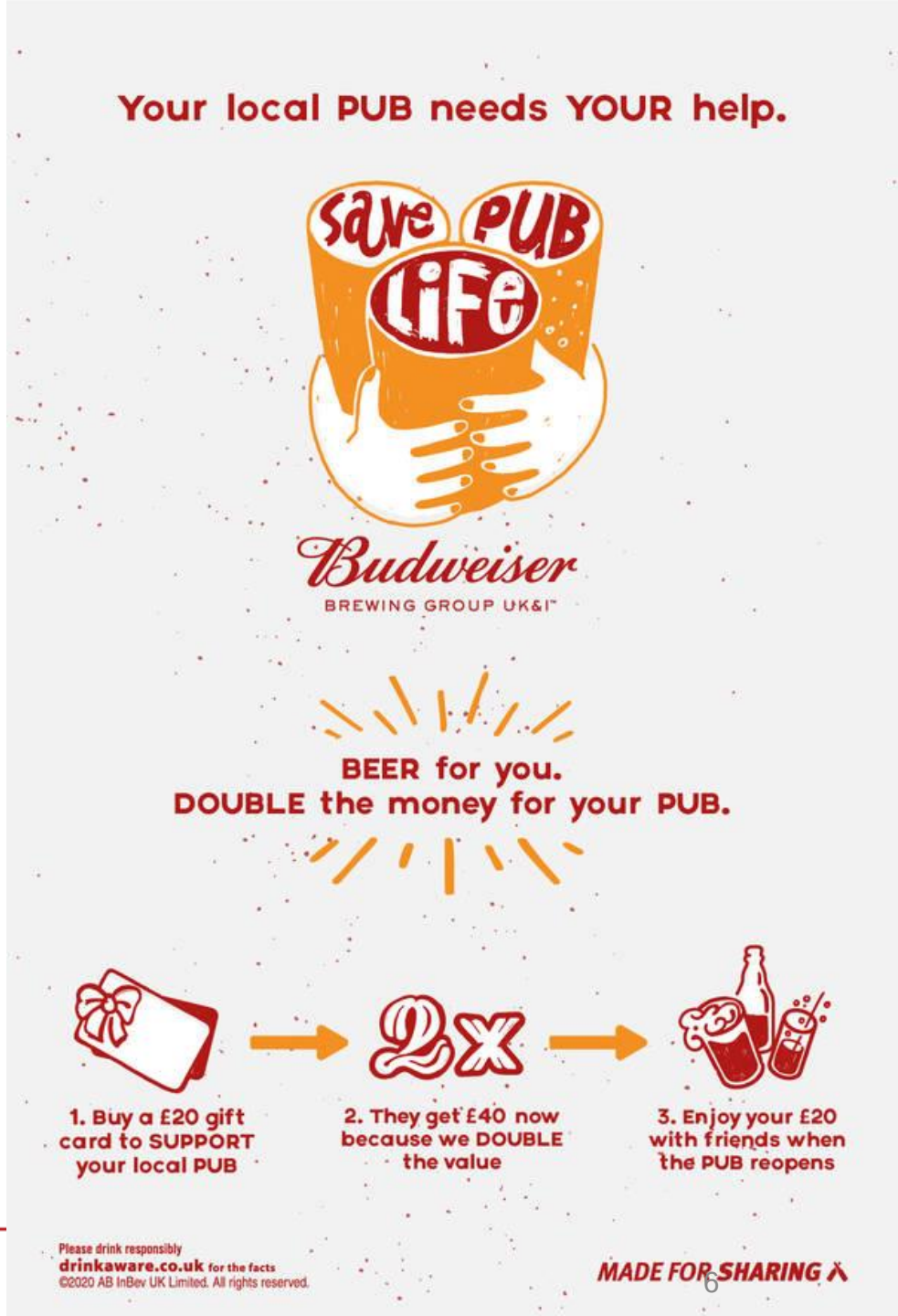
Budweiser Brewing Group UK&I will match all voucher purchases up to a total of £500,000, meaning there will be **£1m of spending on pubs and bars** in total. Consumers can purchase up to £100 gift card at a time and make as many transactions as they wish. We will match up to **£1000 of donations for each pub**.

HOW DO I GET INVOLVED?

Register for the programme using the form we have shared with you via email and sign up to stripe via this link. You will receive a kit to help you promote the programme, including social posts to share. Consumers will visit the website and purchase a voucher for a specific bar or pub. You will immediately receive the gift card amount purchased by the consumer. Budweiser Brewing Group UK&I will then match this amount.

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Save Pub Life – Current Success

In just under three weeks since Budweiser Brewing Group launched SavePubLife, over **1,000 pubs have signed up!**

We're so proud that with gift card purchases and our matched donations, we've provided a combined **£200,000 of immediate financial support to pubs so far.**

Join us to champion Britain's iconic pub culture and support your local pub: www.SavePubLife.com

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Save Pub Life – Testimonials



Updated Terms & General Advice

Product Dispense & Support

Updated Terms & Advice

ITEM	DETAILS & ACTIONS
KEG REPLENISHMENT	We will offer to **uplift and replenish sealed kegs** with fresh stock, **after the government restrictions are lifted**. This will apply to kegs sold **on or after 5 March 2020**, which go out-of-date during this period. For any direct managed customers, your account manager will facilitate this. For single-site operators, please contact your wholesaler the keg was purchased from.
OFF PREMISE SALES LICENSES	Planning rules have been relaxed so **pubs and restaurants can operate as takeaways during this time**. The Government has confirmed that pubs and restaurants can deliver this service without a planning application. However, serving of **alcoholic drinks will continue to be subject to licensing laws** unless pubs and restaurants apply for an off-premise sales licence. We would encourage you to check whether your existing licensing condition includes off-premises sales of alcohol and if not, to change your license. You can find more information on changing your licence here.
GOVERNMENT SUPPORT	The government is committed to doing whatever it takes to support the economy and will stand by businesses both large and small. On 20 March 2020, the government announced a series of initiatives, and there is now more information available. We have listed these initiatives in this attachment.  Adobe Acrobat Document
DRINKS DISPENSE	Failure to close down and/or maintain your dispense systems correctly may irrevocably damage your system. Please make sure you **follow our Drinks Dispense guidance** set out in this attachment.  Adobe Acrobat Document

Save On Your Energy Bills

Save On Your Energy Bills

With our sustainable energy tariff

WHAT IS THE TARIFF?

We've teamed up with **Opus Energy** to offer an exclusive tariff to our customers. The tariff is guaranteed to be cheaper than anything on the market at the time of your renewal. You could **save up to 30%** on your renewal quote – that's a saving of £3,000 a year for a pub with average consumption.

WHO ARE OPUS ENERGY?

Opus energy are a part of Drax Group, supplying 12% of the UK's renewable electricity. They were the first business globally to announce their **ambition to be carbon negative** by 2030, and have 18+ years of experience working with the pub industry. For us, this was an ideal match!

HOW DO I GET INVOLVED?

It's easy! Just fill in the below form, and one of our team will be in touch to talk through your renewal options.

Form: http://campaigns.opusenergy.com/BBG-Renewable-Energy-Tariff

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2. LATEST GOVERNMENT SUPPORT

- Government Support

Government Support

Government Support

The government is committed to doing whatever it takes to support the economy and will stand by businesses both large and small. On 20 March, the government announced the below initiatives, and there is now more information available here.

Please see below a summary of all Government support to date.

SUPPORT	DETAILS & ACTIONS
Coronavirus Business Interruption Loans	The British Business Bank is running a **'Coronavirus Business Interruption' loan scheme** of up to £5 million in value per business, with no interest on the loan for the first 12 months. More information is available here
Coronavirus Job Retention Scheme	HM Treasury are establishing a system of grants to cover the cost of employees' wages who would otherwise be laid off due to the crisis. **These grants will cover 80% of the wages of employees 'furloughed' due to the crisis – up to £2500 per worker.** Employers can claim for furloughed employees that were employed and on their PAYE payroll on or before 19 March 2020. The support will be paid at the end of April and backdated to March 1st. Initially, the scheme will be in place for 3 months and will be extended if deemed necessary. HMRC will administer the system via a new portal, which will be available soon
Business Rate holiday for all retail and hospitality businesses	All retail, leisure and hospitality businesses will **receive a Business Rates holiday for the next financial year** – this means that pubs and bars will not have to pay rates for the 20/21 financial year. This will apply automatically to your next council tax bill in April.
Support for businesses that pay little or no business rates	Small businesses that pay little or no business rates will be able to **receive Small Business Grant funding in the form of a one-off grant of £10,000 to meet ongoing costs.** To be eligible, your business must be based in England; you must be a small business and already receive small business rate relief and/or rural rate relief; and you must be a business that occupies property. You will receive a letter if you are eligible.

Government Support Cont.

SUPPORT	DETAILS & ACTIONS
Grants for retail and hospitality businesses	A number of grants will be provided to businesses based on their rateable value. **If your business has a rateable value of between £15,000 and £51,000, you will receive a £25,000** cash grant - for Scotland, the eligibility boundary is between £18,000 and £51,000. If your business has a rateable value of under £15,000, OR currently doesn't pay any business rates OR you get business rates relief (in Scotland: Small Business Bonus Scheme or Rural Relief Scheme), you will receive a one-off £10,000 cash grant. More information is available here. You will receive a letter if you are eligible.
HMRC Time to Pay Scheme	HMRC is scaling up it's Time to Pay service to assist businesses and self-employed people in financial distress because of the crisis. Those with outstanding tax liabilities may be eligible to receive support with their tax affairs on a discretionary basis, with **tax payments spread out over a longer period of time if there are genuine issues with affording the payments**. If you are concerned, please call HMRC at 0800 0159 559.
VAT Payments	All **VAT payments will be deferred for the period from 20 March 2020 until 30 June 2020**. This is automatically applied.
Statutory Sick Pay	HM Treasury will cover the cost for small-and medium-sized businesses and employers to reclaim Statutory Sick Pay paid for sickness absence due to COVID-19. They will **cover the cost of two weeks sickness.** More information can be found here.
Rent protection for commercial tenants	Measures in the emergency **Coronavirus Bill will protect commercial tenants who cannot pay their rent because of COVID-19** from eviction. No business will be forced out of their premises if they miss a payment in the next three months.
Self Employed – Income Tax Payments	Income Tax payments due in July 2020 under the Self-Assessment system will be deferred – with a new payment deadline in January 2021. This is automatically applied.

3.BRANDS DISPENSE SUPPORT

- Close Down Procedure
- Re-opening Procedure
- Help & Support

Close Down Procedure

Close Down Procedures

Failure to close down your dispense systems correctly may irrevocably damage your system.

This could lead to a delay in reopening your premises with draft dispense and may negatively affect the quality, flavour and dispense of your drinks.

We have provided two guides depending on your circumstances:

1. **If your premises closes and there will be no one on site for a significant period.**

2. **If your premises closes and someone remains on site or makes weekly visits.**



1. Close Down Procedure

If your premises closes and there will be no one on site for a significant period:

1. Clean all beer lines as per your normal procedure.
2. Once flush is complete allow cleaning bottle to empty and flush through each line until they are purged of water and only gas comes through tap.
3. Ensure **remote cooler is switched off.**
4. **Switch off all gas bottles** and/or gas generation systems.
5. If stock is left in the cellar leave cellar cooling switched on.
6. NB - If site is closed for more than 7 days any part kegs will not be fit for dispense.
7. Remove all nozzles in the bar, clean with warm water and leave to air dry. **Do not leave nozzles to soak.**
8. **Clean and drain down glasswashers** and leave door open to air dry.

2. Close Down Procedure

If your premises closes and someone remains on site or makes weekly visits:

1. Clean all beer lines as per your normal procedure.
2. Once flush is complete leave fresh water in the lines.
3. Ensure **remote cooler is switched off.**
4. **Switch off all gas bottles** and/or gas generation systems.
5. If stock is left in the cellar leave cellar cooling switched on.
6. If site is closed for more than 7 days any part kegs will not be fit for dispense.
7. Once a week, refresh water through the beer lines and switch on remote cooler for half an hour.
8. Remove all nozzles in the bar, clean with warm water and leave to air dry. **Do not leave nozzles to soak.**
9. **Clean and drain down glasswashers** and leave door open to air dry.

Re-Opening Procedure

Re-Opening Procedure

When you are ready to reopen your premises after prolonged closure:

1. Cellar cooling should be switched on **at least 24 hours prior to reopening.**
2. **Switch on gas supply** and/or gas generation systems.
3. Clean all beer lines as per your normal procedure.
4. Switch **on remote cooler.**
5. Ensure keg connectors are scrubbed clean
6. Check that kegs are in date and connect to fresh kegs.
7. Reattach nozzles and pull through beer to each tap.
8. **Beer will be ready for customer serve after 2hrs.**
9. Refill glasswasher and dependent on length of closure, consideration should be given to cleaning all glasses on site.



Help & Support

Help & Support

We are pleased to announce that our drinks dispense service – **Budweiser Drinks Dispense** – has now come in-house. This is part of our continued commitment to improve service to our customers in the On-Trade, ensuring that we work to the highest standards.

Our contact telephone number remains the same: 08457 100600 (24/7 Service)

For any service queries relating to breakdowns or installs please contact: drinksdispense@ab-inbev.com

Our in-house service will be on hand for our customers to help you bounce back once lockdown is lifted.

Please call us if we can assist when the time comes by reaching out by calling **08457 100600.**





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4.Draught Brand Visibility

- Do You Have The Most Up-to-date Branded Tap Badges?
- How To Order New Tap Badges

Do You Have The Most Up-to-date Branded Tap Badges?

UPDATED 2020 BRANDED TAP BADGES

































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UPDATED 2020 BRANDED TAP BADGES



































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UPDATED 2020 BRANDED TAP BADGES

























UPDATED 2020 BRANDED TAP BADGES

























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How Do I Order New Tap Badges?

Ordering Process



If you need a replacement tap badge, please contact your Account Manager or Business Development Representative. Alternatively you can email Drinksdispense@ab-inbev.com directly.

Please provide the following information when requesting tap badges:

- ***Your Name***
- ***Establishment Address***
- ***Draught Brand***
- ***Size – Oval or Circle***
- ***Quantity Needed***

BUDWEISER DRINKS DISPENSE will then generate your order

Our courier partner will deliver the postal items directly to your account.

We can only post out small items which do not require a technician to install

For example:
Badges
Nozzles
Cask Taps
CO2 Spanner
(Any small consumables)

Keg connectors and tap handles cannot be posted out due to health and safety.

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5.OPTIMIZING PRODUCT OFFERINGS & BEHAVIOURAL INSIGHTS

- Consumer Behaviour Insights
- Optimizing Product Positioning
- Fridge Planogram Insights

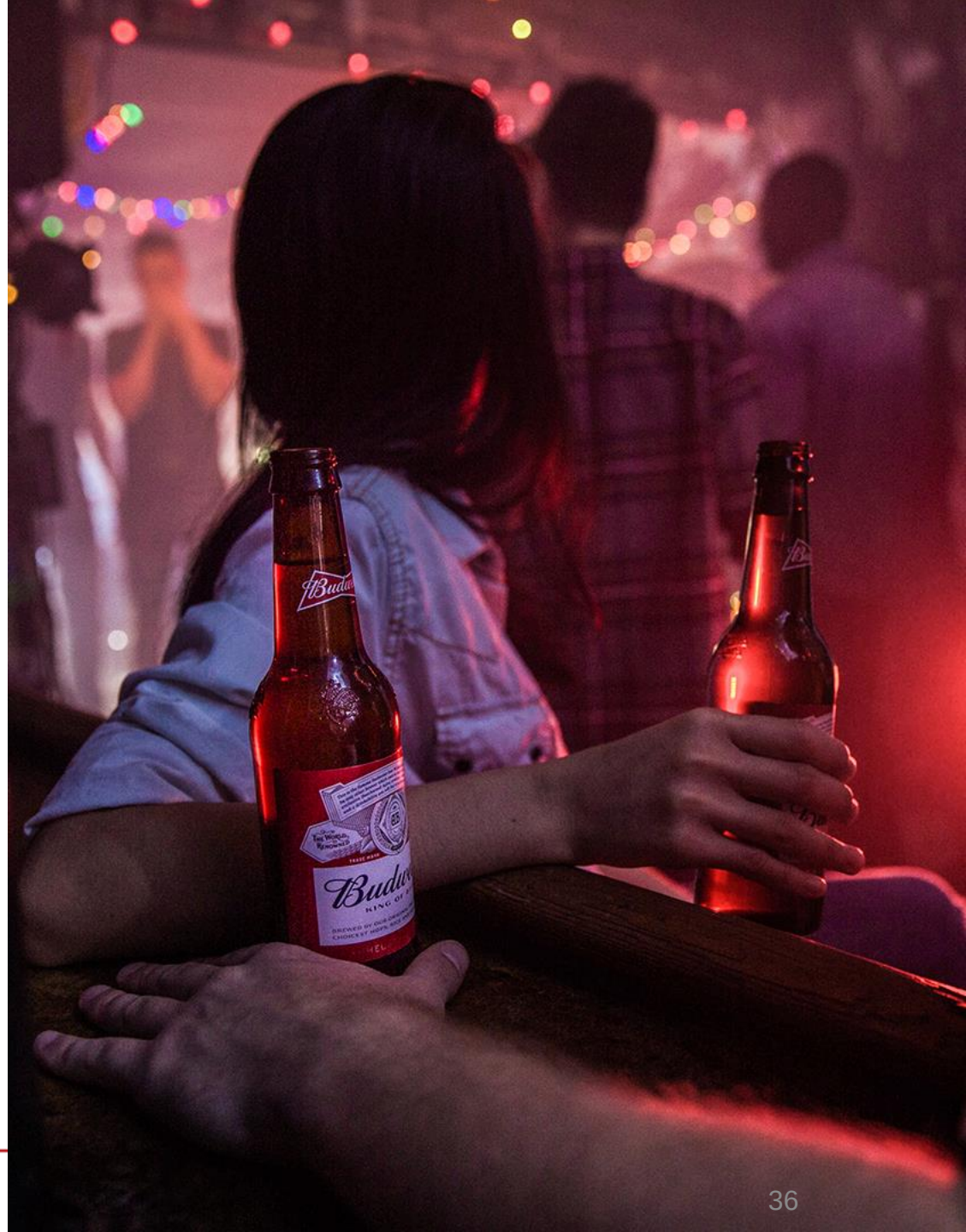
Consumer Behaviour Insights

Consumer Behaviour Insights

- The next few slides provide some key insights into **factors that influence consumer behaviours** when visiting establishments.

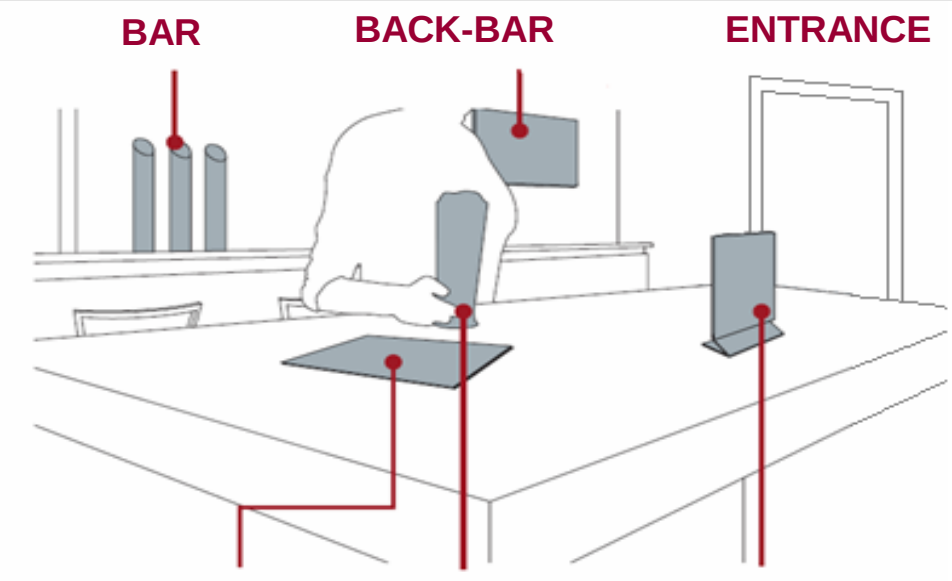
- The data highlights that consumer's behaviours are **highly influenced in an outlet**.

- Based on our research we are able to provide ***recommendations on where to activate brands in your outlet, depending on your outlet offering.***



Behavioural Insights to Decision Corridors

Consumers are highly influenced in an Outlet, particularly when their purchases are unplanned… ***Recommendations on where to activate in the outlet, dependent of outlet offering***



LEVEL OF IMPORTANCE IN CONSUMER'S DECISION PROCESS	DRINK LED OUTLET	FOOD LED OUTLET
1	BACK-BAR	TABLE
2	BAR	BACK-BAR
3	ENTRANCE	ENTRANCE
4	TABLE	BAR

Back Bar

The Back Bar attracts around 70% of all fixations, which is centred around the Bar Staff

Bar

While at the Bar; consumer see certain visual clues
- Fonts, Glassware, Bar Staff, Fridge

Entrance

Mental focus of the consumer is on finding\reaching the bar
Most eye movement is *Vertical while walking*

Table

Operators have the opportunity to impact consumer on their way to the bar

Behavioural Insights to Decision Corridors

Consumers are highly influenced in an Outlet, particularly when their purchases are unplanned… ***By activating in these target areas, you are able to influence unplanned purchase decisions which make up 30-35% of on trade purchases.***

		PURCHASE DECISION	
		PLANNED	UNPLANNED
TOTAL		65-70%	**30-35%**
LOCATION	PUB	85%	**15%**
	CASUAL DINING	60%	**40%**
CONSUMER AGE		OLD	**YOUNG**
BEER CATEGORY		PILS/LAGER	**SPECIALITIES**
TIME OF DAY		EARLIER	**LATER**
PARTY SIZE		ALONE	**GROUP**
TIME TO ORDER		FAST	**RELAXED**
CONSUMER TYPE		BRAND LOYAL	**VARIETY-SEEKER**

KEY TAKEOUT:

1. Advertise high revenue brands in the target areas
2. Utilise branded point of sale in these hotspots to influence customer purchase decisions
3. Adapt advertising to impact impulse group purchases e.g. multibuy offers

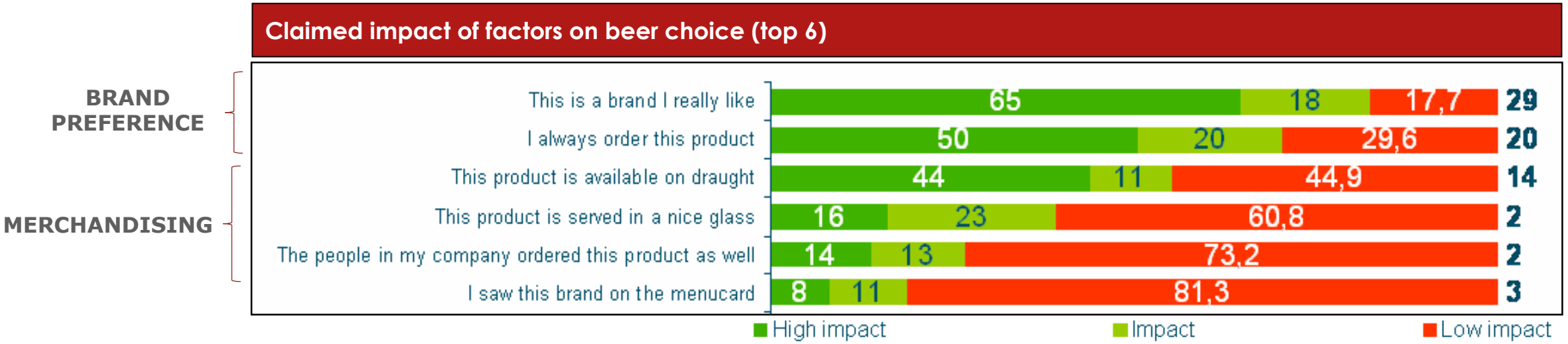
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Source :- AB InBev | Consumer Behavioural Research 2018

Behavioural Insights to Decision Corridors

Consumers are highly influenced in an Outlet, particularly when their purchases are unplanned… **Brand preference and merchandising were found to be the two main factors influencing consumer behaviour.**



KEY TAKEOUT:

1. Ensure you have market leading brands on your bar and the relevant merchandising (sales rep support)
2. Consistency, in terms of stocking, is vital for consumer trust

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Source :- AB InBev | Consumer Behavioural Research 2018

Behavioural Insights to Decision Corridors

Influences on Consumer's Decision Process

Consumers are highly influenced in an Outlet, particularly when their purchases are unplanned…
Additional factors such as physical elements within your outlet and timings can also influence consumer behaviours

	FINDINGS	KEY TAKEOUT
IMPORTANT INSIGHTS	90% of consumers look down when entering an establishment	Utilise ground level advertising e.g. Chalk Boards
	76% of consumers go straight to the bar when they enter	If possible, ensure the bar is in the consumer's line of sight when entering
	70% of consumers are attracted by the back-bar	Ensure to activate on the back bar with point of sale
TIMINGS	Consumers take 24 seconds to assess their environment	The first few things the consumer sees (high on visualisation priority) will significantly affect perception of the bar
	Consumers order their first drink within 3 minutes	Slightly longer to order, but still relatively short time to purchase
	Following orders placed every 27 minutes on average	Repeat sale factors in much more scope for visualisation elements

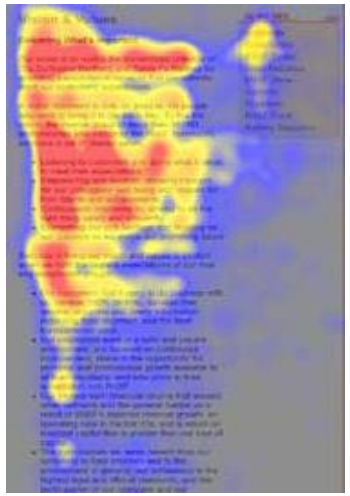
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Source :- AB InBev | Consumer Behavioural Research 2018

Optimizing Product Positioning

Behavioural Insights to Decision Corridors

Consumers are highly influenced in an Outlet, particularly when their purchases are unplanned… **When consumers land at your bar, their eye path starts from the upper left corner, and moves on from there. According to research these areas get the most attention.**



Eye-tracking visualizations show that humans often read content in an F shaped pattern



KEY TAKEOUT:

1. Consider this when organising product placement to target high priority areas e.g. when designing menus and creating fridge plans

2. Profitable products should be positioned where they are most likely to be seen and prioritised visually.

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Source :- AB InBev | Consumer Behavioural Research 2018

Behavioural Insights to Decision Corridors

Consumers are highly influenced in an Outlet, particularly when their purchases are unplanned… ***There are three key places to position draught beer fonts to ensure a high footfall***



Optimal Font Positioning

1. Either side of the till (High Traffic)
2. Line of sight from the door walking to the bar
3. On the main T Bar, with brands usually being duplicated across others T Bars.

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Source :- CGA Ons Brand Index 18.05.2019

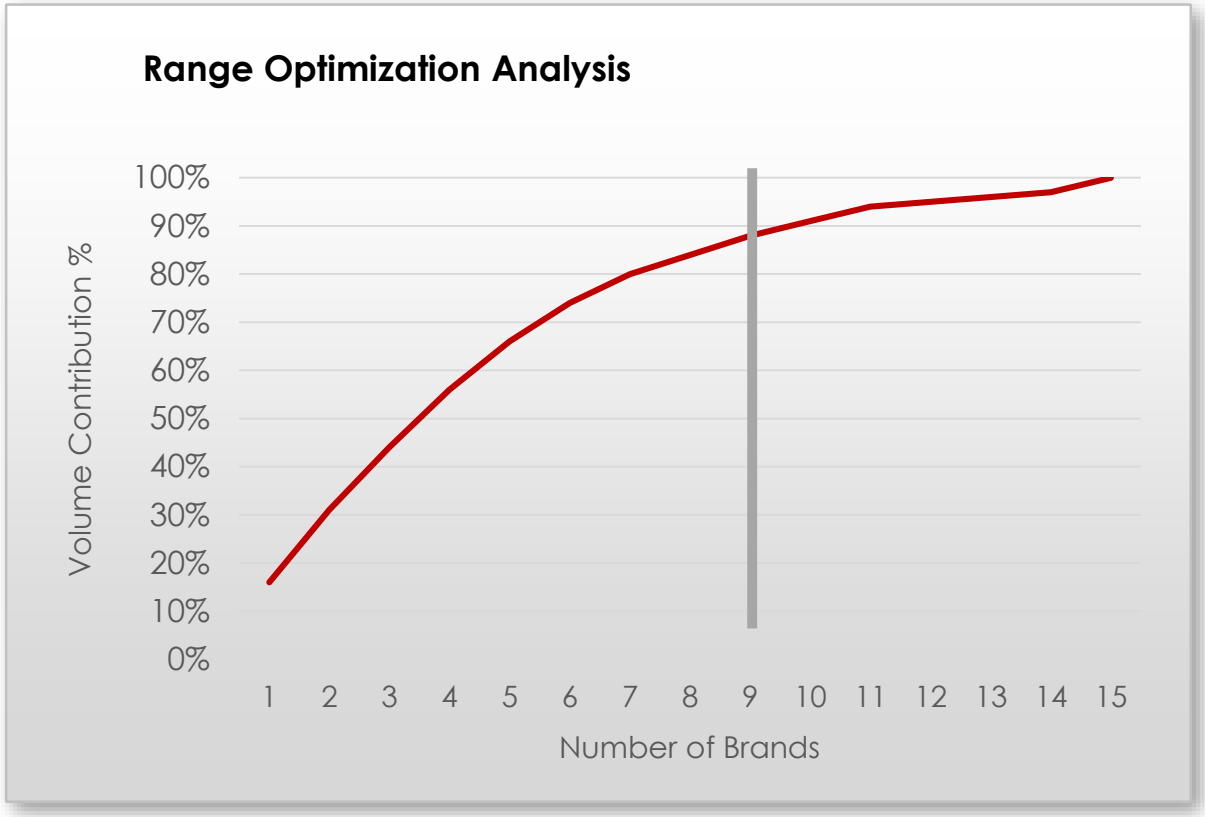
Behavioural Insights to Decision Corridors

The average Outlet stocks 10.6 draught beer brands

However…**90% of the draught beer revenue is achieved by 8-9 brands**

Thus, incremental draught additions beyond the 8-9 mark do not contribute significant incremental volume.

Could extra lines offer greater return when used for innovation, such as craft lines or draught cocktails?



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Source :- CGA Ons Brand Index 18.05.2019

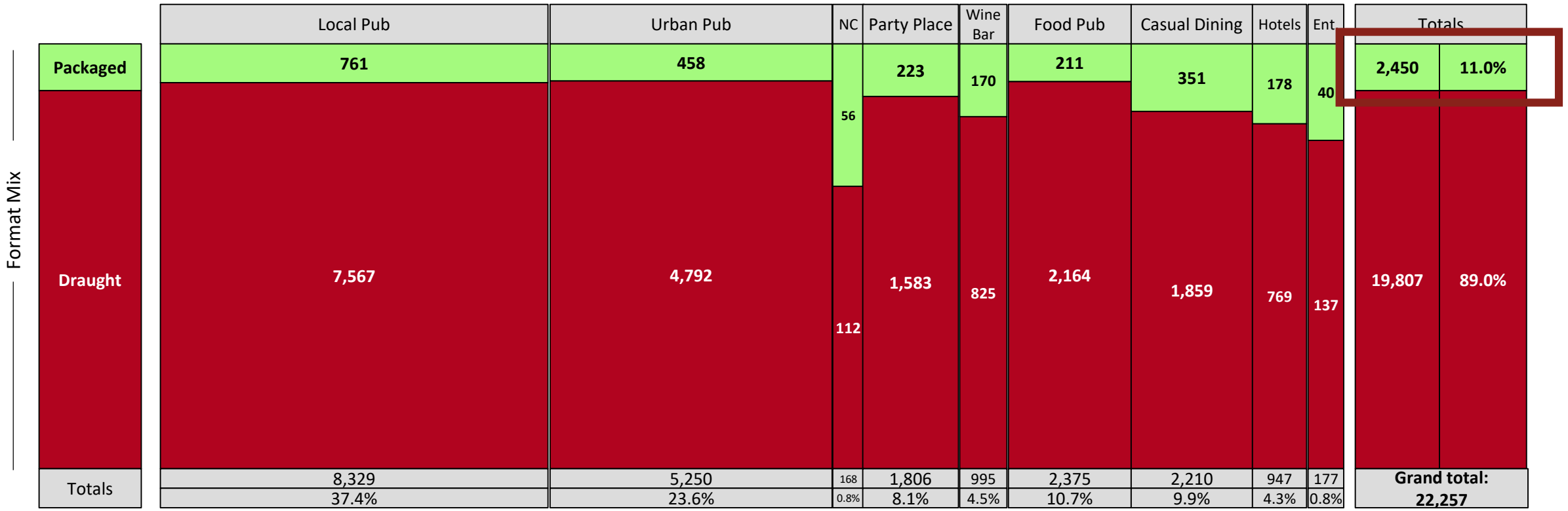
Fridge Planogram Insights

In the On-Trade, the packaged category accounts for 11% of volume sales… Packaged slightly over-indexes in more Food Led Venues & Hoteliers

Total Long Alcoholic Drink Mix by POC Type

Volume Share of Servings – Draught vs. Packaged

Total LAD Mix
By Format



Drink-Led (74%)

Food-Led (21%)

Hotels **Ent.**

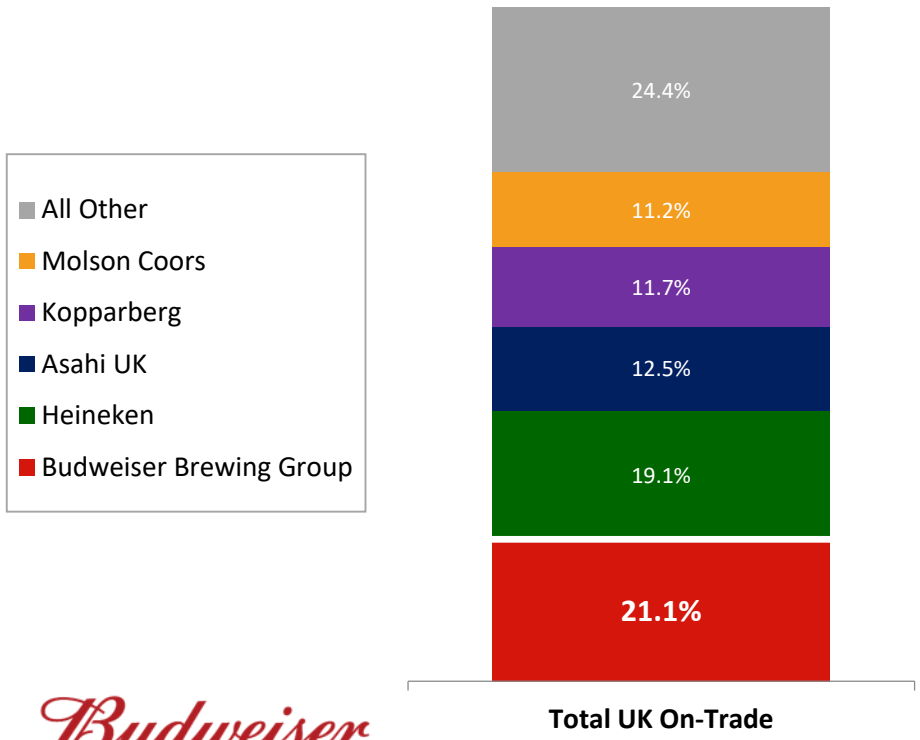
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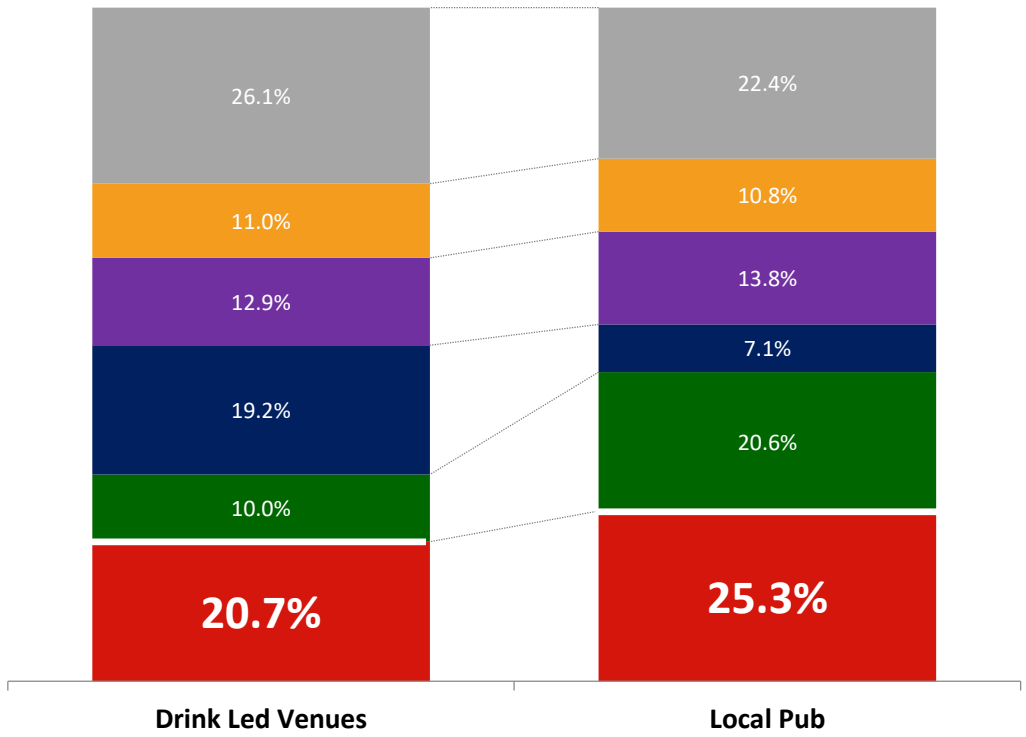
Source :- CGA Brand Index | Period 04 (April 2018)

Budweiser Brewing Group is the leading Brewer in the Packaged Drinks Category across the on-trade Channel, where we over index in the Local Pub Segment.

On Trade - Total Long Alcoholic Drink Mix
Volume Share of Servings – LAD Packaged



By POC Type - Total Long Alcoholic Drink Mix
Volume Share of Servings – LAD Packaged



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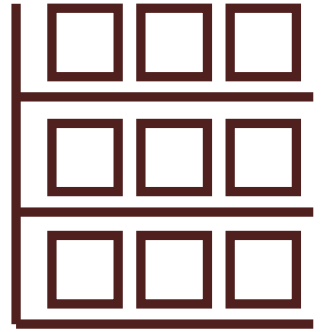
Source :- CGA Brand Index | Period 04 (April 2018)

Understanding the category role & consumer group for different packaged formats is key to ensuring each consumer and occasion is catered for…

Packaged Segment Format	Category Role Consumer	Category Consumer Description
Core Packaged	Fun, Fitting In	The 'go to' category in mid to high tempo occasions amongst 18-50 year old consumers and amongst a higher social demographic than cider, ale and pre-mixed drinks.
World Lager	Style, Aspiration	Appeals to the highest proportion of ABC1 consumers compared to other segment formats as well as a higher proportion of 18-34 year old consumers. Over-indexes in high tempo and food led occasions, particularly in restaurants.
Craft Beers	Discover, Authenticity	Craft beer over-indexes strongly amongst the ABC 25-40 year old consumer groups. Craft satisfies consumers needs around taste, discovery and becoming more knowledgeable over time
Ale & Stout	Choice (in absence of a Draught offering)	Ale enjoys the highest share of the category amongst +50 male consumers. Ale over-indexes on low tempo occasions, specifically 'social get togethers', 'meeting friends' and 'a quiet drink'
No and Low Alcohol	Choice, Moderation, Health	Health & moderation is a growing trend where consumers are looking to drink less alcohol. The segment over-indexes in weekday and weekend evenings occasions.
Cider (All)	Refreshment, Variety	Appeals to the widest demographic group in terms of social scale, but also over-indexes vs. Lager categories in it's appeal to female consumers. Cider is more seasonal with volumes higher when temperatures spike.
Pre-Mixed Drinks (RTD's)	Winding Up, Party	The segment draws almost 60% of it's consumer base from 18-25 year olds female consumers. RTD's strongly over-index in high tempo sociable occasions, with friends in nightclubs and in modern pubs & bars on weekend evenings occasions.

Source :- AB InBev Category Management Reserach| May 2018

By planning your fridges effectively you can drive greater cash profitability …



Your Top Brands need to have the most facings to ensure that that customers can always be served cold Beer & Cider..

Your fridge is one of your most powerful Sales Tools. Use it effectively and you'll enjoy a healthy turnover. Here are some things to remember.

Know your Outlet Proposition…

It may seem obvious but understanding what your customers wants is essential to keep your turnover and sales high. Before you stock your fridge, you'll need to work out which type of pub you operate

If they can't see it… they won't buy it…

It your customer can't see the choice of packaged products available because your fridge is tucked away or has a stainless-steel front, they're less likely to buy them. Use a well-lit back bar display to communicate the choice

Plan around your most Popular Brands…

Consider the Brands with a High Rate of Sale and make them the core around which the rest of Fridge is planned *(e.g. Corona and Bud are most popular).* These brands would go on the top shelf, whilst Craft Brands that have a high Gross Profit, but low rate of sale, would go on the second shelf.

Go Global Brands & Craft Beers…

World Lagers & Craft Beers are a growing sector within the Packaged category, so pick two or three that deliver relevant customer appeal, strong gross profit and a good rate of sale. Think about taking space from other categories in decline e.g. Pre-Mixed Drinks (RTD's)

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Source :- AB InBev Category Management Reserach| May 2018

We propose a very clear and simple chiller layout that is easy for the consumer to choose from and ensures sufficient stock of the popular brands



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NB :- Based on Double Door Undercounter Chiller with space for 42 Bottles)

Source :- AB InBev Category Management Reserach| May 2018

We propose a very clear and simple chiller layout that is easy for the Consumer to choose from and ensures sufficient stock of the Popular Brands

Your fridge one of your most powerful Sales Tools.
Use it effectively and you'll enjoy a healthy turnover. Here are some things to remember

1. **PLAN AROUND YOUR MOST POPULAR BRANDS**
2. **TOP BRANDS NEED TO HAVE THE MOST FACINGS TO ENSURE THAT CUSTOMER ARE SERVED WITH A COLD BEER & CIDER**
3. **IF THEY CAN'T SEE IT, THEY WON'T BUY IT!**
4. **LOOKS ARE EVERYTHING – KEEP IT COLD - Try not to clutter the fridge, keep it tidy. Pick a simple well-chosen range**
5. **GO GLOBAL – STOCK GLOBAL PACKAGED PRODUCTS & CRAFT BEERS**

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Example Planogram – Local Pub



NB :- Based on Double Door Undercounter Chiller with space for 42 Bottles)

Source :- AB InBev Category Management Reserach| May 2018

6. MENU OPTIMIZATION

- Overview Of Menu Optimization Research
- Key Learnings For Menu Optimization
- Beer Tasting Notes
- Food & Beer Pairing
- Food Pairing For Budweiser Brewing Group Brands

Overview Of Menu Optimization Research

Menu Optimization Research

The following key learnings were derived from two recent studies in menu optimization: Booz&co and Affinova… ***The studies outline the importance of menu optimization in increasing sales volumes.***

The Optimized menu outperformed the typical menu by more than **20%**

88% of respondents said that **the optimized** menu design would make them more likely to order an alcoholic beverage

83% of respondents said that **this** menu design would make them more likely to order a beer

The Optimized Menu

1 Drives More Drink Orders Per Visit

2 Increases Beer Purchase Intent

Drinks Consumed Per Visit Increased

15%

with the optimized menu*

Typical Menu 1.76



Optimal Menu 2.03



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(Affinnova Study) (Booz&co)

Key Learnings For Menu Optimization

Key Learnings

Beer List

Consumers preferred when beer brands are listed vertically down left or right

(Affinnova Study: 51% consumer preference)

Romance Language

The right brand description is strongly recommended to identify beer brands

(Affinnova Study: 77% consumer preference)

Visuals

Brand logos should be used to draw attention to ABI Brands and displayed along with a brand description

(Affinnova Study: 49% consumer preference)



Key Learnings

Listing by Flavour

Flavour Groupings

Organizing beers by their flavour is a preferred method to list beers. It helps guests to differentiate between brands and beer styles

(Affinnova Study: 41% consumer preference)



Key Learnings

Listing by Flavour

Alternative method of grouping by Flavour

List the beers under a flavour heading with a brief description of each flavor profile

Examples:

Citrus & Fruity

Lemon or Citrus flavours derived from the use of hops with citrus character or from the rind and/or juice of citrus fruits

Hoppy

Distinct herbal or flowery aroma and/or taste derived from the use of aromatic and bitter hops



Key Learnings

Listing by Origin

Origin Grouping

Beers listed by Origin:
Premium/Imported/Specialty

(Affinnova Study: 37% consumer preference)

Grouping order: 1. Premium 2.Imported 3. Specialty (from biggest to smallest category in Canada)

ABI brands only: 1. Imported 2.Speciality 3. Premium (to upsell)



Key Learnings

Promo Bursts

Specials

- Utilize promotional bursts to highlight a top food pairing

(Affinnova study: 51% consumer preference)

Consumers prefer menus with a pairing recommendation called out to help facilitate their choice.



Key Learnings

Photography

Visuals

Utilizing dramatic shots of beer served in branded glassware has high preference among consumers

(Affinnova Study: 56% consumer preference)

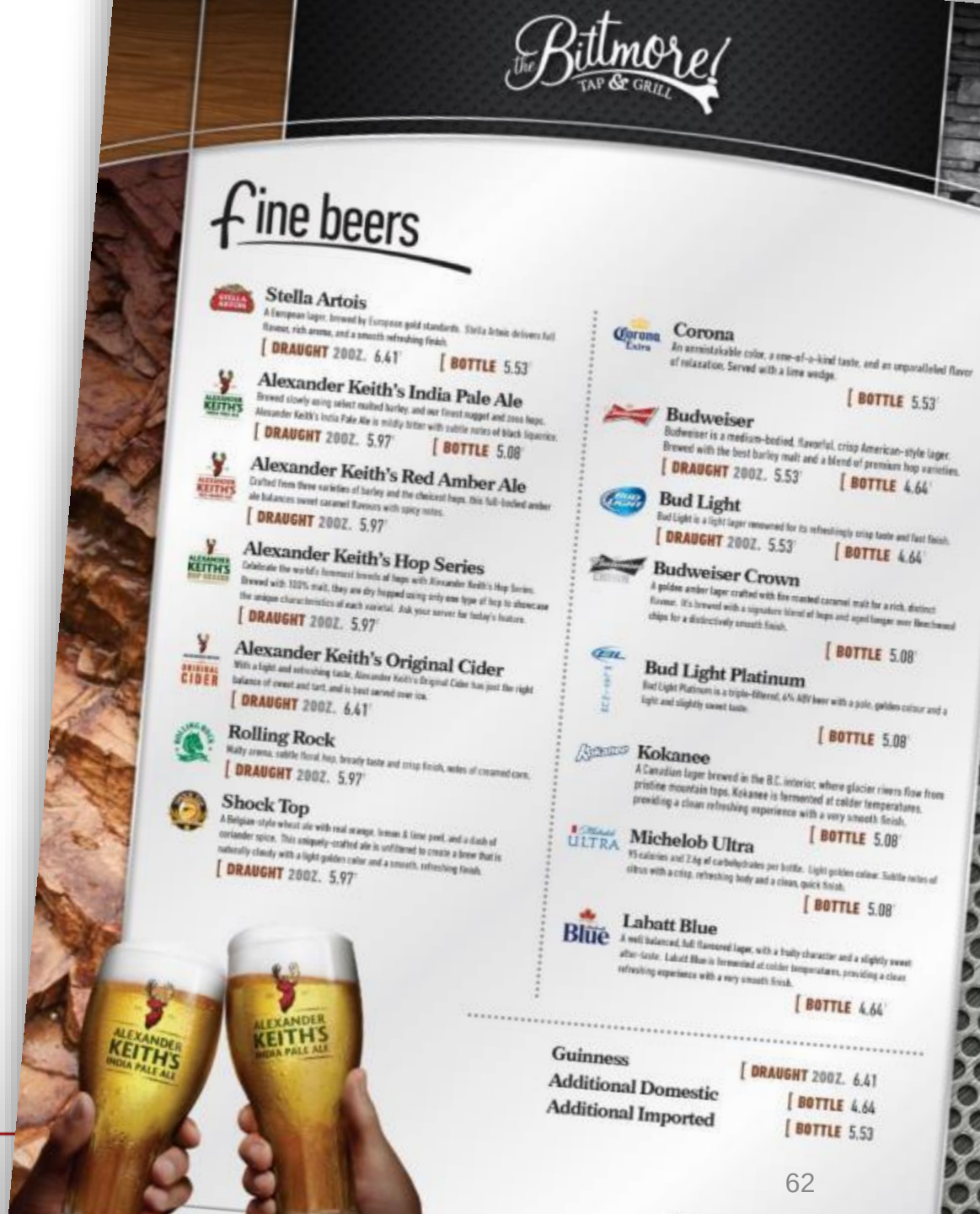


Key Learnings

Ineffective Menu Items

The following attributes did NOT help drive beer preference and should be discouraged:

- Not having beer listed in the menu or "ask server" language *(45% consumer dislike)*
- Positioning beer at the bottom of the menu *(24% consumer preference)*
- Listing beers by style (lager, ale, etc.) *(28% consumer preference)*
- Listing beers by country of origin *(28% consumer preference)*
- Listing beer alphabetically *(31% consumer preference)*
- Featuring a photo of a bottle *(31% consumer preference)*
- Describing beers by calorie content *(35% consumer preference)*



Summary

FACT: The MENU was the top driver of influence in consumers purchase decisions (highest recall food 33%, 28%)

Learnings:

1. Brands listed **vertically** down left or right with **ABI brands first to increase call**
   (Affinnova Study: 51% consumer preference)
2. Brand **logos** used to attract attention *(Affinnova Study: 49% consumer preference)*
3. Use **romance descriptors** to identify brands *(Affinnova Study: 77% consumer preference)*
4. Beer should be listed by **flavours** or by **origins** *(Affinnova Study: 41% consumer preference)*
5. Utilize **promotional bursts** to highlight a top food pairing – FACT: *(Affinnova Study 51% consumer preference)*

Best in Class

- Utilize dramatic shots of beer served **in a branded glass** – rather than a bottle - to drive appetite appeal *(Affinnova Study: 56% consumer preference)*
- Best practice is to feature the beer **with a food item** to drive increased purchase across the menu



Beer Tasting Notes

Tasting Notes

Brand	Draught	Bottle	Can	ABV	Tasting Notes
Bud Light	50L			3.5	Light for a refreshing taste, a crisp, clean finish, and a smooth drinkability
Becks	50L	275ml		4	Citrus hops and lightly spicy, well balanced zesty sweetness, clean, refreshing
Budweiser	50L	330ml		4.5	Trace of malt, easy drinking, refreshing and Crisp taste
Stella Artois	100L, 45.46L, 50L	330ml		4.8	Floral, Malty, sweetness, pronounced hoppy bitterness, crisp dry lingering finish
Magners Dark Fruits	50L	500ml		4.5	Moderately sweet with a crisp dryness. Distinct notes of cassis , blackcurrants with blackberry and floral undertones.
Magners Irish Cider (Original)	50L	568ml		4.5	A refreshing full-bodied & well rounded product, which is gently balanced between acidity & sweetness
Orchard Pig Reveller	50L	500ml	440ml	4.5	The generous apple aroma draws you into a crisp, refreshing cider with a tangy note of freshly squeezed lime In the finish
Goose Island Midway IPA	30L			4.1	Fresh tropical aroma with an easy drinking, full taste
Goose Island IPA	30L	355ml		5.9	Golden sunset color, fruity hop aroma, biscuity malt flavor, soft body.
Lowenbrau	50L			5	Bready Munich malt aromas, light, smooth Hallertau hops, slight spice, dry finish
Spaten Hells	50L			5.2	Slightly dry, spicy with a trace of malt
Franziskaner	50L			5	Aromatic Spicy citrus fruits, medium bodied, Warming, fruity zesty dry finish

Tasting Notes Cont.

Brand	Draught	Bottle	Can	ABV	Tasting Notes
Leffe Blonde	20L	330ml		6.6	Fruity & lightly spiced, delicate & light, malty aroma and a subtle, sweet finish
Birra Del Borgo Lisa	50L			5	The crisp and fresh aromas of cereals are intriguing and elegant
Boddingtons	50L			3.5	Malty caramel sweetness, cream and smooth, lightly hopped, refreshing and light
Bass Ale	50L, 45.46L			4.4	Smooth, caramel sweetness, nutty, subtle hops, satisfying and short, smooth finish
Bass Smooth	50L			3.6	Smooth, caramel sweetness, nutty, subtle hops, satisfying and short, smooth finish
Camden Hells	30L	330ml		4.6	Hells is crisp, and crispness is about balance. Hells finds it balance between malt sweetness and hop bitterness.
Camden Pale Ale	30L	330ml		4	Hoppy, balanced bitterness. Fruity, citrus, grapefruit and pine notes.
Corona	50L	330ml		4.5	Fruity with a hint of hops, light, easy drinking, clean, refreshing hops, short, dry finish
Becks Blue		275ml		0.05	Easy drinking and light, Hoppy astringency, Light zesty sweetness, Short crisp finish
Michelob Ultra	50L	330ml		3.5	An ULTRA light body lager with a delicate balance of subtle yeasty and estery notes
Hoegaarden	30L	330ml		4.9	Sweet and sour beer with a little bitterness, hint of orange. Refreshing.
Stella Artois 4%	50L			4	Floral, Malty, sweetness, pronounced hoppy bitterness, crisp dry lingering finish

Food & Beer Pairings

Food & Beer Pairings

There are great benefits to pairing food and appropriate beers on the menu

Create an elevated dining experience by building an association between beer and food

Build a foundation of knowledge with-in the beer category and provide insights into pairing occasions, encouraging conversation and providing an opportunity to upsell

Open the door to an enhanced meal occasion by encouraging exploration and a sound understanding of beer and food pairing opportunities



ABC's of Pairing

A **Accentuate** – To create an easy pairing, diners should match the flavours in the food and beer.

Try pairing Stella Artois with fish. The light flavours in both will work together

B **Bridge** – To create a more advanced pairing, diners can choose a beer & food whose flavours are similar, but not part of the same flavour quadrant on our spectrum.

Try pairing Budweiser with a hamburger. The light flavour in the beer will be complimented by the savory flavour of the burger



C **Contrast** – The most advanced pairing combines two flavours that are essentially opposites. This has the most potential to blow diners away.

Try pairing Stella Artois with a bowl of hearty chili. The light flavours of the Stella Artois will be offset by the robust flavours in the chili



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ACCENTUATE

MIRROR THE BODY OF THE BEER WITH THAT OF THE FOOD

RICH

RICH FOOD OVERPOWERS DELICATE BEER

RICH & ROBUST: RELIABLE PAIRING

LIGHT

LIGHTNESS & DELICACY: RELIABLE PAIRING

ROBUST BEER OVERPOWERS LIGHT FOOD

DELICATE — ROBUST

BRIDGE

CONNECT COMMON INGREDIENTS TO ENHANCE THE FLAVOUR















CONTRAST

CREATE HARMONY BETWEEN CONTRASTING ELEMENTS

Component of Beer	Flavour Source	Contrasting Component
Sweetness	Malt	Spice, Acidity, Bitterness, Salt
Bitterness	Hops/ Malt	Sweetness, Richness
Alcohol Warmth	Alcohol	Richness
Carbonation	CO2	Richness, Subtle Spice
Acidity	Wild Yeast/ Fruit	Salt, Spice

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Food & Beer Pairings

Language

Within the beer list on the menu, describe the unique flavors of each beer.

You can also cite the beers with specific dishes on the menu that pair well together. This will amplify the consumer experience and help guide the consumers purchase decision.

You can learn how to describe our beers in the **'Beer Tasting Notes'** section.



Food Pairing With BBG Brands

BUD LIGHT PAIRING

GENERAL RECOMMENDATION

Due to Bud Light's crisp and relatively neutral taste, Bud Light should only be paired with low intensity foods or otherwise risks being lost or overpowered. Think salads and grilled white fish or chicken. Despite this, it's refreshing nature and high carbonation does mean it can work with some rich and fatty foods as well.



HOME-RUN PAIRING: CHICKEN CAESAR SALAD

Bud Light's low intensity means it won't overpower salad leaves or grilled chicken and will allow you to enjoy each bite. However, its carbonation will help cut through the richness or the dressing and cleanse the palate after each mouthful. It's gentle grain and bready notes can also help accentuate these notes in croutons.

BUDWEISER PAIRING

GENERAL RECOMMENDATION

Slightly more body and alcohol intensity than a light lager means Budweiser can stand up against a bit more flavour. However, it's most perfectly matched with low/medium intensity fatty and fried foods that are a staple of most menus.

HOME-RUN PAIRING: HAMBURGER AND CHIPS

The American classic of burger and chips are a match made in heaven for an ice cold American lager like Budweiser. Due to the fatty nature of this dish it can easily become stodgy and boring, however, Budweiser's high carbonation cleanses the palate after each bite.

The slight grainy and bready notes pair nicely with a toasted burger bun, whilst the sweetness from the ketchup will be matched by the beers malts but kept in check by the slight bitterness.



CORONA PAIRING

GENERAL RECOMMENDATION

Subtle flavours and low alcohol intensity means Corona can be overpowered. However, it's fragrant nature and citrus notes, when combined with lime, also make it a great partner for several cuisines: Thai, Chinese and Mexican. The sweetness from the malts is also at the right level to reduce medium heat that can often be found in dishes from these areas.



HOME-RUN PAIRING: NACHOS

Corn Nachos will have flavour matches with the corn used as part of the grain bill for Corona. The carbonation will help cut through any rich and fatty toppings such as avocado, sour cream or cheese, whilst the malt sweetness will offset any moderate heat from jalapenos or other varieties of chillies. Finally the lime added to the corona will add a citrus burst to the nachos as well helping further accentuate the flavours on your palate.

BECKS PAIRING

GENERAL RECOMMENDATION

Becks' low alcohol intensity means it shouldn't be paired with foods high in richness. Cuisines it does pair with though are Chinese, Japanese and Thai. The malt sweetness and bitterness from the hops are at the right level to play sandbox to medium heat food. Whilst the crisp hopiness can also lift spicing and starches allowing all flavours to shine through.



HOME-RUN PAIRING: SALMON SUSHI

Moist rice has a slight nutty texture and the cracker malt flavor from the pils helps enhance this. The beer also has the right level of malt sweetness and bitterness to match the heat from wasabi. The bitterness also helps balance fat and umami from salmon, meaning you'll get a fuller taste off the salmon, with the carbonation cleansing the palate after each bite.

STELLA ARTOIS PAIRING

GENERAL RECOMMENDATION

Medium hop intensity in both floral and bitter notes and some residual sweetness from its malts means Stella Artois has several flavours notes to pair with food. Like most lagers its carbonation can aid it when pairing with fatty, rich and fried foods, as long as the intensity isn't too high.

HOME-RUN PAIRING: BEER BATTERED FISH AND CHIPS

There are several flavour bridges and complementary elements between Stella Artois and fish and chips. Firstly Stella Artois can actually be used in the cooking stage, with Stella Artois' carbonation adding a lovely lightness to the batter and also a slight cracker and nutty flavours to the dish.

The beer's intensity is also just at the right level to stand up against the fried fish without stealing the show or being overwhelmed, whilst the carbonation helps cleanse the palate. The slight floral notes from the hops and residual sweetness from the malts will play nicely alongside the acidity of a squeeze of lemon or a dash of vinegar which often accompanies the fish. Finally, the gentle hop bitterness will offset any sweetness from any complementary mushy peas on the side.



LOWENBRAU PAIRING

LÖWENBRÄU
Löwenbräu. Ein Bier wie Bayern.

GENERAL RECOMMENDATION

Lowenbrau, like all good helles beers is beautifully balanced with a slight malt focus. The bready and dough notes are the star of the beer, which makes Lowenbrau a great match for sandwiches, wraps and paninis. However, it is slightly hoppier than most helles and the added bitterness and herbaceous notes means it works brilliantly with sausages, roast chicken and turkey where the bready notes pair perfectly with stuffing.



HOME-RUN PAIRING: ROAST PORK AND SAUERKRAUT

A classic German beer and a classic German dish, this really is a match made in heaven. The malty sweetness from Lowenbrau plays into the sweetness of the meat and really brings these flavours to the forefront. The sweetness from the malt also beautifully offsets the sourness of the Sauerkraut, adding balance to the dish. The floral and herbaceous hoppy notes also compliment the meat and cabbage, with the carbonation cutting through the richness of the dish and refreshing the palate.

SPATEN PAIRING

GENERAL RECOMMENDATION

In helles beers like Spaten, the balance is slightly tilted towards malt, which helps showcases its wonderful depth of flavour. In particular the bready notes shine, which makes Spaten a great match for sandwiches, wraps and paninis. It also works brilliantly with pork with the malty sweetness of the beer playing into the sweetness of the meat with the carbonation and hops helping cut through everything else.



HOME-RUN PAIRING: FALAFEL WRAP

Spaten and a falafel wrap is a surprisingly amazing combination. The malt character of the beer pairs up nicely with the chickpea and sesame notes in the falafel, especially if you add an extra slathering of hummus or tahini. The bready notes in the beer also help highlight the breadiness of the wrap and stops it getting lost. Whilst the hops add additional herbaceous notes, and along with the carbonation also help cut through the fattiness from the deep frying.

HOEGAARDEN PAIRING

GENERAL RECOMMENDATION

Wits are one of the easiest beers to pair with a wide variety of foods just keep in mind they are low intensity so can easily be over-powered by super-flavourful dishes. Mild shellfish work well as do dishes that run with a wit's hint of lemon and spices.
India food with its complex interplay of spicing can be brilliantly complemented and bought to life by a witbier. The coriander seed and spicy notes from the beer can act in harmony with those notes often found in Indian cuisine, whilst the citrus notes from the beer can help brighten any dish.



HOME-RUN PAIRING: STEAMED MUSSELS

Witbier and steamed mussels is a classic, the mussels do not overpower the beer and they complement each other in several ways. Firstly, the coriander and orange citrus notes serve as an extra seasoning for the dish. The beer's carbonation also helps refresh the palate between bites, whilst the mild acidity brightens up the mussels. If enjoying the dish with crusty bread the wheat notes in the beer also compliment this delightfully.

FRANZISKANER PAIRING

GENERAL RECOMMENDATION

Franziskaner has so many elements that work when it comes to pairing that you can be spoilt for choice. Flavour wise it has notes of sweet fruitiness, spice and clove, bready aromas, earthy notes and a slight tartness, all of which are coupled with its creamy mouthfeel and spritzy. In particular lighter fruit dishes and shellfish work really well, whilst earthy foods like mushrooms, beetroot and goats cheese can pair well with spicy notes as can Indian and Mexican foods.



HOME-RUN PAIRING: TOMATO AND CARROT SOUP

Tomato and wheat beer create an umami-filled pairing on their own. If you can get your hands on fresh in season tomatoes, you'll find the combination actually makes you salivate.
However, if you want to take things further try the pairing of homemade tomato soup and pureed carrot. Why add the carrot? You'll find they add a creamy mouthfeel that complements Franziskaner, and also add a sweetness that cuts through the acidity of the tomatoes. Finally, earthy notes from the carrot also complement the breadiness of the beer.

BIRRA DEL BORGO LISA PAIRING

LISA

GENERAL RECOMMENDATION

The use of Senatore Cappelli wheat the staple grain of many an Italian pasta and pizza bases, means these are the obvious pairing for LISA as you immediately have complimentary flavours. The citrus notes and low intensity means LISA is also a great match for shellfish, other seafood and bright summer salads.

HOME-RUN PAIRING: PROSCIUTTO PIZZA

The use of Senatore Cappelli wheat makes pairing with pizza a no brainer. LISA's doughy almost pizza crust like aromas and flavours from the wheat pair perfectly with a fresh out of the oven pizza base. Add to this LISA's honey and citrus notes which will draw out the sweetness from the tomato sauce; the saltiness from the mozzarella which tames the beer's bitterness; and the herbaceous noble hops which act almost like a sprinkling of Italian herbs, and you're on to a real winner.

However, if you want to elevate your pairing to the next level top the pizza with the best prosciutto you can find. The saltiness from the ham, will further tame the bitterness of the beer bringing the bready and citrus notes to the fore. While the bitterness from the beer will counteract the saltiness helping to enhance the prosciutto's meaty flavours.



GOOSE MIDWAY IPA PAIRING

GOOSE MIDWAY SESSION IPA

GENERAL RECOMMENDATION

Being light, refreshing and with only mild bitterness from the hops makes Midway a super versatile beer. It works with most pub classics, but it's flavour works in a particularly favourable way with Thai and Mexican food where the beer cuts the heat, livens the flavour, and brings out the citrus and herbs thanks to the American hops.



HOME-RUN PAIRING: FISH TACOS, WITH SOUR CREAM AND MANGO SALSA

The bitterness and carbonation cuts any fat from the cream and fish, while the sweetness from the malt cools the heat at the same time. However, what really makes this combo pop is the flavour bridges. The pale malts sync with the toasted tortilla, while the tropical citrus hop notes intensify the mango salsa and act as an extra squeeze of lime. To finish the slight piney nature of the hops acts as a further sprinkling of herbs and works with coriander running through the dish.

GOOSE IPA PAIRING

GENERAL RECOMMENDATION

This beer comes with a higher alcohol intensity and a large serving of hops. However, be careful when pairing due to the bitterness, which can overpower or crank up the heat in spicy dishes. Salty and fried foods are a great place to start. Bolder cheeses also tame the bitterness well, with the carbonation helping cut through the fat and refresh the palate.



HOME-RUN PAIRING: CHILI CON CARNE OR BLUE CHEESE BURGER

Much like Midway, Goose IPA will help enhance flavours associated with Mexican foods, however, be careful to not crank up the heat too much as the bitterness can intensify this further. The citrus piney hop aromas will add a squeeze of lime and herb notes to the dish, while the caramel malts will compliment the browned meat in a chili con carne.



Blue cheese perfectly matches the intensity of the beer, with the sweetness and bitterness from the beer matching the saltiness and fat from the cheese perfectly, allowing you to get the most out of all the flavours. The carbonation will also help cut through the fatty nature of the burger and refresh the palate after each bite.

BASS PAIRING

GENERAL RECOMMENDATION

When it comes to a traditional bitter you have one of the world's most versatile beers that's great with a whole host of foods. However, it's hard to separate a classic cask conditioned ale from a pub and thus it should be no surprise that Bass is the perfect foil for many of a the staples of a pub menu. Think fish and chips, steak and ale pie, a ploughman's board, shepherd's pie, or Sunday roast.



HOME-RUN PAIRING: BANGERS AND MASH

Only the finest sausages will do for this pairing. Find some that are packed with pork and herbaceous flavours and bursting with juices. Once you have these Bass will do the rest with the fruity and caramel malt notes adding depth to the meaty and charred flavours from the sausages, while the hops add an extra layer of seasoning that can mingle with the herbs and further elevate the sausage. The buttery mash will latch on to all the juicy flavours coming from the beer, sausages and gravy, however, the carbonation ensures the richness doesn't become too much cleansing the plate after each mouthful. A good onion gravy will also have some lovely caramelized notes that will find synergy in the beer pulling the whole dish together. This is the type of pairing that will make you forget fine dining!

CAMDEN PALE PAIRING

GENERAL RECOMMENDATION

A great pale ale should always have an affinity to roasted meats such as beef, lamb, pork and chicken, whilst the Munich and crystal malts also have an affinity for grilled meats such as a juicy steak or succulent lamb or pork chops. Camden Pale is also amazing with cold cuts sandwiches or a top notch pork pie, where the subtle fruity notes come forward and pair beautifully with the subtle charms of the meats.

HOME-RUN PAIRING: LEMON & HERB ROAST CHICKEN

A perfectly cooked roast chicken should have a lovely crispy and caramelized skin, which will pick up on and intensify the Munich and crystal malts found in Camden pale. If you used lemon and herbs in the cooking of the chicken you'll have just turned this pairing up to 11, with the citrus and piney hops finding the perfect dance partners to further elevate the chicken. The snappy bitterness from the beer will keep this pairing fresh and the beer refreshing, meaning you'll keep going back for more.



CAMDEN HELLS PAIRING

GENERAL RECOMMENDATION

Camden Hells is the lovechild of two German classic styles helles and pilsner and as such it shares the best qualities of both. The classic bready and doughy notes of a helles still shine brightly making it great beer for pizzas, wraps and sandwiches. However, the crispness and hoppiness you would find in a pilsner means it has added bitterness and herbaceous notes that work brilliantly with means it works well with roast chicken and sausages along with more aromatic dishes like Thai and Indian.



HOME-RUN PAIRING: SEAFOOD LINGUINE

It might sound risky to pair delicate shellfish such as clams and prawns with a beer that has a snappy bitterness, however, the bitter bite from Hells is short and sharp, which means that once it quickly passes it actually allows the subtle and delicate flavours of the shellfish and seafood to be accentuated and burst into life. The herbaceous hallertau hops act almost like a sprinkling of herbs and will combine subtlety with any used in the dish, while the malt sweetness will also help draw out the sweetness from the cherry tomatoes in the sauce. Finally, a squeeze of lemon over the top of the dish counteracts the sweetness of the beer and pulls it all together.

ORCHARD PIG PAIRING

ORCHARD PIG
ROOTED IN SOMERSET

GENERAL RECOMMENDATION

When it comes to cider the easiest option is to think of those dishes and ingredients that you'd cook with apples: think pork chops, butternut squash or any dish actually cooked with onion and apples.

Diving a little deeper the acidity and carbonation in Orchard Pig Reveller cider is particularly efficient in cutting through fat and acts as a palate cleanser, making it perfect for fattier dishes. The acidity can also add a range of and depth to flavours, with benefitting dishes including those containing fish, pork and cheese.



HOME-RUN PAIRING: ROAST PORK BELLY & BLACK PUDDING

Roast pork and apple sauce is a classic combination so roast pork belly and a great apple cider like Reveller is a no brainer. The apples notes in the cider bring the roast pork and black pudding to life adding a depth of flavour, without ever being too sweet thanks to the balanced nature of Reveller. Whilst the carbonation will help cut through the fattiness of the pork belly and black pudding, but equally the fat will also soften the acidity of the cider and bring out those fruity notes that complement the pork so well.

7. SOCIAL MEDIA FOR BUSINESSES

- How To Create A Facebook Business Page
- Creating Facebook Posts & Events
- Advertising On Facebook
- Facebook Top Tip’s
- How To Create A Google My Business Account
- Links To Further Support

Creating A Facebook Business Page

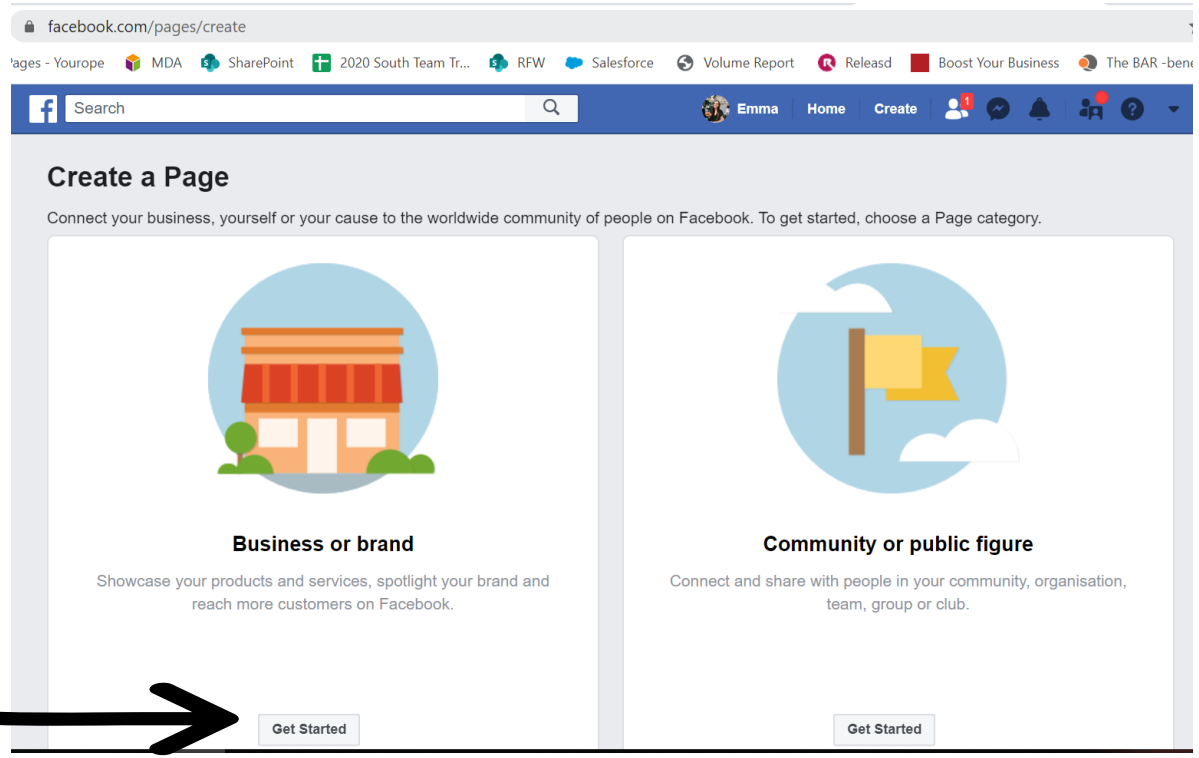
Creating a Facebook Business Page

1. Go to the following address: www.facebook.com/pages/create.

(N.B. It will then prompt you to log into your personal Facebook account if you are not already logged in)

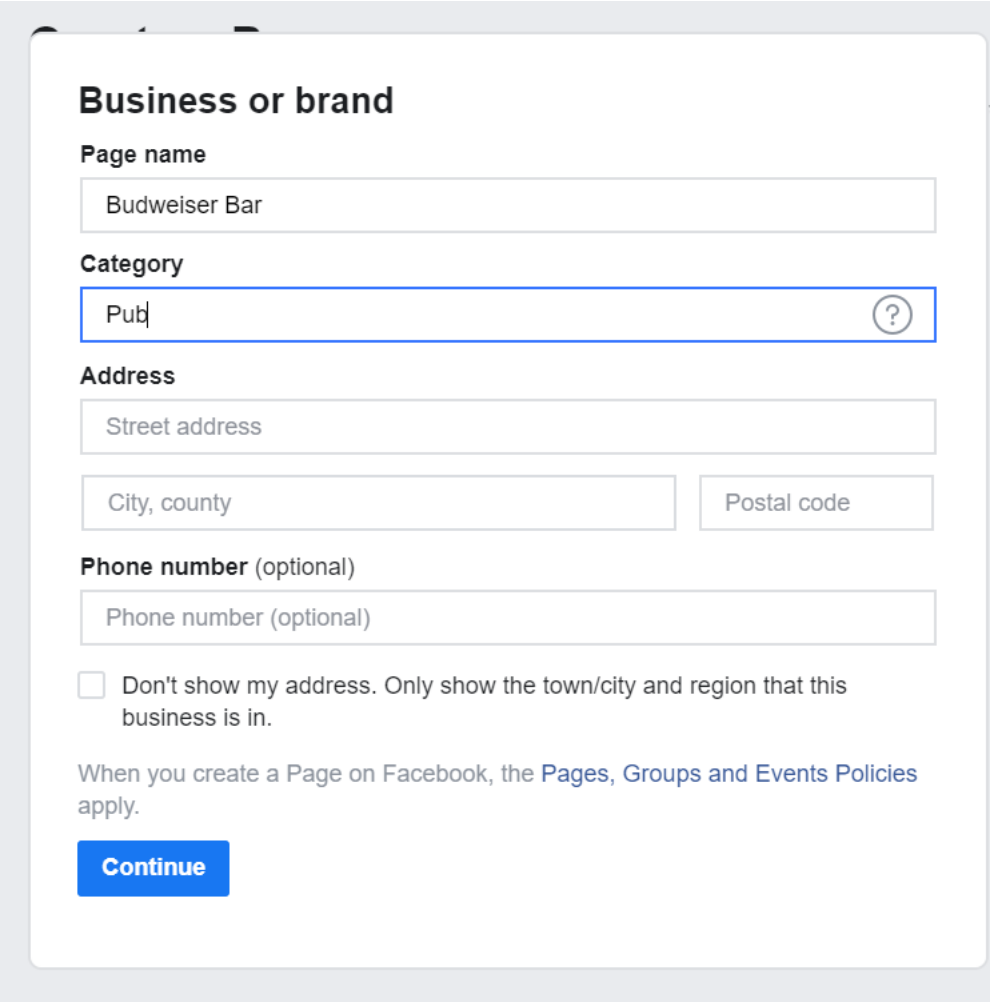
2. You should see the following screen.

CLICK HERE



Creating a Facebook Business Page

1. Fill in your account name
2. Fill in the relevant Category e.g. Bar, Pub, Restaurant
3. Fill in the address and your business contact number

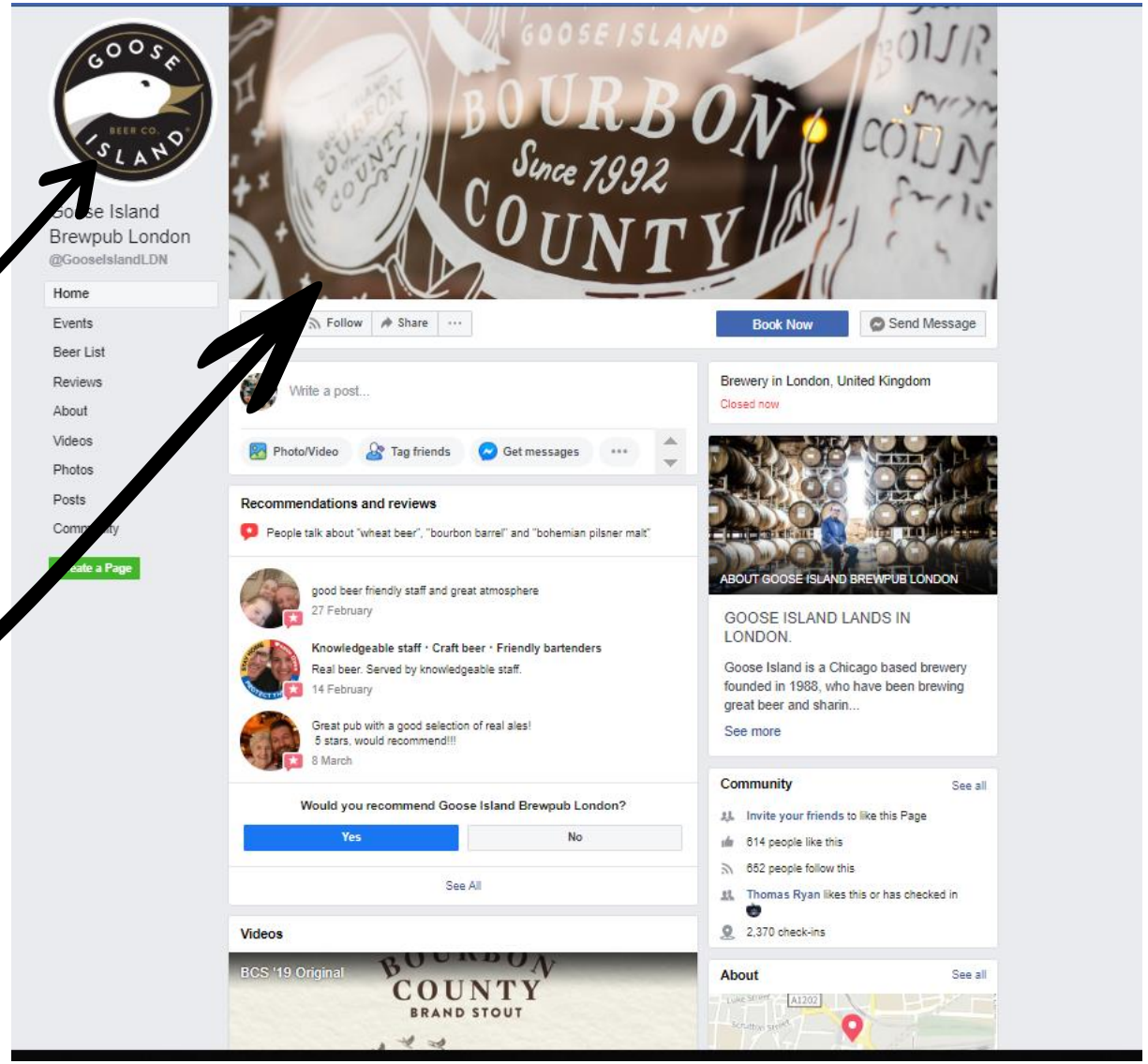


Adding Pictures & Branding

It is important to create a good visual first impression, so choose wisely here. Make sure the photos you choose align with your brand and are easily identifiable with your business.

1. Upload a profile picture - This image accompanies your business name in search results
    - Facebook profile picture displays at 170 x 170 pixels. It will be cropped to a circle, so do not put any critical details in the corners.

2. Upload a cover image. Your cover image is the most prominent image on your Facebook business page.
    - It will display at 820 x 312 pixels



Key Things To Set Up On Your Site.

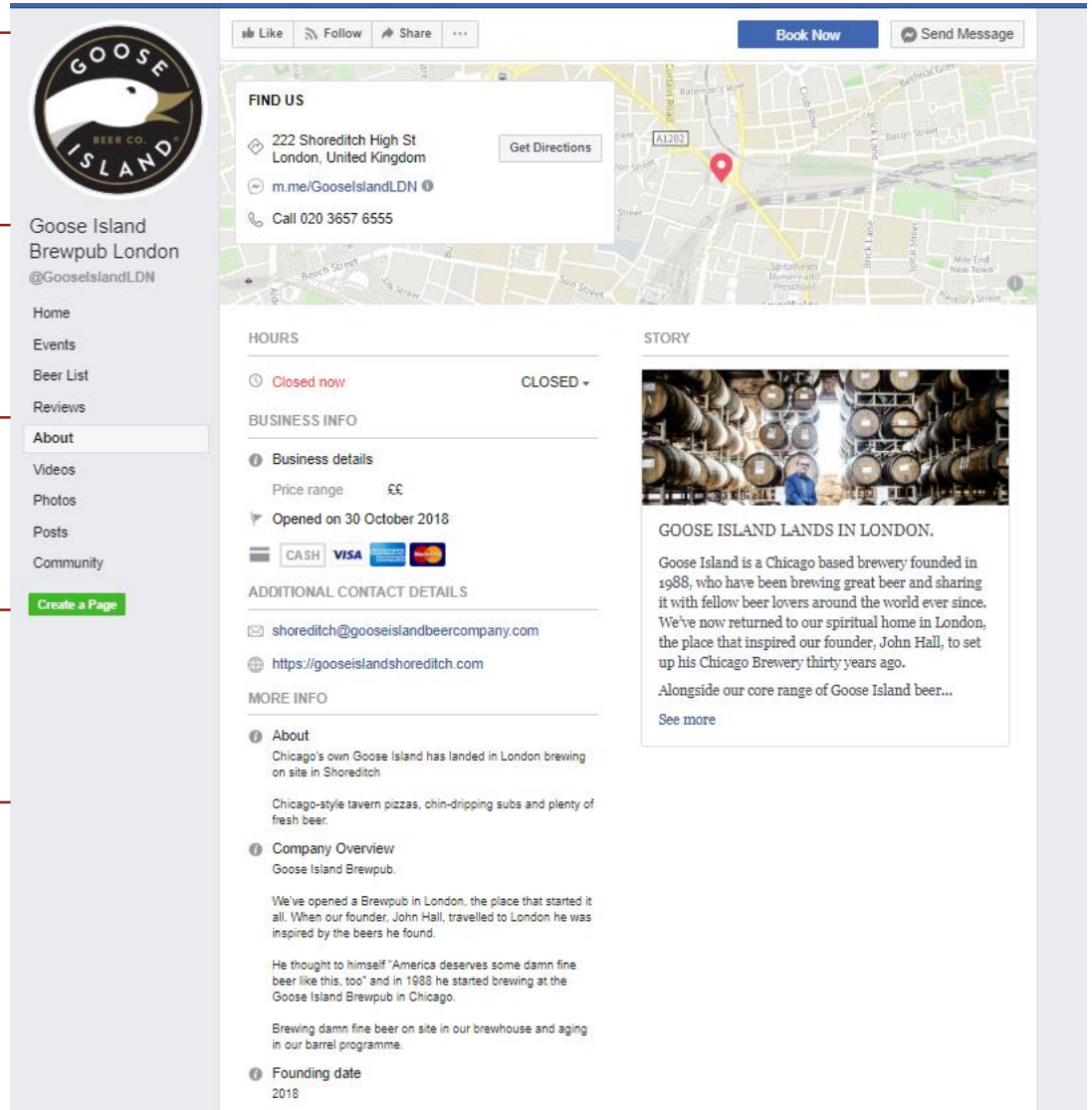
Description: Add a short description to your page so that visitors know what kind of services your business offers. Keep your description brief (one to two sentences).

Contact info: Add a phone number, website and email address. People who visit your page can access this information to get in touch with you.

Location hours: Add an address and opening hours so that people know where and when to visit you.

More categories: You can select up to two more relevant categories to help potential customers discover your page e.g. Bar & Restaurant.

About and story: Let people know what your business is all about. In the **About** section, you can add a story to your page.



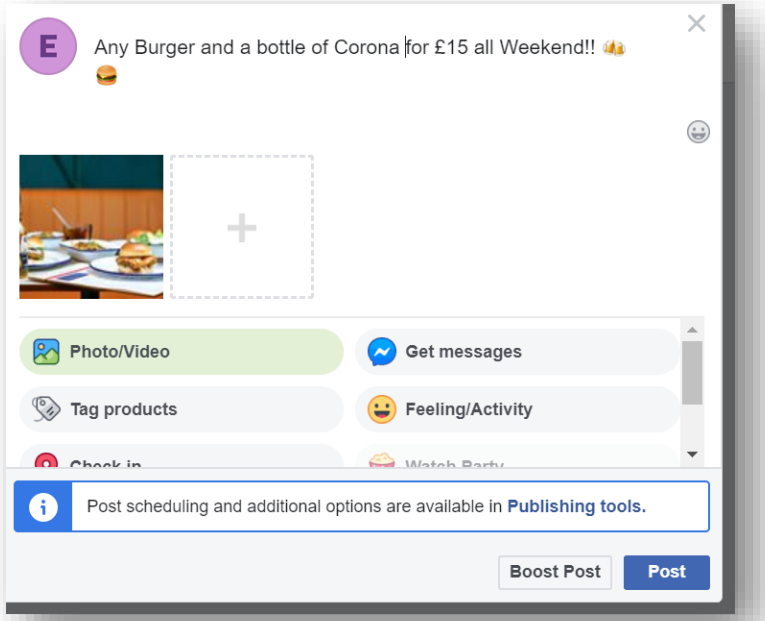
Creating Facebook Posts And Events

Creating A Post

1. Go on the ‘Home’ page of your business account
2. Write your post
3. Add a picture or a video (format: 1080x1080 px)
4. Click ‘Post’ to Share

TIPS

- Use emojis
- Use short snappy sentences with a clear message
- Use clear and high quality images

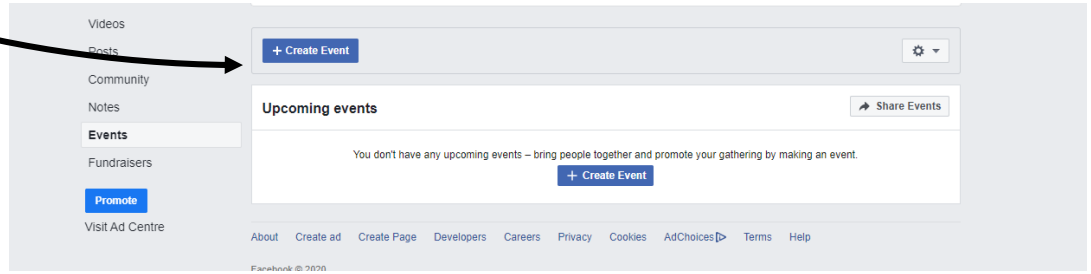




Creating A Facebook Event

1. Go to the tab ‘Events’ – it will be in the far left column on your screen
2. Then click ‘Create Event’

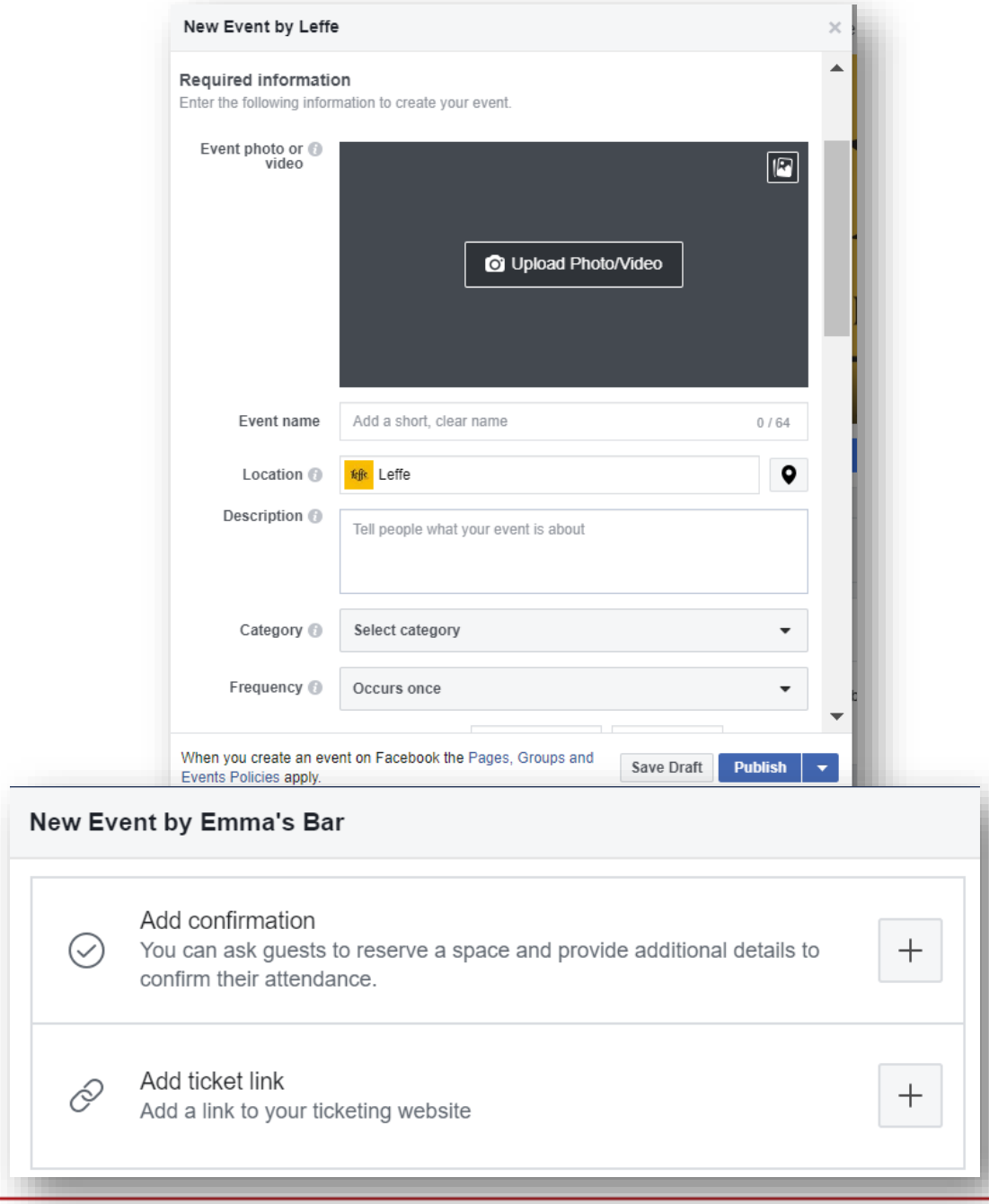




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Creating A Facebook Event

1. Upload a cover picture, which clearly states what guests can expect (Format: 1920x1080 pixels)
2. Choose a catchy title that grabs people's attention
3. Fill out the location of your bar in the 'Location' field
4. Write an impactful description of your event. The important information should be placed in the first 3 lines.
5. You can use emojis to make the text more dynamic
6. Include the date and an accurate start and finish time
7. You can also add a link to a ticket purchasing site and put limits on the number of attendees.
8. Either publish the event or save a draft so you can edit it again before publishing.

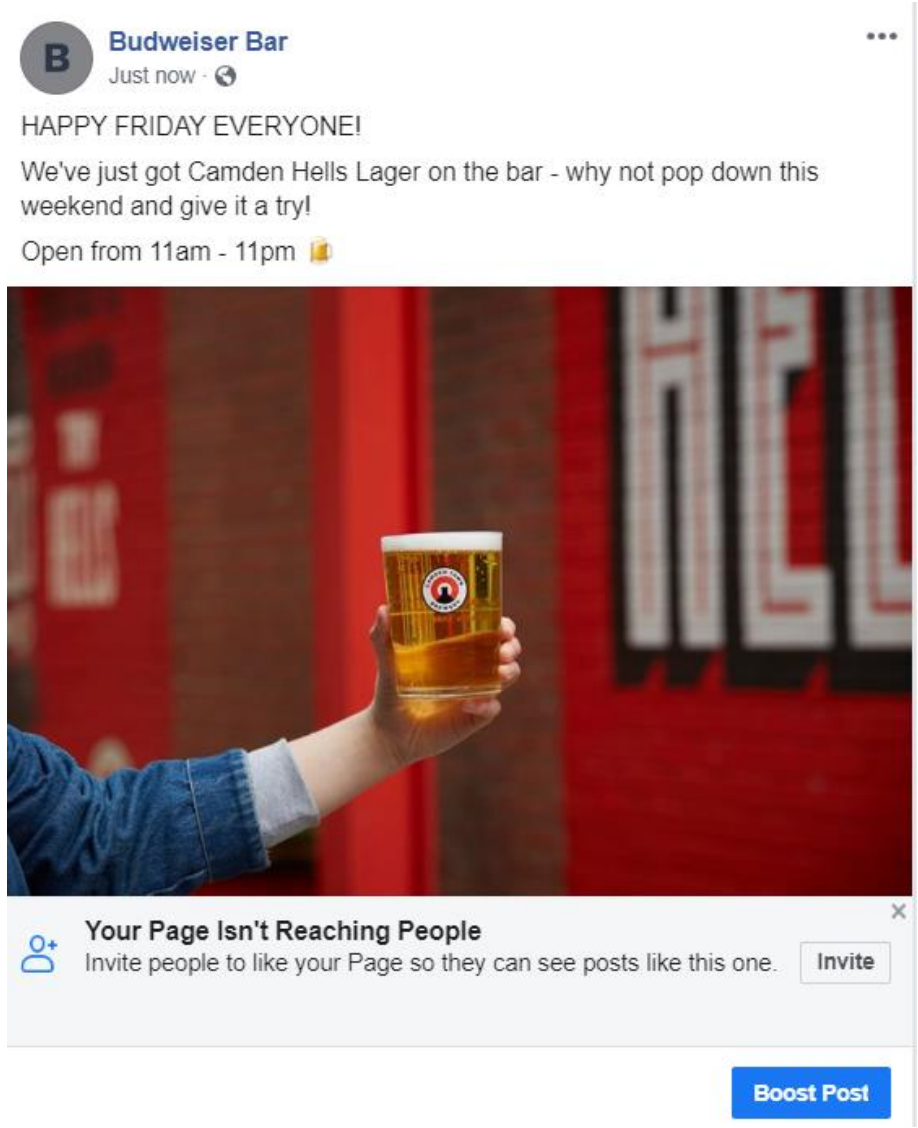


Advertising On Facebook

Creating a Facebook Advertisement

On your Facebook business page you can pay to advertise certain posts to reach new audiences or promote specific events.

It is a very inexpensive way to increase your reach with the average cost to reach **1000 people being roughly £2.**



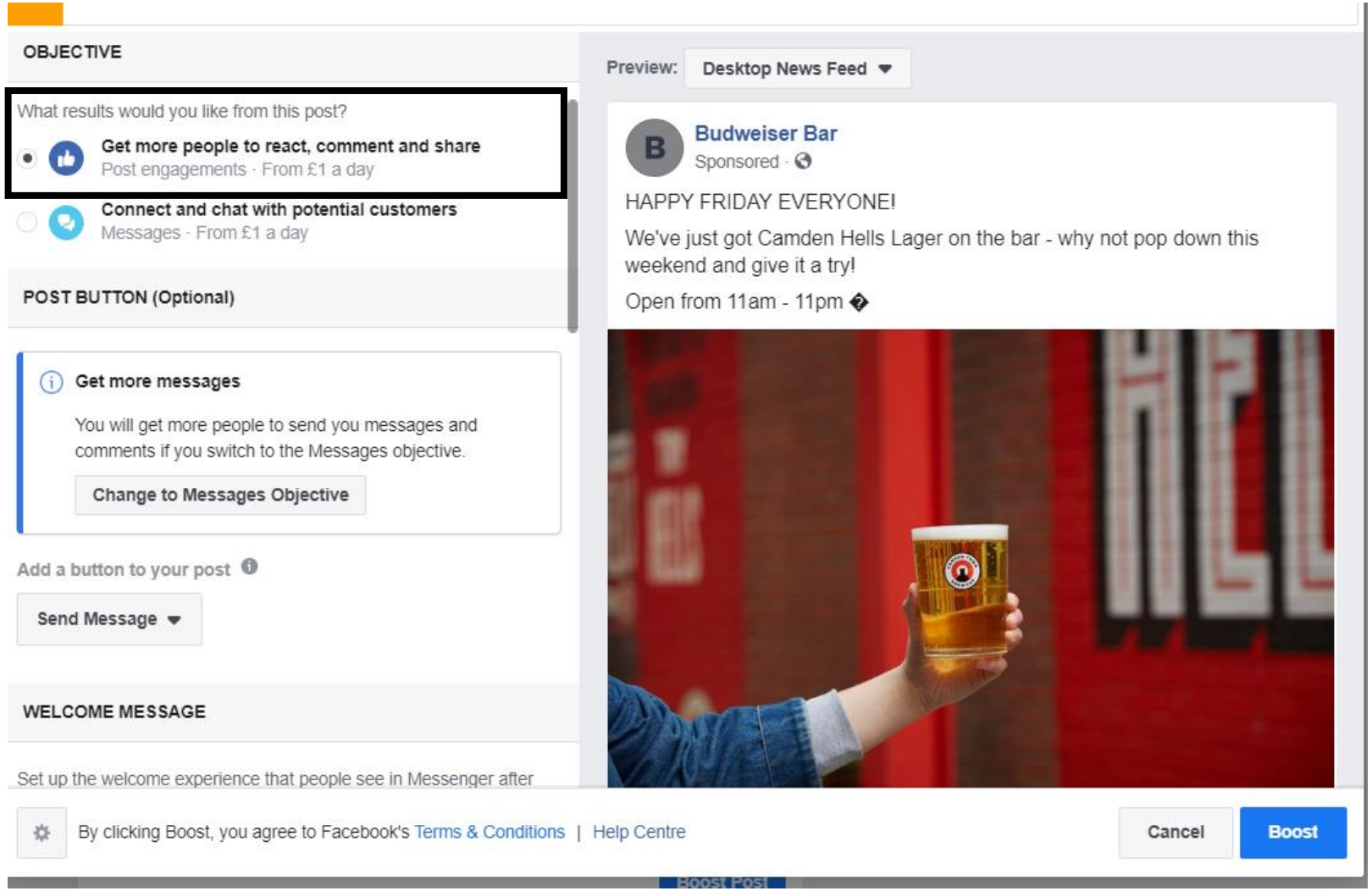
1. **Select the post you want to advertise**

2. **Click the button 'Boost Post'**

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Creating a Facebook Advertisement

1. Choose your advert objective – ‘Post engagement’ will the most effective way to increase the number of views and interactions with your posts

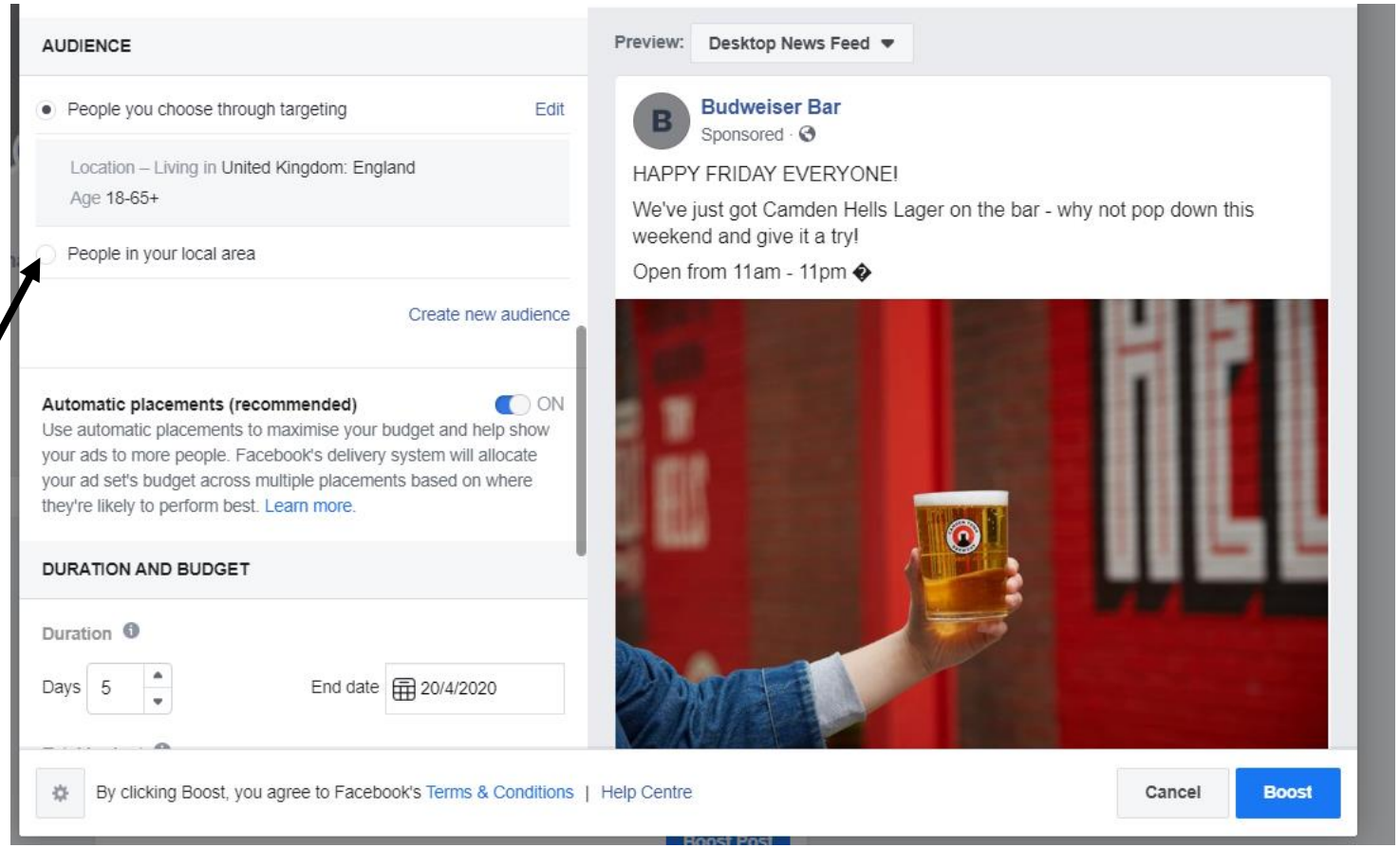


Creating a Facebook Advertisement

1. Now you can select your target audience to ensure you are advertising to the consumer group you want to attract.

2. You can filter by age, location, gender and interests.

3. Top Tip – We recommend filtering by people in your local area. You can then set a radius around your account to ensure the advert is concentrated to your local community.



Creating a Facebook Advertisement

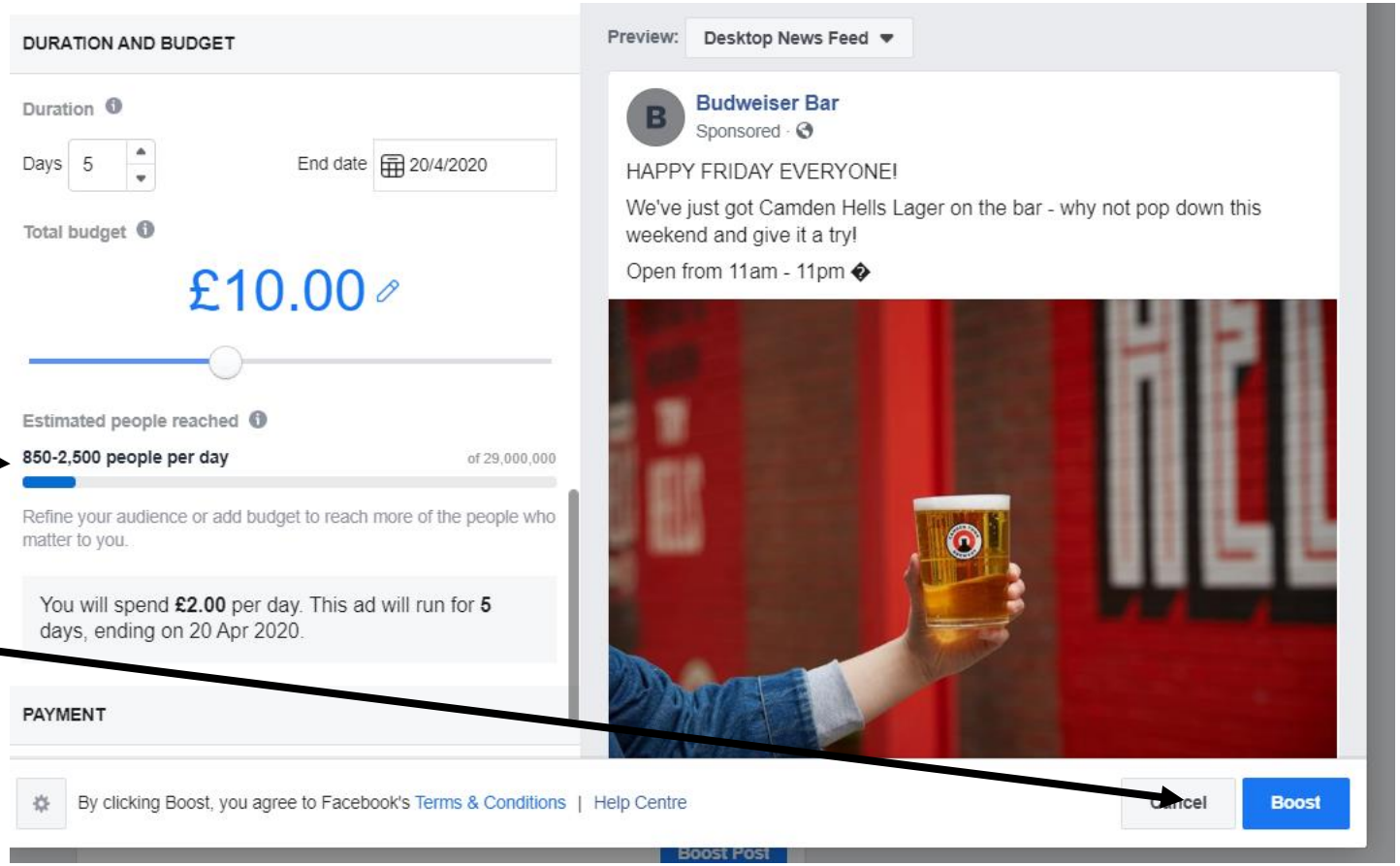
1. Select how long you want your ad to run for.

2. NOTE – If you have an event on a Friday make sure you start advertising a few days before.

3. The select your budget – this handy guide will help you understand how many consumer you are likely to reach.

4. The click ‘Boost’ to start the advert.

NB. Start with smaller investments to test the size of reach for your first few posts (The minimum you can spend is £0.81 a day)



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Facebook Top Tip’s

Tools To Help Create Posts

The below links provide access to high resolution images to help optimize the content on your Business Facebook Page.

Free online database with high resolution images to use in Facebook posts

- unsplash.com
- Pixabay.com

Free image editing service – can be used to create logo's and digital images for Facebook posts.

Make sure you choose the 'Facebook Post' template when creating new content

- Canva.com



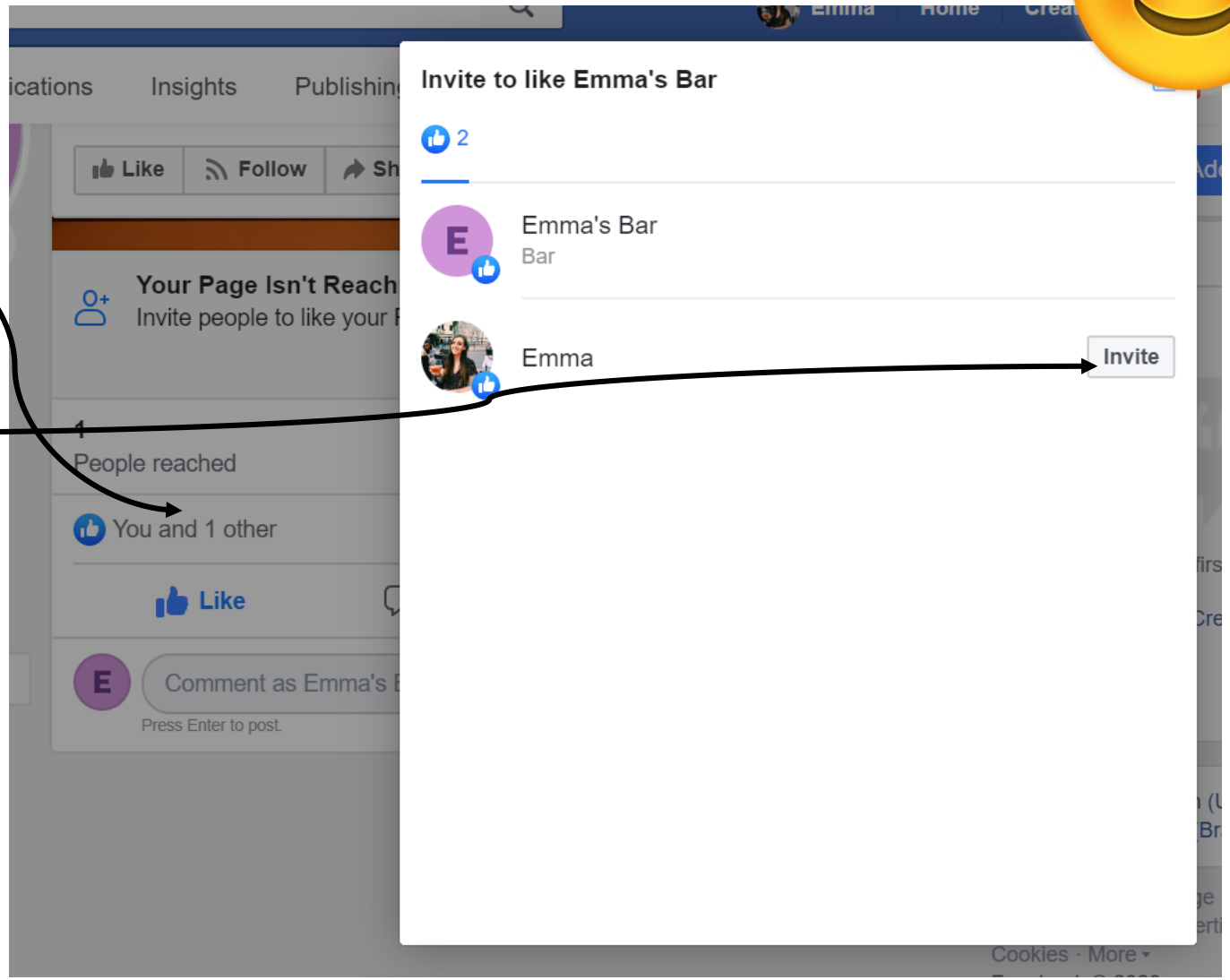
Good: Creating An Atmosphere

- Use a clear recognisable Logo of the bar (remember it will be cropped to a circle)
- Use a clear inviting picture of the interior for your cover photo



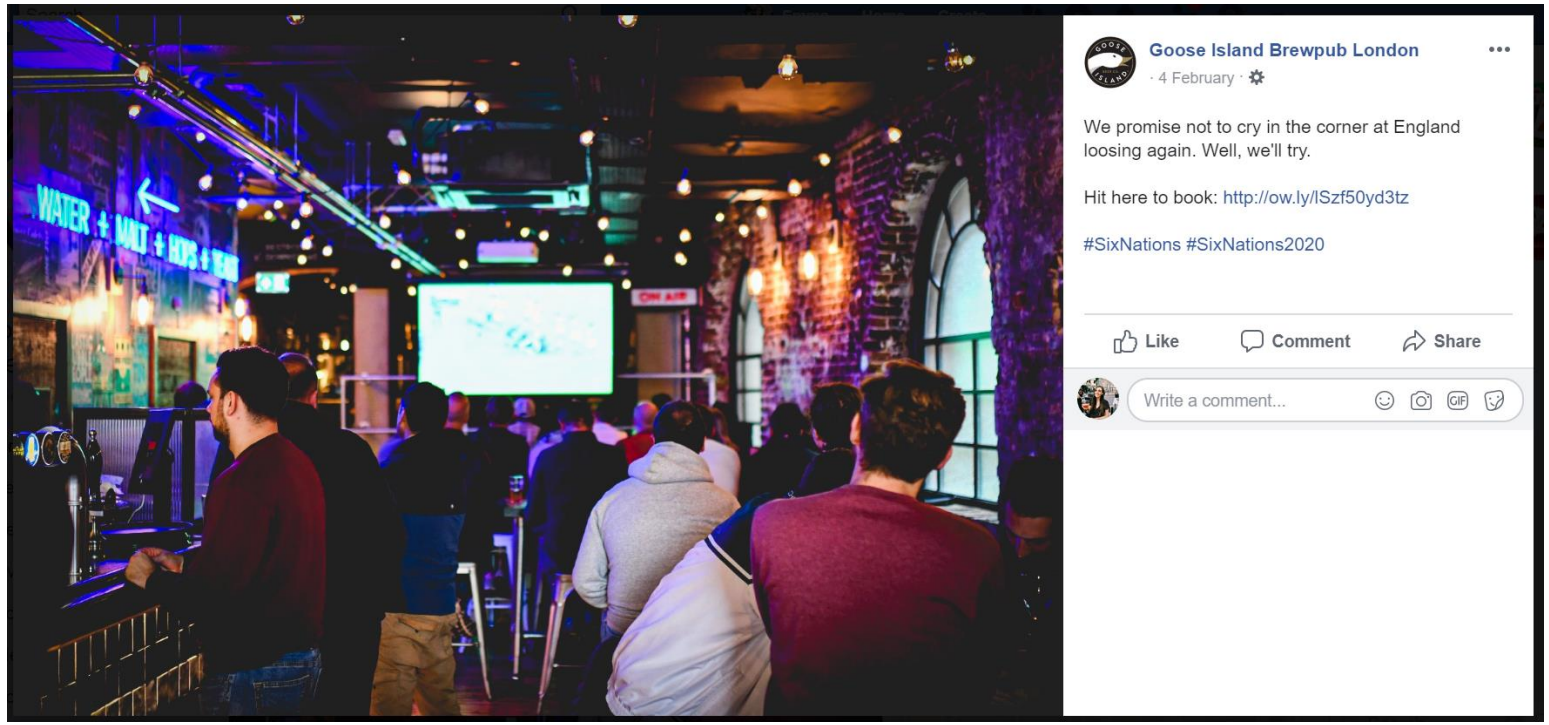
Good: Turning Fans Into Followers

- Go through your posts and click here to see who has liked your post.
- If they don't follow the page yet, you can invite them to follow the page and contact them for free later!
- They will then see all your posts and events in the future.



Good: Showing Ambiance

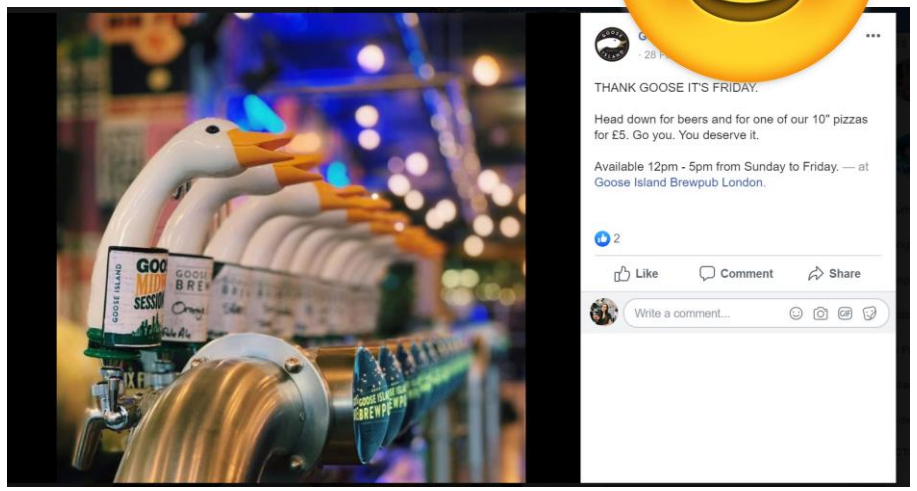
- Post pictures with people in the establishment to create ambiance and attract more customers
- Add relevant information for potential clients in the post – With a clear call to action e.g. links to a booking site



Good: Show Off Your Products Well!

- Use digital materials or high-resolution photographs to show off the quality of your products and establishment.
- TOP TIP: pair food & drink together in your posts to encourage wet sales with food orders.









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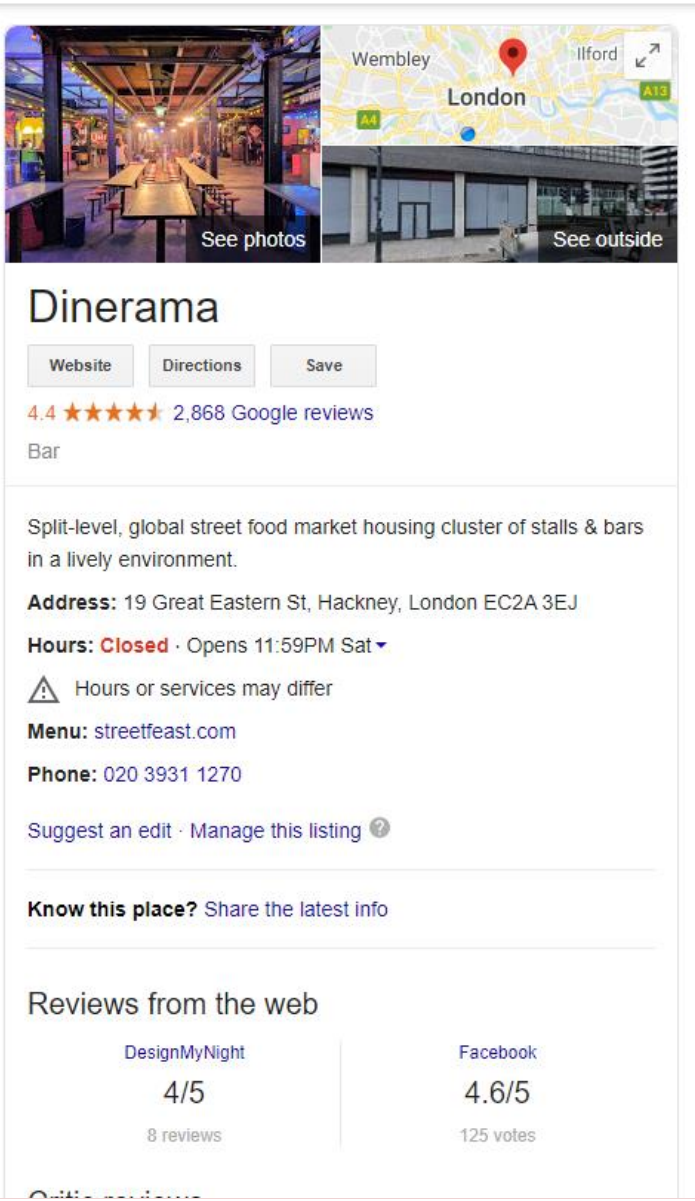
Creating a Google My Business Account

What Is A Google My Business Account?

- **Google My Business** is a free tool that helps small businesses create and manage their listing, which appears when customers find businesses on Google Search and Maps.

- It helps businesses attract new customers and share key information.

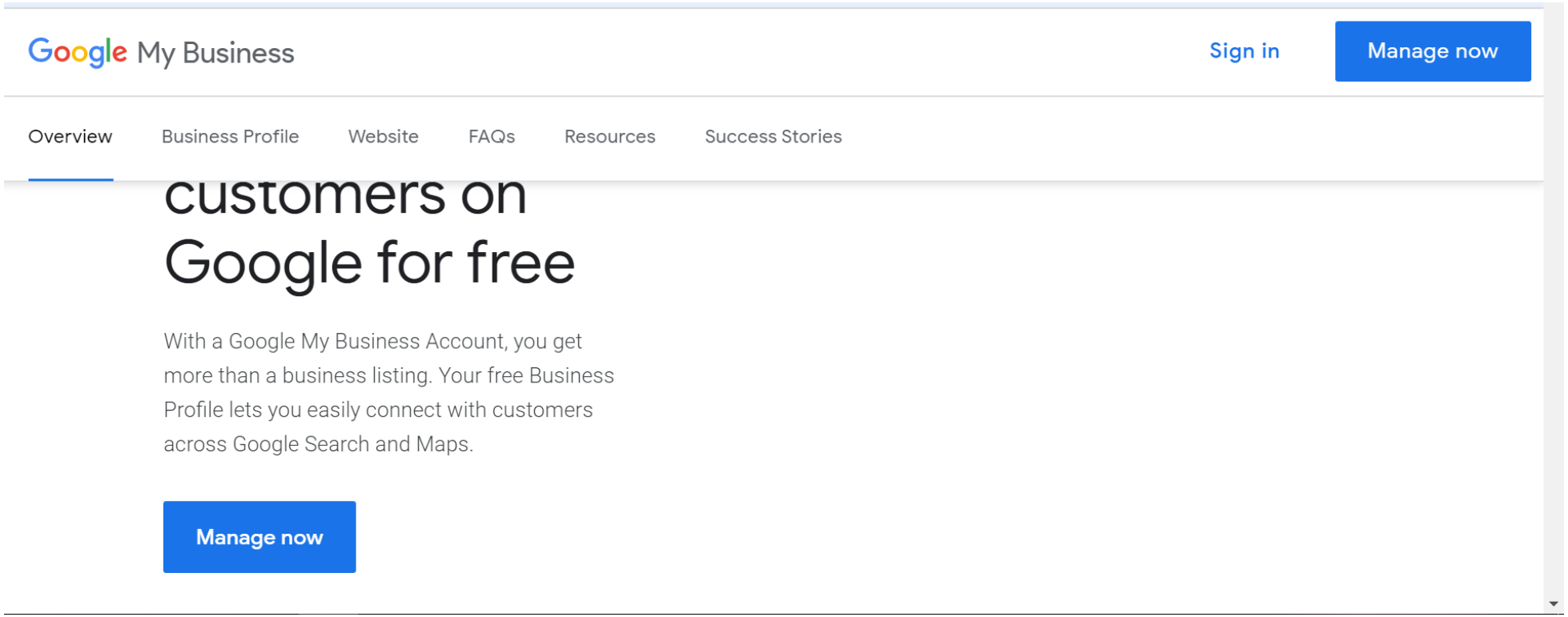
- It contains:
  - Opening hours
  - Locations
  - Reviews
  - Insights
  - Photos
  - Contact Information



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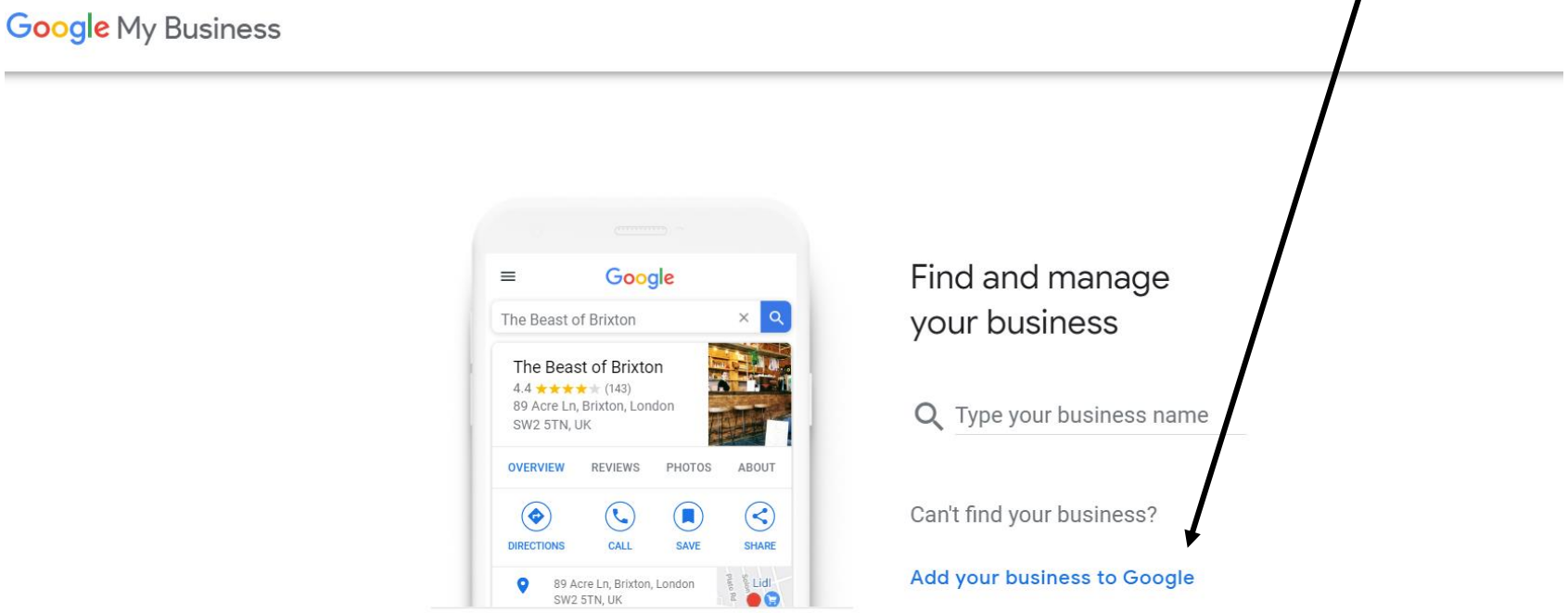
Creating Or Claiming Google My Business

- Go to business.google.com and click on ‘Sign Up’
- It will then prompt you to log into your Google Account – If you do not have a Gmail account you will need to create one.



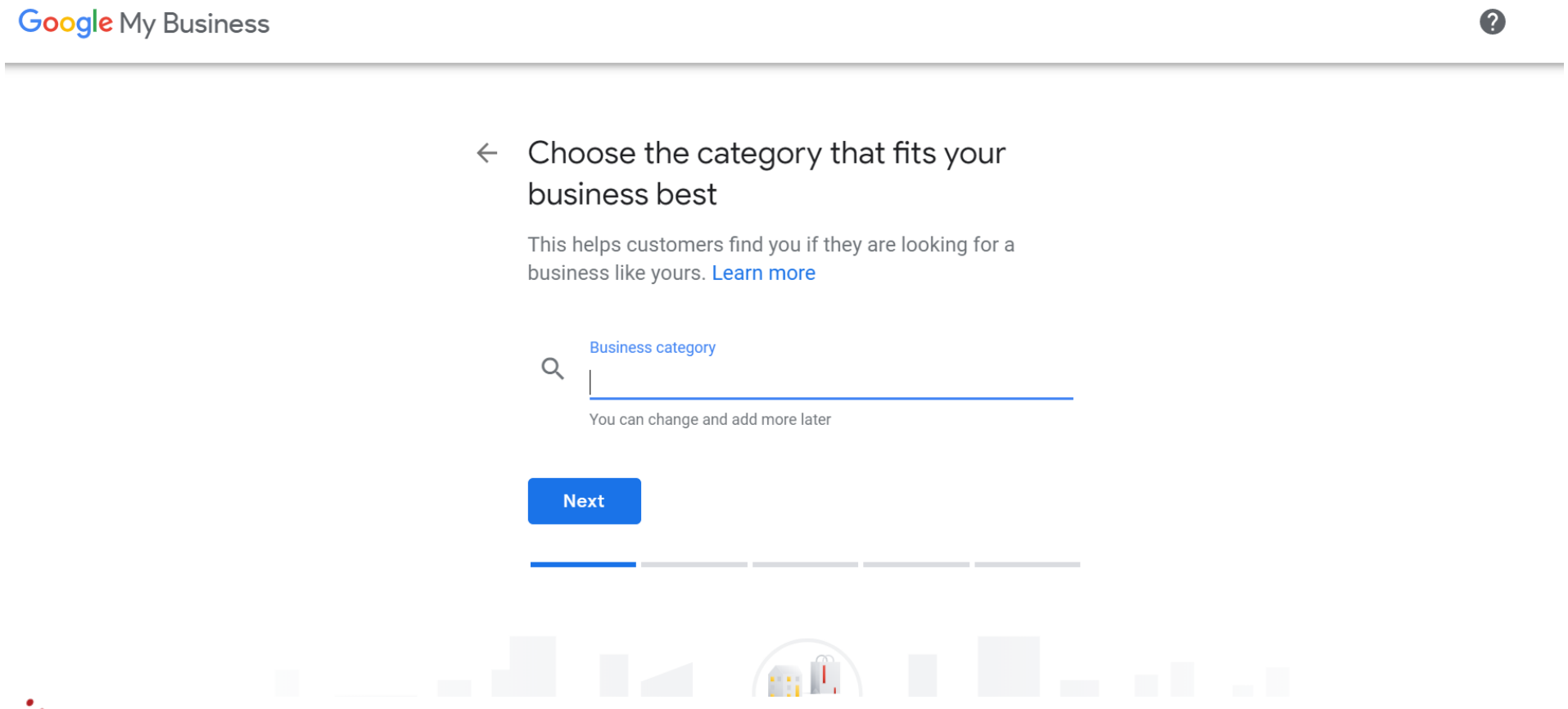
Adding Your Business

- Search for your business in the search bar.
- If you cannot find your business on google click this link below to add your business.



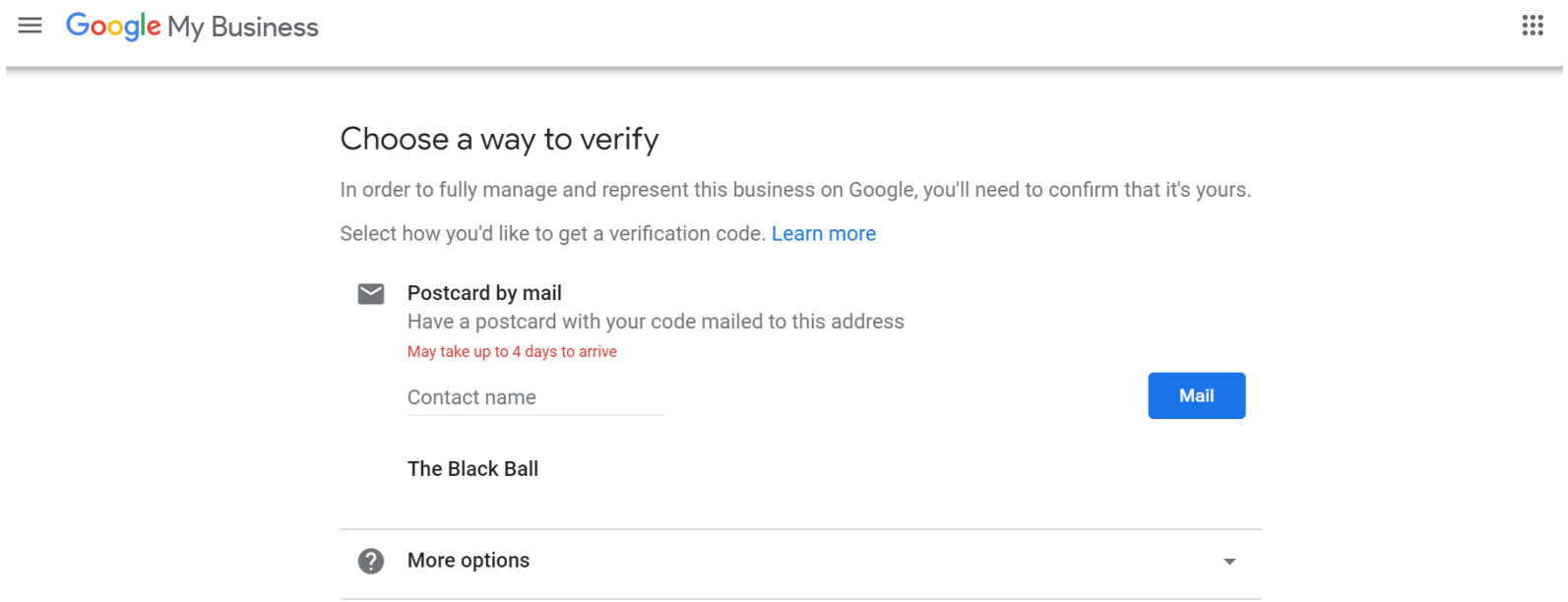
Follow The Steps And Fill Out All The Questions

- The more information you provide the easier you will be found on Google



Verification: Are You The Owner?

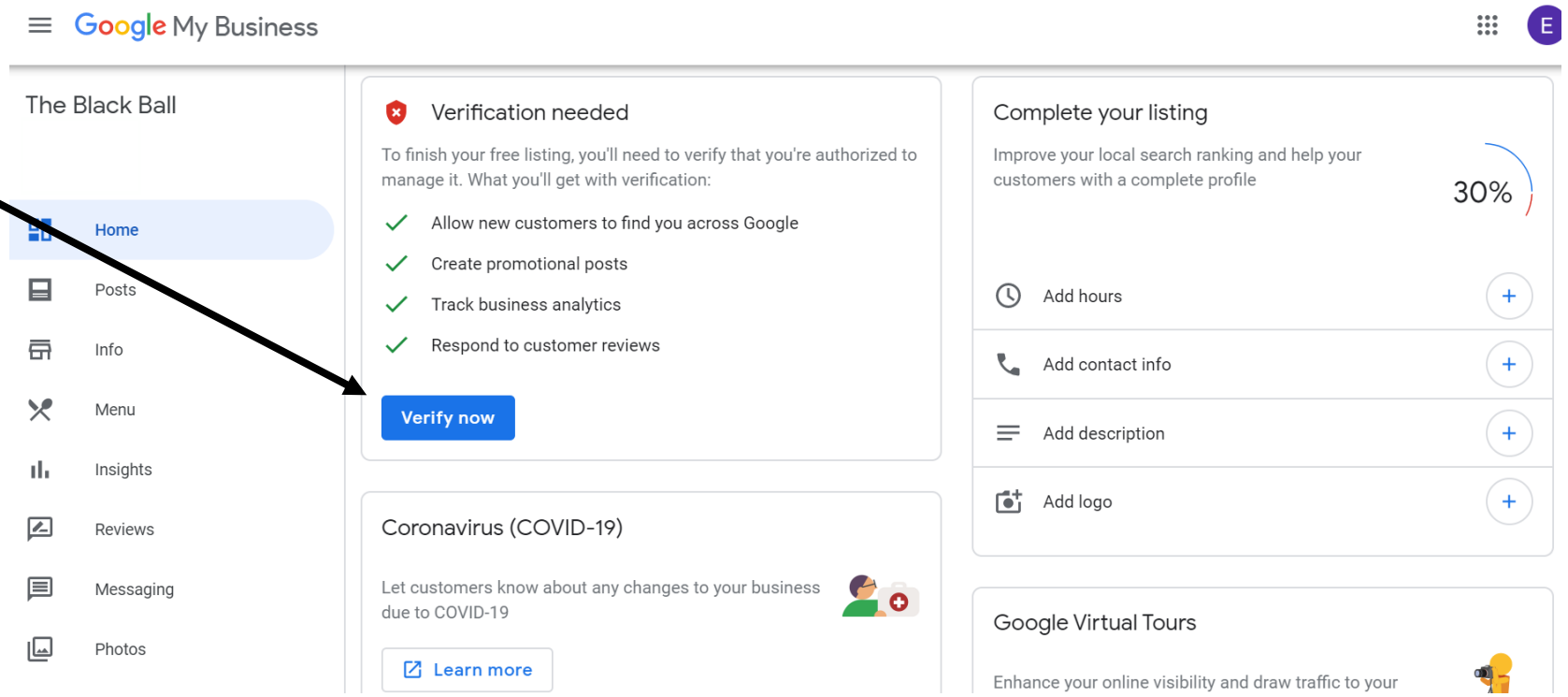
- When you have completed all the questions you will need to verify your company by having Google send you a letter by email or to the address of your bar
- Please note - It can take up to 15 days to receive this letter



I've Received My Letter, What Now?

- Log back into your business.google.com
- Click the button 'Verify Now'.
- Input the 5-digit code of the letter in the field
- Click on Verify.

- You can now access your business dashboard – fill out as many sections as possible to give consumers the relevant information they need to find your account.
- You can also manage reviews, messages and upload photos of your establishment.



Links to Further Support

Links To Social Media Help Guides

- For more information and support for setting up business social media accounts, please follow these links.



https://www.facebook.com/business/pages/set-up



https://help.instagram.com/502981923235522



https://business.twitter.com/en/basics/create-a-twitter-business-profile.html



https://www.google.com/intl/en_uk/business/