



The Power of Events for Breweries

Leveraging Events & Technology to Drive
Year-Round Revenue



Introductions



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Are you currently
hosting private
events at your
brewery?



What We'll Cover

A focused look at the forces shaping brewery performance — and the event opportunity hiding in plain sight.

Economic & Hospitality Landscape

Where the industry stands heading into 2026

Data-Backed Trends

Real numbers shaping smart event strategy

Why Events are an Opportunity

A shift from casual visits to intentional experiences

Action You Can Take Today

Using these insights to inform your events and overall business strategy



A Quick Economic Snapshot

- ✓ **Growth Continued:** The U.S. economy sustained positive momentum through 2025
- ✓ **Inflation Stabilized:** Rates approached target levels, easing consumer pressure
- ✓ **K-Shaped Spending:** High earners spending freely; budget-conscious consumers pulling back
- ✓ **Hospitality Hiring:** Employment in food & beverage is on the rise again



The State of Hospitality

Consumers are being more selective.

68% Dining out less

Consumers are cutting back on restaurant and taproom visits

58% Drinking less

Alcohol consumption is declining across key demographics

Consumers are still spending — but they're being far more intentional about *when, where, and why*. The bar for earning a visit has never been higher.



What We're Seeing in Brewery Events Right Now

The data tells a clear story: **events are becoming a primary revenue driver** — not just a nice-to-have. Here's what the numbers show.



2026 Is Starting Strong

4.5%

Revenue Growth

Brewery event revenue up year-over-year

\$46

Per-Person Spend

Up from \$45 in 2025 —
guests are spending more per event

77

Avg. Guest Size

Up from 52 in 2025 —
group events are growing

\$3,700

Avg. Event Revenue

Up from \$2,300 in 2025 —
meaningful per-event growth

*2025 & 2026 averages across breweries using Tripleseat for event management

Events Are a Year-Round Opportunity

Demand Exists Across All Seasons

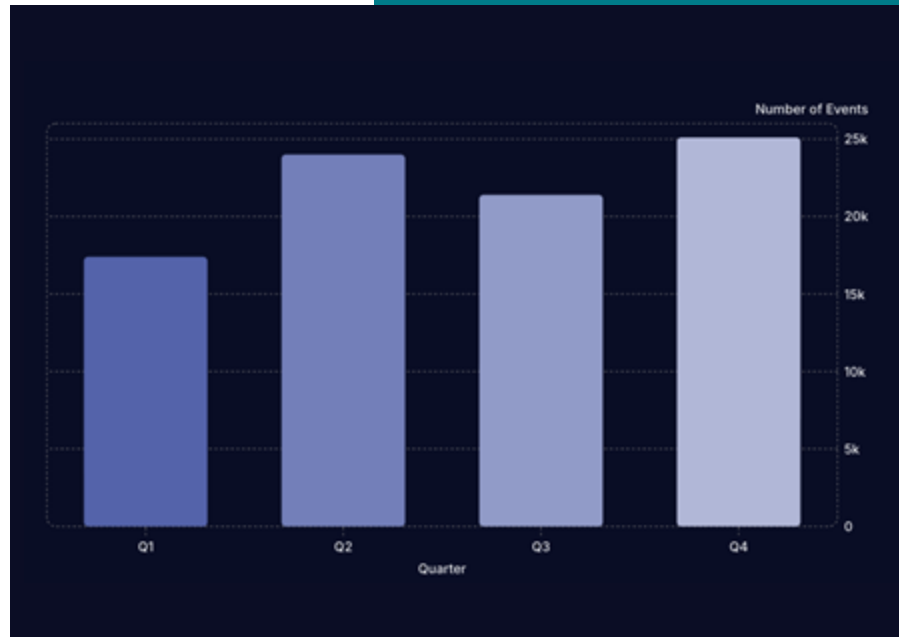
Even Q1 — historically the slowest period — produced over **17,400 booked events** in 2025. Q4 leads with 25,100, but no quarter is truly slow.

Consistency Over Seasonality

Build a strategy that fills your calendar all year, not just in peak months

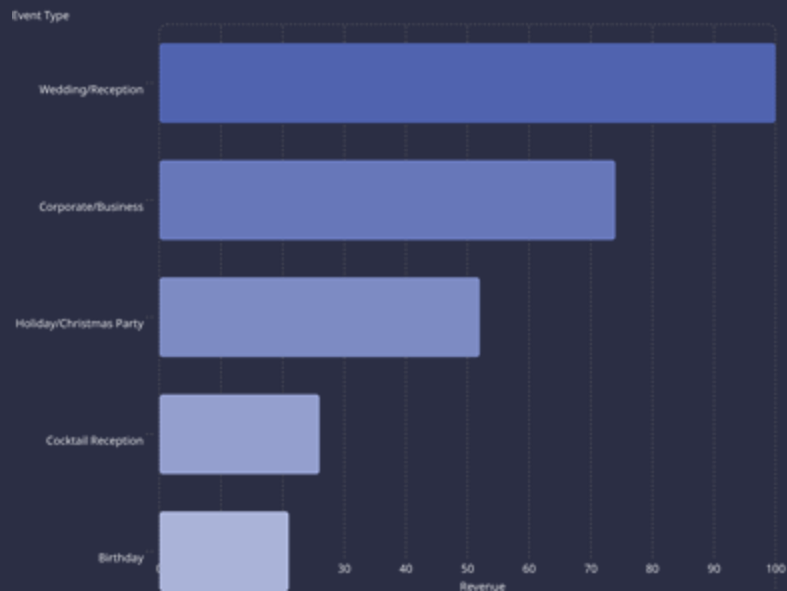
Every Quarter Is an Opportunity

The right event type, priced right, can perform in any season

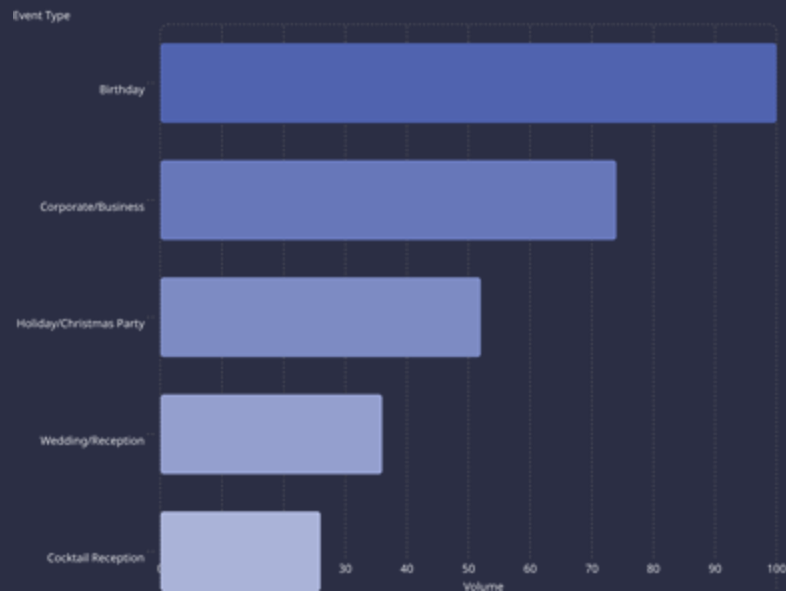


Event Trends at a Glance

Revenue by Event Type



Volume by Event Type



The Big Picture

Consumers are going out less often — but choosing more intentional, higher-value experiences when they do. **Events are the answer.**



The Trend Lines Are Clear

- ✓ **Event Volume Is Holding Steady**

Demand hasn't softened — bookings remain consistent

- ✓ **Revenue Per Event Is Rising**

Guests are spending more per occasion, lifting average ticket value

- ✓ **Booking Windows Are Shortening, But High Value Events Are Still Being Booked Ahead of Time**

Planners are deciding faster — responsiveness is a competitive edge

- ✓ **Consistency Beats Seasonality**

Events are a year-round revenue driver for venues

- ✓ **More Intentional Gatherings**

Guests are replacing casual outings with meaningful, planned events

Where Is the Opportunity?

The market is shifting — and breweries that act now will capture it. The following slides break down the biggest levers for growing your event revenue in 2026.



Do you feel like
you are currently
maximizing event
revenue?



Events Opportunity

Events are a **core revenue driver**

The U.S. events market is projected to reach **\$538.6 billion by 2030** — and breweries are uniquely positioned to capture a meaningful slice of that growth. Your taproom is already a gathering space. The question is whether you're treating events like the revenue engine they can be.

→ **Treat Events Like a Dedicated Revenue Stream**

Stop thinking of events as a nice-to-have. Build them into your business model with the same rigor as your tap lineup.

→ **Promote Event Packages as a Primary Offering**

Ideate, design, and actively market event packages — don't wait for guests to ask. Put them front and center on your website and in-venue signage.

→ **Set Event Revenue Targets**

Assign monthly and quarterly event revenue goals and track performance against them. What gets measured gets managed.

Experiences Matter

Value is essential. Hospitality is a differentiator.

86%

of consumers want a whimsical environment for celebrations, special occasions, or holidays.

Today's guests are choosy — and that's actually good news for breweries that deliver. When you create an experience that feels special, seasonal, and thoughtfully curated, **you earn a visit that casual bars simply can't compete with.**

Experiences Matter

Value is essential. Hospitality is a differentiator.

How to Activate Experiences

- ✓ Build an events calendar around seasons, cultural moments, local trends, and holidays
- ✓ Create limited-time menus tied to events — seasonal ingredients, themed flights, food pairings
- ✓ Collaborate with local businesses (farms, food trucks, artisans) to add novelty and community feel
- ✓ Think about how to "activate" each moment on your calendar, not just host it



Public → Private Event Funnel

Public events drive private bookings

Your best sales tool isn't an ad — it's your own space.

Public events let potential private clients experience your venue, your hospitality, and your vibe firsthand. Done right, every public event becomes a pipeline for future private bookings.



Are you actively
promoting private
events during
public events?



Public → Private Event Funnel

Public events drive private bookings

What to Do at Every Public Event

- Use public events to showcase how your space looks when set up for private occasions
- Capture leads on-site with QR codes, event inquiry cards, and trained staff conversations
- Follow up with attendees after events via email or SMS with a private event offer
- Make it effortless for an interested guest to take the next step

How the Funnel Works

- Public events build broad awareness and bring in first-time visitors
- Guests experience your offering firsthand — the space, the service, the atmosphere
- That experience converts into future private event inquiries and bookings

Seasonal Calendar as a Marketing Engine

A well-planned event calendar isn't just an operational tool — it's a marketing engine. By anchoring events to seasons, cultural moments, and recurring traditions, you give your audience reasons to keep coming back all year long.



Fall

Football watch parties
Oktoberfest celebrations
Harvest dinners & farm-to-table pairings



Winter

Holiday parties & buyouts
Beer tastings & education classes
Charity fundraisers



Spring

Food & beer pairing dinners
Live music on the patio
Community events & collaborations



Summer

Outdoor patio events
Live music series
Yoga & brew, trivia nights, themed festivals



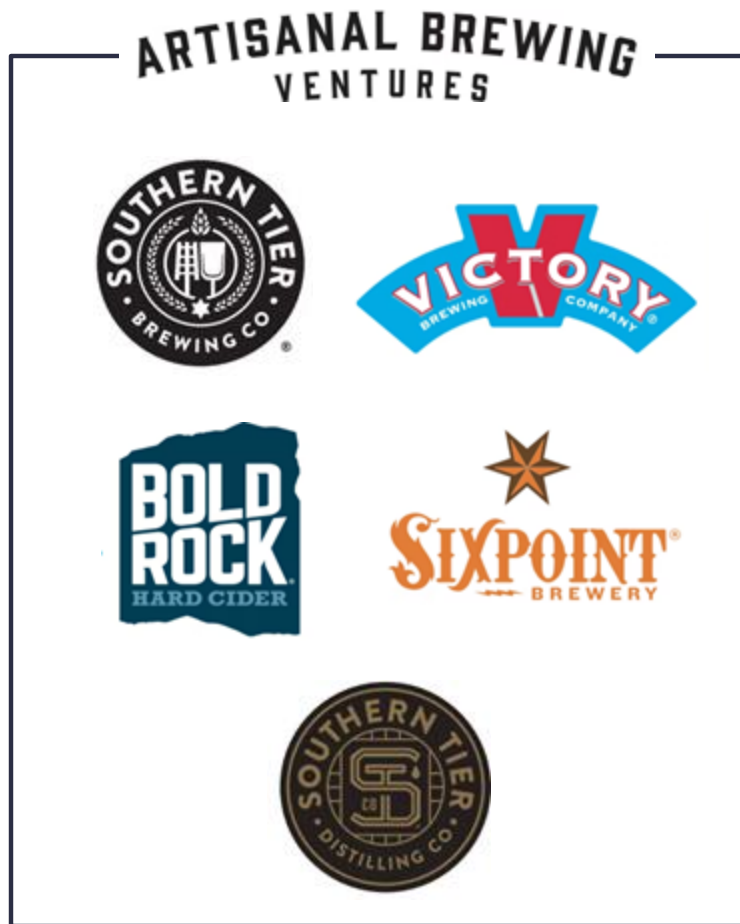
Creative Ideas to Try: Girl Scout cookie & beer pairing · Puppy adoption patio party · Yoga & Brew mornings — and stay flexible for new opportunities that pop up throughout the year!

Artisanal Brewing Ventures

Customer success story

"We hosted a Yelp Elite event at our Cleveland taproom — **90% of attendees were first-time visitors**. We offered a private event incentive, and it resulted in **five new private event bookings**. It boosted both private event revenue and overall taproom awareness, so we're planning to make this a bigger strategy for 2026."

— **Director of Operations,**
Artisanal Brewing Ventures



High-Value Event Types

Fewer bookings, higher revenue per event

Some events don't happen every week — but when they do, they significantly move the revenue needle. These high-value event types tend to involve larger spend per guest, longer booking commitments, and often, repeat business from corporate clients.



High-Value Event Types

Fewer bookings, higher revenue per event

Top High-Value Event Categories

- Corporate happy hours & team outings
- Holiday parties & milestone celebrations
- Wedding-related events
(rehearsal dinners, receptions)
- Private dining experiences or full venue buyouts

What to Do

- Create simple, ready-to-book packages with clear, transparent pricing
- Optimize your space for both semi-private and full private configurations
- Prioritize corporate clients for repeatable, predictable revenue throughout the year

High-Volume Occasions

Frequent, repeatable events that drive consistent traffic

High-volume events won't make you rich overnight — but **they build a loyal, returning audience and keep your taproom consistently active** throughout the week and month. The key is making them easy to run and easy to repeat.



High-Volume Occasions

Frequent, repeatable events that drive consistent traffic

Best High-Volume Event Formats

- Game day watch parties
- Trivia leagues or themed trivia nights
- Birthday & milestone celebration packages
- Live music or activity-driven evenings

What to Do

- Schedule recurring, predictable events guests can count on (same night, same time)
- Build event formats that are easy to replicate and scale without heavy staff lift
- Align programming with seasonal rhythms and local community demand

Make Booking Easy

Simplicity drives conversions

The biggest barrier between an interested guest and a confirmed booking is friction. If your booking process is complicated, unclear, or buried on your website, you're losing revenue — plain and simple. Streamlining the path to "yes" is one of the highest-ROI changes you can make.



Are you still
managing event
inquiries through
email inboxes and
spreadsheets?



Make Booking Easy

Simplicity drives conversions



Simple Lead Form on Your Website

Add a clear, short inquiry form to your website specifically for events. The fewer fields, the better — name, date, estimated guest count, and contact info is enough to start.



Clear & Transparent Pricing Tiers

Guests shouldn't have to call to find out if they can afford your space. Publish pricing ranges or starting rates to filter leads and build trust before the first conversation.



Pre-Built Event Packages

Remove decision fatigue with 2–3 clearly defined packages. Guests love knowing exactly what they'll get — and your team will love the operational consistency.



Make the process simpler for both your guests and yourself.
The easier it is to book, the more bookings you'll get.

Make Booking Easy

Simplicity drives conversions

- Embedded lead form
- Centralized inquiry capture
- Unlimited lead forms with tracking
- Automated post-inquiry email

Book Your Private Event at Bluewater Restaurant

Your Contact Information

First Name *

Last Name *

Email Address *

Phone Number *

Company

Select your desired event style

Event Style

☐ On-Premise Event

Your Event Details

Type of Event you are looking to Host * (e.g., Birthday Party, Corporate Event or Business Dinner)

Location * (Please Select One)

Event Date *

Start Time

End Time

☐ 11:00am ☐ 1:00pm

Thank you for your interest in booking a private event at Bluewater. Please fill out the event inquiry and we'll get back to you as soon as possible.



What Successful Breweries Are Doing Differently

The breweries winning with events in 2026 aren't necessarily the biggest or the best-funded. They share a mindset shift — from passive hosts to proactive experience designers. Here's what sets them apart:

✓ **Programming Events Intentionally and Consistently**

They treat events as a year-round business strategy, not a reactive response to slow weeks. A 12-month calendar of public and private events keeps the team aligned and guests engaged.

✓ **Designing Experiences, Not Just Hosting Gatherings**

Every event has a distinct identity — a theme, a menu, a story. Guests leave with a memory, not just a receipt.

✓ **Making Booking Simple and Visible**

Event information is easy to find, packages are clearly priced, and inquiry forms are simple. The path from interest to booking has no unnecessary steps.

✓ **Leveraging Technology to Simplify Event Management**

They support their events business with technology that keeps inquiries organized, improves response time, and creates a smoother booking experience for both staff and guests.

Actionable Items for 2026

Here's your brewery event playbook — five concrete actions you can take right now to build a stronger, more predictable events business in the year ahead.



Build an Events Calendar

Map out events across all four seasons — from recurring weekly formats to one-time signature events tied to holidays and cultural moments.



Create Core Event Packages

Design ready-to-book packages for your highest-demand occasions: corporate happy hour, birthday celebration, and team outing are great starting points.



Add a Lead Form & Pricing to Your Website

Make it easy for interested guests to reach you and know what to expect. Visible pricing and a simple inquiry form dramatically improve conversion rates.



Market Your Space During Every Event & Visit

Use QR codes, table cards, and trained staff to showcase your private event capabilities to every guest in the building — all the time.



Know Your Customers

Anchor each month with one big-ticket event and one recurring draw. Together, they balance revenue and consistent traffic throughout the year.



Why Events Matter

Events bring people together.

They **build community, loyalty, and connection** — the things that turn a one-time visitor into a lifelong regular. In a world where guests have more choices and less time, your events are the reason they choose you.





Ready to brew up more events?

Visit us at Booth #1557!



Scan for your free
Brewery Events Toolkit