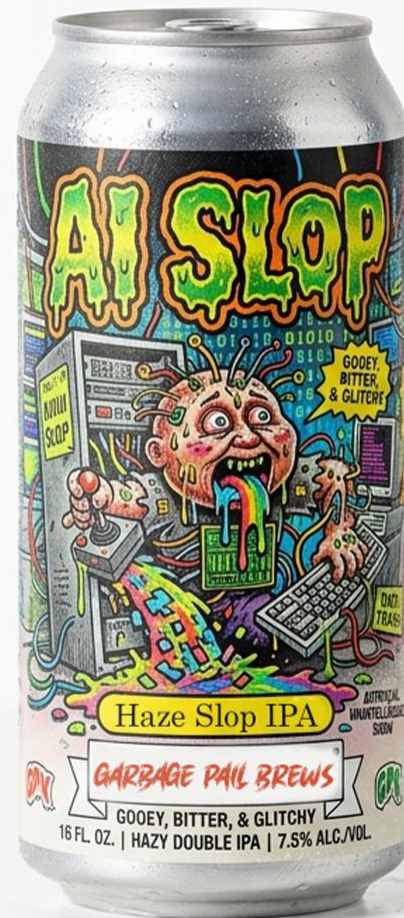


Presented By:  next glass®

Easy & Valuable AI Wins Any Brewer Can Tackle *without the slop.*



About Us

Who is talking today?



Dusty Kline
Chief Technology Officer

- 18 years in software engineering leadership, focused on web-based, growth-stage businesses
- Oversaw launch of Untappd for Business Premium, Untappd Shop, and Untappd Websites
- Joined Next Glass alongside the launch of Ollie platform in 2022



Dustin Jeffers
VP, Producer Product

- 14 years in the brewing industry, with hands on experience in production, operations, and sales
- Head Brewer and Director of Ops at SalWater Brewery and Director of Ops at 3 Sons Brewing Co.
- Leads Producer Product strategy at Next Glass for Ollie & Ekos while utilizing new AI tools.



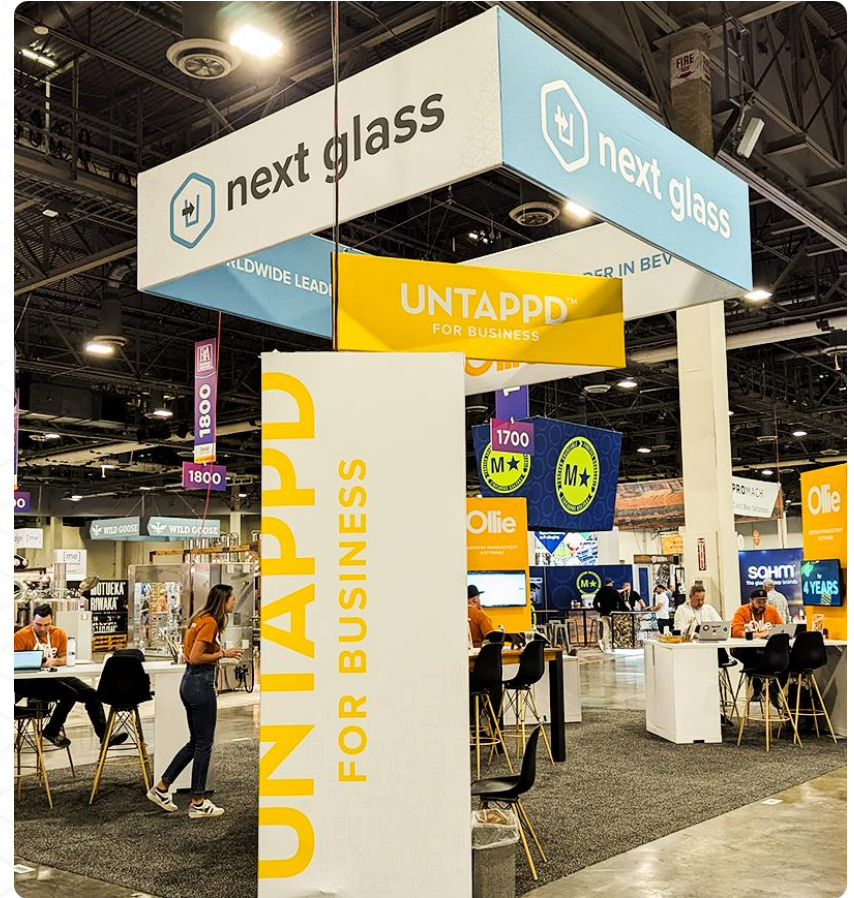
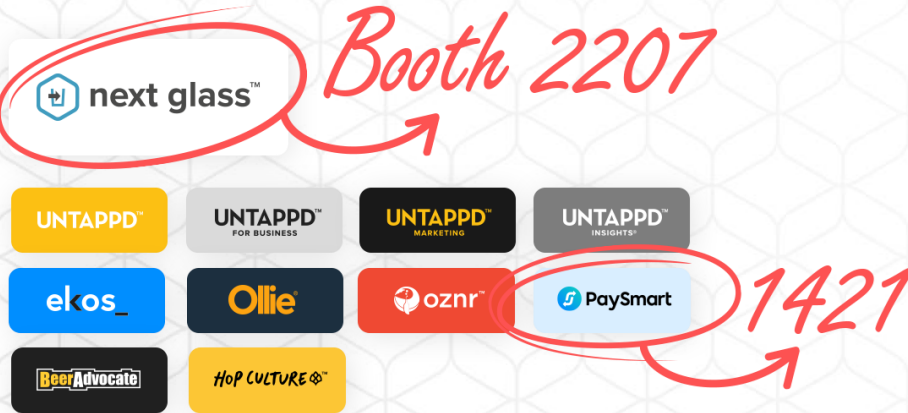
Tyler Kairys
VP, Marketing

- 15+ years in digital marketing with a strong focus on growing SMB brands
- Helped grow Ollie into the fastest growing brewery software when acquired by Next Glass
- Leveraging AI tools to help drive demand and awareness to Next Glass solutions

About Us

Who is Next Glass?

We connect the global food & beverage industry with SaaS software, eCommerce solutions, differentiated data, targeted marketing, consumer experiences, and more.



AI

You *might* be
using it wrong.

**It's totally up to you, but the
following AI use cases aren't helping
you drive actionable business
insights**



Branding & Creative

It might be fun to spin up Nano Banana or Grok to generate some new can label art, but at the end of the day consumers (*and competitors*) are keen to distinguishing AI versus human-generate art.

Use AI as a tool to generate inspiration and visual references, then empower your creative team to refine and execute the ideas with their expertise.



Content & Copywriting

Using ChatGPT to refine emails and responses can be a great time saver, but that is the absolute floor for what you could be using AI to do for your and your business.

Make sure you or your prompts are eliminating the common AI copywriting tropes like common buzzwords and the classic em dash.



Can you write me a beer description for a beer called "Dino-Copter Laser Blitz" a hazy triple IPA?

Dino-Copter Laser Blitz is a full-throttle hazy Triple IPA that crash-lands with explosive waves of juicy citrus, ripe mango, and sticky pineapple. Bursting out of the glass with a glowing haze and a massive hop aroma, this beast unleashes layers of peach nectar, candied orange, and tropical fruit before finishing with a smooth, resinous bite. Despite its towering strength, the body stays pillowy-soft and dangerously drinkable, with just enough bitterness to keep the lasers firing. Big, bold, and unapologetically over-the-top—this is pure hop-fueled mayhem in a glass.

Search Engine V2

While tools like ChatGPT or Gemini can surface useful information quickly, using them as a primary research method, *without deliberate prompt refinement and human review*, can lead to unreliable or inconsistent recommendations.

Think of AI as "garbage in, garbage out," what you put in shapes what you get out. Taking time to refine your prompts and apply best practices goes a long way toward more consistent, trustworthy outputs.





AI

Real Opportunities

Let's explore use cases for AI that can deliver insight that can drive measurable impact to your brewery

Where To Start?

There are so many AI tools out there. Where do you start?

**All of our teams have done extensive testing with a variety of AI tools and platforms
and this is where we've landed:**



ChatGPT

Great to get started with and basic content queries, but will quickly outgrow it once your needs become more complex.



Claude

Excels at more advanced data analysis and programming tasks. Ideal for helping you analyze and visualize your own data.

Our Recommendation

Cool. What Do I Do With AI?

Data. You have an enormous amount of data. That's your AI goldmine.

Before AI

Hope You Excel at Excel

Sharing templates. Dealing with broken formulas. Spending too much time trying to decipher the data on your own



With AI

Let 'em Make Sense of Your Data

You don't need to waste *your* time making sense of *your* data. Let AI tools loose and make sense of it for you.



No Rests For the Wicked: Getting Punchy With Hop Extracts

Efficiency: Also Nice for Homebrewers

Brewing the Quantum Firecracker

Punchy Results

Pushing Hop Flavor to Its Outer Limits

Recipe: Annie's Quantum Firecracker Pale Ale

Brewing 21st Century IPA with 20th Century Hops

Recipe: Allagash Hop Reach IPA

The Future of Brewing Is Quantum

Recipe: Cloudburst A Memory of a Memory

Recipe: Westbound & Down Spirit of the West

Editors' Picks: Fresh Finds From CBC

Try for Dry: Brewing IPAs That Make You Want More

Recipe: Human Robot Polotmavy 12°

Recipe: Grimm Cloudbusting

The Brew Day Walkthrough: Putting it All Together

Recipe: Fat Head's Goggle Fogger

The Best 20 Beers in 2024

No Rests For the Wicked: Getting Punchy With Hop Extracts

Pro brewers these days are learning about how best to take advantage of cold-side aroma extracts and other advanced hop products. Why shouldn't you?

BY **Annie Johnson**  July 8, 2024



Claude x Chrome

Tools We Used



What We Did

- Used the Claude Google Chrome Extension to analyze an article
- Prompted Claude to do an analysis of the data within the article and asked it to reference another article (by URL) to calculate the conversions

How This Helps

- Saves massive amounts of research time

Other Ideas

- Use “ELI5” to breakdown complex content like legal documents
- Reference multiple pieces of content to identify trends, overlap, and other comparison points

Claude x Spreadsheet

Analyze Data in Seconds



Ollie Ops

<<

Sable Fermentat... ▾

Tasks

Calendar

Brewery Management

Batches

Barrels

Recipes

Inventory Management

Raw Materials

Packaging Materials

Finished Goods

Transfers

Adjustments

Sales

Purchase Orders

Reports

Ghosting: [dustin.jeffers@nextglass.co](#) Stop ghosting

Reports > Packaging

Start date
01/01/2025

End date
12/31/2025

Product
All

Category
All

Brand
All

Export

Product	Brand	Lot Code	Packaging Date	Product ABV ①	Variant	Packaged Amount (Units) ①	Packaged Volume (BBLs) ①	Loss Volume (BBLs) ①	Unit Cost	Total Packaging Run Cost
Fondu Imperial Stout	Sable Fermentation Project	352	Jun 23, 2025	13.30	1/6 Barrel Keg	2	0.33	0.07	\$55.725	\$111.45
Fondu Imperial Stout	Sable Fermentation Project	372	Aug 25, 2025	13.30	1/6 Barrel Keg	2	0.33	0.07	\$48.093	\$96.185
House Pils	Sable Fermentation Project	Test2	Apr 24, 2025	5.20	1/2 Barrel Keg	2	1	0	\$27.454	\$54.907
House Pils	Sable Fermentation Project	TestHouse	Apr 21, 2025	5.20	1/2 Barrel Keg	9	4.5	0.5	\$33.606	\$302.451
Koel Pils	Sable Fermentation Project	2025.07.29-01	Jul 29, 2025	4.80	1/2 Barrel Keg	10	5	0.05	\$19.096	\$190.958
Koel Pils	Sable Fermentation Project	328	Feb 26, 2025	4.80	1/2 Barrel Keg	23	11.5	0.5	\$21.421	\$492.69
Koel Pils	Sable Fermentation Project	378	Oct 28, 2025	4.80	1/2 Barrel Keg	8	4	0.03	\$22.011	\$176.085
Koel Pils	Sable Fermentation Project	380b	Dec 05, 2025	4.80	1/2 Barrel Keg	2	1	0.04	\$21.158	\$42.316

Claude x Spreadsheets

Tools We Used



Ollie®

What We Did

- Exported ERP data from Ollie
- Uploaded the file into Claude
- Used a variety of prompts to uncover complex data points for a detailed analysis of production and inventory

How This Helps

- No need to waste time with Excel charts and formulas
- Gives you valuable, actionable insights in seconds

Other Ideas

- Be sure to prompt follow up questions to dive deeper into your data to uncover more opportunities
- Create automations to have these insights delivered directly to you on a recurring basis

Journal Pre-proof

Claude x Sales Data

Tools We Used



ekos_

What We Did

- Exported Front of House sales reports from Ekos & revenue reports from POS
- Uploaded the files into Claude
- Used a variety of prompts to uncover revenue trends and cash flow data points

How This Helps

- (Surprise!) No need to waste time with Excel charts and formulas
- Discover tangible revenue generating opportunities

Other Ideas

- Automate the reports to get recurring updates and insight
- As data continues to flow, use Claude as an assistant to formulate ways to increase profits



UNTAPPD™
FOR BUSINESS

FREE VENUE VISIBILITY AUDIT

Find out how your venue *really* shows up.

Get a free AI-powered analysis of your restaurant or brewery's online presence — and a clear roadmap to drive more foot traffic.

- ✓ Google search & local SEO analysis
- ✓ Review sentiment & reputation scoring
- ✓ Local competitor benchmarking
- ✓ Personalized recommendations in minutes

Trusted by **20,000+** bars, breweries & restaurants worldwide

Welcome back

Sign in to run your free venue visibility audit.

Sign In

Create Account

Continue as Tyler
stilemas@gmail.com



or sign in with email

EMAIL ADDRESS

you@yourvenue.com

PASSWORD

[Forgot password?](#)

Sign In & Start Audit →

Don't have an account? [Create one free](#)

Claude x Sales Data

Tools We Used



What We Did

- We built you a tool, using Claude, that automates a complete SEO visibility and reputation report for your business
- This is a free tool you can use whenever you want!

How This Helps

- Automated multiple prompts into one, easy-to-digest report
- Gives you immediate insight into SEO performance, review overviews, and local competitors

Other Ideas

- Apply the findings to your digital footprint
- Rerun the analysis regularly and watch your business and brand climb the SEO ranks

Remember: GIGO

AI is only going to work as well as you prompt it

Garbage Input

Show me how much revenue we generated.



Garbage Output

You generated \$12,541.

Quality Input

Build me a dashboard to show me our monthly revenue generation trends and compare it against our Cost of Goods Sold. Let's find opportunities to increase revenue.



Quality Output





Win **\$40,000** in Tools to Transform Your Brewery

We don't need to tell you that running your business is hard work. That's why we're giving one lucky brewery a \$40,000* makeover with everything that's needed to run a tighter, smarter operation.

*Terms and conditions apply. Visit nextglass.co/contest for more details.

HOW TO ENTER

Visit these booths, check out a quick demo of how they're transforming breweries, **get your badge scanned at each**, and you're entered to win! It's that simple!

BOOTH **2207**

 next glass®

BOOTH **1421**

 PaySmart

BOOTH **2331**

Small Batch
— STANDARD —

WHAT YOU'LL WIN

UNTAPPD™
FOR BUSINESS

1 year of Untappd for Business to build, publish, and showcase your menus

amazon

75" Amazon Fire TV to display your taplist and digital signage with Untappd for Business

ekos

1 year of Ekos, the industry-leading brewery production and management solution

oznr™

Free lifetime Oznr subscription to build e-comm and customer loyalty programs

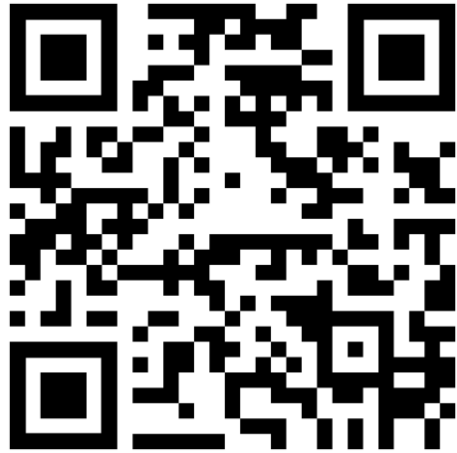
Small Batch
— STANDARD —

Brewery Benchmarks Assessment to analyze finance, ops, performance, and more

UNTAPPD™
MARKETING

\$5,000 to use across the Untappd Marketing and Untappd Insights platforms

Thank You!



Scan the code to use our Venue Rank tool and get your :60 AI-powered SEO and reputation analysis.