

Audit: VISUALS & LOGO SYSTEM

- ☐ What assets do you have?
Can you embroider with it?
Does it fit on your tent?
- ☐ Do you only have one logo?
- ☐ What do you actually use within your system?
- ☐ Where's your Brand equity?
Visuals? Your name? The liquid?
- ☐ What design element is truly important?
It might not be a logo...
- ☐ What are your pain points?
It's merch, right?
Or just one logo?

Audit: PRODUCT PORTFOLIO & PACKAGING

- ☐ Do you have your beers organized into series?
- ☐ Is your approach driven by where your beer is sold?
- ☐ Is availability and price point clear in your packaging?
- ☐ Are label templates set or are you reinventing the wheel for every new beer?
- ☐ Do you have systems and process in place for what goes into each beer release?
Limited vs. Always beers?
- ☐ Do you have a checklist in place for all the support material each release needs?
- ☐ Have you defined your beer naming process?
It'll make life easier and give your brewers a sandbox to have fun with their crazy ideas.
- ☐ Packaging hierarchy: is it intentional? Is it consistent?
All about style? Fanciful names?
Does it match what the market is looking for?

Audit: MESSAGING & COMMUNICATION

- ☐ How do you talk about yourself across all touch points?
- ☐ Is it cohesive? Does it reflect your brewery now or have you been using the same script since you opened?
- ☐ Have you trained your staff on how to tell your story?
- ☐ Do you adjust your messaging and story across different audiences?
Hint... someone three states away doesn't think of you as local.
- ☐ What are you emphasizing?
Does it resonate with your customers within your walls and outside your walls?
- ☐ Is it still relevant to you? The market? Consumers?
Hint... the market isn't what it used to be so you need adjust to keep yourself relevant.

Audit: THE LIQUID(S)

- ☐ Yes... people care about what your beer tastes like!
- ☐ Does your beer match how you describe it?
- ☐ Does it meet the quality standards set by the market?
- ☐ Are you getting unbiased feedback on it?
- ☐ Are you chasing trends? Should you be?
- ☐ Do you have quality checks in place to ensure consistency?



Audit: MERCHANDISE

- ☐ Are you offering what you want to wear or what your consumers actually buy? What sells best?
- ☐ What do you have boxes of that you can't get rid of?
- ☐ Are you just putting that one logo on everything?
- ☐ Could you mix it up your offerings with more brand and sub-brand assets?
- ☐ Are you choosing items that support your brand? Does the quality of the merch match the quality of your brand?
- ☐ Do you see your merchandise as a marketing opportunity? To break even to get your brand out there? Or are looking to be profitable with your merch?

Audit: TAPROOM & PHYSICAL SPACES

- ☐ Is your beer menu accessible, legible & clear?
- ☐ You say you are family friendly...
- ☐ But do you offer anything for the kids?
- ☐ What are your NOT beer offerings?
Hint... the adults don't want juice boxes...
- ☐ Are your to-go offerings easy to access?
- ☐ Is your staff trained on offering to-go beers at checkout?
- ☐ Is your merchandise displayed nicely & compelling?
- ☐ Did you forget about the bathrooms?
Yes, people care. And that hallway could use some love too!
- ☐ Have you considered the smell, sound, and lighting in your spaces?
- ☐ Furniture: you want folks to hang out for a few beers, but those uncomfortably small stools aren't doing you any favors.

Audit: SALES / WHOLESALE / RETAIL / POS

- ☐ What are your best / worst accounts?
- ☐ Who do you see as your competition On & Off-Prem? Would customers say the same?
- ☐ Do you listen to feedback from your sales team, buyers, accounts, and distributors?
- ☐ Which demographics are performing best / worst?
- ☐ Does your sales team have what they need?
- ☐ Do your accounts have what they need?
- ☐ Are you being proactive?
Are you supporting your releases proactively beyond "just" the liquid?
- ☐ Do you have open and clear communication of expectations across your teams?
- ☐ Does everyone share and understand your brand priorities and vision?
Owners, sales reps, wholesalers, accounts, taproom managers, etc...



Audit: WEB & SOCIAL

- ☐ Take inventory of what categories your posts fall into.
 - Beer releases?
 - Food / food trucks?
 - Taproom experiences?
 - Events / outside activities?
- ☐ Does your content focus match your business focus?
 - Are you all about the beer?
 - Good vibes and events?
- ☐ Does your website and social channels adequately represent your brewery experience?
 - Hint... no one wants to hang out in an empty taproom if that's what you show on your website
- ☐ Does your digital communication share the same balance of priorities as your business model?
 - Hint... if you aren't known for pizza than why are there so many pics of pizza on your IG with no beer in sight...
- ☐ What's getting too much or too little attention?
- ☐ Have you provided the most basic of information?
 - Where are you?
 - What's on tap?
 - How long are you open?
 - Do you have food?
 - Can I bring my dog / kid?
- ☐ Which beers be getting the most push on social?
- ☐ Are you adjusting your approach for communication across different social channels and networks?
- ☐ Do your social channels match your majority demographics?
 - Yes... the "old folks" are still on Facebook.

