



AMERICAN  
CIDER  
ASSOCIATION

# Level Up!

Bring Your Cider to  
Maximize Your  
Tasting Room

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PRESENTED BY:

Aaron MJ Gore



Who is this dude,  
and why should I  
care?

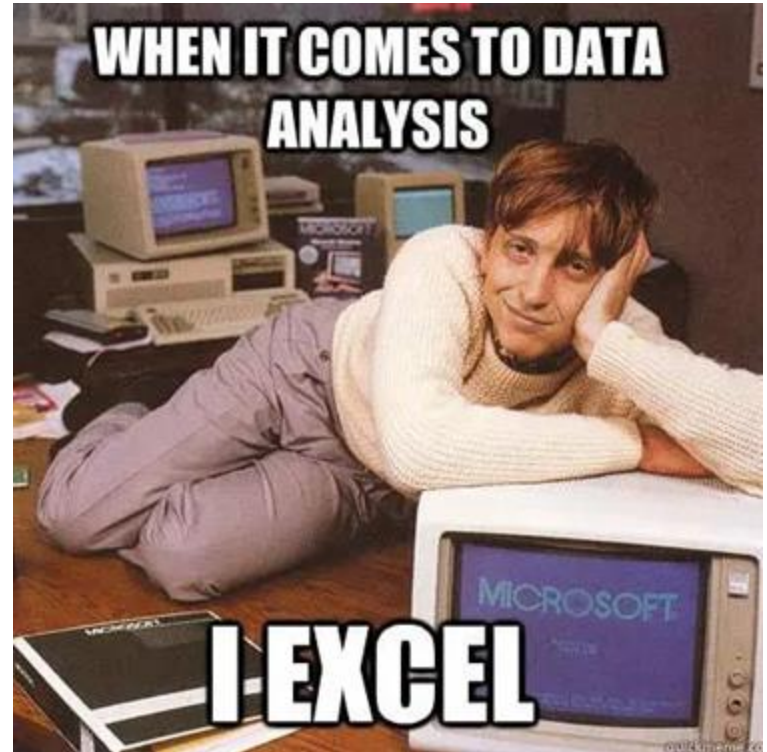
# Aaron MJ Gore

- Director of Sales and Marketing for Beer30 and The 5th Ingredient and Secretary of the Board for the American Craft Beer Hall of Fame
- Advanced Cicerone, Certified Pommelier, WSET Level 2 Spirits Award with distinction, (AF)(NA) Beer Certified, Certified Cheese Scholar, Certified Pain in the Ass
- A decade of telling other people what to do what to do with their companies. Mostly successful, often annoying
- Have worked with dozens of beverage companies as an employee, consultant, advocate, partner, and platform provider
- I'm a Facebook influencer, because apparently that's a thing... barely
- You all wish you were secure enough to be as adorable a cat as I was in this picture



# Why is data important?

- Making decisions with your gut means you'll be the one eating your mistakes
  - You have to know where things truly stand in order to guide them to where you want to go
- Find opportunities, trends, and risks that may not be obvious
- Better understand what's actually going on with your bottom line
- Benchmark and track performance
- Be proactive instead of reactive
- It's way easier to use than you think



What are some  
ways to use data  
in the tasting  
room?

# Sales Tracking

- Seeing your actual sales of product types, formats, and departments helps give a complete picture of your business
- Comparing your COGs and margins, you can best decide what is actually making you money, not just what is pulling in revenue
- Discover trends in your sales that may not be intuitive or obvious on their own
- Compare employee, hourly, and daily sales to truly understand your highest-performing opportunities
- Discover areas of loss or spillage



# Product Planning

- Truly understand your needs with respect to splits
- Forecast your tasting room needs
  - “Inventory” is just another word for “Risk”
- Find new product opportunities based on what’s selling and how
- Create more efficient product offerings for the tasting room
- Discover pricing opportunities by comparing sales by tier

Product teams working  
without feedback



# Example - Category Sales Reporting

## Key Considerations:

- You run your business on profit, not revenue
- Consider how customers view products
  - Use Occasions or “Types” versus technical styles
- Look for trends in pricing
  - If a certain price point consistently sells best, that’s feedback

Type	Quantity	Net	COGs	Gross	Tags
Vicious Tree Cider	30	\$90	\$90	\$180	CIDER, DRY
Ollie Ver’s Perry	35	\$50	\$160	\$210	PERRY, DRY
Ace of Clubs Winter Spiced Cider	40	\$50	\$190	\$240	CIDER, SWEET, SPICED
Ace of Spades Pumpkin Spiced Cider	25	\$30	\$120	\$150	CIDER, SWEET, SPICED
Dragon’s Tongue Cherry Ciderkin	20	\$70	\$50	\$120	CIDER, LIGHT, FRUITED
Blastoff Hazy IPA	15	\$20	\$70	\$90	BEER, IPA
<b>Total Sales:</b>	<b>165 Units</b>			<b>Net Margin:</b>	<b>\$310</b>

# Marketing

- Evaluate the efficacy of discounts and promotions at the tasting room level
- Determine the success of events versus nights without them
- Track the success of your marketing campaigns
  - Be sure to A/B test all marketing opportunities
- Identify and better target your most important audiences

**“Our target market is men and women, ages 18-75.”**

**Marketing Agency:**



# Example - Discounts and Promotions

## Key Considerations:

- Be sure that promotions increase business, not just redirect it
- You can operate a promotion at a loss, but you need to be able to track its actual impact
- Track every campaign, call to action, and discount code religiously
  - Marketing can be hard to justify, but is increasingly critical to succeed... measure and manage it aggressively

Type	Quantity	Net	COGs	Gross	Tags
Vicious Tree Cider	20	\$60	\$60	\$120	CIDER, DRY
Ollie Ver's Perry	25	\$40	\$110	\$150	PERRY, DRY
Ace of Clubs Winter Spiced Cider	30	\$40	\$140	\$180	CIDER, SWEET, SPICED
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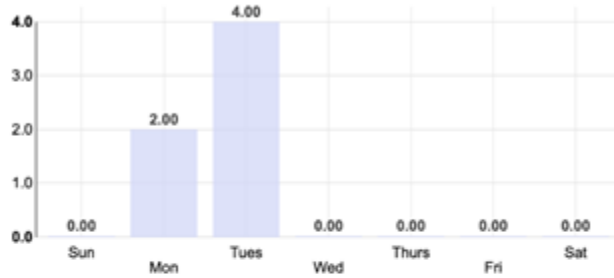
# Loyalty

- Track your most engaged customers using loyalty programs
- Use customized offers or loyalty redemptions to see what is the most useful programming to bring customers back more often
- Discover the habits and preferences of the customers that are the most responsible for your tasting room's success

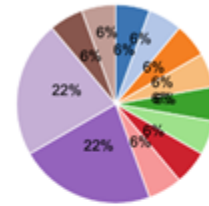


# Example - Loyalty Member Info

Visit Distribution



Purchase Distribution



Most Recent Visits

Date	Check Number	Check Size	Offers	Guest Count
02-28-23	004812	108.82		1
02-27-23	004811	18.32	Free Reward Item	1
02-27-23	004807	7.62		1
02-21-23	004802	7.62	Free Reward Item Free Reward Item	1
02-21-23	004801	7.62		1
02-21-23	004800	7.62		1

# Staffing

- Figure out what days or hours are actually profitable for you, and by how much
- Use sales data to ensure proper staffing levels for each shift
- Track employee performance
- Use sales data to encourage employee engagement and performance through incentive variable comp programs
- Guarantee accuracy on payroll
- Track % Labor Cost
- Find more effective service models



# Example - Employee Performance

## Key Staff Metrics:

- Average Ticket Value
  - The single most important bartender KPI
- Average Dollars per Hour
- Average Drinks per Hour
- Loyalty Sign-Ups
- Upsell Quantities

Employee	Amount Sold	# Tabs	Hours	Avg Ticket	Avg \$ / Hour	Avg Tab / Hour
Grossman, Ken	\$500	25	40	\$20	\$12.50	.63
Stoudt, Carol	\$600	40	30	\$15	\$20	1.33
Jordan, Kim	\$100	5	10	\$20	\$10	.5
Papazian, Charlie	\$1000	25	40	\$40	\$25	.63

# Staffing

- Data is useless without context
  - And bad data is worse than no data
  - Consistency is key
- Don't over-extrapolate trends
- Be mindful of the “Base Rate Fallacy”
  - This includes % changes even moreso
- Test your theories
  - It's easy to synthesize experiments in a tasting room



# Questions?



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