



INSPIRED HOMEBREWING

CREATING AND ORGANIZING A HOMEBREW EVENT

BY:
NICK & DYLAN





WHO ARE WE?

NICK

- STARTED BREWING BEER WHEN I JOINED BELL'S BREWERY 4 1/2 YEARS AGO
- BACKGROUND IN BIOLOGY AND ENVIRONMENTAL STUDIES
- LEAD STORE CLERK 3 YEARS
- FERMENTING ANYTHING AND EVERYTHING 10YRS



DYLON



- HOMEBREWING FOR AROUND 8 YEARS
- WORKED AT BELLS FOR ALMOST 3 YEARS
- I HAVE A DEGREE IN BUSINESS MANAGEMENT AND SUSTAINABLE BREWING
- LIVED IN GERMANY FOR A YEAR AND DEVELOPED A PASSION FOR THE BREWING PROCESS; INSPIRING ME TO PURSUE A CAREER IN THE CRAFT BEER INDUSTRY.

AGENDA

- HISTORY
- HOW WE'VE FOUND SUCCESS IN OUR HOMEBREW EVENTS
- WHY PUT ON A HOMEBREW EVENT?
- WHAT TYPE OF EVENT IS RIGHT FOR YOU?
- HOW TO GET PEOPLE INTERESTED
- YOU CAN DO IT!
- QUESTIONS

BELL'S HOMEBREW ROOTS

LARRY'S HISTORY

-LATE 70'S WHILE WORKING AT A BAKERY
LARRY BECOMES INTERESTED IN
HOMEBREWING

-1983:LARRY BELL OPENS HOMEBREW SHOP
-SEPTEMBER 19, 1985:BREWING ON A
15GALLON SOUP KETTLE LARRY BELL SELLS
HIS FIRST COMMERCIAL BEER



WHY WE ARE DEDICATED TO THE HOMEBREW COMMUNITY?

- **STAY TRUE TO OUR ROOTS**
- **HOMEBREWERS ARE THE BEST!**
 - **THE HOMEBREWING COMMUNITY PARALLELS THE CRAFT BEER COMMUNITY AND THERE IS A LOT OF OVERLAP BETWEEN THE TWO**
 - **THE PASSION OF HOMEBREWERS INSPIRES US EVERYDAY TO PUSH THE LIMITS OF WHAT IS POSSIBLE AND TO MAKE BETTER BEER**



BELL'S GENERAL STORE EVENT SUCCESSES

- **CLASSES**
- **DEMOS & GIVEAWAYS**
- **TOUR/CLASS COMBOS FOR GROUPS**
- **THE HOMEBREW EXPO & WORT
GIVEAWAY**



CLASSES

WHY CLASSES WORK

- LEVEL OF ENTHUSIASM
- STARTING A CONVERSATION
- BREAKING DOWN BARRIERS





DEMOS & GIVEAWAYS

WHY DEMOS & GIVEAWAYS WORK

- FREE STUFF!
- CHANCE TO USE PRODUCTS BEFORE COMMITTING
- TIPS, TRICKS AND INDUSTRY WISDOM







TOURS

- WE OFFER FREE TOURS!
- WE COLLABORATE WITH HOMEBREW GROUPS AND DO TOURS & CLASS COMBO.
- USA TODAY 2ND BEST BREWERY TOUR!







GENERAL STORE HOMEBREW EXPO & WORT GIVEAWAY

WHY THIS SPECIFIC EVENT WORKS

- **CAMARADERIE**
- **FREE WORT**
- **OPPORTUNITIES TO LEARN AND TRY NEW THINGS**

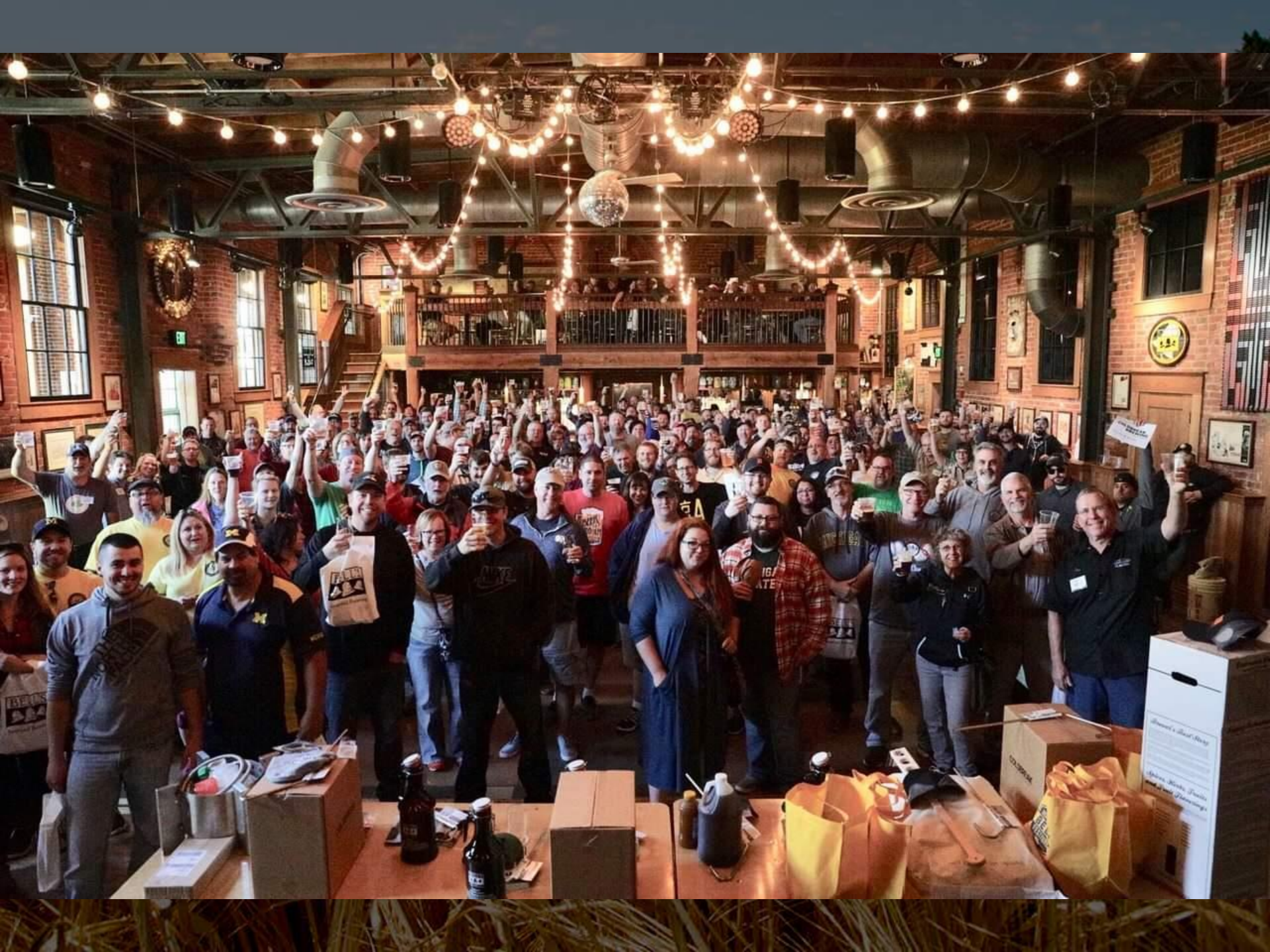




CAMARADERIE

- **GETTING A GROUP OF FRIENDS TOGETHER
TO GO STAND IN LINE**
- **TALKING ABOUT CRAFT BEER AND THE
INDUSTRY**
- **FINDING COMMON GROUND WITH
SOMEONE YOU'VE NEVER MET BEFORE**







FREE WORT

- **LOWERS THE EXPERIENCE LEVEL YOU NEED TO BREW**
 - YOU DON'T HAVE TO MASH OR LAUTER
 - YOU DON'T NECESSARILY NEED A LARGE DEDICATED BREW SPACE
- **CONVENIENCE**
 - THIS IS AN EASY OPPORTUNITY TO GET PEOPLE BACK ON THE SADDLE IF THEY HAVEN'T HAD THE TIME TO BREW AT HOME
 - BREWING A GOOD BEER WITH THIS FREE WORT MAY INSPIRE THEM TO START BREWING REGULARLY.



OPPORTUNITIES TO LEARN & TRY NEW THINGS

**PEOPLE LIKE TO TRY NEW THINGS! OFFER
THEM THAT OPPORTUNITY!**

- **HOP RUBS**
- **OFF FLAVOR SENSORY**
- **WORK WITH SUPPLIERS**
- **GIVE THEM KNOWLEDGE OF BEERS THAT
ARE UP AND COMING AND HOW TO MAKE
THEM**





RECOGNITION

- UPON JUDGING THEIR BEER, GIVE CONSTRUCTIVE CRITICISM.
 - MAKE NOTES AND BE SURE TO BE DESCRIPTIVE
 - "YOU DIDN'T PLACE" ISN'T HELPFUL, EVEN IF THEY MADE A BUTTER POPCORN LAGER "ON PURPOSE"
- BEER COULD BE FEATURED AS A CLONE KIT
- GIVE AWAY TICKETS TO CRAFT BEER EVENTS



RECOGNITION

- FLY THEM TO GABF
- LET THEM BREW THEIR BEER ON A COMMERCIAL BREWING SYSTEM
- SERVE THEIR BEER ON TAP





RA	7.9%	5oz \$2.00	12oz \$4.00	16oz \$4.50
RED ALE	5.2%	5oz \$2.00	12oz \$4.00	16oz \$4.50
70%	5.2%	5oz \$2.00	12oz \$4.00	16oz \$4.50
LLS	6.3%	5oz \$2.00	12oz \$4.00	16oz \$4.50
AROMA	5.5%	5oz \$2.00	12oz \$4.00	16oz \$4.50
5.5%	5.2%	5oz \$2.00	12oz \$4.00	16oz \$4.50
RED MALT	6.5%	5oz \$2.00	12oz \$4.00	16oz \$4.50
5.2%	6.5%	5oz \$2.00	12oz \$4.00	16oz \$4.50
10.4%	12oz \$4.00	16oz \$4.50		

↑ Staff Pick ↑

Larry's Latest Fruit Ale 5oz \$2.00
Tropical aromas of passionfruit, and citrus. Pronounced lime zest. Tart, dry finish. 5% 16oz \$5.00

Larry's Latest Belgian Ale 5oz \$2.00
Deep gold, fruity and spicy yeast notes. Dry, crisp finish. 6.5% 16oz \$5.00

UBERON 8.3%
Whiskey character, spicy, toffee, strong, warming. 5oz \$5.00 9oz \$7.00

HONEY HEARTED 14.4%
Effervescent, has citrus notes, honey notes, changing like dry. 5oz \$5.00 9oz \$8.00

Cider 7.6%
Ripe apple aroma, tart, quenching. 5oz \$4.00 12oz \$6.00 16oz \$7.00

JUICES
\$2.75
\$2.75
\$2.75
\$2.75

PACKS
CHEESE 14

WHY SHOULD YOU CREATE A HOMEBREW EVENT

- **ENGAGING EXISTING HOMEBREWERS**
 - **ENGAGED HOMEBREWERS IN OUR EXPERIENCE ARE LESS LIKELY TO STOP BREWING**
- **ENGAGING NEW HOMEBREWERS**
 - **MORE LIKELY TO START HOMEBREWING**
 - **UNCERTAINTY IS USUALLY ONE OF THE BIGGEST DETERRENTS FOR BEGINNERS**

WHY SHOULD YOU CREATE A HOMEBREW EVENT

- **BUILDING YOUR BRAND**
 - **PUT YOUR BRAND IN FRONT OF YOUR GUESTS AS MINDFULLY AS POSSIBLE**
- **DON'T BE COMPLACENT**
 - **HOMEBREWING ISN'T BOOMING, WHAT'S THE NEXT IDEA TO GET YOUR CUSTOMER EXCITED?**
- **MARKET YOURSELF**





WHAT TYPE OF EVENT IS RIGHT FOR YOU?

CONSIDERATIONS

- **WHAT SIZE/TYPE OF SPACE ARE YOU WORKING WITH?**
- **HOW MANY PEOPLE DO YOU EXPECT?**
- **ARE YOU A HOMEBREW SHOP, BOTTLE SHOP, TAP ROOM?**
- **HOMEBREWERS LIKE A BEER IN THEIR HANDS, DO YOU HAVE THE CORRECT LICENSING?**

WHAT TYPE OF EVENT IS RIGHT FOR YOU?

CONSIDERATIONS

- **CAN YOU TEAM UP W/ A LOCAL BREWERY?
CROSS PROMOTE OR SHARE SPACE**
- **DO YOU WANT GIVEAWAYS? WORK WITH YOUR
SUPPLIERS**
- **IS IT A COMPETITION, WHAT WILL THEY WIN?
BE CREATIVE!**

HOW TO GET PEOPLE INTERESTED

USE YOUR RESOURCES WISELY!

- **WHO ARE YOUR LOCAL EXPERTS?**
 - **HAVE THEM DISPLAY THEIR EXPERTISE**
 - **HOP RUB**
 - **SENSORY PANEL**
- **WHAT IS CURRENTLY TRENDING?**



HOW TO GET PEOPLE INTERESTED

USE YOUR RESOURCES WISELY

- **PROVIDE OPPORTUNITIES FOR PEOPLE TO LEARN OR TRY NEW THINGS**
- **INVITE A VENDOR TO INFORM PEOPLE ABOUT PRODUCTS**





YOU CAN DO IT!

STAY TRUE TO WHAT YOU KNOW!

- **DON'T FORGET TO GIVE BACK & RECOGNIZE THE COMMUNITY.**
- **USE YOUR RESOURCES!**
- **BE CREATIVE!**
- **TRY NEW THINGS!**

QUESTIONS?

