

How Are You Selling Beer?

Want To Increase Beer Sales by 12%* ?

3 Factors That Can Move More Beer:

- ✓ The Right Beer Selection
- ✓ A Beer Knowledgeable Staff
- ✓ Beer Brand and Style Information for Customers - Simple, Clear, and Informative

Why Are These Important?

- ✓ 70% of Purchase Decisions are Made In-Store
- ✓ American Craft Beer has Grown by 23% in the last two years, dramatically increasing SKUs, Beer Styles, and Seasonal Brands
- ✓ Successfully Selling Craft Beer Increases Profitability (just like selling fine wine)

Introducing Style Trends™ - Results-Based Beer Selling Solutions for the Beer Retailer

* Brewer's Association, Craft Beer Growth 2007

For More Information - www.thebeerbible.com

Style Trends™

- ✓ Designed to Improve Beer Sales
- ✓ Designed to Increase Beer Knowledge
- ✓ Designed to Enhance Your Customers Beer Experience

Results-Based

- Style Trends™ Starts with the beer basics
- Style Trends™ Builds on the basics, introducing better ways to sell beer:
 - Selling by Ales and Lagers and Beer Styles
 - Building a real Beer Menu (On and Off Premise)
 - Pairing Beer and Food
 - The power of selling with SRM and IBU Data
- Style Trends™ offers One-of-a-Kind On Line Selling Resources for Any Domestic Beer Brand
- Monthly e-mails make it easy to stay focused on beer

Convenient (Accessible 24 hours – 7 Days a week)

- Style Trends™ offers 2 Courses On Line –
 - It's Not Just a Beer (Beer Basics)
 - Capitalizing on the Growth Trends in Beer (Promoting the Best of Beer)
- Each narrated course can be completed in 60 min.
- Now Everyone in the store can be the Beer Expert

Resources that Let Beer Sell Itself : Customizable Shelf Talkers

**Angry Minnow
Brewing**

Honey Wheat Pale Ale

This golden brew is made with fresh pilsen malt, wheat, Gambrinnus honey malt, and 50 pounds of local honey.

\$8.95 six pack

Color	Hop Taste
 SRM = 7	More  Less IBU = 35

Food Match
Salads, Seafood, Sushi

www.thebeerbible.com

Simply Select:

- The Brewer
- The Brand
- Enter your price
- **Click Print**

Customers Discover:

- Beer Description
- The Beer Color in a Style Appropriate Glass
- The Beer Flavor
- Beer & Food Match

Starting at \$120 – Style Trends™

Won't Bust the Budget

**Call MC Basset at (908) 537-6410 or visit
our website at www.thebeerbible.com**

**Ask about the
ONE MONTH FREE Trial Offer**