



1	<b>BELLCRACKER</b> ZSP BREWING CO. IMPERIAL DOUBBLE IPA IBU: 33 ABV: 8.5%	33OZ \$6.99	64OZ \$9.99	PINT \$2.99	7	<b>IMPERIAL PORTER</b> LONG TRAIL BREWING CO. AMERICAN IMPERIAL PORTER IBU: 54 ABV: 8.3%	33OZ \$6.99	64OZ \$13.99	LG. TULIP \$3.49
2	<b>DAGGER FALLS IPA</b> SOCKEYE BREWING AMERICAN IPA IBU: 100 ABV: 6.5%	33OZ \$10.99	64OZ \$5.99	PINT \$2.99	8	<b>SCULPIN IPA</b> BALLAST POINT BREWING CO. AMERICAN IPA IBU: 70 ABV: 7%	33OZ \$4.99	64OZ \$9.99	PINT \$2.99
3	<b>BLACK CHOCOLATE STOUT</b> BROOKLYN BREWERY AMERICAN IMPERIAL STOUT IBU: 40 ABV: 10%	33OZ \$5.99	64OZ \$12.99	LG. TULIP \$3.49	9	<b>DRY FLY WHEAT WINE</b> 1.0 BARREL BREWING CO. BARREL AGED BEER IBU: 0 ABV: 10%	33OZ \$5.99	64OZ \$8.99	PINT \$3.99
4	<b>S.A.M. IPA</b> 1.0 BARREL BREWING CO. AMERICAN IPA IBU: 89 ABV: 7.5%	33OZ \$5.99	64OZ \$11.99	PINT \$3	10	<b>SWILL</b> 1.0 BARREL BREWING CO. BERLINER WEISSE (WHEAT) IBU: 14 ABV: 4.5%	33OZ \$5.99	64OZ \$12.99	PINT \$2.99
5	<b>ESTATE HOMEGROWN ALE</b> SIERRA NEVADA BREWING CO. AMERICAN IPA IBU: 60 ABV: 6.7%	33OZ \$5.99	64OZ \$19.99		11	<b>OK2BERFEST</b> TWO ROADS BREWING CO. CICKMAN MARZEN IBU: 9 ABV: 5.6%	33OZ \$7.99	64OZ \$15.99	PINT \$3.99
6	<b>CALI-BELGIE IPA</b> STONE BREWING CO. BELGIAN PALE ALE IBU: 77 ABV: 6.9%	33OZ \$4.99	64OZ \$9.99		12	<b>APOCALYPSE IPA</b> 1.0 BARREL BREWING CO. AMERICAN IPA IBU: 70 ABV: 6.8%	33OZ \$6.99	64OZ \$12.99	PINT \$2.99

**SUPPORT LOCAL CRAFT BEER**

BEER WIZARD® MENU THE GROWLER STATION

# DIGITAL MENU SYSTEM FOR CRAFT BEER BUSINESSES

POWERED BY:





POWERED BY:



# INTRODUCING BEER WIZARD BEER MENUS

A cloud based digital menu system designed with advanced customization and interchangeability to seamlessly maximize your in-store Beer Menu. Powered by our ever-growing craft beer database, Beer Wizard Beer Menus is a turnkey digital solution for businesses and consumers alike.

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# HOW IT WORKS

A cross platform digital menu system driven by our powerful backend database, which pushes your menu updates out to your customers through a customizable in-store digital menu board, Beer Wizard mobile app, our website, your website, printable menus, and social media integration options.

## 1 Web Based Store Manager

Login to our backend portal to update your beer inventory in just a few simple steps.

## 2 The Cloud

Backend updates sent to the cloud to be pushed out to your on-site digital menu, on-line web based platforms, and on-the-go mobile platforms.

Updates



On-Site Menu Box

3



4



5



### On-Site

See menu updates within seconds displayed on your in-store digital menu board.



### On-Line

Resources in place provided by our backend allow your customers to view your real time menu on both our website and on your own store website



### On-the-Go

Mobile capabilities - including Beer Wizard Mobile App and Mobile Menus allows customers to access your menu right from their device, any place, any time.

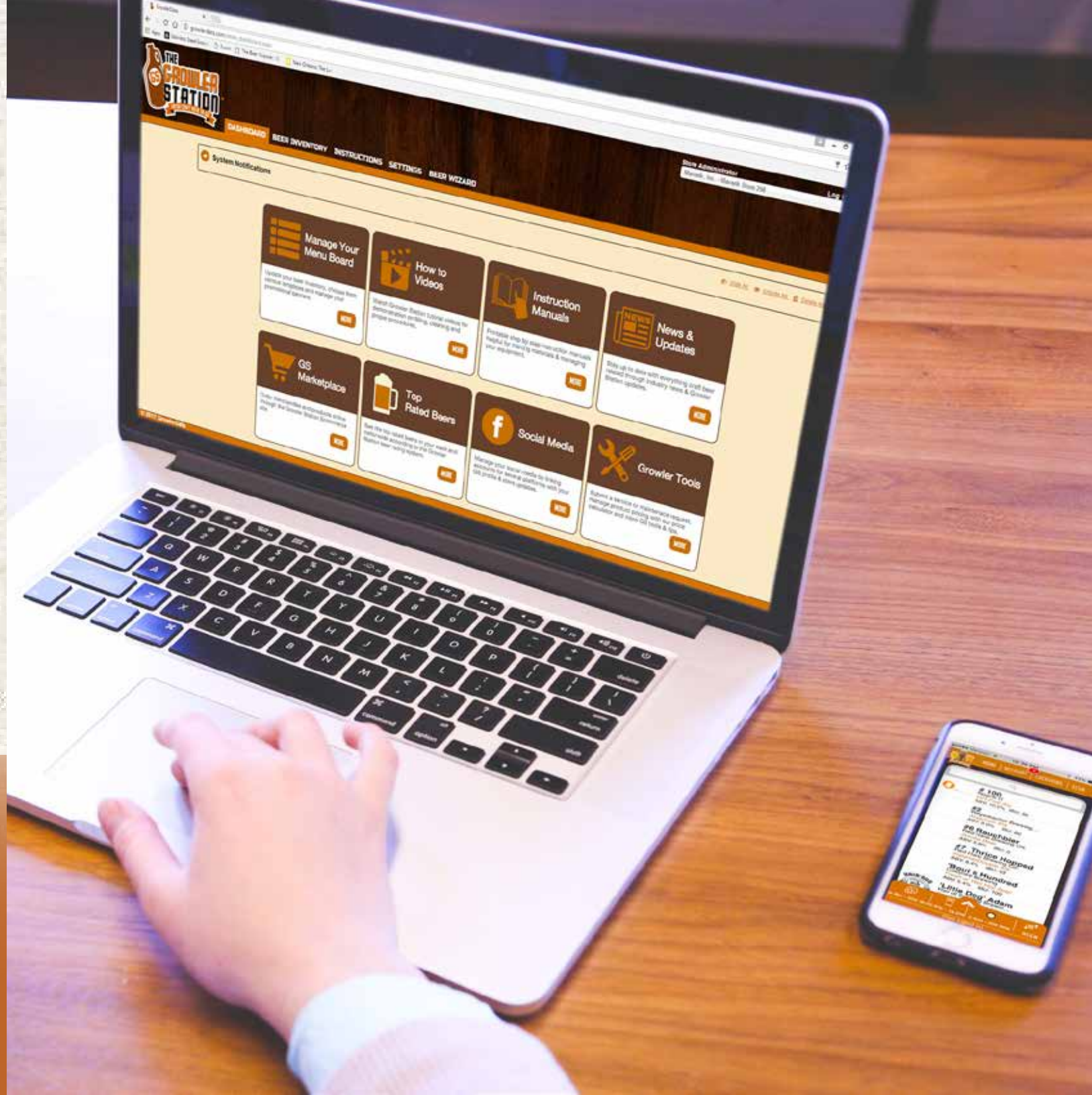


# DIGITAL MENU SYSTEM

Securely login to our backend to access your completely customizable menu board options. Fully equipped with templates, font styles, and banner options, explore your capabilities and update your menu directly through your dashboard.

## Tap Into Our Database

- Over 10,000 craft beers and growing daily
- Manage your inventory in just a few simple clicks
- Create custom tasting notes and name overrides
- Access full details for each beer – ABV, IBU, SRM, Calorie Count and more



# MENU TEMPLATES

## Complete Customization

- Upload your own background graphics
- Branding opportunities through utilizing custom header and footer banners
- All font styles, sizes and colors customizable
- Turn on/off sections of the display as desired (beer logo, slot number etc.)

## Utilize Pre-built Templates

- We have 7 pre-designed templates available for your use
- Variety of styles to fit the look and feel of a taproom or location
- Within each template, you still have the option to customize fonts, colors etc.

# SOCIAL MEDIA

## Social Media Integration

- Connect your menu updates to your Social Media platforms
- Post to Facebook function in place to push all your menu updates right to your location's Facebook page
- Integrating with Social Media allows you to have constant customer interaction





# ADDITIONAL MENU FEATURES

With optimized synchronization across all devices, the Beer Wizard Beer Menus system has added features in place to give customers access to your menu on several platforms.



## MENU WIDGETS

- Menu Widgets are a provided code in our backend designed for you to place onto your website, which will in turn display your menu directly on your website
- The code will constantly update itself as you update your menu
- Custom widget layout options available



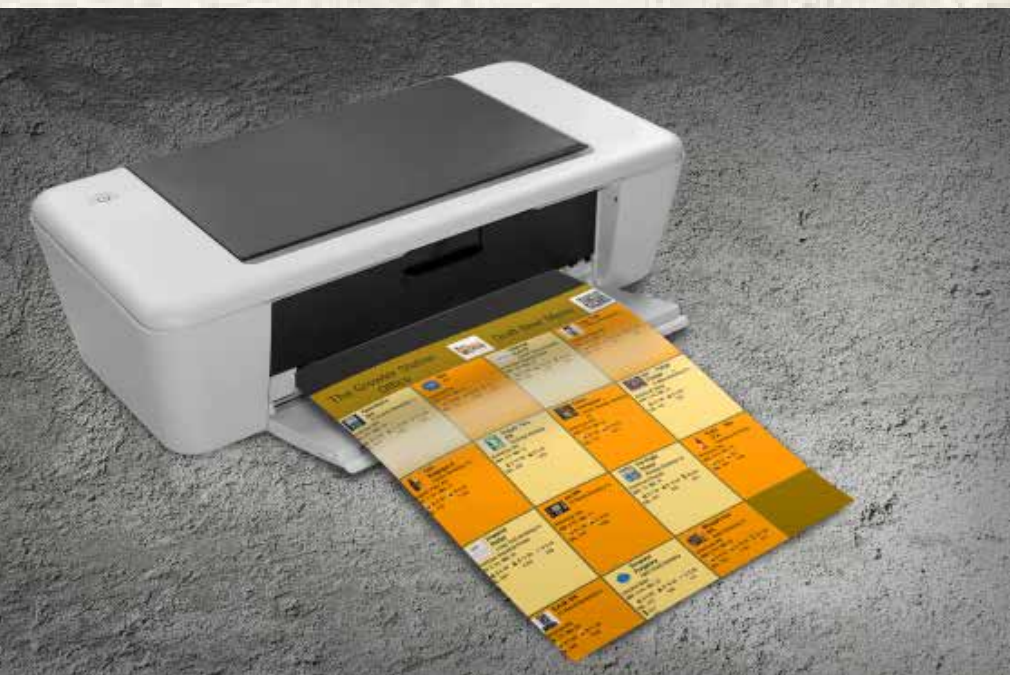
## MOBILE MENUS

- Accessed through a QR barcode or a short bit.ly address, provided in our backend
- Customers can quickly scan the QR code wherever it is, and obtain a real time menu directly from their mobile device
- Mobile Menu is constantly updating itself to display your most current menu
- Within mobile menu, customers can click on each beer to find a more detailed description and information on that beer



## PRINTABLE MENUS

- An easy way to print your menu and distribute it to your customers
- Customization options available, sort by tools, re-arrange menu order, change fonts and colors, change background colors etc.
- Option to display QR code on your print menu for customers to easily scan and find more detailed beer information
- Print directly from our backend portal





# ADVANCED DISPLAY SETTINGS

Through our backend, you have the capability of setting custom display sizes to be reflected on your menus across the board. In line with FDA requirements, Beer Wizard Beer Menus has a function allowing you to display calorie count for the beers on your menu, and additional nutrition information available for the beer

## MANAGE SIZES AND CALORIES

Advanced settings allow you to do the following changes to your menu

- Select up to 7 preset displays sizes or both Draft and Packaged Beer offerings
- Override preset Display Size labels with our own custom labels
- Turn on/off Calorie Display for your menus
- (FDA requirements: Calorie information must be displayed in chains with 20 or more locations)
- Beer Wizard Beer Menu calculates Calorie Counts based on ABV%
- Override calculated calories with custom calorie count information if you have it from the brewery
- Turn on/off calorie count information on your different menu platforms
- Customer facing in-house Digital Menu, Mobile Menu, Print Menu, Beer Wizard Menu Connect, etc.

DRAFT						
Enabled	Order	Label	Custom Label	Display Calorie Count	Ounces	Custom Ounce count per size
<input checked="" type="checkbox"/>	1	Shot		<input checked="" type="checkbox"/>	32	
<input checked="" type="checkbox"/>	2	Half		<input checked="" type="checkbox"/>	64	
<input checked="" type="checkbox"/>	3	Pint		<input checked="" type="checkbox"/>	16	
<input type="checkbox"/>	4	Wetzel		<input type="checkbox"/>	20	
<input type="checkbox"/>	5	1g. Half		<input type="checkbox"/>	12	
<input type="checkbox"/>	6	6oz. Tulp		<input type="checkbox"/>	8	
<input checked="" type="checkbox"/>	7	Crowler		<input checked="" type="checkbox"/>	32	
<input type="checkbox"/>	8	Other		<input type="checkbox"/>	0	

PACKAGED						
Enabled	Order	Label	Custom Label	Display Calorie Count	Ounces	Custom Ounce count per size
<input type="checkbox"/>	9	12oz Can		<input type="checkbox"/>	12	
<input type="checkbox"/>	10	24/25oz Can		<input type="checkbox"/>	24	

## VIEW SIZES AND CALORIES

Your managed sizes and calories will be immediately available for viewing

- You get to choose which display platforms to show Calorie information
- Capabilities available to print more precise Nutritional Information for each beer
- (Nutritional information dependent on Brewery input & updates)
- Display Size & Calorie information changes automatically updates to customer facing menu at next menu device refresh

Beer Name	Size	Calories
1. DOUBLED BLONDE HOP VALLEY BREWING CO. AMERICAN GLD/BLONDE ALE	32oz	100
2. HIGH FIVE HEFE RON HORSE BREWERY BANQUAN HEFEWEIZEN	16oz	160
3. GO TO PA STONE BREWING CO. AMERICAN PA	340	720
4. FRESH SQUEEZED PA DESCHUTES BREWERY AMERICAN PA	32	1024
5. AFRICAN AMBER MAC & JACKS BREWERY AMERICAN AMBER PALE ALE	32	116
6. Q! FACTORY PILS TWO ROADS BREWING CO. AMERICAN PILSENER	32	400
7. KUNOFF RED PA ODELL BREWING CO. AMERICAN PA	320	1040
8. SAY WHITT COCONUT PORTER MCCALL BREWING CO. PORTER	32	512
9. SCULPIN PA BALLAST POINT BREWING CO. AMERICAN PA	340	1120
10. LITTLE SUMPIN LAGUNITAS BREWING CO. AMERICAN PA	32	590
11. DALE'S PALE ALE OSKAR BLUES BREWERY AMERICAN PALE ALE	32	1040
12. AMBER ALE BELLS BREWERY, INC. AMERICAN AMBER PALE ALE	32	444

**DRAFT BEER MENU** MONDAY THRU FRIDAY 4 TO 7PM HAPPY HOUR GROWLERS HALF OFF ON REFILLS



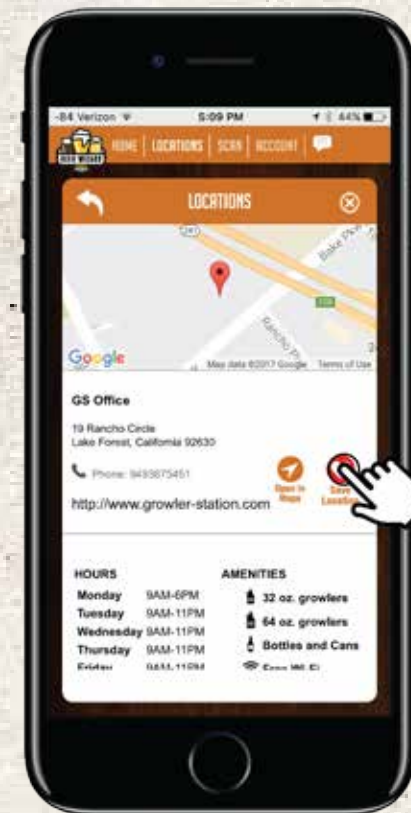




# BEER WIZARD MOBILE APP

A mobile app designed to coincide with every and any one of your menu updates, with functions implemented allowing consumers the opportunity to follow your updates at all times.

- Push notifications notifying a customer of your menu updates
- Setting favorite locations – customers can set up to 10 locations
- Top rated beers and customer favorite which will create analytical data reports in our backend



## FAVORITE

- Customers set up to 10 favorite locations
- Customers can set an unlimited number of favorite beers



## COMMUNICATE

- Customers can receive push notifications when you update your menu
- Customers can be notified when any of their favorite beers are put on tap at a location



## MANAGE

- Choose your beer selections based on analytical information gathered from customers favorite and top rated beers, breweries and beer styles
- Trend reports will keep you ahead of competitors in choosing your menu offerings



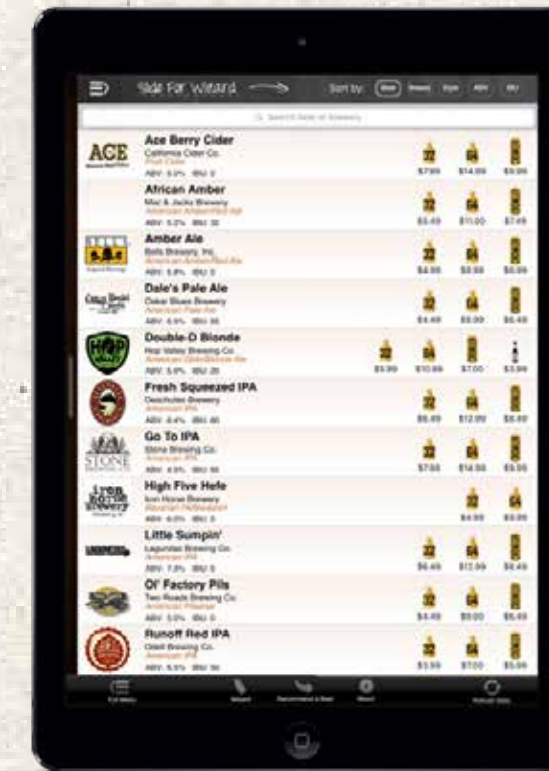
# BEER WIZARD MENU CONNECT

Beer Wizard Menu Connect displays your full menu of beers allowing your customers to expand their knowledge of every beer on the menu. The easy to use app allows customers to scroll through the menu of beers, and simply select a beer to learn the features of that beer. Features include the breweries specific beer's description, ABV %, IBUs, style, & food pairing.



## CONVENIENCE

- Menu Connect branded iPad station at your location allowing customers to search right at the counter
- Filter functions to direct customers to the beer they are looking for – filters include searching by ABV value, IBU value, Beer Style, Food Pairings etc.
- Better serve your customers through engaging them with detailed information about each beer, narrowing down their choices to meet their needs



## TOOLS

- Customers can search both your draft and packaged beer right through the app
- Capability of showing all sizes and pricing available by a simple "slide" function within the app, if you added custom labels or display sizes, you will see that reflected here as well
- Add custom tasting notes through our backend that will display within the app on the "Beer Details" page



## UPDATES

- Update your in-store digital menu directly through your Beer Wizard Menu Connect App; add/remove a beer, edit pricing and sizing available, re-arrange slot numbers. All changes will be reflected to your menu board and beer wizard app within seconds
- Add up to 6 serving sizes per beer (including draft and packaged beers)





POWERED BY:



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