



EVENT GUIDE

Creating Exceptional Brewery Event Experiences

Breweries are evolving into more than just places to enjoy great beer—they've become neighborhood gathering spots, versatile venues for private events, and destinations for community engagement. While each brewery has its own unique identity, events offer a universal opportunity to generate predictable revenue, optimize space usage, and build customer loyalty.

*Disclaimer: This checklist is for informational purposes only and is not intended as a substitute for any audit, tax or other professional advice, consultation or service.



This guide provides practical strategies, tips for handling buyouts, the benefits of taking deposits, insights into designing pre-set packages, and how tools like GoTab and Tripleseat can transform event management into a seamless, profitable operation.

1. The Rise of Brewery Events

The hospitality industry has shifted toward creating experiential spaces, and breweries are no exception. Events have become essential to modern breweries, from trivia nights to large-scale buyouts. Beyond the obvious financial benefits, hosting events allows breweries to strengthen their role as community hubs.

Stone Brewing, one of the largest craft breweries in the U.S., has leveraged this trend by hosting everything from small gatherings to full-scale corporate buyouts. Their success highlights how a well-executed event strategy can make a brewery a destination for diverse audiences.

However, hosting events is about more than filling a space—it's

about creating memorable experiences that encourage guests to return. Events like pickleball leagues, niche trivia nights, drag bingo, or yoga in the taproom can attract new customers while keeping regulars engaged.

2. Benefits of Hosting Events at Breweries

1. Consistent Revenue Streams:

Events provide financial stability with predictable income from advanced bookings and deposits.

2. Optimized Space Utilization:

Slow weekday evenings or off-peak hours can become profitable by hosting private or community events.

3. Strengthened Community Ties:

By hosting gatherings tailored to your audience, you can position your brewery as a hub for connection.

4. Marketing Potential:

Events often generate organic promotion through word-of-mouth and social media, enhancing your brewery's visibility.

3. Tips for Small Breweries

Small breweries without large, dedicated event spaces can still host impactful events. Creativity and adaptability are key:

Maximize Existing Space: Section off areas to create semi-private settings. For example, use dividers or rope barriers to reserve specific sections for private parties without disrupting other guests.



Say Yes to Opportunity: Always be open to inquiries. When potential clients ask about hosting an event, meet with them, show them your space, and brainstorm ways to accommodate their vision. A can-do attitude goes a long way in building a reputation for flexibility and customer service.

Tailor Events to Your Audience: Think small but memorable. Host intimate gatherings like guided tastings, taproom yoga, or local artist showcases that don't require extensive setup.

Even without the luxury of space, small breweries can create a reputation for hosting unique, community-oriented events that draw consistent traffic and build loyalty.

4. Tips for Handling Buyouts

Buyouts can be a lucrative way to boost revenue, but managing them well is critical to success. Here are some strategies:

Set Practical Price Points: Your buyout pricing should reflect lost revenue, staffing costs, and a premium for inconvenience. This ensures profitability while maintaining fairness for your regular patrons.

Communicate Clearly: Post upcoming buyouts on your website and social media so customers are informed in advance. Transparency helps avoid frustration and builds goodwill with your audience.

Keep Doors Open as Long as Possible: Take a cue from Stone Brewing, which keeps its taprooms open until the last possible moment on buyout days. This approach maximizes pre-buyout sales and minimizes disruption for regular guests.

Station a Front Door Host: Assign a team member to greet guests on the day of the buyout, explain the situation, and direct them to alternative plans.

Offer Incentives for Displaced Guests: Hand out gift cards or discounts to encourage guests impacted by a buyout to return another day. This small gesture builds goodwill and ensures they remain loyal.

When handled thoughtfully, buyouts can be a seamless part of your business model while maintaining customer satisfaction.

5. The Importance of Taking Deposits

Taking deposits for events is a game-changer for breweries, especially during busy seasons. According to **Tripleseat**, requiring a **50% deposit upfront** makes clients more committed and less likely to cancel. This approach protects your revenue and ensures you're not left with empty space and lost opportunities.

Using tools like **GoTab** and **Tripleseat** streamlines the deposit process, saving time for both you and your clients. Instead of lengthy phone calls to collect credit card details or dealing with paper checks, clients can submit deposits online in just a few clicks. This ease of use aligns with modern customer expectations and reduces administrative burdens on your staff.

By taking deposits upfront, you eliminate the risk of no-shows and ensure serious clients book your space, freeing your team to focus on creating exceptional events.

6. Designing Pre-Set Packages for Seamless Bookings

Pre-set packages simplify the booking process for both clients and staff, making it easier to secure reservations and ensure consistent service delivery. These packages should cater to a variety of event types and budgets, offering flexibility while streamlining operations.

Examples of Pre-Set Packages:

- 1. Basic Package:** Reserved section, drink minimum, and light snacks.
- 2. Food & Beverage Package:** Includes a dedicated area, full meal options, and unlimited drinks for a set time.
- 3. All-Inclusive Package:** Premium food and beverage options, staffing, and tailored decorations for weddings or large corporate events.
- 4. Custom Packages:** Tailored options for specific events, such as birthday parties, fundraisers, or community gatherings.

High-quality photos and detailed descriptions of each package on your website make it easier for potential clients to envision their event and commit quickly. Including a virtual tour of your space adds an extra layer of transparency and appeal.

7. Elevating Events Through Technology

Managing events efficiently is critical, especially as guest expectations for seamless service rise. **GoTab** and **Tripleseat** provide breweries with the tools needed to streamline operations and enhance guest experiences.

Simplified Booking and Deposits: Tripleseat automates the reservation process, from initial inquiries to contracts and deposits. Payments are tracked and applied automatically, reducing manual effort and administrative headaches.

Enhanced Guest Experiences: GoTab's mobile ordering system allows guests to order food and drinks from anywhere in the venue. Shared tabs simplify group events, encouraging guests to stay longer and spend more.

Custom Event Cards: Offer premium options like VIP drink packages or access privileges. These cards enhance personalization and reduce logistical complexity, making events more memorable for guests.

Operational Efficiency: The seamless integration of GoTab and Tripleseat lets breweries handle group reservations, large-scale events, and even offsite catering with ease.

8. Unlocking Revenue with Strategic Events

A successful event strategy doesn't end when the party's over—it includes pre-arrival engagement, on-site excellence, and post-visit follow-ups to ensure long-term customer loyalty.





Pre-Arrival: Build excitement with personalized emails, sneak peeks of your space, and exclusive offers. Allow guests to pre-order meals and drinks to ensure a smooth experience on the day of the event.

On-Site: Create a seamless check-in process and provide easy mobile ordering. Shared tabs and self-service options keep things convenient for guests while boosting efficiency for your staff.

Post-Visit: Follow up with thank-you messages, share photos from the event, and offer discounts for future bookings. These touchpoints create lasting impressions and encourage repeat visits.

9. Ways to Market Your Event Space

Effectively marketing your brewery's event space is key to attracting bookings and building a steady revenue stream. By leveraging both online and offline strategies, you can position your venue as the go-to choice for memorable events.

Showcase Your Space Online

Your website is your strongest marketing tool. Highlight your event space with high-quality photos, detailed descriptions of layouts and capacity, and a virtual tour if possible. Include testimonials or photos from past events to add credibility. Make booking inquiries easy with a prominently placed contact form or "Book Now" button.

Boost your visibility on search engines by optimizing your site with event keywords such as **"corporate event space," "private event space,"** and **"event space near me."** These terms help potential clients find you faster.

Not sure where to start? **Reach out to a GoTab representative for expert help on keyword optimization.**

Use Social Media and Local Partnerships

Social media is ideal for showcasing your brewery's transformation into an event space. Post photos, videos, and stories from past events, and tag clients (with their permission) for increased visibility. Create short clips of setup processes or highlight unique features like décor or lighting.

Collaborate with local vendors like florists, photographers, or caterers to create bundled packages. Hosting an open house for event planners or influencers is another great way to showcase your space and attract bookings through word-of-mouth.

Run Targeted Ads and Campaigns

Targeted ads on Google and social platforms help reach local audiences actively searching for event spaces. Combine these with email campaigns to your existing customers, offering exclusive incentives like early booking discounts or add-ons such as a free drink package.

Leverage Events to Market Events

Host your own community-focused gatherings, such as seasonal parties or fundraisers, to demonstrate your venue's potential. These events serve as live advertisements for your space, encouraging guests to consider your brewery for their own gatherings.

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Transform Your Brewery with GoTab and Tripleseat

By integrating GoTab and Tripleseat into your operations, you can transform event management into a streamlined, profitable process. From handling deposits to enhancing guest experiences, these tools ensure your brewery operates efficiently and exceeds client expectations.

Whether you're managing a small taproom or a sprawling venue, events can elevate your brand, strengthen community ties, and significantly boost revenue. Start planning your event strategy today and turn your brewery into a destination for unforgettable experiences.

For more information, request a demo at gotab.com/demo-request



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