

PARTNER PLAYBOOK: HOW LOCAL TAPROOMS & KITCHENS PROFIT

Turning unannounced small batches and quiet weeknights into predictable, high-margin revenue through real-time scarcity and communal seating.

01 / THREE CORE OPERATIONAL BENEFITS

1 **FILL SLOW WEEKNIGHTS ON DEMAND**
Kill dead Tuesdays and Wednesdays: turn spontaneous pilot taps and scratch kitchen test runs into urgent, geo-targeted drop events.
Reach 100% of verified craft drinkers within a 5–10 mile radius instantly, bypassing suppressed social algorithms.

2 **100% SELL-THROUGH OF LIMITED STOCK**
Visual batch meters create authentic urgency without discounting. Sell out 1-BBL casks, dry-hop variants and 30-portion specials before prep spoils.
Zero friction: staff launch a drop in under 45 seconds from a phone. No menu CMS, no IT integration.

3 **BUILT-IN FOOT-TRAFFIC SYNERGY**
Automatically synchronizes host breweries with rotating mobile kitchens and food trucks.
Pairing drops ("Hazy Pale Ale + Wood-Fired Carnitas") lift dwell time from 45 min to 2+ hours and double table check sizes.

02 / COMPETITIVE LANDSCAPE — WHY BATCH 0 WINS

DIMENSION	LEGACY MENU AGGREGATORS (Untappd, Taplist)	SOCIAL DINING APPS (Timeleft, Meetup)	INSTAGRAM / SOCIAL STORIES	BATCH 0
INVENTORY AGILITY	Static menus; slow and tedious to update for 1-day runs.	None; disconnected from draft lines or kitchens.	Ephemeral, but buried by algorithms before the keg kicks.	Real-time 45-sec drops with live volume & countdown meters.
TAPROOM FOOT TRAFFIC	Solitary "tickers" checking off ratings in isolation.	Rigid pre-scheduled dinners needing days of planning.	Broad broadcast with zero local foot-traffic intent.	Spontaneous "Open Tables" filling empty high-tops tonight.
FOOD & DRINK TIE-IN	Beer-only; ignores the rotating food truck outside.	Generic restaurant booking as a mere backdrop.	Fragmented; truck and brewery post independently.	Unified "Beer & Bite" pairing drops co-hosted at one venue.
VENUE COST & ROI	\$600–\$1,200/yr for static digital signage.	High platform fees; transactional relationship.	Paid ads need constant spend for diminishing reach.	Zero upfront risk; drives direct high-margin pints and plates.

03 / THE REVENUE MATH — A SINGLE OFF-PEAK WEDNESDAY

THE SCENARIO
Taproom + food truck co-host a Wednesday drop: 1-BBL pilot keg and a 35-portion scratch slider special.

THE DRAW
Real-time push alert pulls 25 high-intent locals through the door who would otherwise have stayed home.

TAPROOM LIFT
25 patrons × 2.5 draft pours @ \$8 = **+\$500** in high-margin draft sales.

FOOD TRUCK LIFT
25 food orders × \$16 average spend = **+\$400** in direct kitchen revenue.

COMMUNAL MULTIPLIER
Checked-in patrons at Table 4 stay for another round to finish shared flights: **+\$150** tab expansion.

TOTAL NET IMPACT
+\$1,050
Combined local revenue on one off-peak shift, from a batch already brewed and prepped.

04 / THE FRICTIONLESS ONBOARDING ENGINE

NO POS HARDWARE OVERHAUL
Start Day 1 with staff quick-toggles and community crowd-verified batch meters.

TURNKEY TAPROOM COLLATERAL
Automated Media Kit Hub: acrylic table tents, window clings and table QR codes, print-ready.

FOUNDING PARTNER STATUS
Early locations receive complimentary lifetime drop broadcasting and premium radar placement.

CLAIM YOUR ZONE. PUT YOUR NEXT PILOT BATCH ON THE RADAR.