

UNTAPPD

Improving Brand Consistency & Increasing Beer Sales in 120 Days

Untappd for Business
Case Study



COMPANY OVERVIEW

Beneath the umbrella of CraftWorks Restaurants & Breweries, Old Chicago operates over 110 locations in the United States. Since 1976, Old Chicago has paired taproom fare with a competitive selection of domestic and international craft beers, placing a heavy emphasis on beer selection and connecting with the craft consumer.

CHALLENGES

“Our guests expected us to have a beer list on Untappd,” explained Jonny Stringer, Manager of Beverage Operations at CraftWorks Restaurants & Breweries, Inc. He identified an assumption from customers to have an active presence on Untappd, the world’s largest community of beer enthusiasts. To accommodate their local patrons, several Old Chicago locations created Untappd

for Business accounts to leverage Untappd’s network of over 7 million users. Without a specific driving force behind their inconsistent profile pages, beer lists fell out-of-date and appeared inactive to Untappd users. Seeking to improve brand consistency and increase customer loyalty, Old Chicago considered implementing Untappd for Business across all their locations.

“Untappd is the industry standard app for looking at beer lists. It’s an expectation of our guests so we wanted to get our beer lists on the Untappd app. We were able to do that once we got all of our locations Verified on Untappd.”

Jonny Stringer
Manager of Beverage Operations at CraftWorks
Restaurants & Breweries, Inc

SOLUTION & RESULTS

Untappd for Business is a cohesive menu publishing platform and marketing toolkit. Partners unlock operational efficiencies and access Untappd’s targeted market of social beer drinkers. During a 120 day pilot period for 10 locations in 2016, Old Chicago saw an 8% increase in beer sales and subsequently onboarded all of their stores. Untappd for Business provides a platform for Old Chicago to efficiently manage their brand, engage with guests, and provide subscribed users real-time

access to beer lists, events, and specials. Leveraging Untappd’s database of over 1.4 million beers streamlines Old Chicago’s menu updates to key end-points such as social media accounts, websites, print and digital menus, and their profile on the Untappd app.

8%↑

Beer Sales in 120 Days

ABOUT UNTAPPD

Untappd is the world's largest social network for the beer community with over 7 million registered users and 165,000 new downloads each month. Users share and discover beer, while connecting with new businesses and friends. Beer enthusiasts engage with Untappd for Business partners through the mobile app, providing businesses with valuable data and analytics in real time. The Untappd for Business platform not only helps businesses gain exposure to a targeted market,

but partners also leverage a database of over 1.4 million beers. The all-in-one menu publishing toolkit syncs social accounts, websites, print and digital menus, and Untappd profiles in one click. Businesses save time by posting content to Facebook & Twitter pages from the Untappd for Business dashboard. Untappd for Business partners stand out on the app by showcasing events and specials, and alerting subscribers to new beers and events via push notifications.

Request a demo today at

untappd.com/business