

UNTAPPD

Driving a Brand and Building Engagement Across Multiple High-Volume Restaurants

Untappd for Business

CASE STUDY



OVERVIEW

With 26 locations across New Jersey and Pennsylvania, the PJW Restaurant Group operates a series of unique concepts geared to beer fans—everything from sports bars and pour houses to a fine dining steakhouse, taqueria concept, and pizza bar. But, the majority of their locations fall under the P.J. Whelihan's Pub + Restaurant concept, a sports bar known for the perfect blend of good food (such as PJ's Famous wings), great beer and drinks, and fun in a relaxed atmosphere.

CHALLENGES

Operating a high number of establishments poses its own unique set of challenges. From a beer perspective, each location has its own drink menu that needs to be constantly maintained and updated. The partnership between PJW and Untappd began in 2017 with our Pour House concept, which is a craft beer bar known for offering an expansive beer list and great pub food.

The three locations operating under this brand were continuously making updates to their beer list as a way to stay relevant with customer trends and demands.

“Seeing the success of the Untappd platform within the Pour House locations, about a year and a half ago, we made the decision to bring the majority of our P.J. Whelihan’s locations on Untappd. Given that this would be a new platform for most of our managers, I worked really closely with our Enterprise Account Manager Tara to pull together a robust training guide and materials to help ensure our teams had a solid understanding how to manage their beer lists through the Untappd platform, including: creating menus, editing menus and publishing menus. This process made the initial onboarding process an overwhelming success and is also useful as new team members join the organization.”

- Kristen Foord, Marketing Director at PJW Restaurant Group

SOLUTION

For about the last four years, the PJW organization has been leveraging Untappd to help organize and implement each location’s beer and drinks menu. From creating custom digital and print menus to curating bespoke training materials for its staff, PJW has partnered with Untappd for a comprehensive, easy-to-use solution. Bringing each restaurant onto the Untappd platform made

these updates much easier and allowed them to ensure that they were communicating the most up-to-date options to guests through print and digital menus.

“

“One hundred percent it’s the ease of use. That is definitely the key factor. I think the ability for our location managers to easily make updates to their drink menus in real-time has been critical. Anywhere our drink menus are published - whether that’s print menus we hand to guests, digital boards displayed on-site or listings on our websites, is all tied back to Untappd. The fact that our teams only need to make their updates in one place (the Untappd platform) in order for everything to be accurate, makes their lives so much easier. [Our staff is] able to, even in the middle of dinner rush when a keg kicks, go to the back office, update the Untappd menu, and print out new, updated menus right on the spot. It has been great.”

- Kristen Foord, Marketing Director at PJW Restaurant Group

”

RESULTS

So far with over 300k menu views, almost 15k check-ins, and just under 10k unique users, the P.J. Whelihan’s experience with Untappd for Business has been overwhelmingly beneficial for a majority of its businesses.



**OVER 300K
MENU VIEWS**



**ALMOST 15K
CHECK-INS**



**ALMOST 10K
UNIQUE USERS**

“

“The Untappd team has been great at proactively bringing these opportunities to our attention to ensure we’re maximizing our partnership. Just this morning I spoke with a team member about new data available to us that would allow better insight into beer trends, popular breweries/brews, etc. all within the particular geographies that our concepts are located in. We’re excited to explore this type of information further and see how it may allow us to ensure our mix is tailored to what our guests are looking for.”

- Kristen Foord, Marketing Director at PJW Restaurant Group

”

ABOUT UNTAPPD

Untappd is the world’s largest social network for the beer community with over 9M registered users, 165K monthly downloads, and 15M check-ins each month and over 1B check-ins all-time. 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 2M 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 and 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](https://untappd.com/business)