

# Get More Beginners into your Store

## Grow your Customer Base – Grow your Business!

We've been keeping our ear to the ground for new ways of attracting more customers into your store.

Making the hobby easy and fun is most important for new Brewers and selling them a *FastFerment* Starter Kit will ensure they'll become an avid long-term customer for you.



We've talked to some retailers that are having solid success using the following two strategies for finding new people to join the hobby.

### Strategy #1 - Cross Promote with Craft Breweries or Wineries

Chances are good you know or even taught the people running the local craft breweries or wineries how to do it. A lot of people think the craft seen has been pulling customers away from homebrewing so it is time to pull some back. The idea is simple:

- a) Contact the local Craft Brewery or Winery about doing a cross-promotional marketing campaign
- b) Ask the head brewer or winemaker to come do a class at your store
- c) Advertise the Craft Brewery or Winery in your store and that the head person is coming to teach the class at your store on whatever date.
- d) Get the Craft Brewery or Winery to also promote it at their establishment. Maybe even put fliers to all their "6 packs" leading up to the event.
- e) Pull customers that are into Craft Beer or Wine into Homebrewing by having them show up for the class
- f) Sell them a *FastFerment* Starter Kit to get them started the easy and correct way!

### Strategy #2 - Get Involved with Educational Institutions in your Area

Many community colleges or universities have culinary or cooking programs. Contacting the head person of this program and offering to include a Beer and/or Wine Making section will help find new customers. Sometimes you might even get paid to put this type of class on. Some of the students will decide they want to start the hobby and you can sell them a *FastFerment* Starter Kit to get started the easy and correct way!

# FASTFERMENT™

## FastFerment Starter Kits Higher Retention for Beginners

We designed *FastFerment* to increase retention rates of new Brewers and Wine Makers. The numbers show that the *FastFerment* Starter Kits are the best for retailers to obtain and retain new customers. As an industry, only 10%-50% of beginners turn into avid Brewers or Wine Makers that do it 5+ times per year.

At least 50% of beginners only do it a few times and leave the hobby for 3 reasons:

1. Traditional Kits are a lot of work. Racking, transferring and cleaning takes a lot of time and effort.
2. Traditional Kits leave a lot of room for error including cloudy and oxidized beer or wine with sediment.
3. Many kits are sold as gifts to people who are uneducated in the hobby because of numbers 1 and 2, and if they have a bad experience or make a bad beer or wine, they have extremely low retention rates. We have split testing with retailers that shows FastFerment Starter Kits have a 2x-4x higher retention on beginners. We do not want to replace your other kits completely but rather become a more premium option that would enable more long term customers for you. LD Carlson is launching a Brewer's Best and Vintner's Best Branded FastFerment Starter Kits because they are seeing so many retailers having solid success with this.

We know if you sell a *FastFerment* Starter Kit will you have a much higher chance of that person becoming a regular customer. Get them started the fun and correct way!

We want to see you grow your business. Let us know if we can help with any way.

Best Regards,

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