



STONE<sup>®</sup>  
BREWING CO.



# Growler USA & Stone Brewing

Summer 2017 LTO

June 1 - August 31, 2017

# Objective

Growler USA partnered with Stone Brewing Co. to create a summertime, system-wide limited-time-offer for our brewpubs. The purpose of this LTO was to associate Growler USA with a major craft brewery, generate a sense of urgency surrounding new beers and a limited-time menu, and build a foundation for future co-branded partnerships.

This was the first system-wide partnership we initiated as a brand. We chose to work with Stone because they have a substantial national following and an irreverent, craft-focused message. By aligning ourselves with their *True Independent Craft* messaging, we show our support of craft brewers and our commitment to our True to the Brew™ philosophy.

## Participating Locations

Charlotte, NC

Austin, TX

Katy, TX

Phoenix, AZ

Warner Robins, GA

Centennial, CO

Tallahassee, FL\*

Rogers, AR

Tulsa, OK

Omaha, NE

Colorado Springs, CO\*

Louisville, CO

# Featured Brews

The beers featured in the LTO were chosen for their novelty (or notoriety) and seasonality. Tangerine Express and Ripper were both new releases in 2017 and Stone IPA is the most popular beer in Stone's portfolio.

**Tangerine Express**

**Ripper**

**Stone IPA**





## Tangerine Express

An IPA packed with whole tangerine and pineapple.

## Ripper

A San Diego Pale Ale with a rippin' swell of juicy hops.

## Stone IPA

The IPA that launched generations of hop fanatics.





# Beer-Infused Menu

The goal of the menu was to blend food and beer in a captivating way that would foster conversation in the pub and encourage patrons to pair an LTO menu item with one of the three Stone beers on tap. Menu prices and items were adjusted on a per-location basis.

**Shrimp Summer Salad**

**Beer Shrimp Alfredo**

**Short Rib Dip**

**Tangerine Double Chocolate Brownie**









# SUMMER OF STONE<sup>®</sup> AT GROWLER USA

## APPETIZERS

### STONE COLD POUTINE

*pairs with Stone Ripper Ale*

Signature sidewinder fries, Stone IPA-infused gravy, Stone Ripper cheddar cheese sauce, chimichurri, shaved Parmesan and pico de gallo. Don't fret, it's served hot! 12

## ENTRÉES

### SHRIMP SUMMER SALAD

*pairs with Stone Tangerine Express IPA*

Fresh kale mix, Tangerine Express grilled shrimp, tangerine slices, candied walnuts and Parmesan cheese tossed in balsamic vinaigrette. 12

### BEER SHRIMP ALFREDO

*pairs with Stone Ripper Ale*

Al dente fettuccine tossed in creamy Ripper Alfredo Sauce with Tangerine Express grilled shrimp, shaved Parmesan and fresh herbs. 12

### SHORT RIB DIP

*pairs with Stone IPA*

Slow cooked short rib with smoked provolone on a toasted hoagie roll topped with ale-infused red onion marmalade and garlic aioli served with a side of Stone IPA-infused gravy. 10

## DESSERTS

### TANGERINE DOUBLE CHOCOLATE BROWNIE

*pairs with Stone Tangerine Express IPA*

Tangerine Express-infused chocolate brownie topped with vanilla ice cream, candied bacon, butterscotch and strawberry sauce. 7

# SUMMER OF STONE<sup>®</sup> AT GROWLER USA



# Co-Branded Collateral

## Breakdown of Spend



# Co-Branded T-Shirts

Product	Per Location	System Total	Each	Total
Men's t-shirts (M, L, XL) – sent to 15 locations	35	525		
Women's v-necks (S, M, L) – sent to 15 locations	20	300		
Additional men's t-shirts (XXL) – sent to 13 locations	10	130		
Additional women's v-necks (XL) – sent to 13 locations	10	130		
			Total:	

Pricing omitted  
for company  
privacy.



# InnerWorkings Print Collateral

SUMMER OF

# STONE<sup>®</sup>

AT GROWLER USA

Growler USA and Stone Brewing have partnered to bring you the freshest summer yet. We've crafted a selection of limited-time menu items to complement Stone's bold brews.

★ GROWLER USA ★  
AMERICA'S MICROBREW PUB

JUNE-AUGUST 2017

Product	Per Location	System Total	Each	Total
18x24 Poster	2	40		
8.5x11 Poster	4	80		
4x6 Table Tents	30	600		
			Sub Total:	
			Balance After Shipping and Tax:	
			Growler USA Contribution:	
			Stone Contribution:	

Pricing omitted for company privacy.

# Boelter Coasters

Product	Per Location	System Total	Each	Total
4" Round Coasters (1,000 per case)	1 case	15 cases		
			Sub Total:	
			Balance After Shipping and Tax:	
			Growler USA Contribution:	
			Stone Contribution:	

Pricing omitted  
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# Pint Glasses

Product	Per Location	System Total	Each	Total
Pint glasses (24 per case)	4 cases (96 glasses)	60 cases (1,440 glasses)	\$36.00 per case (\$1.50 per glass)	
			Sub Total:	
			Balance After Shipping and Tax:	
			Growler USA Contribution:	

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JUNE-AUGUST 2017

## In-Store Signage and Activation



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SUMMER OF  
STONE<sup>®</sup>  
AT GROWLER USA

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JUNE-AUGUST 2017

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# SUMMER OF STONE<sup>®</sup> AT GROWLER USA

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JUNE-AUGUST 2017

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Growler USA & Stone Brewing  
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# PR Activation

- Fishman PR published an official release on Business Wire to boost LTO awareness.
- The release was posted 200 times online.
- Former Executive Chef Michael Wurm received a local TV spot on KWGN Denver (Channel 2) promoting LTO menu and beer pairings.



# Server Incentive Program

August 1 – 31, 2017



# Server Incentive Program

**Purpose:** To revitalize the LTO program, drive sales of Stone menu items, and push the three featured LTO beers.

**Details:** The top three servers who sold the most Stone LTO beers by volume per store received Stone merchandise. The top two servers who sold the most beer throughout the entire franchise system (at growler-fill and non-growler-fill locations, respectively) received a \$200 Visa gift card.

# Server Incentive Program Conclusions

Of the seven locations that participated in the Server Incentive Program, four saw a significant increase in ounces sold month over month:

Location	Month Over Month Lift in Ounces Sold
Tulsa	46%
Phoenix	37%
Warner Robins	36%
Centennial	27%

Warner Robins and Centennial each boasted the overall winner of the program for growler-fill and non-growler-fill locations, respectively.

We were happy with the results of the pilot Server Incentive Program and have made similar contests fixtures of all subsequent LTOs.



# BERLINE Social Media Recap

Flight Dates: June 5 - August 27, 2017

# Key Takeaways

- We averaged a .20% CTR on 4,105 clicks.
  - Static (8 weeks): 71% of clicks, .20% avg. CTR, \$5.01 CPM
  - Video (3 weeks): 29% of clicks, .20% avg. CTR, \$4.09 CPM
- Video and Static performed almost identically (relative to spend).
- Craft Beer interest targeting.
- Shorten video.
- 43,184 people took an action.
- 4,953 people watched video 100%+ (~0.25% of all impressions).
- 526 Button clicks (Learn More/See Menu).
- 163 page likes for location pages.



# Campaign Performance Summary

Location	Population	Spend	Impressions	GRP's	Clicks	CTR	Avg. Video % Watched	Video Viewed 100%
Austin-UT	22,800	\$1,745.50	334,914	1,469	435	0.12%	10%	723
Centennial	7,800	\$885.48	176,509	2,263	286	0.14%	12%	564
Charlotte	6,200	\$571.32	128,049	2,065	202	0.15%	12%	334
Colorado Springs	3,400	\$362.24	63,446	1,866	173	0.33%	14%	193
Kathleen	66,000	\$1,622.87	417,671	633	1,243	0.28%	11%	735
Katy	5,900	\$419.87	117,952	1,999	232	0.18%	12%	284
Louisville	4,300	\$488.03	97,805	2,275	165	0.16%	13%	367
Omaha	4,500	\$391.42	112,515	2,500	205	0.17%	13%	346
Phoenix	9,300	\$1,138.32	223,856	2,407	322	0.14%	12%	628
Rogers	3,500	\$397.26	102,063	2,916	231	0.22%	12%	279
Tallahassee	5,400	\$362.32	62,188	1,152	110	0.19%	–	–
Tulsa	6,100	\$932.23	181,516	2,976	501	0.28%	11%	500
		<b>\$9,316.86</b>	<b>2,018,484</b>	<b>2,096</b>	<b>4,105</b>	<b>0.20%</b>	<b>12.00%</b>	<b>4,953</b>

# Campaign Performance Summary

- Budget was allocated based by population. We could not interest-target Warner Robins, as the potential audience was too low.
- Tallahassee's budget was reallocated evenly after the location shut down.
- The main goal was to make GRP's as even as possible. In short, this term describes how many impressions a location gets relative to their population. 100 GRP's is equal to 100% of the population.
- Most locations achieved between 1,900 and 2,500 GRP's. Some like Austin and Kathleen achieved lower GRP levels because their potential audiences were higher. Tallahassee's is so low because they concluded earlier than planned. Overall, locations received fair share.



# Primary Creative by Week

**Week 1**



**Week 5**



**Week 9**



**Week 2**



**Week 6**



**Week 10**



**Week 3**



**Week 7**



**Week 11**



**Week 4**



**Week 8**



# Creative

- Creative was altered every 2-3 weeks depending on performance, trends, and available options at the pubs.
- Although one piece of creative generally ran during a week, each location received modified creative depending on their selection, availability and participation in the LTO.
  - For example, the following three pieces of creative (shown on following four slides) all ran during the same week.
  - The salad creative ran for most locations during this week. However the Tulsa location did not get the Tangerine Express IPA used in that menu option until July 1 (as noted in the creative) and Charlotte did not offer the LTO menu. For this reason, they both received alternate creative. We did this throughout the campaign as needed.





Growler USA (Austin, TX)

Written by Berline Socialmedia [?] · June 22 ·

Growler USA Executive Chef Michael Wurm has crafted a special menu to blend 3 featured Stone Brewing beers with new exciting flavors. Click Learn More to view the full limited time menu!



#### New Beer-Infused Menu Items for Summer!

Specific menu items may vary by location. Stone Brewing beers include: Stone IPA, Ripper (New), Tangerine Express (New).

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Learn More

# Austin



Growler USA (Tulsa, OK)

Written by Berline Socialmedia [?] · June 22 ·

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GROWLERUSA.COM

Learn More

# Tulsa



Growler USA (Charlotte, NC)

Written by Berline Socialmedia [?] · June 22 ·

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Come try one of three brews from Escondido, CA's Stone Brewing! The tenth largest craft brewery in the nation pushes out some of the most popular craft beers and we are offering three of them! Check out the Stone Brewing lineup today!



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Stone Brewing beers include: Stone IPA, Ripper (New), Tangerine Express (New).

[HTTPS://GROWLERUSA.COM/SUMMER-OF-STONE/](https://growlerusa.com/summer-of-stone/)

Learn More

# Charlotte





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Learn More



# Creative Breakdown



## Poutine Creative

- 281 clicks and a 0.20 CTR per week
- 471 people taking action per week



## Salad Creative

- 339 clicks and a 0.20 CTR per week
- 237 people taking action per week



## Three Beers Creative

- 391 clicks and a 0.20 CTR per week
- 224 people taking action per week



## Three Beers Creative

- 383 clicks and a 0.20 CTR per week
- 172 people taking action per week

# Case Equivalent Sales Volume

Liquid	Total Ounces	1/2 Barrels	Case Equivalents
Stone IPA	26105	13.16	92.10
Stone Ripper	29706	14.97	104.81
Stone Tangerine Express	39513	19.92	139.41
	95324	48.05	336.32

# Key Learnings

Shorten duration of future LTOs

Promote Server Incentive Program at beginning of LTO

Simplify and reduce number of menu offerings

State liquor laws pose promotional issues

Distribution troubles prevented participation

Diversify styles of featured beers