

MDC (Market Development Committee): Meeting Minutes
Tuesday, July 6th, at 9:00 a.m. MST, 11:00 EST

At Meeting: Julia, Bob, Paul, Andy, Ted, Rob, Mike, George, Fred

Update of On Premise Sell Sheet:

- Paul & Julia continue to work with Guest Metrics (a business that compiles data from ~3,500 on-premise clients nationwide) on updating data.
 - o Data continues to be hard to come by
 - o Julia has demoed their software
 - o Guest Metrics (Brian Barrett) has a Power Hour scheduled for late July
 - o Guest Metrics wants something “more concrete” before they supply us with more data
 - o We believe that the BA provides a lot of value/potential to Guest Metrics with our brewpub constituency
 - o We think we’ll have some data by Aug/Sept

Update of Off Premise Sell Sheet:

- Mike Vitale & Bump are working on this and have made progress. By the end of this week Mike hopes to have 3 or 4 “bullet points” that emphasize the profitability/velocity/benefits of craft.
 - o Mike is waiting on ½ year numbers to finalize the points
 - o We discussed making sure we do not “bash” other categories with our message
 - o Possibilities of doing a piece which has “regional” elements
 - o George & Mike will discuss another study George has which may contribute additional materials
- Process:
 - o Mike will email the MDC bullet points for review
 - o We will discuss via email & telephone
 - o Andy will then incorporate the points into the sellsheet (Andy has been looking at some new graphics)
 - o We can review sellsheet at next meeting
- George raised an interesting point: Do we need/want to define “craft” on this sellsheet? We will continue this discussion at the next meeting

Development of “Wholesaler Sellsheet”:

- Tool to get wholesalers on board with the craft movement who may not be as “engaged” as others
- George & Fred are working on this. Some points that were discussed:
 - o Profitability of craft segment
 - o Variety craft brings to a portfolio
 - o “Romance” of craft... depth of craftsmanship

Distribution of any/all of the above sellsheets:

- We decided that for a number of reasons it makes the most sense to start with an email (to disseminate sellsheets to wholesalers) rather than a direct mailing.
 - o Prior to the meeting, Bob and Paul discussed physically mailing Sell Sheets to wholesalers. All in, it was determined that the cost could be \$2,000-\$4,000 for a direct mailing
 - o We believe that it would be much less expensive, and possibly more effective, to get this out in an email. In addition, we could reach a wider audience (on prem retail, off prem retail, wholesalers)
 - o Maybe the NBWA could endorse this? Julia and Paul are doing a seminar at the NBWA annual meeting, and may be able to look into this possibility then.
 - o Beer Marketer's Insights and/or Beer Business Daily could also be great vehicles to disseminate the information if possible
 - o We believe we could have the email ready to go out Aug/Sept

American Craft Beer Week

- Julia had a ½ hour "de-briefing" with George (Boston Beer) & Jeremy (Boulevard) on this year's ACBW. They came up with three suggestions for more effectively executing next year:
 - o Physical mailing the 4th Quarter of 2010 to Chain Buyers, Wholesalers & Breweries, reminding them of ACBW and including suggestions for execution (we'd have to look into costs here...)
 - o Work to get brewers to ask that their local wholesalers and retailers push ACBW
 - o Give retailers a set of "directions" for ACBW. Maybe this a 1 page list of bullet points? Ted from Avery is going to take a first swing at this...

Savor

- Bob gave us a report on Savor
 - o BA staff & brewers feel good about how the event went this year
 - o Possibly doing 2 nights next year
 - o Good publicity
 - o Still focused on finding ways to improve quality of food & food/beer pairings (this is a challenge... especially when it comes to hot food)
 - o A concise explanation of the "logic" behind each pairing might help at the tables?
 - o We had a great turnout of chain buyers who took advantage of complimentary tickets
 - o Great opportunity to dovetail with government affairs in DC as we seek to increase presence and awareness of our industry
 - o George brought up a point: What simple ideas (like "red wine and beef") can we hammer home at an event like this? Maybe the BA food & beer handout can be incorporated?

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