



7 THINGS TO CONSIDER BEFORE STARTING A MEMBERSHIP OR BOTTLE SOCIETY



A photograph of four men standing behind a bar counter, smiling and holding glasses of beer. The background features a wall of blue and white mosaic tiles. The bar counter is dark wood. Three orange semi-transparent text boxes are overlaid on the image.

AVOID HEADACHES

FOSTER BRAND LOVE

AUTOMATE YOUR OPERATIONS

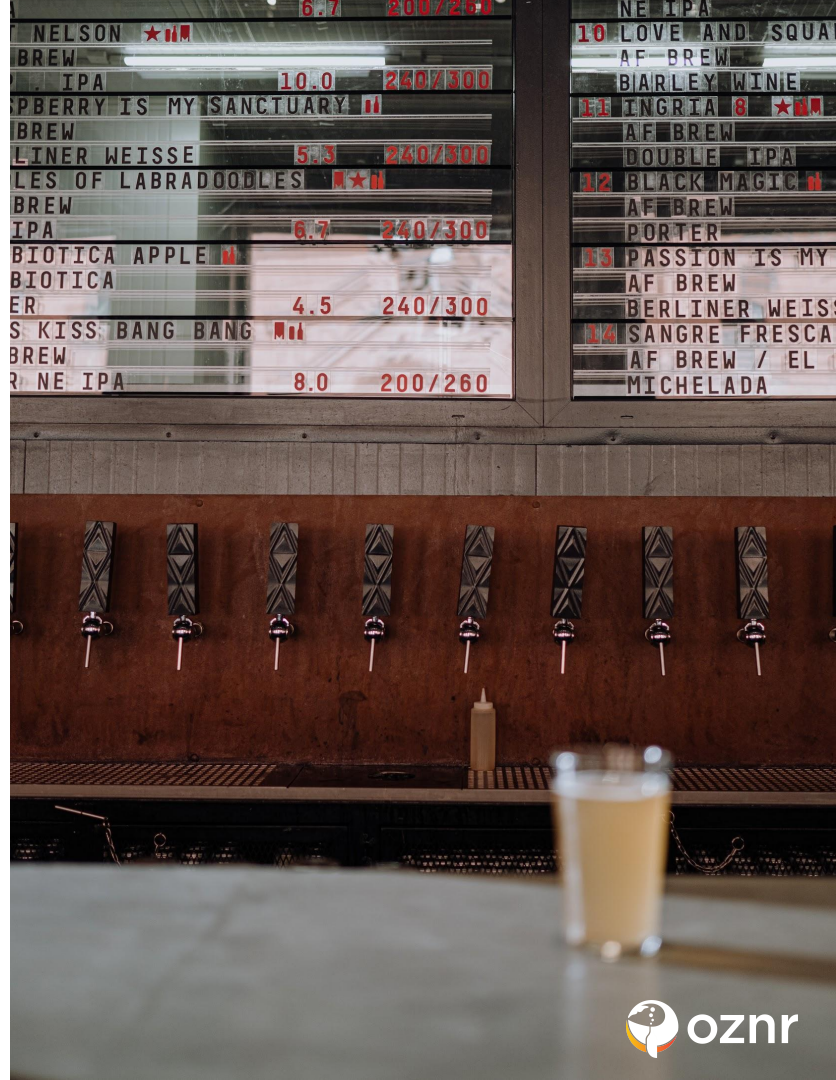
Just a few of our friends...



Where do I start?

Questions to ask yourself:

- How many memberships do you hope to sell?
- What are the strengths of your business?
- Do you have the production infrastructure/capacity to make exclusive one-offs for your membership?
- What experiences can you offer that no one else can?



Exclusivity is key...

Bottle Society:

Society where members receive exclusive member-only bottles that are not available to the general public.

Member-Only Pre-Sales:

Membership where members pay to have exclusive access to pre-order can/bottle releases online.

Release Specific:

Membership where members have guaranteed access to a marquee release (e.g. Three Floyd's Dark Lord or Highland's Cold Mountain releases).

Monthly Allotments:

Membership where members receive a monthly allotment of crawlers/cans/bottles for pick up in the taproom.

Exclusivity is key...

- Early access to pre-order can/bottle releases
- Exclusive access to purchase excess member-only bottles
- Behind the scenes experiences
- Proxies for pick up
- Member-only bottle shares and events
- Member-only Random Draws (lotteries)
- Member-only swag
- Member-only taps
- Member-only lounge areas
- Free or VIP access to events
- Discounts in the taproom and on merchandise



How many tiers?

Questions to ask yourself:

- How many tiers of membership should I offer?
- Should I create different price points with different benefits?





Keep it simple...

Rolling vs fixed term?

Questions to ask yourself:

- How long should my membership last?
- Should I have a rolling sign up or a fixed window?



A photograph of a bar counter with a single glass of beer in the center. In the background, a row of beer taps is visible against a dark wall. The bar counter is made of a light-colored material, possibly stone or concrete, and has a dark wooden edge. A row of dark wooden bar stools is lined up along the counter. The lighting is warm and focused on the glass of beer.

Fixed, with a twist

Is production bought in?

Questions to ask yourself:

- Can our production team commit to the product needed for the membership?
- Are we launching our barrel aging program through this membership?
- What happens if one of our beers/meads/spirits goes bad?



Mitigate the risks...

Fewer Releases, Higher Quantities:

Start with fewer one-off releases for members, but give them 2-3 bottles/cans of each. We'd suggest a quarterly member-only release at 2 bottle/cans per member (8 bottles/cans total).

Undefined Membership Term:

Many of our partners end their memberships "30-60 days after the final release." With this strategy, your production team isn't confined to a fixed term and has flexibility should one of the releases need more time or not meet QA standards.

Monthly Allotments:

Avoid member exclusive releases altogether. Create a membership where each month members receive a hand selected allotment of beers/meads/spirits or simply select their own allotment from the taproom.

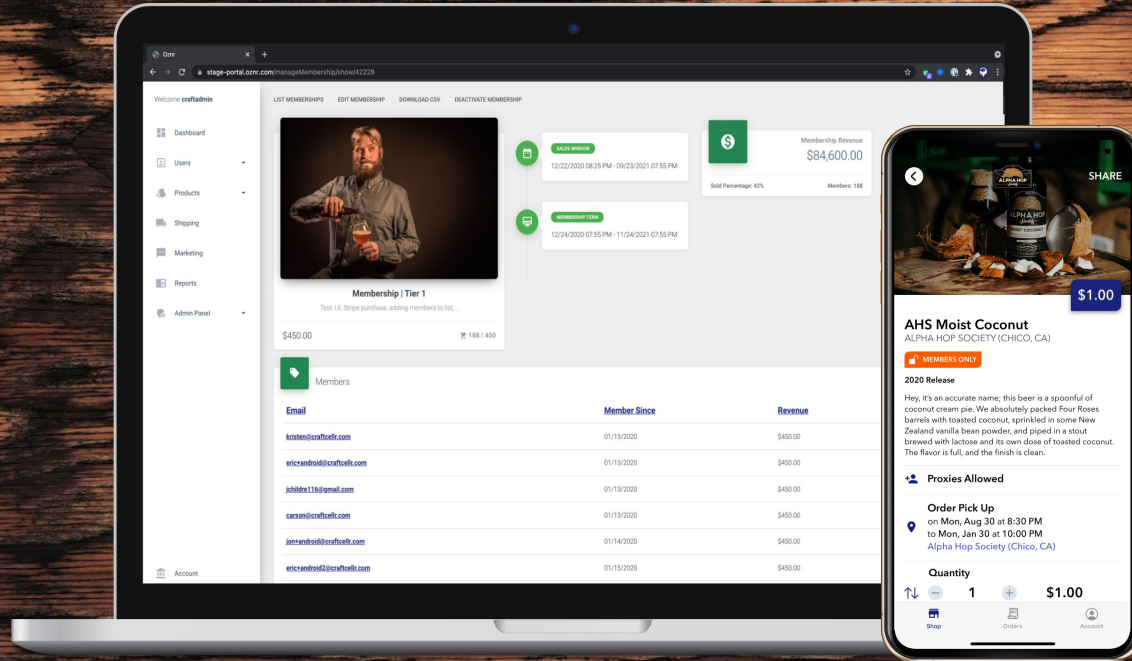
How do I track inventory?

Questions to ask yourself:

- How are you going to keep track of your inventory?
- How will you know who has and has not picked up their bottle/cans?



Technology... (shameless plug)



How do I manage pickups?

Questions to ask yourself:

- How many bottle/can releases are you offering over the term of the membership?
- Do you have the additional space to store that inventory if the members decided not to pick up after each release?



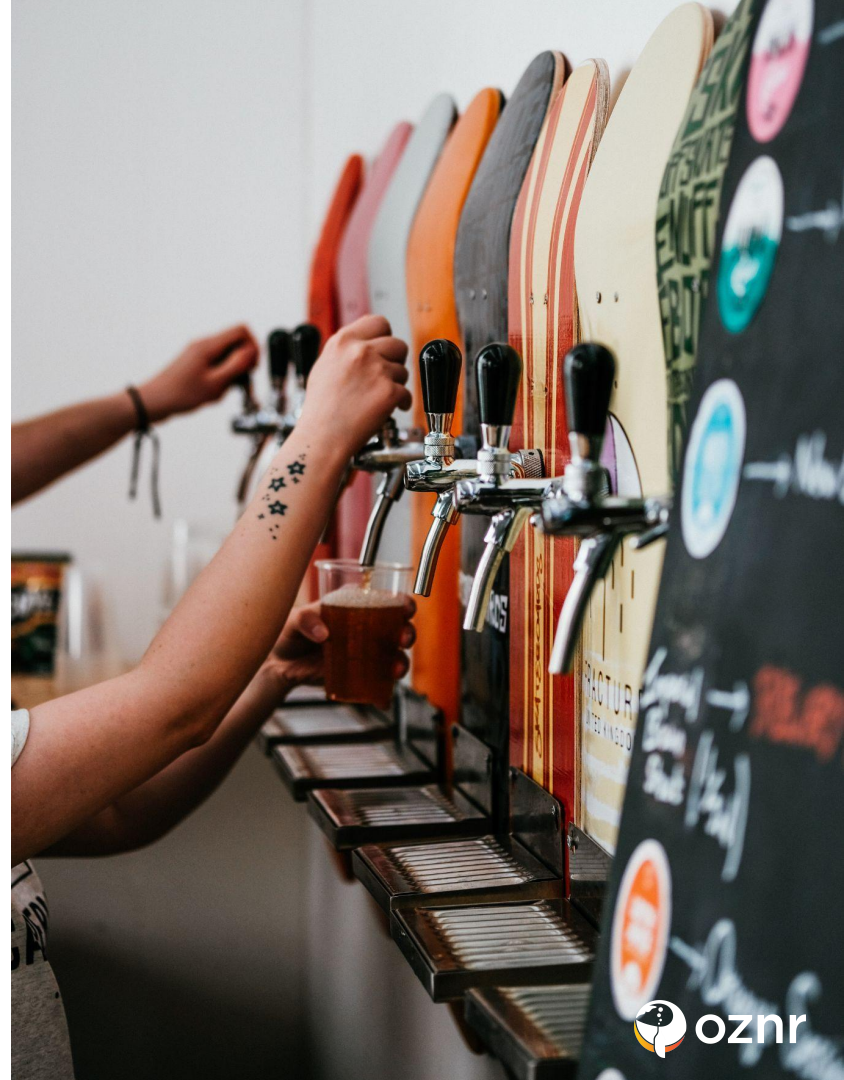
Set firm rules & windows



How do I communicate?

Questions to ask yourself:

- How are you going to effectively communicate with your members?
- How do I prevent too many inbound requests from members?
- How do I ensure members are getting the most out of their memberships?



Again... technology



One final time...

[*Read Our Full Blog Post!*](#)

7 Things to Consider:

1. **Where do I start?** - consider what makes your business unique and create a membership around exclusivity.
2. **How many tiers?** - too many tiers increase the tears (just made that up). Keep it simple to start and build additional tiers that make sense based off you members feedback.
3. **Rolling vs fixed terms?** - there is a distinct difference between a membership and subscription. Rolling enrollment can be a nightmare to manage. Create a "fixed" start and stop to your membership.
4. **Is production bought in?** - one of the big hurdles that prevents a membership from getting off the ground is the production team not being bought in. Use some simple tactics to mitigate production risk and garner buy in.
5. **How do I track inventory?** - technology, plain and simple. Using spreadsheets or another manual system is going to be a train wreck. Do your homework and pick the right solution (Oznr *cough* *cough*).
6. **How do I manage pickups?** - if you give an inch.... Set clear and firm rules up front. Enforce those decisions. Set pick up windows that make sense for your business and promote frequent member visits.
7. **How do I communicate?** - again... technology. Pick 1-2 channels for conveying information and allowing your members to communicated with you and each other. Use a membership management system to automate most of the operational comms.



THANK YOU!

FOR ATTENDING THE 2021 COLLAB HOUR ON:
7 THINGS TO CONSIDER BEFORE STARTING A
MEMBERSHIP OR BOTTLE SOCIETY.

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OZNR'S ECOMMERCE PLATFORM? HIT US UP!

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