



Claim Your Brand Instructions

Version 2.3 — Fall 2017

## STEP 1: Setup & Customize Your Profile

The first step to **Claim Your Brand** with BeerBoard is to create and customize your Brewery profile. This requires you to add various information such as:

- Brewery Name
- Logo
- Website Information
- Brewery description
- Social Media Information



The screenshot shows the BeerBoard profile setup interface. At the top, there is a navigation bar with the BeerBoard logo and four tabs: PROFILE, MY BEER, MY CERTIFICATES, and ACCOUNT INFORMATION. The PROFILE tab is active. Below the navigation bar, there is a profile card on the left with a placeholder for a profile picture, a 'Remove Logo' button, and a 'Choose File' button. To the right of the profile card is a form with several input fields: Brewery Name (with 'Example' as a placeholder), Website, Socials, Facebook, Twitter, and Instagram. There is also a 'Brewery Description' field with a large text area. A 'SAVE' button is located at the bottom right of the form.

When you have completed this, move on to **STEP 2: Add Your Brands.**

## ADD YOUR BRANDS

# STEP 2: Add/Edit Your Brands

When adding your brands, visit the **MY BEERS** page (link found in the header). To add a new brand, select **ADD BRAND** button in the upper right corner. This opens a new window which asks for information about your beer in three stages:

- Beer Details
- Nutrition Facts
- Branding & Images

This page will contain a list of all the beers your brewery is currently manufacturing, and can be easily added to or edited based on current inventory.



ID	BRAND NAME	STYLE	ABV	STATUS	ACTION
1	Baltimore Brown Ale	American Brown Ale	5	FDA Compliant	Preview   Edit   Make Inactive
2	Bulle Blueberry Pale Ale	American Pale Ale	4	FDA Non-Compliant	Preview   Edit   Make Inactive
3	CYU Cherry Ale	Wheat	6.8	DA Non-Compliant	Preview   Edit   Make Inactive

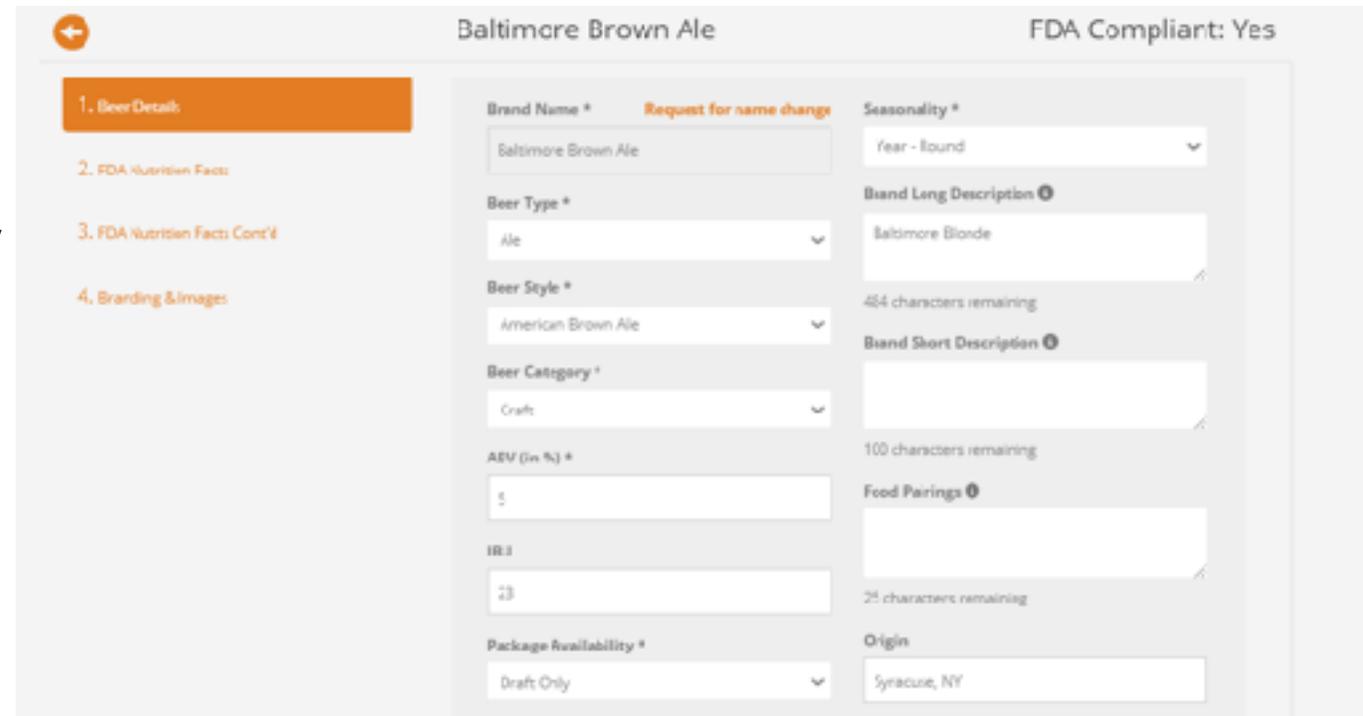
When you have completed this, move on to **STEP 3: Adding Your Beer Details.**

## STEP 3: Adding Your Beer Details

After you have selected the ADD BRAND button or EDIT on the My Beers page, this is the first page you will see. Here, you will add general information about your beer. This page is similar to that of the profile customization page.

This allows you to enter information such as:

- Brand Name
- Type
- Style
- ABV/IBU
- Package Availability
- Seasonality
- Beer Descriptions
- Food Pairings
- Origin



When you have completed this, move on to **STEP 4: Add Beer Nutrition Facts.**

## ADD BEER NUTRITION FACTS

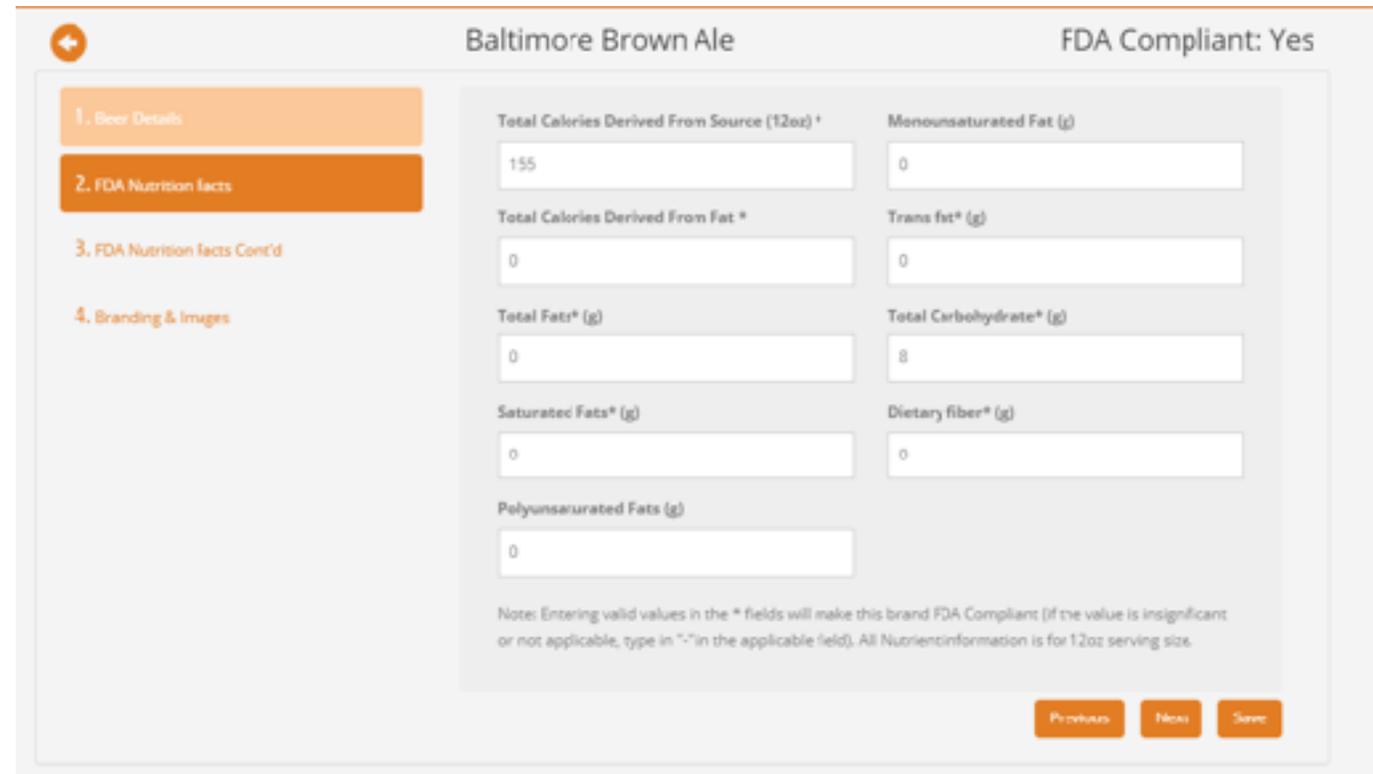
# STEP 4: Add Beer Nutrition Facts/FDA Compliance

After you have completed your beer's general information, selecting the **Next** button will take you to the **FDA Nutritional Facts** page, where you can add more in-depth nutrition information.

This allows you to enter information such as:

- Calories per 12 oz
- Fats
- Carbohydrate
- Fiber

All \* fields are required for a brand to be considered FDA compliant



The screenshot shows a web form for 'Baltimore Brown Ale' with the status 'FDA Compliant: Yes'. On the left is a navigation menu with four items: '1. Beer Details', '2. FDA Nutrition facts' (highlighted in orange), '3. FDA Nutrition facts Cont'd', and '4. Branding & Images'. The main form area contains several input fields for nutritional information:

Total Calories Derived From Source (12oz) *	155	Monounsaturated Fat (g)	0
Total Calories Derived From Fat *	0	Trans fat* (g)	0
Total Fat* (g)	0	Total Carbohydrate* (g)	8
Saturated Fats* (g)	0	Dietary fiber* (g)	0
Polyunsaturated Fats (g)	0		

At the bottom, there is a note: "Note: Entering valid values in the \* fields will make this brand FDA Compliant (if the value is insignificant or not applicable, type in '-' in the applicable field). All Nutrient information is for 12oz serving size." and three buttons: 'Previous', 'Next', and 'Save'.

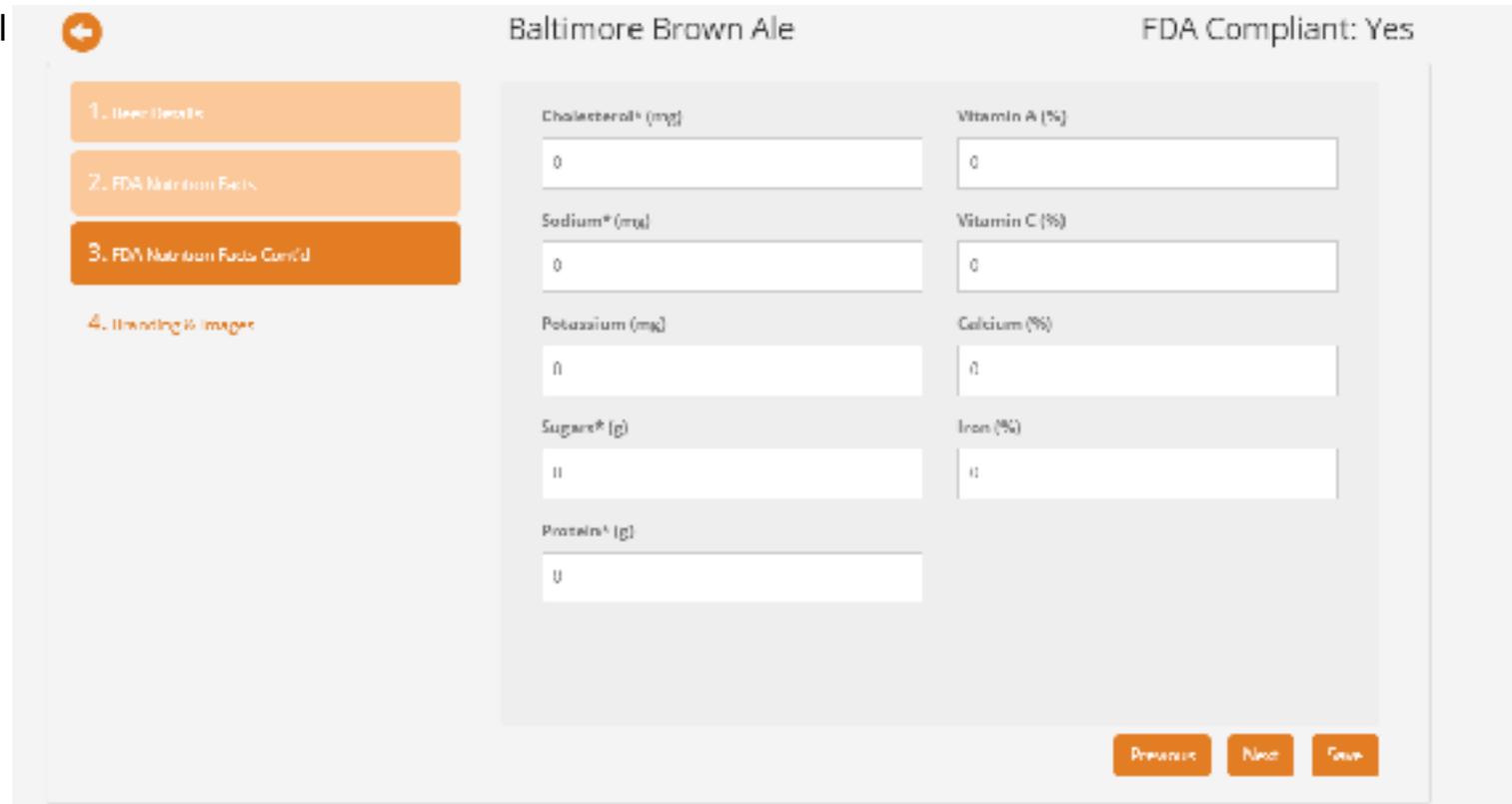
When you have completed this, move on to **STEP 5: Adding Your Nutrition Information, cont.**

## STEP 5: Adding Nutrition Information, cont.

This page allows you to provide in-depth information about each beer's nutritional facts. Here you can enter information such as:

- Cholesterol
- Sodium
- Sugars
- Protein

All \* fields are required for a brand to be considered FDA compliant.



Baltimore Brown Ale FDA Compliant: Yes

1. Beer Details  
2. FDA Nutrition Facts  
3. FDA Nutrition Facts Content  
4. Handling & Images

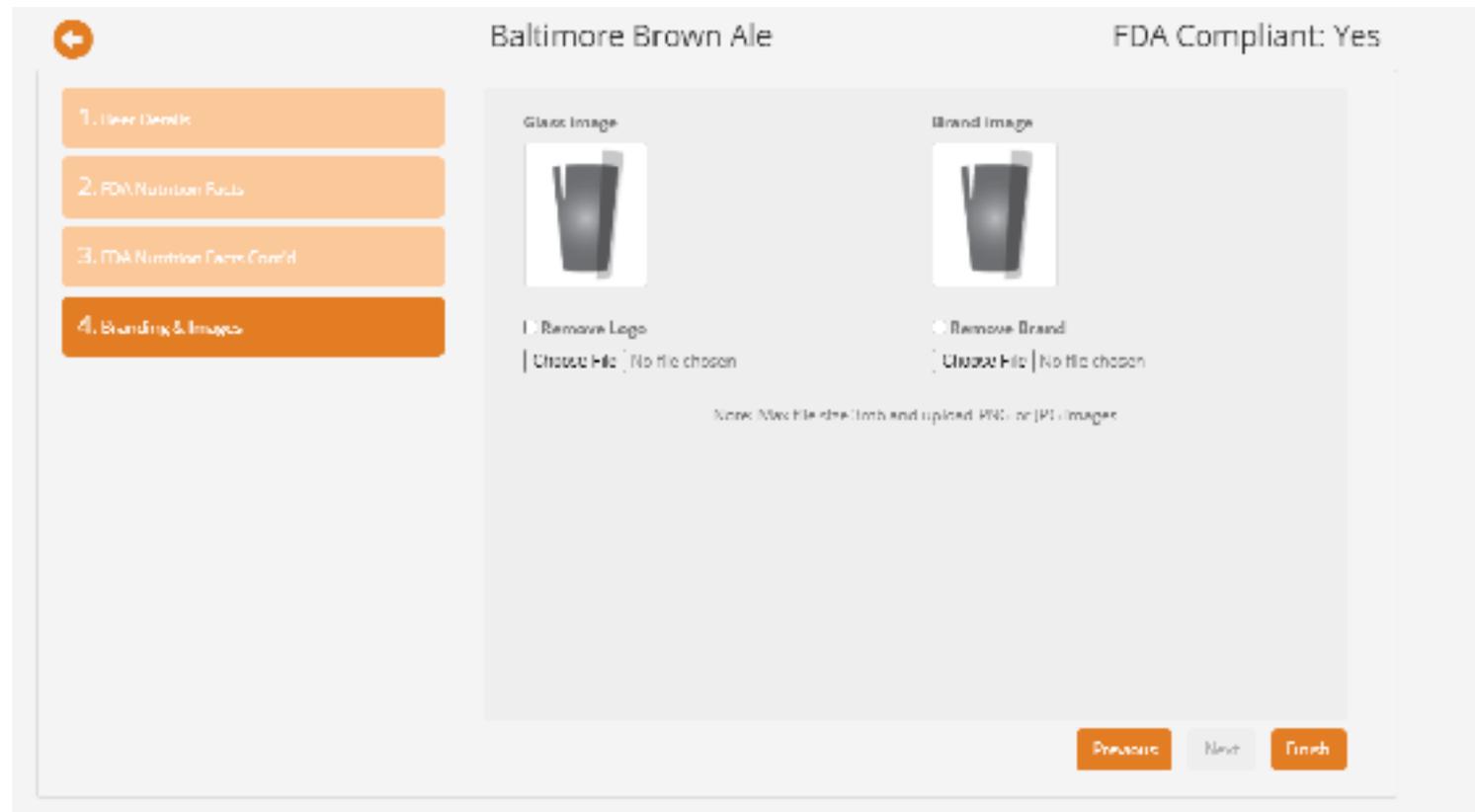
Cholesterol* (mg)	Vitamin A (%)
<input type="text" value="0"/>	<input type="text" value="0"/>
Sodium* (mg)	Vitamin C (%)
<input type="text" value="0"/>	<input type="text" value="0"/>
Potassium (mg)	Calcium (%)
<input type="text" value="0"/>	<input type="text" value="0"/>
Sugars* (g)	Iron (%)
<input type="text" value="0"/>	<input type="text" value="0"/>
Protein* (g)	
<input type="text" value="0"/>	

When you have completed this, move on to **STEP 6: Adding Beer Branding / Images**

## STEP 6: Adding Beer Branding / Images

After entering your beer's nutrition facts, you are taken to the final step of adding your beer.

Here, you can add associated logos and images for your new beer. Select your image files from your associated drive (using Choose File) and then click add. These images will be used frequently in digital and print menus and other formats pertaining to your brand.



The screenshot shows a web interface for adding beer branding. At the top, it displays 'Baltimore Brown Ale' and 'FDA Compliant: Yes'. On the left, there is a vertical navigation menu with four steps: 1. Beer Details, 2. FDA Nutrition Facts, 3. FDA Nutrition Facts Conf'd, and 4. Branding & Images (which is highlighted in orange). The main content area is divided into two columns: 'Glass Image' and 'Brand Image'. Each column has a placeholder image of a beer glass, a 'Remove' button (labeled 'Remove Logo' and 'Remove Brand' respectively), and a 'Choose File' button with the text 'No file chosen'. Below these columns, there is a note: 'Note: We'll file the logo and upload PNG or JPG images'. At the bottom right, there are three buttons: 'Previous' (orange), 'Next' (grey), and 'Finish' (orange).

When you have completed this, move on to **STEP 7: Previewing Your Newly Added Brand**

## ADDING BEER BRANDING / IMAGES

# STEP 7: Preview Your Newly Added Brand

After adding a new brand, you can choose the **Preview Option** from that brand on your beer list.

This preview will show the information you added — here, you can review and make any necessary edits or additions.

## PREVIEW YOUR ADDED BRAND

←

### Baltimore Brown Ale



**BEER DESCRIPTION**

Baltimore Blonde made in Syracuse NY

PROPERTIES	
Total Calories Derived From Sources	150
Total Calories Derived From Fat	0
Category	Craft
Type	ale
Style	American Brown Ale
Seasonality	Year - Round

ABV : %	IBU : 23	Calories : 150
Sugar (g) : 0	Calcium (3%) :	Iron (9%) :
Vitamin A (9%) :	Vitamin C (9%) :	Potassium (mg) :
Cholesterol (mg) : 0	Sodium (mg) : 0	Protein (g) : 0
Polyunsaturated Fat (g) :	Monounsaturated Fat (g) :	

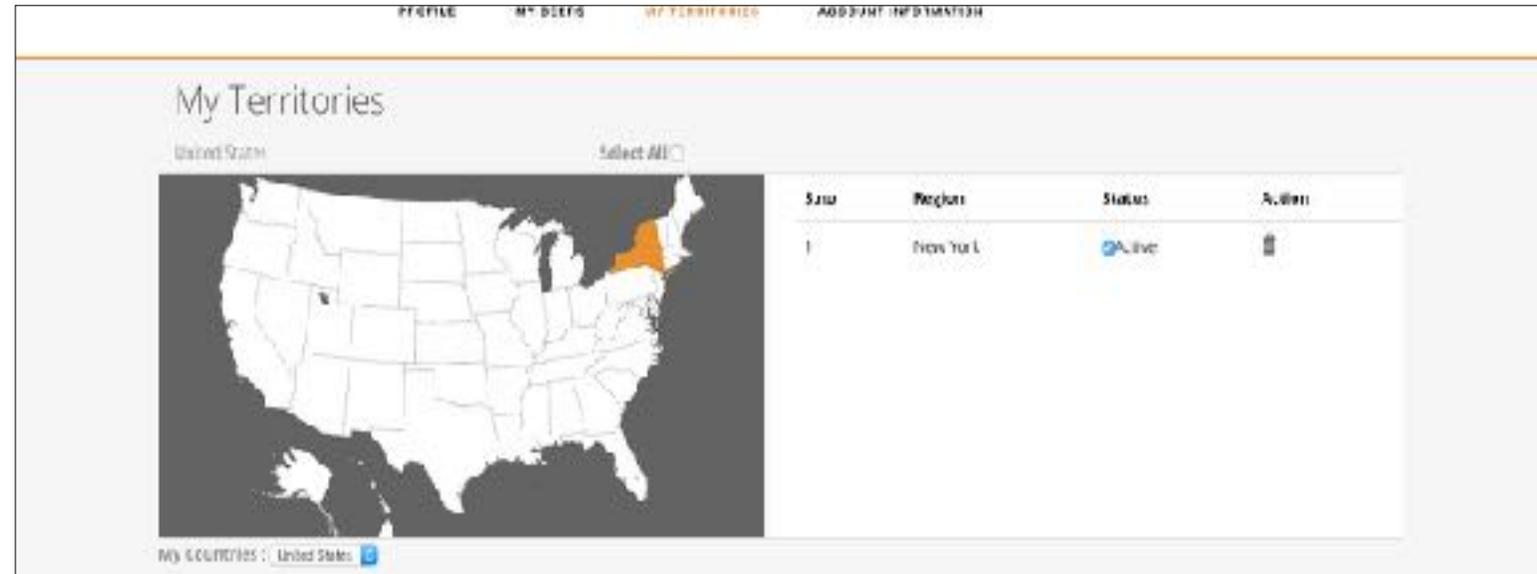
When you have completed this, move on to **STEP 8: Claim Your Territories**

## CLAIM YOUR TERRITORIES

# STEP 8: Claim Your Territories

One of the final steps of claiming your brand is to Claim Your Territories. Select the **My Territories** button at the top of the page. Here you will select the states where your products are or will be distributed.

From the map, select the states where you distribute and they will automatically be added to your territory list. Should you sell internationally, there is a dropdown to add any applicable Canadian provinces.



The screenshot shows the 'My Territories' page with a navigation bar at the top containing 'PROFILE', 'MY BEERS', 'MY TERRITORIES', and 'ADD/EDIT INFORMATION'. The main content area is titled 'My Territories' and includes a 'United States' label and a 'Select All' button. A map of the United States is displayed with the state of New York highlighted in orange. To the right of the map is a table with the following data:

State	Region	Status	Action
1	New York	Active	

At the bottom left, there is a 'MY COUNTRIES' dropdown menu currently set to 'United States'.

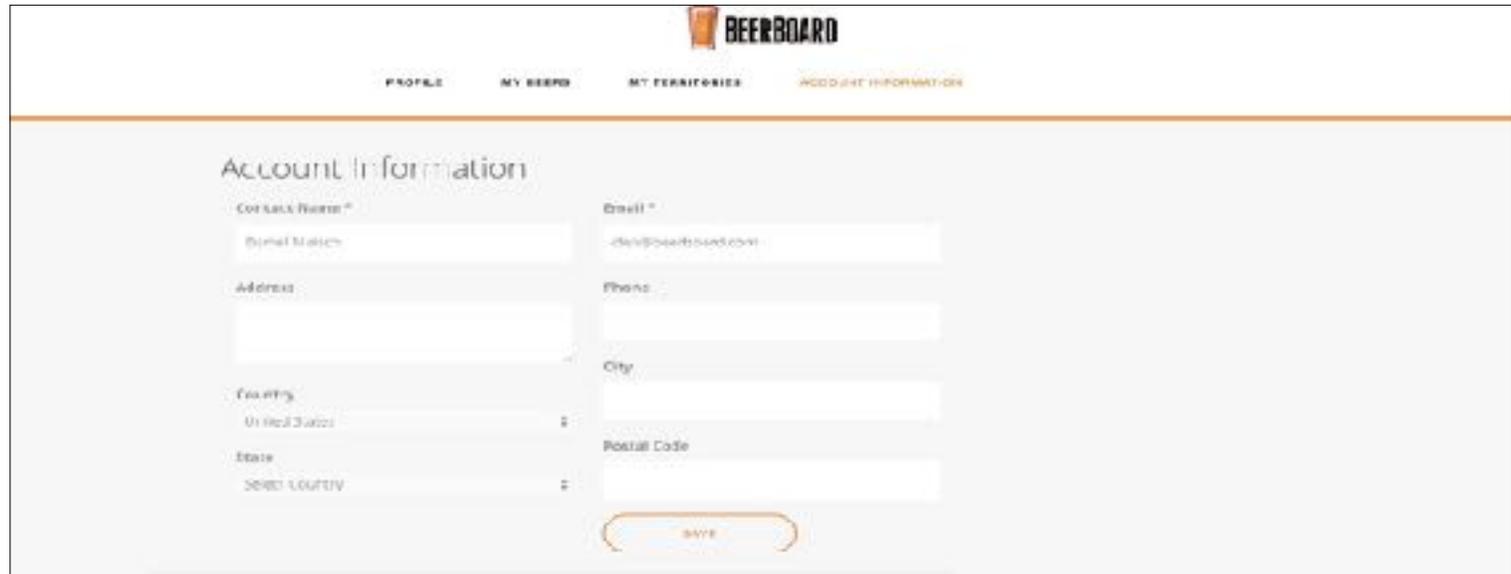
When you have completed this, move on to **FINAL STEP: Account Information**

# ACCOUNT INFORMATION

## FINAL STEP: Account Information

Select **Account Information** in the header of the page. This page allows you to add information to your account profile or to edit information currently on record.

- Primary Contact
- Address
- Email
- Phone Number



The screenshot shows the BEERBOARD website's 'Account Information' page. The navigation bar at the top includes 'PROFILE', 'MY BEERS', 'MY TERRITORIES', and 'ACCOUNT INFORMATION' (which is highlighted). The form contains the following fields:

- Contact Name \*
- Email \*
- Address
- Phone \*
- Country (dropdown menu, currently showing 'United States')
- City
- State (dropdown menu, currently showing 'SELECT YOUR IV')
- Postal Code

A 'SAVE' button is located at the bottom right of the form.

Once this is complete, you have successfully completed **Claim Your Brand!**