



May 31, 2023

## BeerBoard and Encompass Partner to Revolutionize the Beverage Industry

**Jessica Infante** May. 31, 2023 at 5:15 PM

BeerBoard and Encompass, leaders in technology solutions for the hospitality and beverage industries, are excited to announce a strategic partnership, effective immediately.

The partnership between BeerBoard and Encompass will create a new standard in the beverage industry, offering a powerful technology platform that will transform the way retailers, distributors, and suppliers manage their alcohol programs. It will integrate BeerBoard's leading solutions for ordering, data, and analytics through its SmartOrders and SmartBar platforms with state-of-the-art Encompass ERP and eCommerce software. This will deliver an unparalleled level of visibility and control over beverage ordering, inventory, and sales.

"BeerBoard's partnership with Encompass represents a game-changer for the alcohol industry," said BeerBoard Founder & CEO Mark Young. "By bringing together our industry-leading technologies, we will provide retailers, distributors, and suppliers with unmatched insight and control. This will help them optimize their operations, drive revenue, and create a better experience for their customers."

The integrated technologies will provide a comprehensive view of inventory levels, sales data, and ordering trends, enabling retail clients to make data-driven decisions that optimize their beverage programs. Distributors and suppliers will benefit from frictionless integration to online ordering portals, a reduction in off-day deliveries and out-of-stocks, and enhanced insights to empower sales team members as consultative partners.

"We are thrilled to partner with BeerBoard," said Encompass VP of eCommerce, Bill Kraich. "This partnership gives distributors the ability to reach some of the largest on-premise chain retailers via eCommerce, proving how much further the industry can go when tech firms collaborate and work together."

BeerBoard and Encompass will be showcasing their joint solution at the upcoming BevAge Conference, June 5-8, in Denver, Colorado. For more information on the partnership and the joint solution, visit [www.beerboard.com](http://www.beerboard.com) and [www.encompasstech.com](http://www.encompasstech.com).