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BrewDog Partners With BeerBoard for On-Premise Insights

BeerBoard, the leader in alcohol management technology and automated intelligence for the on-premise hospitality industry, announced it has partnered with Deschutes Brewery to provide insights and data for on-premise retail locations.

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BrewDog has been on a mission to make other people as passionate about great craft beer as they are since 2007. Based in Ellon, Scotland, BrewDog is the #1 Craft Brewer in Europe and now has additional production facilities in Columbus, Ohio (USA), Brisbane, Australia, and Berlin, Germany. In addition to its breweries around the world and incredible beers, it features tap rooms and even the world's first craft beer hotel.

BrewDog will benefit from access to BeerBoard's proprietary data and analytics platform for on-premise retail locations. BrewDog will have receive customized reporting on product visibility and movement for packaged and draft products.

"The features of actionable insights, tap/share distribution, brewery snapshots and market trends and rank will be utilized by BrewDog staff down to field sales representatives" said Eric Franco, BrewDog's VP US Sales.

"We welcome BrewDog, our newest insights partner and a fast-growing supplier in the United States," said John Boyle, SVP Business Development for BeerBoard. "BrewDog is at the forefront of adopting technology and insights to show its commitment to the on-premise and continued growth. BeerBoard's insights platform will provide the BrewDog team with industry-leading visibility for brand activity, helping to drive fact-based decisions for the on-premise."

"We are excited to partner with BeerBoard for their industry-leading data and insights, which will be a key part of our efforts for the on-premise," said Jeff Diem, Director National Accounts for BrewDog. "We are committed to growing our brand presence in the on-premise channel and being more consultative partners with our retailers. BeerBoard's full-bar insights will allow us to do so."

BeerBoard's robust client list features high-profile independent groups and major chain operators across North America. Retailers include industry leaders Buffalo Wild Wings, Hooters, Twin Peaks, WingHouse, Mellow Mushroom and Hickory Tavern. BeerBoard also partners with major brewers including Molson Coors, Constellation Brands, Lagunitas, Heineken, Yuengling and Sierra Nevada.