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Deschutes Brewery 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.

Deschutes Brewery is an independent craft brewery in Bend, Oregon. Founded in 1988, it is known as a leader in hops, dark beer, innovative India Pale Ales, and small-batch experimental and barrel-aged beers. Today, Deschutes sells more than 225,000 barrels of beer each year and can be found in 36 states, Washington, DC, and even a few countries. In 2021, Deschutes strategically partnered with Boneyard Beer, a fellow Bend, Oregon-based and award-winning producer.

Through the partnership with BeerBoard, Deschutes will receive access to a proprietary data and analytics platform for on-premise retail locations. Deschutes will have access to customized reporting on product visibility and movement across the full LBW. Features include actionable insights, tap/share distribution, packaged product sales, brewery snapshots and market trends and rank. It will be utilized by Deschutes staff, from senior management to field sales representatives.

“BeerBoard is proud to welcome Deschutes Brewery, recognized as a leader among craft brewers around the world, as our newest insights partner,” said Dillon Card, Director of Analytics for BeerBoard. “Adoption of our technology and insights shows Deschutes’ commitment to continued innovation and growth. BeerBoard’s insights platform will provide the Deschutes team with unparalleled visibility for on-premise brand activity, helping to drive data-based decisions for the fast-changing retail landscape.”

“BeerBoard’s data and insights are proven to be a valuable resource for suppliers and distributors, and will be critical to Deschutes Brewery’s decision making moving forward,” said Greg Owens, Director of National Accounts-On Premise for Deschutes Brewery. “This partnership signals our level of commitment to the On-Premise channel and to our National Restaurant partners, current and future. By utilizing real-time analytics and insights, our team can be more consultative partners, allowing more guests enjoy our award-winning brands.”

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.