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## **BeerBoard and The E-Premise Group Team Up to Drive Trial On-Premise**

Beverage technology platforms BeerBoard and The E-Premise Group (TEG) are teaming up, utilizing their respective tools geared towards the on-premise and digital and social commerce to drive trial on-premise through geo-targeted brand promotions.

**WHO'S THE E-PREMISE GROUP?** Launched in 2020 to “address online demand,” TEG uses “geo-targeted social commerce campaigns to place shoppers directly in front of the digital shelf” by “harnessing the precision of location data and pairing it with personalized messaging.” They aim to capture “consumers in the exact moment” of purchase intent and “guiding them seamlessly to nearby retailers that have product in stock,” per company release.

These technology tools and strategies can “supercharge trial and growth in the on-premise,” said Ethan Stienstra, founder of TEG. “Through our partner network, we can now ID a target consumer in a specific zip code and send them to retailers which not only carry the product, but we can inform them about brand programs and promotions to foster sampling and volume at those accounts in real time.”

**HOW THEY'RE WORKING WITH BEERBOARD.** As for BeerBoard, recall the technology company “enables total alcohol management for the on-premise” via its Alcohol Intelligence (AI) platform (SmartOrders, SmartBar and SmartMenus) connecting retailers, distributors and suppliers nationwide by “delivering real-time data and actionable insights.”

The two companies are partnering to “connect with consumers in new and meaningful ways,” said Mark Young, founder and CEO of BeerBoard.

“By pairing BeerBoard’s Alcohol Intelligence (AI) platform with TEG’s digital and social commerce expertise, we are creating a powerful combination that drives trial, accelerates velocity and strengthens brand engagement in the on-premise,” Mark said. “This collaboration gives operators and suppliers a new edge – delivering smarter insights, stronger guest connections and measurable growth at retail.”

An example of how the technology relationship will work is that once consumers “arrive at an account like Buffalo Wild Wings or Mellow Mushroom, branded messaging through screens and POS drives sampling opportunities,” per release. Then, “when a consumer participates in a promotion, they share invaluable demographic data to help further the relationship and build brand loyalty.” As a result, brand awareness increases and drives velocity for on-premise operators.