



# **DRAUGHT BEER ON-PREMISE**

**ANHEUSER-BUSCH**

# Draught Beer On Premise



**The On-Premise Experience**

**Draught Builds the Bottom Line**

**Strategies to Win**

# WHY DO PEOPLE VISIT THE ON-PREMISE?

FOR **VALUE**  
& REWARD



TO GET SOMETHING  
**UNIQUE**



TO **GATHER** AND  
CONNECT



# #1 REASON FOR VISITING THE ON-PREMISE

**FOR VALUE  
& REWARD**

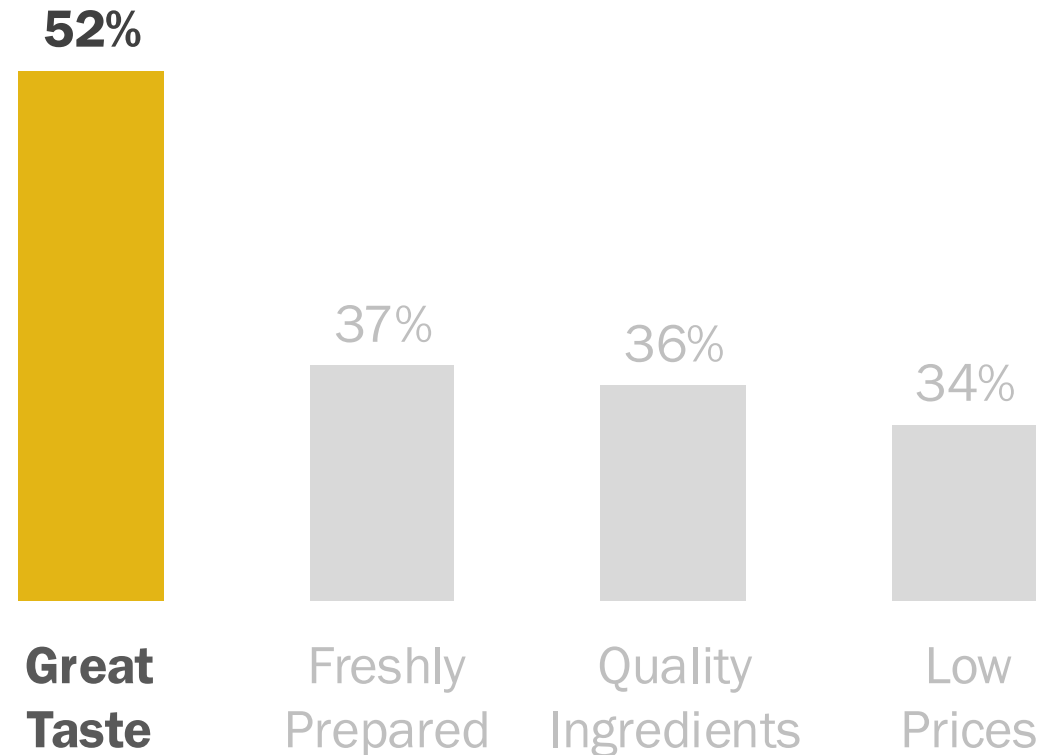
**Top 2** 

motivations to drink draught



**“Taste”  
“Freshness”**

Which of the following are the most important in making a restaurant a good value?

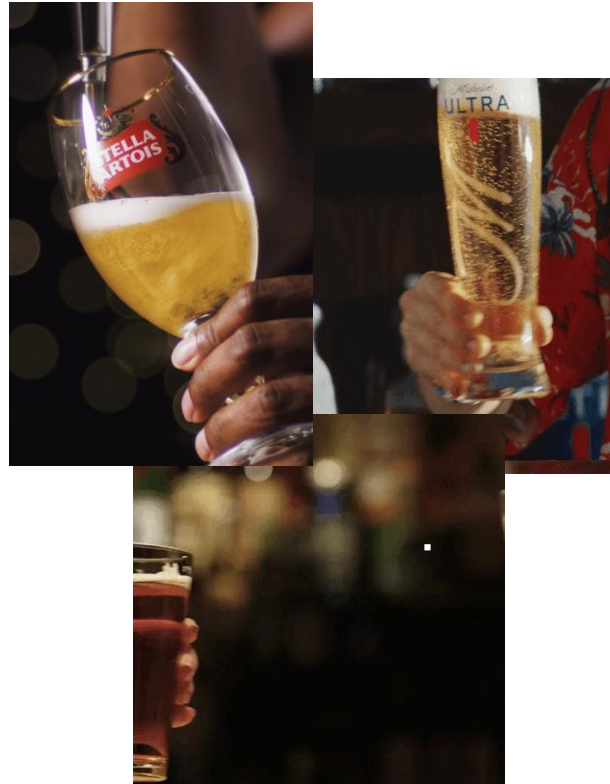


# #2 REASON FOR VISITING THE ON-PREMISE

## GLASSWARE



## RITUAL



## EXPERIENCE



Draught Beer drinkers are **+28%** more likely to “order a full meal”

# #3 REASON FOR VISITING THE ON-PREMISE

## TO **GATHER AND CONNECT**

When Beer Drinkers are On-Premise  
with a Meal and in a Group

**+20%**  
more servings per check

vs. the average Beer visit



# Draught Beer On Premise



The On-Premise Experience

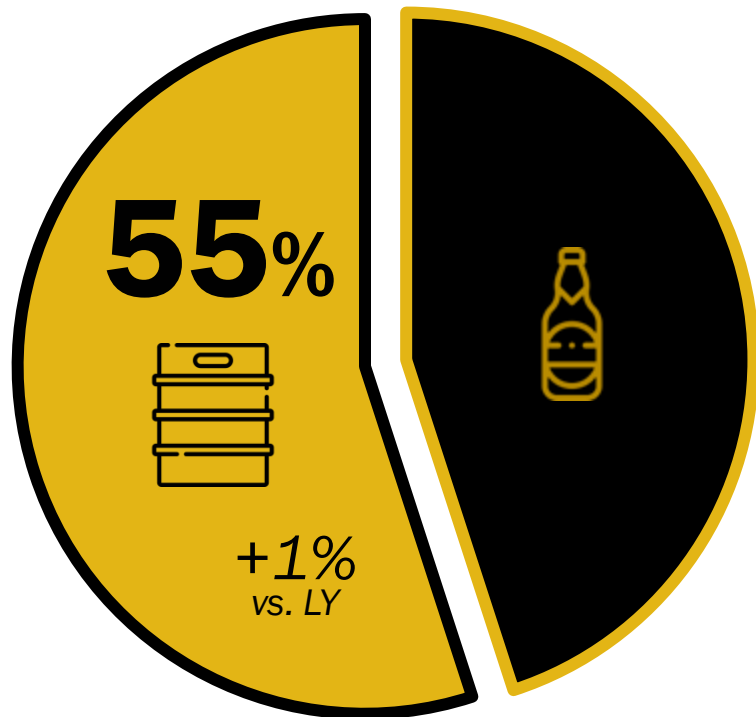
Draught Builds the Bottom Line

Strategies to Win

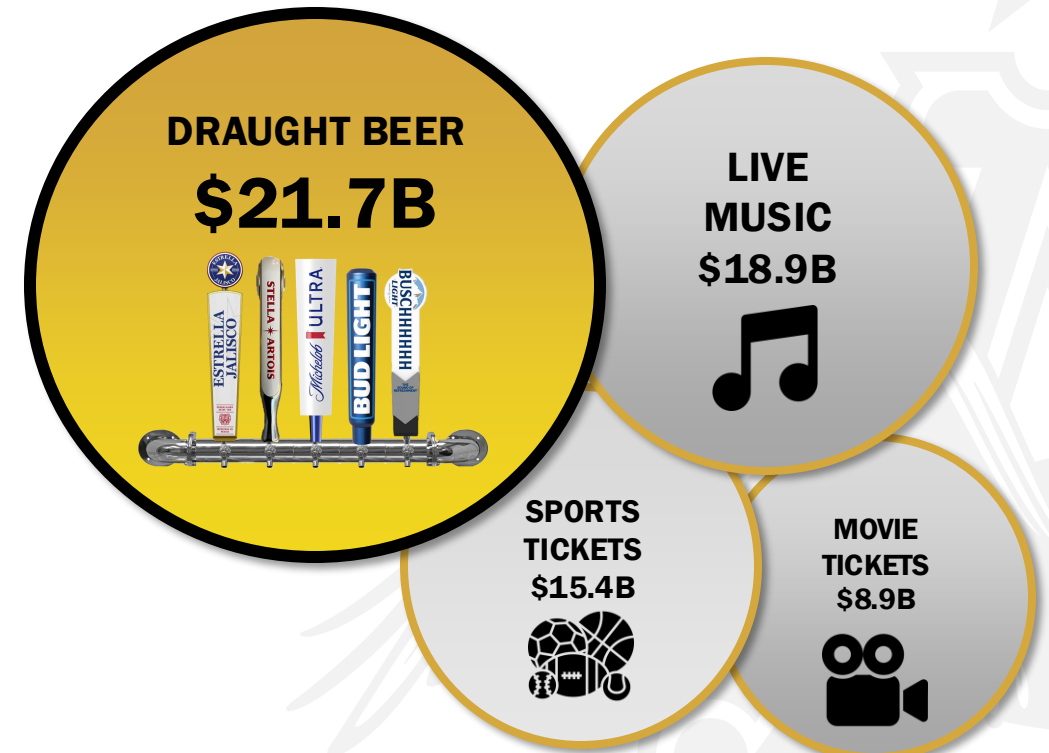
# DRAUGHT BEER IS A MAJOR PLAYER ON-PREMISE

## GROWING SHARE ON-PREMISE

Share of ONP Volume



## DOMINATES OUT-OF-HOME SPEND





# AND DRAUGHT HAS A LOYAL BASE OF DRINKERS AT THE HEART OF THE ON-PREMISE

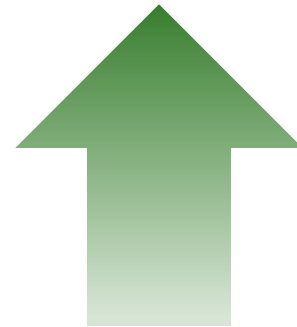
Of All On-Premise Beer drinkers

# 30%



***Exclusively  
drink draught  
beer on-premise***

# WHILE BOTH DRAUGHT AND PACKAGED PLAY IMPORTANT ROLES, DRAUGHT SERVES CAN BRING MORE PROFIT



Draught serves can be almost **+10%** more profitable vs. Packaged

# Draught Beer On Premise



**The On-Premise  
Experience**

**Draught Builds the  
Bottom Line**

**Strategies to  
Win**

# WINNING WITH DRAUGHT MEANS GETTING THE BASICS RIGHT

## MAINTENANCE



**The Right  
Serve**

## EDUCATION



**The Right  
Customer**

## ASSORTMENT



**The Right  
Style**

# MAXIMIZING DRAUGHT SERVINGS IS KEY TO DRIVING PROFITABILITY



On a 1/2BBL of  
Bud Light



at  
0% Losses

at  
5% Losses

at  
10% Losses

at  
15% Losses

**PROPER MAINTENANCE AND STORAGE  
PRACTICES CAN VARY NET PROFIT UP TO 18%**



**Storage**

**Pressure**

**Serving**

**Line Cleaning**

**Glass Cleaning**



# OUR INTERNAL RESOURCES TO SUPPORT DRAUGHT OPTIMIZATION



## DEDICATED TRAINING

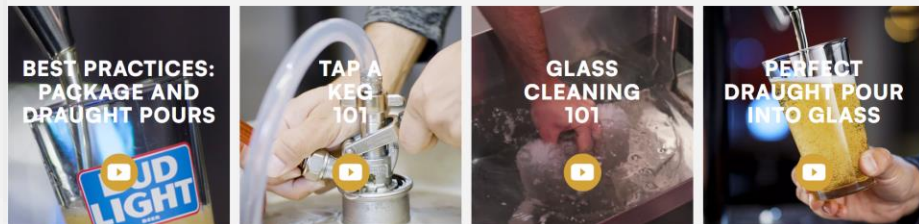


# DRAUGHT

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### SERVER TRAINING VIDEOS

Ensure profitability and ultimate consumer enjoyment with all the training you need, all in one place. Take this quiz to sharpen your server skills and maximize your earning potential.



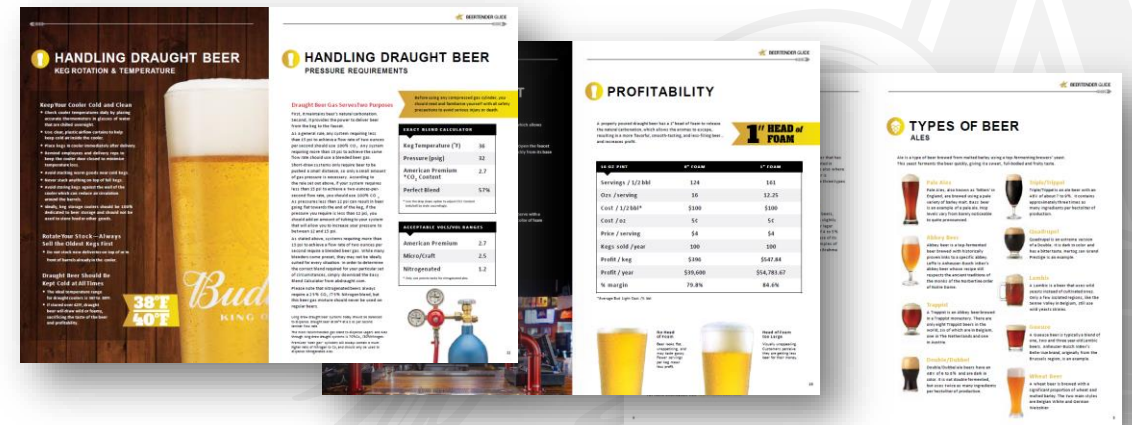
Access all content at: <https://abdraught.com/>

## EASY REFERENCE



# DRAUGHT BEER CHECKLIST

To Ensure Quality Draught Beer for Customer Satisfaction



Access all content at: <https://abdraught.com/>





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**THANK YOU**

