



# WHYBEER CRAWL

#### We give all good beer breweries and venues a fair go

The Australian good beer scene was built on new and small breweries. Since ratings systems for beers can greatly disadvantage smaller and newer breweries and venues, we've left out the ratings system for beers and venues. This way, lovers of beer at different stages and with different tastes can try new beers and venues without bias, and find the new best beer they've ever had.

#### We prefer quality of information over quantity

We believe accuracy of information is paramount. Therefore, we exclusively display information and images of beer supplied direct by the brewery. We also only accept information about venues if it has been added or confirmed by the venue. International beers are currently being added to our database to accommodate for more bars. We will always prioritise Australian listings.

#### We're 100% Australian

- We love to support Australian beer—support an Australian beer app!
- 100% Australian created databases, coding and development.
- 100% Australian phone support.
- 100% Australian employees and contractors.

## We provide the information, not the opinions

Beer Crawl allows users to save private comments. But we believe there are enough media out there for people to express their opinions to the world, so we don't flood your screen with what every man and his dog thinks.

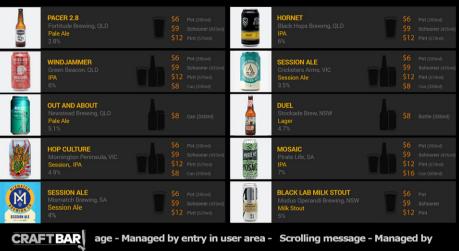


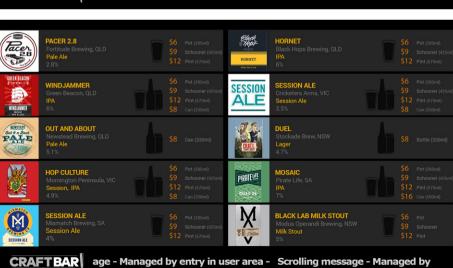


#### **DIGITAL BOARD & BEER PRICE LISTS**

There has never been a more affordable time for great quality Digital Signage.

- Effortlessly and quickly update your lists via our website or app
- Choose to display your tap & bottled beers pricing
- Choose default beer image (photo or decal)
- · 'Featured Beer' page
- Customisable scrolling message
- Customise font style and colour
- Choose portrait or landscape
- Display can be static, scrolling or slides
- Your logo on display
- Works with multiple screens





**BEER LIST:** Can/Bottle Version

**BEER LIST:** Decal Version

**BEER LIST:** Portrait Decal Version





[X]



Session Ale

Mornington Peninsula, VIC Session,. IPA 4.9%

SESSION ALE Mismatch Brewing, SA



MOSAIC

Pirate Life, S IPA 7%



G-FOR

Slipstream Brewing, QLI India Pale Ale (IPA)



BLACK LAB MILK STOUT

Modus Operandi Brewing, NSW Milk Stout 5%



POC

All Inn Brewing, QLD American IPA (India Pale Ale) 5.6%



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	Brewery	Name	Pint (570ml)	Tulip (400ml)	Pot (285ml)
1	Willie Smiths, TAS	Organic Apple Cider, Apple Cider, 5.4%	\$12	\$8.5	\$6.5
2	Hargraves Hill, VIC	Margarita Gose, Gose, 3.7%	\$12	\$8.5	\$6.5
3	Holgate, VIC	Dark Saison, Saison, 6.1%	\$12	\$8.5	\$6.5
4	Wolf of the Willows, VIC	India Saison, Saison, 5.2%	\$12	\$8.5	\$6.5
5	Newstead Brewing, QLD	Tippler's Pilsner, Pilsner, 4.4%	\$12	\$8.5	\$6.5
6	Holgate, VIC	Alpha Crucis IPA, Australian IPA, 5.1%	\$12	\$8.5	\$6.5
7	Mornington Penincula, VIC	ESB, Extra Special Bitter (ESB), 6.2%	\$12	\$8.5	\$6.5
8	Noisy Minor, QLD	Grapefruit ANZUS IPA, India Pale Ale (IPA), 6.6%	\$12	\$8.5	\$6.5
9	Cavalier, VIC	Black Coffee IPA, India Pale Ale (IPA), 6.6%	\$12	\$8.5	\$6.5
10	3 Ravens, VIC	Juicy NEIPA, New England IPA, 6%	\$12	\$8.5	\$6.5
11	Merchant Brewing, VIC	Belgian Tripel, Triple, 8.3%	\$12	\$8.5	\$6.5
12	Modus OperandiHill, NSW	Former Tenant Red IPA, 7.8%	\$12	\$8.5	\$6.5
13	Mountain Goat, VIC	2017 Imperial Stout (Starwa , Imperial Stout, 12.5%	\$12	\$8.5	\$6.5
14	Sofi Spritz, NSW	Blood Orange Bitters Spritz, Spritz, 8%	\$12	\$8.5	\$6.5

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**BEER LIST: 3 Column, No Prices** 

**BEER LIST:** Simplistic





#### **SUNSET ALE**

Brewery: Two Birds Brewing, VIC

Style: Pale Ale
ABV: 4.6%
IBU: 26

Tasting Notes: In 2012, the Two Birds launched their second beer, Sunset.

This beer is an ode to the many adventures they had in their hometown of Perth and the fond memories of red sunsets over the Indian Ocean.

CRAFTBAR

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### SUNSET ALE



**BEER:** Decal Version

FEATURED

Brewery: Two Birds Brewing, VIC

Style: Pale Ale ABV: 4.6%
IBU: 26

Tasting Notes: In 2012, the Two Birds launched their second beer, Sunset.

This beer is an ode to the many adventures they had in their hometown of Perth and the fond memories of red sunsets over the Indian Ocean.



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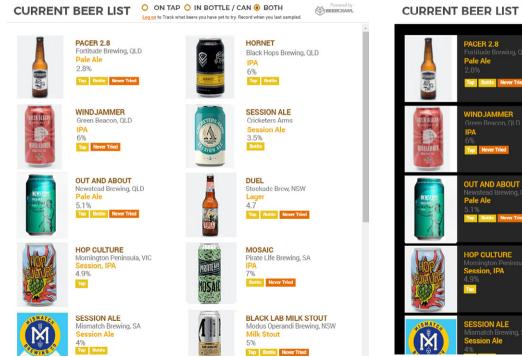
#### **ONE-CLICK PRINT BEER MENU**

Save time and look the business with our printable beer menus

- Choose default image
- Display prices for various glass and bottle / can sizes
- Optional 'date printed' message
- Optional page number

#### **BEER LIST FOR YOUR WEBSITE & ADD-ON FOR FACEBOOK**

- Lifetime free service for venues that serve good Australian beer.
- Price list solutions at very reasonable prices.



HORNET Tap Bottle Tap Bottle Never Tried WINDJAMMER SESSION ALE Session Ale Tap Never Tried OUT AND ABOUT Newstead Brewing, QLD Stockade Brew, NSW Tap Bottle Never Tried Tap Bottle Never Tried HOP CULTURE Mornington Peninsula, VIC Session, IPA Bottle Never Tried SESSION ALE BLACK LAB MILK STOUT Modus Operandi Brewing, NSW Mismatch Brewing, SA

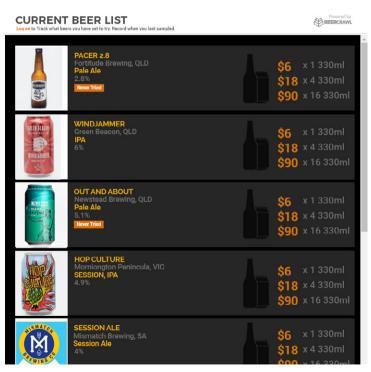
O ON TAP O IN BOTTLE / CAN @ BOTH

Log on to Track what heers you have yet to try Becord when you last sampled

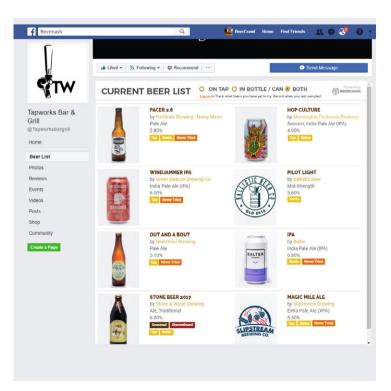
Powered by BEERCRAWL

**Light Version** 

Dark Version



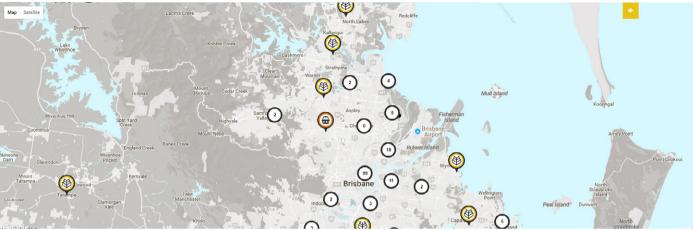
Bottle Shop Version (available light or dark)

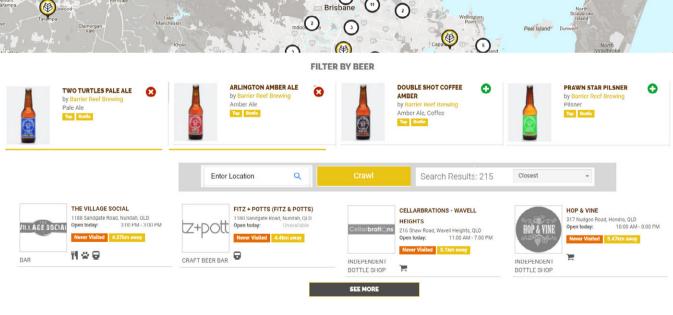


Facebook Integration (available light or dark)

#### **BEER FINDER MAP FOR BREWERIES**

- Lifetime free service for Australian breweries.
- Search venues by area, specific beer or complete range.





#### **VERIFYING & UPDATING YOUR LISTING**

We strive to provide accurate details to our growing user base. You sometimes hear of someone traveling across the city to try a specific beer, only to find it hadn't been served there for some time. This lack of current information can lead to the customer being disappointed and complaining about the venue on social media—and no-one wants that!

We know you're busy. Running a business and tending to customers whilst changing a keg is hectic!

That's why we've made it 70% quicker for venues to add/update their beers list.

Here's how our Data Verification System works:

#### **BREWERIES:**

An automated email is sent every [3 months] to confirm products, and what they are available in. A simple tick to confirm or update will keep your listing looking great!

If you don't have time to respond, you'll receive a follow-up email [1 week] later.

If you choose not to respond, new products and reported discontinued products will not be included in our beer finder app. We also let out growing userbase know when your details were last confirmed.

THIS BREWERY HAS NOT VERIFIED ITS DETAILS SINCE 29/11/2016.

#### **VENUES:**

An automated email is sent every [month] to confirm your opening hours and the beers you sell. A simple tick to confirm or update will keep your listing looking great!

If you don't have time to respond, you'll receive a follow-up email [3 days] later.

If you choose not to respond, your venue will not be included in our beer finder app. We also let our growing userbase know when your details were last confirmed.

#### THIS VENUE HAS NOT VERIFIED ITS DETAILS SINCE 17/10/2016.

Map results (see here) can be filtered by venues that have updated their listing.



Some of the reasons to keep your listing updated on Beer Crawl:

- Lifetime free listing for all Australian breweries and venues that serve good beer.
- Lifetime free 'beer finder' for your site, venues' sites, and Facebook app integration.
- Supercharged search: users can find your beers by style, ABV range, SRM range, preservative free, or gluten free.

#### **ACCOUNT SYSTEM UPGRADE**

We're continuously improving the speed & ease of use of the admin area. You can manage many entries with just one email account. Accounts have been split to allow certain people to update certain details. As a manager of a venue you can create specific accounts for bar staff.

#### [Owner]

- can manage breweries and venues
- can manage multiple venues & multiple breweries
- can manage Description, Images, Hours
- can add/remove beers
- can verify or deny reported beers.

## [Employee - Manager]

- can manage Description, Images, Hours
- can add/remove beers
- can verify or deny reported beers.

## [Employee - Staff]

- can add/remove beers
- can verify or deny reported beers.



#### **ACCOUNT**

Profile

2 Brothers Beer Brewery
[Brewery]

BeersProfile

Add Users

View Listing

2 Brothers Beer Brewery

Subscription Orders

**U** Logout

#### **2 BROTHERS BEER BREWERY**

## **BEERS**

View your Brewery Listing

Add Beer

Search Results: 15

Alphabetically

## DON'T FORGET TO ADD THESE TO YOUR VENUE LISTING IF THEY ARE CURRENTLY AVAILABLE

Beer Selection	Details	Available Sizes	Date Added	Actions	
Bool	BOOM XTRA PALE ALE by 2 Brothers Beer Brewery Pale Ale Tap Bottle Seasonal	On Tap Can Bottle	09/06/2016	Edit	iii
	GRIZZ by 2 Brothers Beer Brewery Amber Ale Tap Bottle	330ml Bottle On Tap	08/07/2016	Edit	<del>M</del>
	GROWLER by 2 Brothers Beer Brewery Brown Ale Tap Bottle	330ml Bottle On Tap	08/07/2016	Edit	<del>M</del>
GD 254	GYPSY PEAR CIDER by 2 Brothers Beer Brewery Cider Tap Bottle	330ml Bottle On Tap	19/01/2017	Edit	ŵ
4	HAZELLA IMPERIAL				







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