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SUPPORT LOCAL CRAFT BEER

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INTRODUCING BEER WIZARD® BEER MENUS

A cloud based digital menu system designed with advanced customization and interchangeability to seamlessly maximize your in-store Beer Menu. Powered by our ever-growing craft beer database, Beer Wizard Beer Menus is a turnkey digital solution for businesses and consumers alike.

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- **Digital Menu System**
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A cross platform digital menu system driven by our powerful & comprehensive database of Craft Beers. Push updates out to your customers through multiple platforms at once.

- Customizable in-store digital menu display
- Web page display, Beer Wizard® mobile app & business app
- Print menus
- Mobile menus
- Social Media

Web Based Store Manager

Login to our backend portal to update your beer inventory in just a few simple steps



The Cloud

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Backend updates sent to the cloud to be pushed out to your on-site digital menu, on-line web based platforms, and on-thego mobile platforms.





On-Site Menu Box



See menu updates within seconds displayed on your in-store digital menu board.

On-Line ...

Resources in place provided by our backend allow your customers to view your real time menu on both our website and on your own store website



On-the-Go

STREET, STREET

Mobile capabilities - including Beer Wizard Mobile App and Mobile Menus allows customers to access your menu right from their device, any place, any time.

The Growler Station, Inc. | 19 Rancho Circle, Lake Forest CA 92630 | 949.387.5451 | www.growler-station.com | beerwizardmenu.com

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DIGITAL NENU SYSTEM

Securely login to our backend to access your completely customizable menu board options. Fully equipped with templates, font styles, and banner options, explore your capabilities and update your menu directly through your dashboard.

Tap Into Our Database

- Over 11,000 craft beers and growing daily
- Manage your inventory in just a few simple clicks
- Create custom tasting notes and name overrides
- Access full details for each beer ABV, IBU, SRM, Calorie Count and more

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MENU TEMPLATES

Complete Customization

- Upload your own background graphics
- Branding opportunities through utilizing custom header and footer banners
- All font styles, sizes and colors customizable
- Turn on/off sections of the display as desired (beer logo, slot number etc.)

Utilize Pre-built Templates

- We have 7 pre-designed templates available for your use
- Variety of styles to fit the look and feel of a taproom or location
- Within each template, you still have the option to customize fonts, colors etc.

SOCIAL MEDIA

Social Media Integration

- Connect your menu updates to your Social Media
 platforms
- Post to Facebook function in place to push all your menu updates right to your location's Facebook page
- Integrating with Social Media allows you to have constant customer interaction





With optimized synchronization across all devices, the Beer Wizard Beer Menus system has added features in place to give customers access to your menu on several platforms.

MENU WIDGETS

- Menu Widgets are a provided code in our backend designed for you to place onto your website, which will in turn display your menu directly on your site
- The code will constantly update itself as you update your menu
- Custom widget layout options available



- device
- Accessed via a QR barcode or a short bit.ly address, both auto created in our backend
- Download the art for the QR Code & bit.ly address to place in your own menu or on a table tent
- Within mobile menu, customers can click beers to find detailed information on that beer



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MOBILE MENUS

• Let your customer view your beer menu on their mobile

Mobile Menus auto update as you update your digital menu display



- · An easy way to print your menu and distribute it to your customers
- Customization options available, including • sort by tools, re-arrange menu order, change fonts and colors, change background colors, etc.
- Option to display QR code on your print menu for customers to easily scan and find more detailed beer information
- Print directly from our backend portal





ADVANCED SETTINGS

Through our backend, you have the capability of setting custom display sizes to be reflected on your menus across the board. In line with FDA requirements, Beer Wizard Beer Menus has a function allowing you to display calorie count for the beers on your menu, and additional nutritional information available for the beer.

MANAGE SIZES AND CALORIES

Advanced settings allow you to do the following changes to your menu

- Select up to 7 preset display sizes for both Draft and Packaged **Beer offerings**
- Override preset Display Size labels with your own custom labels
- Turn on/off Calorie Display for your menus (FDA requirements: Calorie information must be displayed in chains with 20 or more locations)
- Beer Wizard Beer Menus calculates Calorie Counts based on ABV%
- Override calculated calories with custom calorie count information if you have it from the brewery
- Turn on/off calorie count information on your different menu platforms
- Customer facing in-house Digital Menu, Mobile Menu, Print Menu, Beer Wizard Menu Connect, etc.

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Your managed sizes and calories will be immediately available for viewing

- Calorie information
- refresh



VIEW SIZES AND CALORIES

• You get to choose which display platforms to show

Capabilities available to print more precise Nutritional Information for each beer (Nutritional information dependent on Brewery input & updates)

Display Size & Calorie information changes automatically updates to customer facing menu at next menu device

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ł	HOP VALLEY	BREWING CO.	-	##	10.11	-	2	OCELL B	REWING CO.	(4)	11.11	Ð	in the





BEER WIZARD NOBILE APP

A mobile app designed to coincide with every and any one of your menu updates, with functions implemented allowing consumers the opportunity to follow your updates at all times.

- Push notifications notifying a customer of your menu updates
- Setting favorite locations customers can set up to 10 locations
- Customer top rated and top favorited beer information available to create analytical data reports in our backend

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329 Days Of Sun

Ace Berry Cider

African Amber

ARVINES MULT

Alaskan Ambe

ADV 8.3% BL3 18

ADV 82% BU BE

Alaskan White

Alaskan IPA

13





- Customers can set up to 10 favorite locations
- Customers can set an unlimited number of favorite

beers



COMMUNICATE

- Customers can receive push
 notifications when you update
 your menu
- Customers can be notified when any of their favorite beers are put on tap at a location

MANAGE

- Choose your beer selections based on analytical information gathered from customers favorited and top rated beers, breweries and beer styles
- Trend reports will keep you ahead of competitors in choosing your menu offerings

The Growler Station, Inc. | 19 Rancho Circle, Lake Forest CA 92630 | 949.387.5451 | www.growler-station.com | beerwizardmenu.com



Beer Wizard Menu Connect displays your full menu of beers allowing your customers to expand their knowledge of every beer on the menu. The easy to use app allows customers to scroll through the menu of beers, and simply select a beer to learn the details of that beer. Details include the breweries specific beer's description, ABV %, IBUs, style, & food pairing.





- Co-branded iPad station at your location allowing customers to learn about beers right at the counter
- Filter functions direct customers to the beer they are looking for filter by Beers You Know, Food Pairings, & Beer Styles, adjust ABV, IBU, & Color values
- Engage customers with detailed beer information, narrowing down choices to meet their needs
- Direct customers to both your draft and packaged selections



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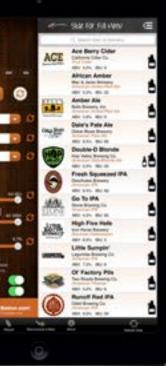
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TOOLS

- Customers search draft & packaged beer right at the iPad Station
- Capability of showing all sizes and pricing available by a simple "slide" function to a full screen menu
- Add custom tasting notes through our backend that will display within the app on the "Beer Details" page, directing customers to matching food items

UPDATES

Digital Menu

Go To IPA

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4.44, \$51,00

Advices Andrew

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Of Factory Pile

Runstl Red IPA

A 41 10 10 10

Sculpte IPA

Bay What! Coconal Porter

- Update your in-store digital menu directly through your Beer Wizard iPad Station; add/remove beer, edit pricing & sizing available, re-arrange slot numbers. Changes will be reflected to your menu board and beer wizard app within minutes
- Add up to 6 serving sizes per beer (including draft and packaged beers)



POWERED BY:

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