THE GROWLER STATION®

BEER WIZARD®

BEER MENUS

SUPPORT LOCAL CRAFT BEER

BELLCRACKER pKP BREWING CO. IMPERIAL/DOUBLE IPA IBU 99 ABV 8.3%	32OZ $4.99	64OZ $9.99	PINT $2.99	
DAGGER FALLS IPA SOCKEYE BREWING AMERICAN IPA IBU 100 ABV 6.5%	32OZ $12.99	64OZ $6.99	PINT $2.99	
BLACK CHOCOLATE STOUT BROOKLYN BREWERY AMERICAN IMPERIAL STOUT IBU 57 ABV 10%	32OZ $6.99	64OZ $12.99	GL TULIP $3.49	
S.A.M. IPA 10 BARREL BREWING CO. AMERICAN IPA IBU 70 ABV 25%	32OZ $5.99	64OZ $12.99	PINT $3	
ESTATE HOMEGROWN ALE SIERRA NEVADA BREWING CO. AMERICAN IPA IBU 60 ABV 6.7%	32OZ $5.99	64OZ $19.99		
CALI-BELGIQUE IPA STONE BREWING CO. BELGIAN IPA/ALE IBU 70 ABV 6.9%	32OZ $4.99	64OZ $9.99		
IMPERIAL PORTER LONG TRAIL BREWING CO. AMERICAN IMPERIAL PORTER IBU 56 ABV 6.3%	32OZ $6.99	64OZ $13.99	GL TULIP $3.49	
SCULPIN IPA BALLAST POINT BREWING CO. AMERICAN IPA IBU 70 ABV 7%	32OZ $4.99	64OZ $9.99	PINT $2.99	
DRY FLY WHEAT WINE 10 BARREL BREWING CO. BARREL AGED BEER IBU 0 ABV 10%	32OZ $5.99	64OZ $8.99	PINT $3.99	
SWILL 10 BARREL BREWING CO. BERLINER WEISS (RADLER) IBU 15 ABV 4.5%	32OZ $5.99	64OZ $12.99	PINT $2.99	
OK2BERFEST TWO ROADS BREWING CO. GERMAN MÄRZEN IBU 9 ABV 5.6%	32OZ $7.99	64OZ $15.99	PINT $3.99	
APOCALYPSE IPA 10 BARREL BREWING CO. AMERICAN IPA IBU 70 ABV 6.5%	32OZ $6.99	64OZ $12.99	PINT $2.99	

BEER WIZARD® "MENU ED" Placemat®

DIGITAL MENU SYSTEM
FOR CRAFT BEER BUSINESSES

POWERED BY:

THE GROWLER STATION®
FRESH CRAFT BEER TO GO

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.

CONTENTS

POWERED BY:

HOW IT WORKS

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

1 Web Based Store Manager

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

2 The Cloud

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

On-Site Menu Box

3 On-Site

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

4 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

5 On-the-Go

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

DIGITAL MENU 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

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

ADDITIONAL MENU FEATURES

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
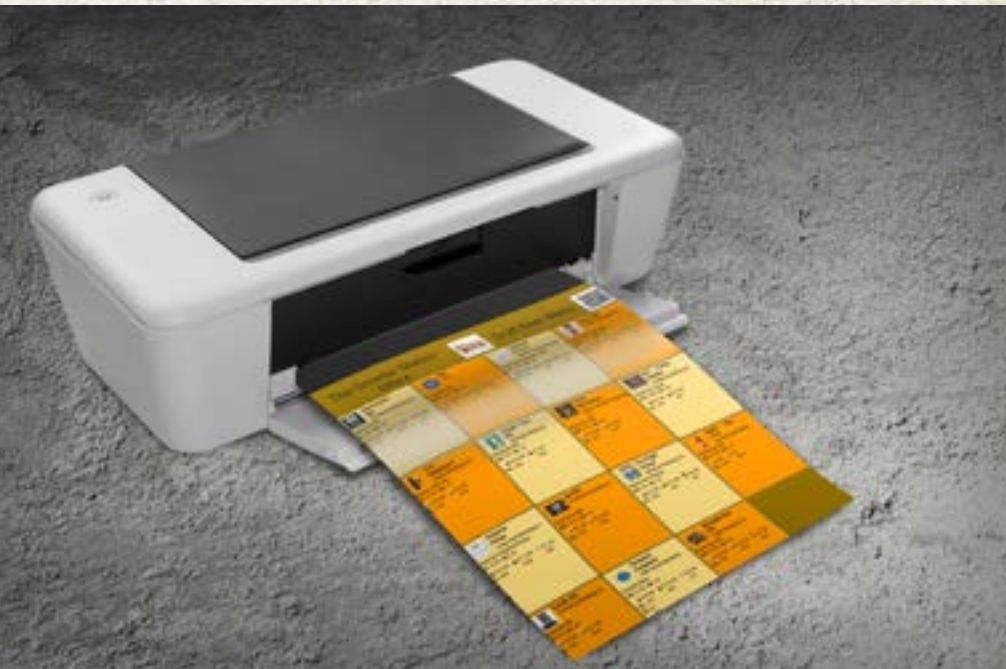- Custom widget layout options available

MOBILE MENUS

- Let your customer view your beer menu on their mobile 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
- Mobile Menus auto update as you update your digital menu display
- Within mobile menu, customers can click beers to find detailed information on that beer

PRINT MENUS

- 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
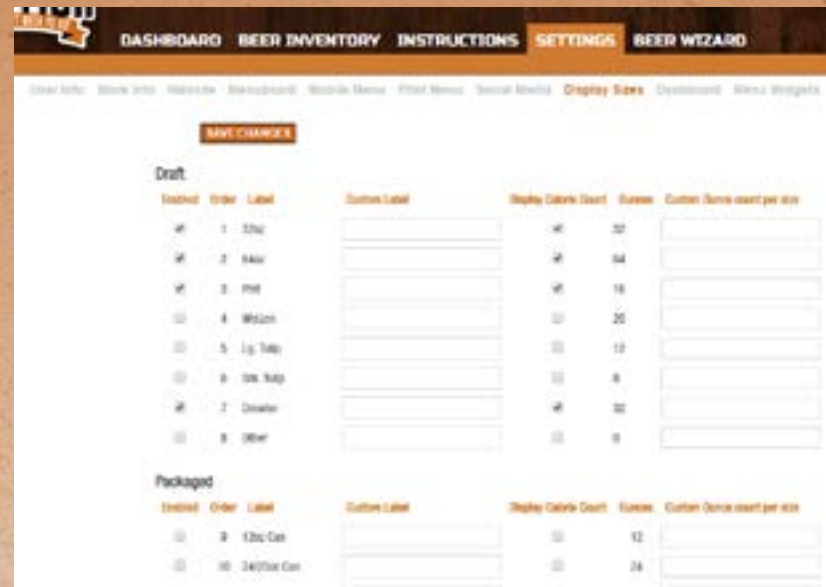- Print directly from our backend portal

ADVANCED DISPLAY 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.

VIEW SIZES AND CALORIES

Your managed sizes and calories will be immediately available for viewing

- You get to choose which display platforms to show Calorie information

- 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 refresh
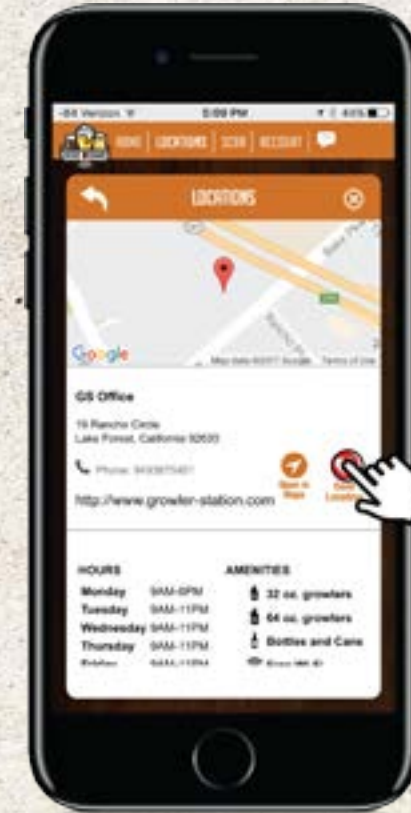
BEER WIZARD MOBILE APP

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
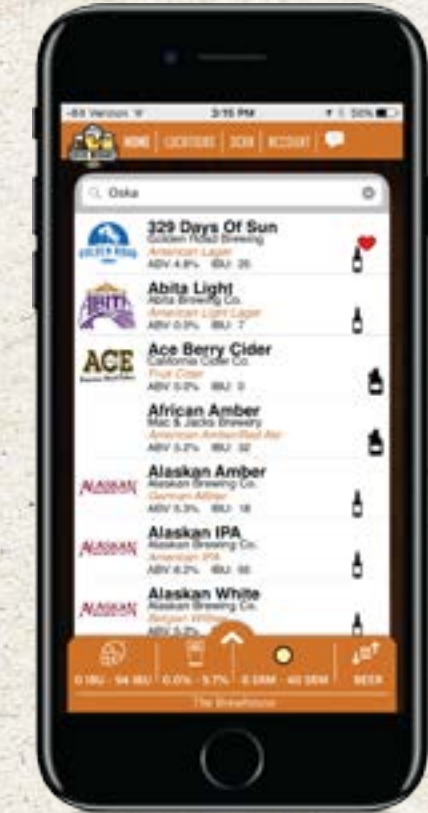

FAVORITE

- 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
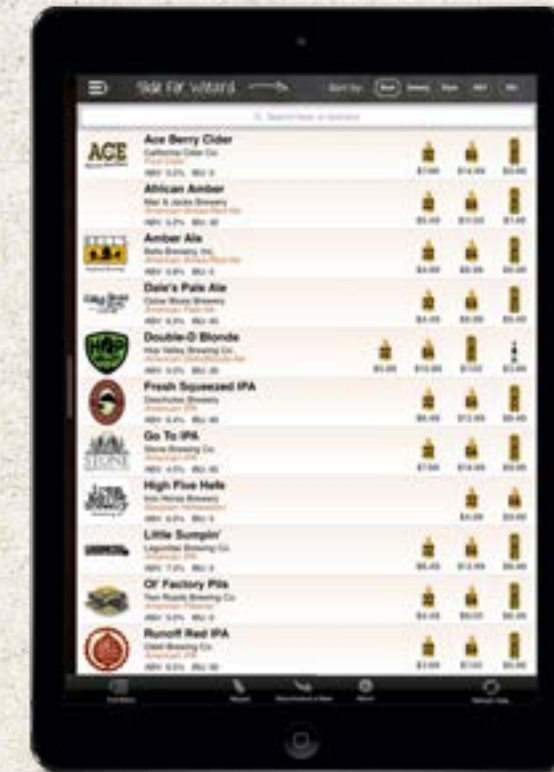
BEER WIZARD MENU CONNECT

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.

CONVENIENCE

- 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

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

- 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)

BEER WIZARD®

BEER MENUS