



Visionary Communications Client Report for IBU Brewery Syracuse

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Executive Summary

IBU Brewery is a brewery located in Syracuse, New York that creates homemade craft beers while educating customers on why craft beer is superior. IBU Brewery prides itself on strong customer service, a wide selection of craft beers and brewery events. Although IBU Brewery produces a strong product, the brewery lacks brand awareness, which has resulted in low attendance and decreased sales.

Visionary Communications conducted qualitative and quantitative primary and secondary research to better understand the media seeking habits and decision-making processes of our key publics. Specifically, we conducted this research using social listening, an online survey and focus groups. From this research, we identified various trends.

Based on research results we recommend two communication tactics that can be implemented to help IBU Brewery increase awareness among the community and more strategically utilize social media platforms.

Problem and Opportunity Statement

IBU Brewery in Syracuse, New York specializes in making a variety of craft beers on site, both on tap and in cans. The brewery was founded by Mike Mintier who has a background in engineering and a knowledge of craft beers. The purpose of IBU is “to create the best beer we can with the equipment and ingredients available to us,” (M. Mintier, personal communication, 2019). Currently, IBU Brewery is lacking in brand awareness, which may be attributed to previous unsuccessful public relations and marketing strategies and the lack of knowledge in these fields. The unsuccessful strategies and lack of knowledge may have caused the brewery to have low attendance rates and limited promotion attempts. With improved brand awareness, IBU will be able to bring in new customers resulting in increased sales. Until a larger population becomes aware of IBU’s offerings, the company cannot reach its greatest potential. Visionary Communications will conduct social listening, surveys and focus groups to determine what needs to be done to increase awareness of IBU Brewery.

Situation Analysis

Internal Factors

Product Description

IBU Brewery's website provides in-depth information about each of the 11 beers sold. There is a designated tab labeled "Our Beers," which allows the customer to learn about the options before attending the brewery. The customer can learn more about each beer's alcohol content, hops, style and more ("Our Beers," 2019).

Atmosphere

During the client meeting, Mintier discussed the importance of IBU Brewery's atmosphere and explained that his brewery does not mirror the atmosphere of a bar (M. Mintier, personal communication, 2019). There is a large outdoor space that has been used for group events. Indoors, music is played on a low volume to ensure that customers are able to interact with each other and the bartender. Mintier values customer service and wants customers to form a relationship with the bartenders. Mintier explained that the high level of customer service contributes to the brewery's atmosphere because the sense of community differentiates it from the quick service of a bar (M. Mintier, personal communication, 2019).

Distribution

IBU Brewery currently distributes its products to 10 other locations such as Angry Garlic, Brick & Brew, The Hops Spot and Beer Here ("Find A Location," 2019). Of the 10 locations, seven have IBU Brewery beer cans available for purchase and six have IBU Brewery beer on tap ("Find A Location," 2019). This allows for brand exposure to more craft beer consumers and allows them to bring IBU Brewing into their homes. IBU Brewery is looking to expand its wholesale efforts to other local companies by providing an online contact form that companies can use to reach out and collaborate. This effort encourages a mutually beneficial partnership between IBU Brewery and other companies ("Find A Location," 2019).

External Factors

Competitors

There are two local brewing companies in Syracuse that are direct competitors with IBU Brewery. These competitors are Middle Ages Brewing and Hot House Brewing. The top competitor is Middle Ages Brewing as it has been in business for 23 years and is the longest running brewery in Syracuse (Middle Ages Brewing, 2019). Additionally, Middle Ages Brewing is located in Armory Square, a very populated area in Syracuse.

compared to IBU's location on Brewerton Road. Middle Ages Brewing also hosts events such as "Tacos and Trivia Tuesday," "Bingo & Beer" on Thursdays and various live music events every week (Middle Ages Brewing, 2019). Hot House Brewing is also a competitor of IBU Brewery for multiple reasons. These reasons include the Brewery's use of greenhouse crops, Hot House Bistro offerings and a retail store (Hot House Brewing, 2019). Hot House Brewing owns a greenhouse facility, allowing it to reach a niche market with its greenhouse grown hops. The retail store includes various merchandise in addition to beer, including logo t-shirts and locally made art and food (Hot House Brewing, 2019).

Location

During the client meeting, Mintier discussed the location of IBU Brewery. The brewery is located at 3703 Brewerton Road in Syracuse, New York. While there is road signage to show that the brewery is there, Mintier has discussed that customers often have difficulty locating the brewery (M. Mintier, personal communication, 2019). The location is hard to see from the street as a Mr. Tire auto service shop partially blocks the view of the brewery and the parking lot.

Communication with Customers

IBU is active on multiple social media platforms, including Facebook, Instagram and Twitter. IBU uses social media primarily for promotional purposes. IBU's Instagram account has over 1,000 followers, but its posts only garner a handful of likes (IBU Syracuse Instagram, 2019). IBU has 95 followers on Twitter and the account is largely inactive; the last tweet from the account was posted over six weeks ago on August 1 (IBU Brewing Twitter, 2019). IBU's Facebook account seems to be its most highly emphasized social media platform. The Facebook page features videos of the brewing process, upcoming events, and positive client reviews. IBU has 2,874 likes and 2,973 followers on Facebook.



SWOT Analysis

Strengths

- IBU Brewery has an outdoor lawn that provides the ability to host events such as birthday parties, networking events and fundraisers.
- IBU Brewery has a wide selection of 11 different beers that are brewed with locally sourced ingredients.
- Mike Mintier, founder of IBU Brewery, apprenticed with the Gordon Biersch system to become an expert in the industry and gain professional skills.
- The ingredients used in the craft beers at IBU Brewery are sourced locally and nationwide. Base malt is sourced from 1886 Malt House in Fulton, NY. Specialty malt is sourced from Country Malt Group, a large brewer supply company with many warehouses across America. Hops are sourced dependent upon the in-demand styles, with 30% of the hops sourced locally.

Weaknesses

- IBU Brewery has low engagement on Instagram, Facebook, Twitter and LinkedIn.
- IBU Brewery has one 4'x8' sign outside of the Brewery with its logo and name, but no other signage throughout Syracuse.
- IBU Brewery beers cost more than a macro-brewery beer. This may put limitations on the Brewery's sales.
- Currently, IBU Brewery has only two full time employees and three part-time employees, making it difficult to cover all customer needs.

Opportunities

- IBU Brewery can build new relationships and increase its visibility by expanding personal connections with local restaurants in the greater Syracuse area.
- IBU Brewery can have Divergent Solutions, its digital marketing team, reach out to reporters at local news stations such as Syracuse.com to get media coverage about its special events and product offerings.
- IBU Brewery can establish a presence at Syracuse University and among students by working with campus publications that highlight local food and drink,

such as Baked Magazine. The publication's target audience is students who are interested in exploring the local food and beverage scene in Syracuse, New York.

- IBU Brewery can create an influencer program that hires a food and beverage blogger or YouTuber with a large social media presence.

Threats

- Other local breweries such as Middle Ages Brewing Company and WT Brews serve as a threat to IBU. There is competition among local businesses to turn the most profit possible. IBU must ensure they are ahead of the curve to draw in new customers and retain current ones.
- Large beer producers are constantly competing to take market share from small craft breweries. The ability of large beer manufacturers to mass produce products at a cheaper rate than micro-breweries makes it hard for IBU to keep up.
- Spirit sales have been cutting into the market share of the industry. According to Forbes, over the past 19 years, beer's share of the alcoholic beverage market has dropped from 56% to 46%. Two of these points have gone to wine, and eight have gone to spirits. A fancy cocktail appeals to the same people that appreciate the sophistication of craft beers. This unique challenge will force brewers to get creative in the future (Forbes, 2019).

Key Publics

College Students

One of our key publics is college students. College students include both undergraduates and graduates. This key public consists of 21 to 30 year-olds who attend a university in the greater Syracuse area. Additionally, the key public includes people who would consider themselves to be casual beer drinkers, which equates to around 40% of the 21+ population (Watson, 2018). This demographic is likely to participate in social events on the weekends or after work that include craft beer, as “drinkers are shelling out an average of \$59 per month on beer, a new survey from Chicago-based market insights agency C+R research, found. Millennials spend \$5 more” on craft beer (Settembre, 2019). In order for IBU to reach this key public, it must find a way to communicate with them through multiple media platforms as they are the first generation of social media users and know how to navigate platforms seamlessly (Durfy, 2019).

Men & Women Who Drink

Another key public Visionary Communications chose to focus on is men and women between the ages of 30 to 60 who live in the Tri-State area, which includes New York, New Jersey, and Connecticut. This group also includes men and women who consume alcoholic beverages, specifically outside of the home in social settings such as restaurants, bars and breweries. Restaurants and sports bars the 2019 Yelp list of “The Best 10 Bars in Syracuse”. IBU Brewery can aid in the consumption of craft beer by men and women between the ages of 30 and 60 by pairing craft beer with events at the brewery in order to pique interest in the craft beer industry. BestLife recommends that one of the best hobbies to take up in your 40s is brewing (BestLife, 2018). IBU Brewery offers customers the opportunity to participate in an event that allows them to be a “brewer for a day” (M. Mintier, personal communication, 2019). In order to reach this key public, IBU Brewery must find a way to create a balanced environment that is engaging for its customers while also maintaining its unique drinking experience. Pew Research Center reports that men and women between the ages of 30-60 prefer to use Facebook over other social media sites. (Pew Research Center, 2019).

Research Objectives:

1. Explore the media seeking habits of key publics. (social listening)
2. Understand the decision-making processes for each key public when determining where to buy and consume alcohol. (survey)
3. Discover what each key public's expectations are when attending a social outing. (focus group)

Research Methodology Template

Methodology

To meet our research objectives, we studied our key publics using qualitative and quantitative primary and secondary research. Our group conducted two focus groups in order to discover our key publics' expectations during social outings with friends, specifically outings involving alcohol. We explored the media seeking habits of 21-60 year-olds by using social listening, and conducted a survey to better understand our key publics decision making processes when determining where to buy and consume alcohol. Visionary Communications used these research methods and methodologies because we believe that they are the most effective ways of understanding IBU Brewery's client base and they give valuable insight on how to increase brand awareness.

Research Method 1: Social Listening

Sampling Frame: We searched keywords using Google relating to IBU Brewery's brand and competitors and the brewery industry as a whole between July 3 and October 1, 2019.

Rationale: Social listening helped us discover what types of conversations already exists regarding IBU Brewery and the beer industry and helped us create recommendations for how to increase the conversations. By analyzing the media usage of each of our key publics, we can now understand which age groups use which platforms and how we can best communicate with each of our key publics.

Execution:

- Location: Online (Google Search)
- Length: 5 hours spent coding 30 online media sources
- Number of websites: 30

Data Analysis Method: Content Analysis

Research Method 2: Online Survey

Sampling Frame: Distributed online surveys via email to parents of Syracuse University students. Also distributed via Facebook to "Where Syracuse Eats," "Syracuse Craft Beer Enthusiasts," and "Randolph NJ Residents" Facebook groups.

Rationale: We used a survey to help us determine the drinking and social outing habits of 30-60 year-olds who either live in the Syracuse area or visit the Syracuse area.

Execution:

- Recruiting Method: Food and craft beer Facebook groups like “Syracuse Craft Beer Enthusiasts,” “Randolph NJ Residents,” and “Where Syracuse Eats”
- Location: Online
- Length: 8-question survey
- Incentive: None
- Number of Participants: 313 responses

Data Analysis Method: Qualtrics Data Analysis

Research Method 3: Focus Groups

Sampling Frame: We held two focus groups with members from our key public “college students.” These included men and women between the ages of 21-30.

Rationale: Focus groups provided us with more in depth answers than other methods by allowing us to ask specific questions regarding social outings, beer, craft beer and breweries. This helped us find out our younger public’s opinions and expectations on those topics.

Execution:

- Recruiting method: Contacted our peers.
- Location: Newhouse School (Syracuse University)
- Length: 30 minutes
- Incentive: Dunkin’ Donuts
- Number of Participants: 9

Data Analysis Method: Manually coded the data.

Research Results and Analysis

Social Listening Analysis

Visionary Communications conducted a social listening analysis using coding sheets to research IBU Brewery's online coverage and explore the media seeking habits of key publics. We looked at social media posts and online articles. All of the analyzed posts were from July 3, 2019 to October 1, 2019. The keywords used in the search included brewer for a day, IBU Brewery, Syracuse brewery and others (See Appendix A).

Trend 1: Social Media and Online Articles Show Neutral Sentiment About IBU Brewery

Word Cloud Displaying Neutral Sentiment Keywords from Social Listening



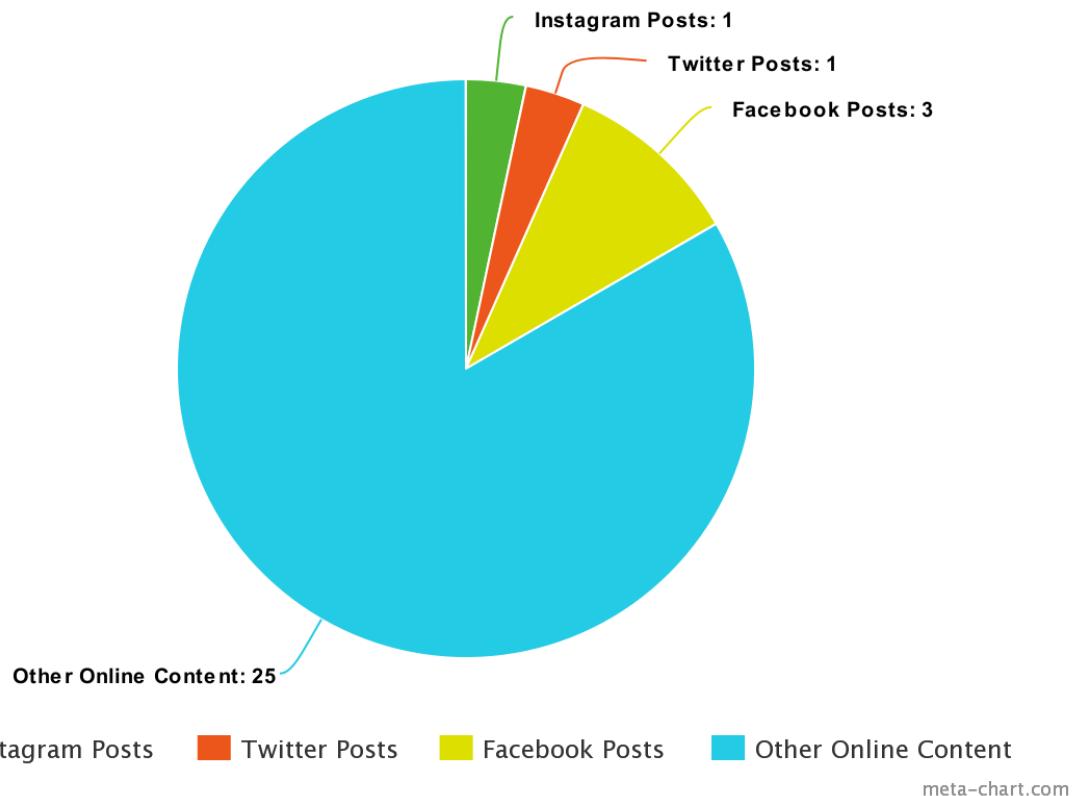
When analyzing various online media sources, we noticed that 15 out of 30 of our coding sheets had a neutral sentiment. The neutral keywords focused primarily on IBU Brewery's upcoming events. Dates, times and phone numbers for these events were given. Most of these posts were found on news outlet websites such as Syracuse.com, rather than social media sites like Facebook and Twitter. "Compared with print, nearly twice as many adults (38%) often get news online, either from news websites/apps (28%), on social media (18%) or both." (Pew Research Center, 2016). Overall, we found that more than half of the neutral sentiments came from sources not sponsored by IBU Brewery. Since most mentions of IBU Brewery have a neutral sentiment and come from



news sources, IBU Brewery can focus on promoting its brand on social media in order to receive positive reviews online.

Trend 2: Lack of Social Media Posts from IBU Brewery's Social Media Accounts

Types of Online Content Mentioning IBU Brewery



We found that only 5 of our coding sheets were social media posts on Facebook, Twitter and Instagram. These posts were from one male between the ages of 30-40, one female between the ages of 40-50 and three companies. According to a chart from Our World In Data's website, 79% of people between the ages of 30-49 use Facebook, 47% use Instagram, and 26% use Twitter (Our World in Data, 2019). This data demonstrates that there is a significant amount of people utilizing these social media platforms, but not many people currently post about IBU. This may be due to IBU Brewery's lack of social media presence. IBU Brewery can be more active on social media and gain engagement by creating social media competitions with their customers to spread awareness and increase customer interactions.

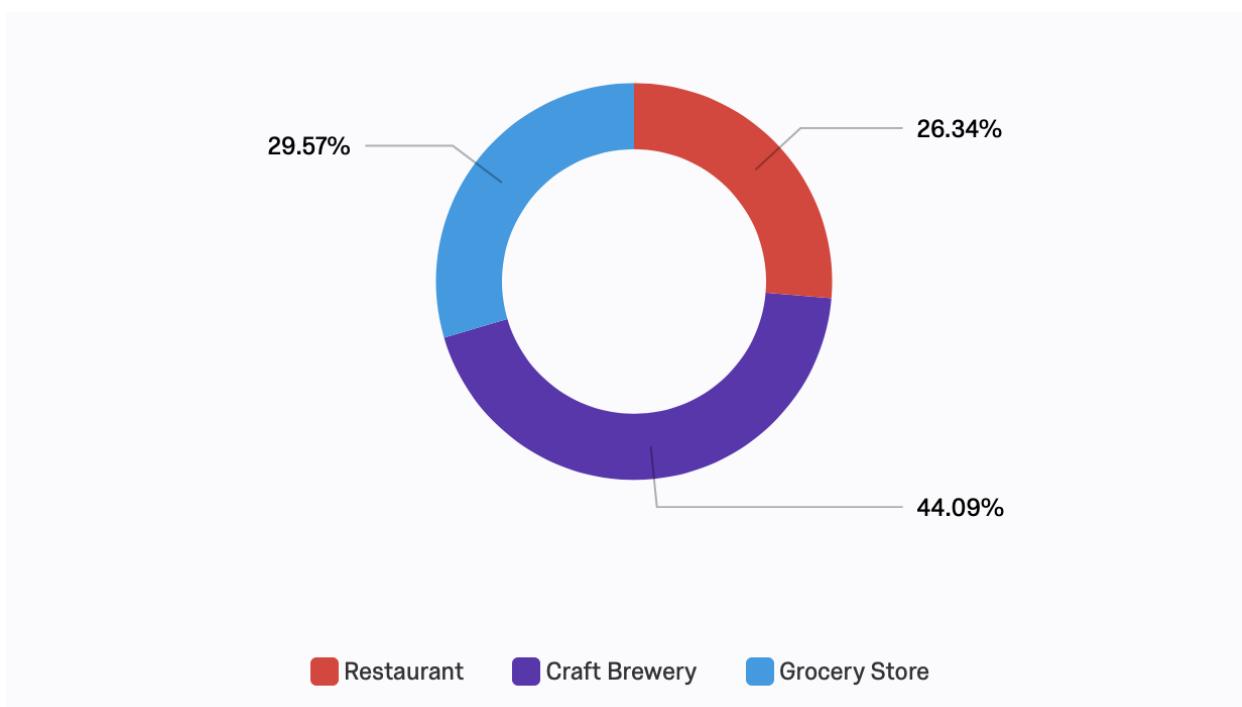
Online Survey Analysis

Visionary Communications distributed an online survey to understand the decision-making processes for each key public when determining where to buy and consume alcohol. We asked a variety of demographic and psychographic questions to understand why people of legal drinking age might choose to visit a brewery. Analysis of the 345 survey responses provides IBU Brewery with meaningful feedback that can help them determine why beer drinkers may or may not choose to attend a brewery.

Through our survey with potential clients, Visionary Communications identified insightful trends that could serve to help IBU Brewery develop a communication strategy and improve sales. Out of 285 survey respondents, 233 described their age as 31-50. There were 72 respondents that do not attend breweries, but out of 151 who do 109 stated they go to breweries between 1-2 times per month. The survey asked respondents about their expectations when visiting a brewery, as well as their top three factors when choosing a drinking establishment. Responses varied, but a common answer was the importance of the atmosphere of the venue.

Summary 1:

Where People are Most Likely to Purchase Craft Beer



In order to determine what factors are most important to beer drinkers when choosing where to consume the beverage, we asked respondents where they are most likely to

purchase craft beer. Among the several options given, including an option to write in a response, craft brewery was selected by the largest number of respondents. Out of the 223 respondents for this question, 36.77% agreed that a craft brewery was the main place they would purchase craft beer. Following craft brewery in popularity was a grocery store, with 24.66% of respondents selecting it as their preferred location to purchase craft beer. Restaurants were not far behind, chosen by 21.97% of survey respondents. The respondents who selected “other” specified that they purchase craft beer at bars and liquor stores; this accounted for 12.56%. Only 4.04% of respondents marked “not applicable”.

Although the majority of respondents selected craft brewery as the place they were most likely to purchase craft beer, grocery stores and restaurants were not far behind. Analysis of these results can help IBU Brewery determine the most effective places to distribute its product.

Summary 2:

Word Cloud Showing Most Frequent Words Used When Choosing a Brewery

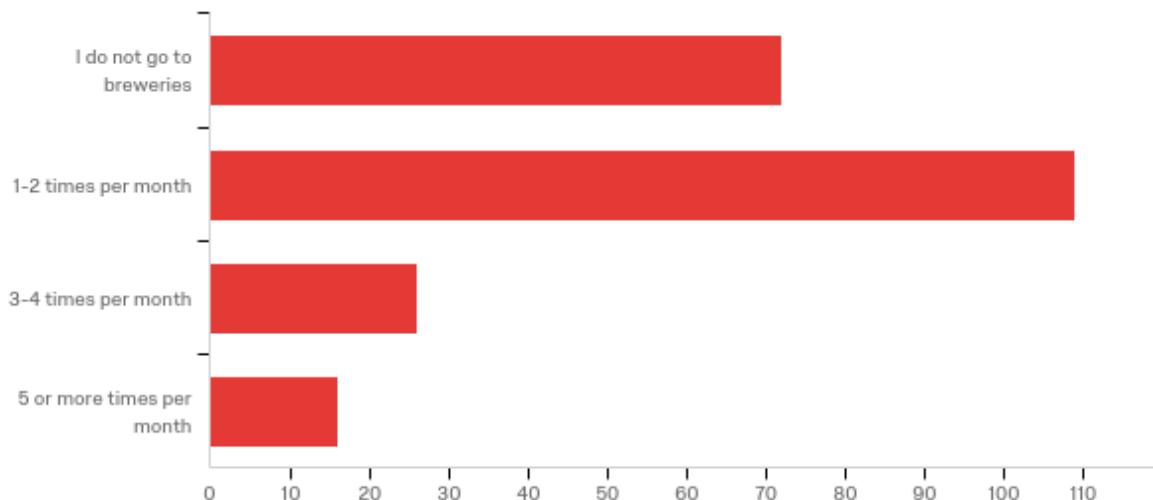


Visionary Communications asked respondents to list their top three priorities when choosing an establishment to drink beer. Beer drinkers valued factors such as atmosphere, variety and location. Of the 223 respondents to this question, 106 respondents stated atmosphere as the most important factor. The second highest factor when choosing a brewery was the selection and variety of beers, with 82 respondents. The third most-valued attribute was the availability of food at the location. IBU Brewery

would be able to increase traffic to the brewery by enhancing the atmosphere, promoting the beer selection on media platforms, and advertising the availability of food at events.

Summary 3:

Number of Times Per Month Respondents Visit Breweries



Through our survey, we asked respondents how often they visit breweries. Out of all of the options, we found that the most common number of times people visit breweries is 1-2 times per month, with 109 respondents choosing this option. Out of 223 respondents, only 42 attend breweries more than two times in a month, 26 respondents attend breweries 3-4 times per month, and 16 attend breweries 5 or more times per month. Only 79 respondents selected that they do not go at all. This shows that most clients at IBU will not be visiting the location multiple times in a month, so IBU should attract new clients as opposed to focusing on repeat customers. This shows that if current customers are catered towards and have positive reviews of IBU, it would attract new clientele.

Focus Group Summary and Analysis

Visionary Communications conducted two different focus groups within the Syracuse community. The first focus group consisted of three males and one female Syracuse University students, all over the age of 21. The second focus group also consisted of Syracuse University students, comprised of females all over the age of 21. The two groups were asked the same questions regarding their involvement with local breweries, beer, and more specifically, craft beer consumption. These questions were asked to help IBU Brewery better understand the expectations of a younger demographic when visiting breweries.

Trend 1: College students perceive craft beer and breweries as fancy and expensive.

All of the participants perceived breweries to be an expensive, unique experience. One participant said, “when I think of craft beer, I think of a type of beer that is fancier and much more expensive than regular beer.” Another student stated that she would “associate [craft beer] more with something [her] parents drink than something we would be drinking at school.” The overall sentiment of craft beer was that it may not be popular among their demographic because of the stereotype that craft beer is typically for an older crowd, as it is a more expensive product. IBU Brewery can market itself as a brewery for all ages by showing its menu and prices to potential customers and can use the “college-feel” as a way to encourage people between the ages of 21 and 30 to attend.

Trend 2: College students like to know about a brewery before they go either through reviews or popularity.

Many of the students said that they would prefer a brewery be recommended to them by friends or family. When asked about the importance of a brewery’s notoriety, one student said, “you want somewhere that is known to be a good brewery because you want to have a good experience there.” They also agreed that they are more likely to go to a well-known brewery such as the Heineken brewery in Amsterdam. Since craft beer is not the most common beverage of choice among college students, a positive review about a customer’s experience will help attract this age group to IBU Brewery.

Interesting Observations

When first asked about beer, participants were engaged in the conversation and quick to answer. When the conversation moved to the topic of craft beer and breweries, the participants stayed engaged but sometimes seemed to be unsure about what to say and hesitated before giving their answers.



Recommendations

Visionary Communications has created strategic recommendations to solve IBU Brewery's communication problem. Based on data from our research, IBU Brewery can expand its clientele by strengthening its social media presence and paying for promoted content.

Recommendation 1: Increase social media activity

According to our focus groups and survey results, there are certain aspects of IBU Brewery's brand that need to be changed to appeal to its key public. According to our survey, we were able to determine that the availability of food at a brewery was an attribute that customers value when visiting a brewery. Additionally, both of our focus groups expressed that they look for a food menu when visiting a brewery. M. Mintier expressed that he is unable to cook inside of IBU Brewery, so Visionary Communications suggests that IBU Brewery partners with local food trucks for weekend or weekday events (M. Mintier, personal communication, 2019). IBU Brewery could create a food truck schedule that brewery customers can look forward to and provide beer and food pairings for each food truck.

Sample Calendar of Food Truck Visits at IBU Brewery

June 2020

SUN 31	MON Jun 1	TUE 2	WED 3	THU 4	FRI 5	SAT 6
		6:00 pm Papa Callo Taco T			5:30 pm Via Napoli Express	
7	8	9	10 6:00 pm Big Awesome BBC	11	12	13 12:00 pm Chicken Bandit Fo
14	15	16 6:00 pm Papa Gallo Taco T	17	18	19 5:30 pm Toss 'n' Fire Pizza	20
21	22	23	24 6:00 pm Big Awesome BBC	25	26	27 12:00 pm Chicken Bandit Fo
28	29	30 6:00 pm Papa Gallo Taco T	Jul 1	2	3 5:30 pm Via Napoli Express	4

Recommendation 2: Work with media to cover IBU Brewery's events

We found in our focus groups that frequent and unique events are a very important offering to bring craft beer customers to a brewery. Since our focus group participants also said they would be more inclined to attend a brewery if it has positive reviews and they know what to expect, it is important to have an online presence that shows people enjoying IBU Brewery's events. IBU Brewery can achieve this presence by reaching out to media outlets, public relations professionals and local bloggers through personal emails and press releases. Having these types of sources come to events to write about them and take photos can help spread awareness of the brewery on local news media and other online platforms and show the positive experiences people have when they attend. Since our data shows that 109 of the 223 respondents only attend breweries one to two times a month, they want to know that they will have an enjoyable, exciting and special experience when they attend. One example of content that can be sent out is shown on the next page.



Sample Media Advisory for IBU Brewery Event

Media Advisory

May 15, 2020

Contact: Joshua Kurzer, Director of Communications
973-508-0801 (cell)
jhkurzer@ibubrewing.com

FOR IMMEDIATE RELEASE

IBU Brewery and Helping Hounds announce “Bark for Beer” Dog Adoption Fundraiser

SYRACUSE, NEW YORK — Today IBU Brewery is proud to announce our first annual “Bark for Beer” dog adoption fundraiser. IBU is partnering with Helping Hounds Dog Rescue to put on a unique event that features mans best friends; dogs and beer.

What: For \$30 attendees will be able to taste any of our selection of 21 beers. Helping Hounds will be bringing some of the homeless dogs from their shelter to meet potential new owners, and attendees will get a chance to meet and play with dogs in the outdoor lawn behind the brewery. They will also be setting up a station where attendees will be able to begin the adoption process if they see a dog that they want to bring home.

When: May 30, 2020; 2:00 p.m.

Where: 3703 Brewerton Rd, Syracuse, NY 13212

Who: IBU owner Mike Mintier, IBU staff, Helping Hounds Dog Rescue Incorporated.

Why: Mike Mintier is a dog lover and has always been passionate about providing homes for rescue dogs. Helping Hounds has a proven track record of matching homeless dogs with loving and supportive homes. All proceeds from the event will go towards Helping Hounds Dog Rescue.

For more information, visit www.ibubrewing.com

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Appendix A: Coding Sheet

BRAND

<i>Variable</i>	<i>Instruction</i>	<i>Code</i>
Key Words	<p>Key Words Used:</p> <ol style="list-style-type: none"> 1. Brewery Master Classes 2. Brewer for a day 3. Beer 4. Sip n Stretch 5. IBU Brewery 6. Magna Cream Laude 7. Mike Mintier 8. @ibubrewingsyr on Twitter 9. @ibusyracuse on Instagram 10. @IBUBrewing on Facebook 	
Citation	<p>Copy & paste the website URL where you found the post</p> <p>(you will later cite in APA Style for your assignment and final report)</p>	

Media Platform	<p>The platform on which you found the information:</p> <p>1 = Facebook</p> <p>2 = Twitter</p> <p>3 = Instagram</p> <p>4 = YouTube</p> <p>5 = Yelp</p> <p>6 = Travel Advisor</p> <p>7 = News source (include name of news source)</p> <p>8 = Other (include name of source)</p>	
Date	<p>Date the post was published</p> <p>Must be published between July 3 – October 1, 2019</p> <p>Write the month, day, and year</p> <p>0 = Missing data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p>	
Username	<p>What name is used for the social media account</p> <p>0 = Missing data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p>	

Demographic Information	<p>Race, ethnicity, gender, <i>age, sex, education level, income level, marital status, occupation, religion, size of a family, etc.</i></p> <p><i>Organizations – age, number of employees, geographical location, sales numbers, etc.</i></p> <p>0 = Missing data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p>	
Psychographic Information	<p>Attitudes, interests, hobbies, activities, habits, values, lifestyle, opinions, etc.</p> <p><i>Organizations – mission/purpose, beliefs, values, etc.</i></p> <p>0 = Missing data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p>	
Sentiment	<p>Sentiment (or tone) is constructed by using words, quotes, and/or images, which results in positive, neutral, or negative coverage for the information searched</p> <p>0 = Missing Data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p> <p>1 = Positive</p> <p>2 = Neutral</p> <p>3 = Negative</p>	

Sentiment Keywords	<p>What keywords, phrases or images are associated with the post that created the sentiment (tone) coded above?</p> <p>Write in a maximum of 5 keywords</p> <p>0 = Missing Data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p>	
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Appendix B: Qualtrics Survey



SYRACUSE UNIVERSITY

We are Syracuse University students conducting a survey about beverage choices in Syracuse. The survey will take approximately two minutes. All responses will be confidential. Thank you.

What category best describes your age?

- Under 21
- 21-30
- 31-60
- 61+

→



SYRACUSE UNIVERSITY

Do you consume beer?

- Yes
- No

→

How many times per week do you drink beer?

- Less than once a week
- 1-2 times per week
- 3-4 times per week
- 5 or more times per week

What are the top three factors you consider when choosing an establishment to drink beer? (in no specific order)

1.
2.
3.

Where are you most likely to purchase craft beer? (Please choose one.)

- Restaurant
- Craft Brewery
- Grocery Store
- Other (please specify)
- Not Applicable

How many times per month do you go to breweries?

- I do not go to breweries
- 1-2 times per month
- 3-4 times per month
- 5 or more times per month

What are your expectations when visiting a brewery?



Appendix C: Focus Group Questionnaire

Visionary Communications Focus Group Questionnaire

Welcome (2 minutes)	<p>Welcome. Thank you for agreeing to participate in this focus group. My name is Julia, and I will be the moderator for today's group discussion.</p> <p>I would like to talk to you today about your attitudes and opinions about social outings. The purpose of this focus group is to help a local brewery understand what millennials look for when going to a brewery.</p> <p>I am going to ask you a few questions; I ask that only one person speaks at a time. There are no right or wrong answers, but please do respect each other's answers or opinions.</p> <p>I will be tape recording the discussion today because I don't want to miss any part of your comments. I will treat your answers as confidential. We are only going to use first names and last initials during the discussion but will not use names in the study. We also ask that each of you respect the privacy of everyone in the room and not share or repeat what is said here in any way that could identify anyone in this room.</p> <p>Finally, this discussion is going to take about 25 minutes. If at any time you want to stop, please let me know. Does anyone have any questions before we start?</p>
Ice Breaker (2 minutes)	<p>[START TAPE RECORDER NOW]</p> <p>I would like to go around the room and have each person say his/her home state.</p> <p>Thank you. I ask that you say your first name & last initial before giving an answer.</p>



Opening Question (3 minutes)	Currently, what is your favorite beer on the market?
Group Discussion – Topic 1 (5 minutes)	<p>Let's talk about beer in general.</p> <p>When I say “craft beer”, what is the first thing that comes to mind? <i>Probe: why does this word/phrase come to mind?</i></p>
Group Discussion – Topic 2 (5 minutes)	<p>Now, let's talk about the atmosphere of a brewery.</p> <p>Hands up if you have been to a brewery before.</p> <p>What factors do you look for when choosing a brewery?</p> <p>Why are these factors important to you? <i>Probe: why is it the most important?</i></p> <p>Many breweries have events in order to attract customers. Let's go around the room and name an event that would attract you to a brewery.</p>
Final Thoughts (5 minutes)	<p>In closing, I would like to pose one last question.</p> <p>What information would you want to know about a brewery before choosing to visit?</p>

Review and
Wrap-up
(2 minutes)

[Provide summary of discussion] Did I correctly summarize your comments in today's discussion?

Thank you for coming today and sharing your opinions with me. I hope you enjoyed the discussion.

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