



Proven 'Success Tips' for Beer Towers in Hotels, Bars & Restaurants



Promoted successfully, Beer Towers can 'Increase your Beverage Sales' and give your establishment a 'Unique Edge' over your competition. Below are some proven strategies that have made Beer Towers highly successful in certain venues.



- **Offer Value \$\$\$** - Customers want value when ordering Beer Towers! Price so that ordering a Beer Tower saves money, and is cheaper than ordering 4 or 5 beers individually.
- **Tower & Food Package** - Offer a platter of food with the Beer Tower as a 'Package'. Offer a plate of chips, wedges, sandwiches, chicken strips, nacho's, etc.
- **Display at Bar** - Have a Beer Tower well lit and on display at the bar with prices outlined. For example '\$30 2litre Beer Towers - Now Available' or '\$40 3litre Beer Towers - Great Value'.
- **Use Lights** - Use the Internal Lights at night to highlight the Beer Towers. The lights create a dynamic effect when used, particularly in dim lighting. Always have new AAA batteries at hand.
- **Chain Reaction** - Get your staff to encourage a Beer Tower to go to a table early in the evening. When other tables see them, they will want one too..... it's a Beer Tower 'Chain Reaction'.
- **Placards** - Display a small A5 Brochure or placards around the bar, at tables, in the toilet, etc. Showing that you have 'Beer Towers Now Available' at the bar.
- **Incentivize Bar Staff** - Offer Incentives to Bar Staff who sell the most Beer Towers in a week/month ie. offer meals, movie vouchers, money, etc. Very powerful technique!
- **Beer Tower Nights** - Have special 'Beer Tower Nights' ie 'Tube Tuesdays'. Where the price of the Towers are heavily discounted (as much as 30 - 50%) to get customers into your establishment on what would normally be a slow trade night.
- **Sporting Nights** - Promote upcoming Sporting events AFL, NRL, Soccer, Rugby as a great opportunity to come down with your mates and share a tower and watch the game.
- **Functions** - The Beer Towers are great for Special Functions like Birthdays, Work Functions, Bucks and Hens Nights, Melbourne Cup, Christmas Parties, AFL & NRL Finals, Etc.
- **Social Media** - Facebook, Twitter, Instagram are the ideal platforms to promote Beer Towers. Feature 'Special Promotions' or upcoming events by posting photo's of your Beer Towers online and suggest to 'Grab your friends and come down for a Tower'.

Beer Towers provide 'Value for Money' to patrons, attract Groups to your venue and are Fun to use!
More helpful tips can be found at www.aussiebeertubes.com.au & www.partytubes.com.au