

Cigar City Brewing

Increases sales 20% using TrueCommerce Engage Mobile Point of Sales



OBJECTIVE

- ▶ Enable Cigar City Brewing to easily complete sales during an outdoor event attended by 3,500 people

SOLUTION

- ▶ Employ the TrueCommerce Engage Mobile Point of Sale (MPOS) for seamless transactions

BENEFITS

More Connected. More Supported. More Prepared for What's Next.

- ▶ Accelerated sales process led to a 20% YoY increase in sales
- ▶ Mobile solution easily handled 700 transactions in 4 hours
- ▶ Real-time inventory provided accurate product counts to set customer expectations
- ▶ Intuitive system enabled employees to onboard and train to use the MPOS in 15 minutes

ABOUT CIGAR CITY BREWING

Cigar City brewing is a craft brewery based out of Tampa, Florida with a unique brand and passionate customers. Since 2009, Cigar City Brewing has achieved a near constant growth pattern reaching nearly 60,000 barrels in 2015, placing the Tampa Bay area and the state of Florida on the craft beer map.

BACKGROUND

Cigar City Brewing recently hosted their 7th annual Hunahpu's Day in Tampa, Florida with more than 3,500 beer lovers in attendance. Patrons came out to sample some of Cigar City's finest beers, pick up some branded gear, and mingle with other beer aficionados. For the first time in its history, the event was held somewhere other than the brewery, at Cotanchobee Fort Brooke Park in beautiful downtown Tampa, Florida. Holding the event outdoors created some significant new challenges - how to provide excellent customer service in an open-air environment without dedicated point of sale devices or reliable networks.

MOBILE POINT OF SALE

The Cigar City Brewing team reviewed the opportunity with their partners at TrueCommerce and determined that the ideal solution would be a mobile point of sale application. The system needed to be fast, easy to use, and provide them with data they could use for future events. After careful evaluation, Cigar City Brewing decided to use TrueCommerce Engage Mobile Point of Sale (MPOS), the same system their club members use when doing brewery pickup of beer club orders at their Tampa tasting room.

In the past, the Cigar City Brewing team utilized cash drawers and scanners during Hanahpu's Day in the brewery tasting room. Now, Cigar City Brewing was taking the show on the road and would rely on TrueCommerce's MPOS for all their event sales. Thanks to great planning and collaboration, the event came off without a hitch, and TrueCommerce Engage MPOS was able to empower Cigar City Brewing 's staff in achieving a 20% increase in sales from the year before!

"Mobility was the number one criteria for us, since this was the first event we held off site," said Alex Espinosa, Office and Web-Store Manager at Cigar City. "TrueCommerce Engage held up from a speed perspective which was very much appreciated in the high volume environment. All transactions and screens reacted great."

By utilizing TrueCommerce Engage MPOS, Cigar City was able to process 700 transactions in a 4 hour time span or nearly 3 transactions per minute. Processing payments faster allowed them to sell out of all the merchandise that they brought for the event!

INVENTORY

Cigar City Brewing was able to easily load all the inventory data for wearable merchandise prior to the event into TrueCommerce's cloud based Order Management System. TrueCommerce Engage MPOS enabled Cigar City Brewing to quickly reconcile all their sales numbers in the system against their merchandise count. This functionality allowed them to quickly look at what sizes were still available, and which ones were running low, so they could set the proper expectations for customers.

TrueCommerce Engage MPOS goes far beyond giving real time inventory counts. A huge benefit for Cigar City Brewing is not only the future planning of how much inventory they'll need for next year's event, but how easy it was for them to access that data and report on it. They now have access to hard data to help them forecast quantities for next year's event.

EASE OF USE

In order to handle the kind of volume that Cigar City Brewing was looking for, they needed a system that was intuitive and easy to use for their employees. The TrueCommerce Engage MPOS system helped them onboard and train new users in under 15 minutes. Within that amount of time, Cigar City Brewing employees were able to operate it efficiently in a high volume environment.

FUTURE PLANS

With the success they had at Hunahpu's Day, Cigar City Brewing will continue to utilize TrueCommerce Engage MPOS any time they have an opportunity for offsite sales. This includes not only future offsite events, but also any conferences and beer festivals where they'll be selling merchandise as well.

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Alex Espinosa
Office and Web-Store Manager



ABOUT TRUECOMMERCE

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