



7 THINGS TO CONSIDER BEFORE STARTING A MEMBERSHIP OR BOTTLE SOCIETY



A photograph of four men standing behind a bar, smiling and holding beer glasses. The bar has a blue and white hexagonal patterned wall behind them. The men are dressed in casual attire: a blue polo shirt, a dark t-shirt, a grey polo shirt, and a pink t-shirt with a logo. The text is overlaid on the image in white, bold, sans-serif font, with each line of text on a semi-transparent orange rectangular background.

AVOID HEADACHES

FOSTER BRAND LOVE

AUTOMATE YOUR OPERATIONS

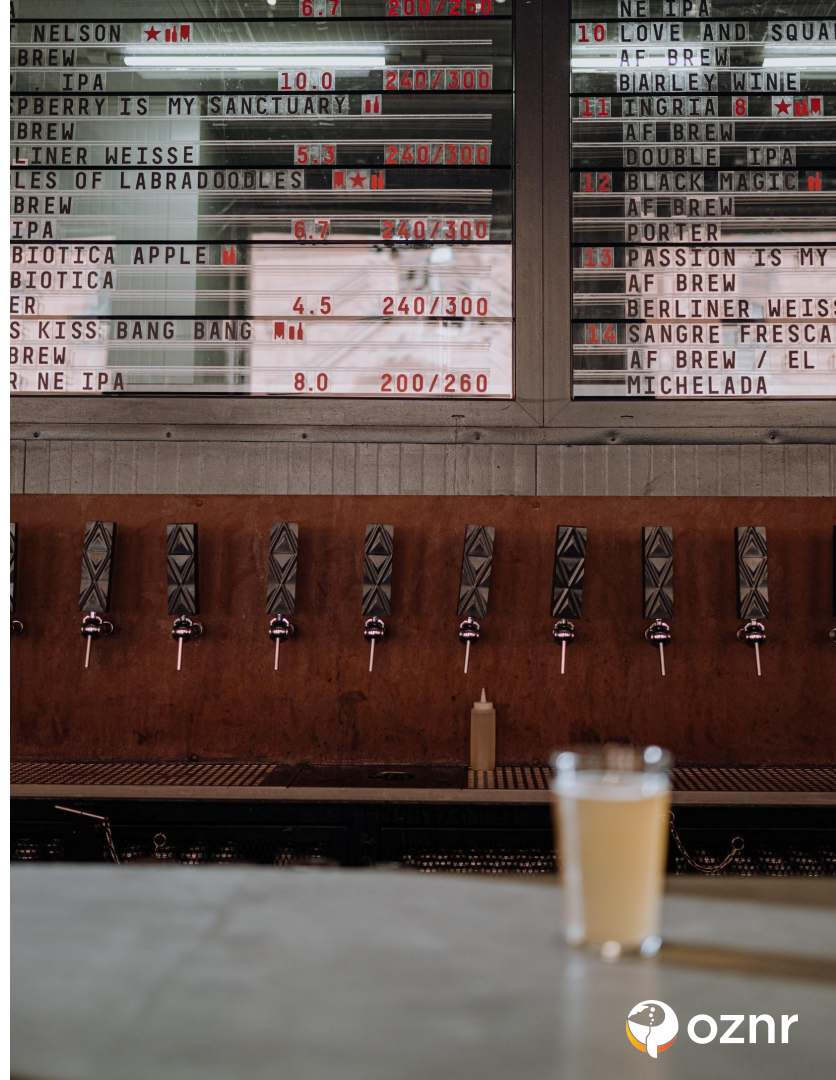
Just a few of our friends...



Where do I start?

Questions to ask yourself:

- How many memberships do you hope to sell?
- What are the strengths of your business?
- Do you have the production infrastructure/capacity to make exclusive one-offs for your membership?
- What experiences can you offer that no one else can?



Exclusivity is key...

Bottle Society:

Society where members receive exclusive member-only bottles that are not available to the general public.

Member-Only Pre-Sales:

Membership where members pay to have exclusive access to pre-order can/bottle releases online.

Release Specific:

Membership where members have guaranteed access to a marquee release (e.g. Three Floyd's Dark Lord or Highland's Cold Mountain releases).

Monthly Allotments:

Membership where members receive a monthly allotment of crawlers/cans/bottles for pick up in the taproom.

Exclusivity is key...

- Early access to pre-order can/bottle releases
- Exclusive access to purchase excess member-only bottles
- Behind the scenes experiences
- Proxies for pick up
- Member-only bottle shares and events
- Member-only Random Draws (lotteries)
- Member-only swag
- Member-only taps
- Member-only lounge areas
- Free or VIP access to events
- Discounts in the taproom and on merchandise



How many tiers?

Questions to ask yourself:

- How many tiers of membership should I offer?
- Should I create different price points with different benefits?





Keep it simple...

Rolling vs fixed term?

Questions to ask yourself:

- How long should my membership last?
- Should I have a rolling sign up or a fixed window?



A photograph of a bar counter with a single glass of beer in the center. The background shows a row of beer taps and shelves with bottles. The text "Fixed, with a twist" is overlaid on the lower part of the image.

Fixed, with a twist

Is production bought in?

Questions to ask yourself:

- Can our production team commit to the product needed for the membership?
- Are we launching our barrel aging program through this membership?
- What happens if one of our beers/meads/spirits goes bad?



Mitigate the risks...

Fewer Releases, Higher Quantities:

Start with fewer one-off releases for members, but give them 2-3 bottles/cans of each. We'd suggest a quarterly member-only release at 2 bottle/cans per member (8 bottles/cans total).

Undefined Membership Term:

Many of our partners end their memberships "30-60 days after the final release." With this strategy, your production team isn't confined to a fixed term and has flexibility should one of the releases need more time or not meet QA standards.

Monthly Allotments:

Avoid member exclusive releases altogether. Create a membership where each month members receive a hand selected allotment of beers/meads/spirits or simply select their own allotment from the taproom.

How do I track inventory?

Questions to ask yourself:

- How are you going to keep track of your inventory?
- How will you know who has and has not picked up their bottle/cans?



Technology... (shameless plug)

The image shows a laptop and a smartphone displaying the OZR membership and product pages. The laptop screen shows the OZR admin dashboard for managing memberships. The smartphone screen shows the OZR mobile app interface for a product page.

Laptop Dashboard:

- URL: [stags-portal.oznr.com/manageMemberships/show/42228](#)
- Navigation: Dashboard, Users, Products, Shipping, Marketing, Reports, Admin Panel
- Membership Revenue: \$84,600.00
- Sold Percentage: 42%
- Members: 188
- Membership | Tier 1: Text: US Stripe purchase, adding members to list...
- Members Table:

Email	Member Since	Revenue
kirsten@czaftell.com	01/13/2020	\$450.00
ericandnd@czaftell.com	01/13/2020	\$450.00
johhnye11@gmail.com	01/13/2020	\$450.00
carson@czaftell.com	01/13/2020	\$450.00
jenandnd@czaftell.com	01/14/2020	\$450.00
ericandnd2@czaftell.com	01/15/2020	\$450.00

Smartphone Product Page:

- Product: AHS Moist Coconut
- Brand: ALPHA HOP SOCIETY (CHICO, CA)
- Price: \$1.00
- Category: MEMBERS ONLY
- 2020 Release
- Description: Hey, it's an accurate name; this beer is a spoonful of coconut cream pie. We absolutely packed Four Roses barrels with toasted coconut, sprinkled in some New Zealand vanilla bean powder, and piped in a stout brewed with lactose and its own dose of toasted coconut. The flavor is full, and the finish is clean.
- Proxies Allowed
- Order Pick Up: on Mon, Aug 30 at 8:30 PM to Mon, Jan 30 at 10:00 PM Alpha Hop Society (Chico, CA)
- Quantity: 1
- Price: \$1.00

How do I manage pickups?

Questions to ask yourself:

- How many bottle/can releases are you offering over the term of the membership?
- Do you have the additional space to store that inventory if the members decided not to pick up after each release?



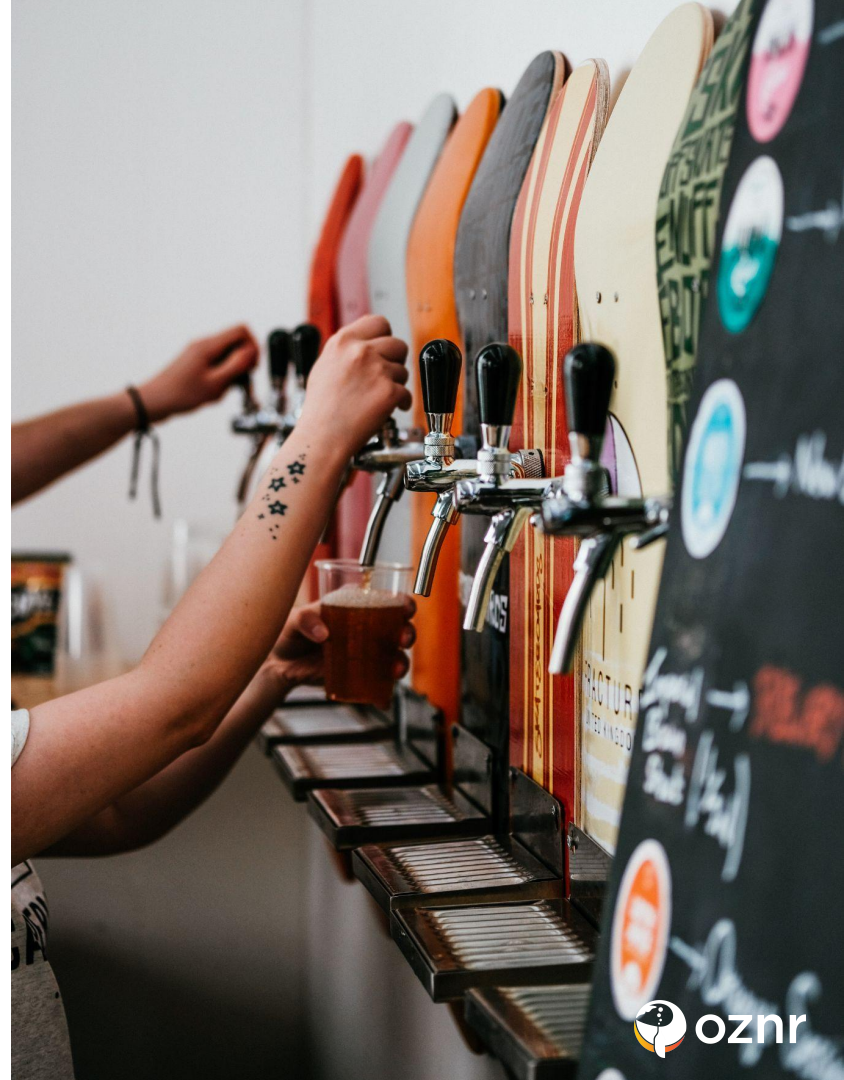
Set firm rules & windows



How do I communicate?

Questions to ask yourself:

- How are you going to effectively communicate with your members?
- How do I prevent too many inbound requests from members?
- How do I ensure members are getting the most out of their memberships?



Again... technology



One final time...

Read Our Full Blog Post!

7 Things to Consider:

1. **Where do I start?** - consider what makes your business unique and create a membership around exclusivity.
2. **How many tiers?** - too many tiers increase the tears (just made that up). Keep it simple to start and build additional tiers that make sense based off you members feedback.
3. **Rolling vs fixed terms?** - there is a distinct difference between a membership and subscription. Rolling enrollment can be a nightmare to manage. Create a "fixed" start and stop to your membership.
4. **Is production bought in?** - one of the big hurdles that prevents a membership from getting off the ground is the production team not being bought in. Use some simple tactics to mitigate production risk and garner buy in.
5. **How do I track inventory?** - technology, plain and simple. Using spreadsheets or another manual system is going to be a train wreck. Do your homework and pick the right solution (Oznr *cough* *cough*).
6. **How do I manage pickups?** - if you give an inch.... Set clear and firm rules up front. Enforce those decisions. Set pick up windows that make sense for your business and promote frequent member visits.
7. **How do I communicate?** - again... technology. Pick 1-2 channels for conveying information and allowing your members to communicated with you and each other. Use a membership management system to automate most of the operational comms.



THANK YOU!

FOR ATTENDING THE 2021 COLLAB HOUR ON:
7 THINGS TO CONSIDER BEFORE STARTING A
MEMBERSHIP OR BOTTLE SOCIETY.

INTERESTED IN LEARNING MORE ABOUT
OZNR'S ECOMMERCE PLATFORM? HIT US UP!

GO TO **[OZNR.COM/OVERVIEW](https://oznr.com/overview)** FOR MORE
INFORMATION OR TO BOOK A DEMO!

