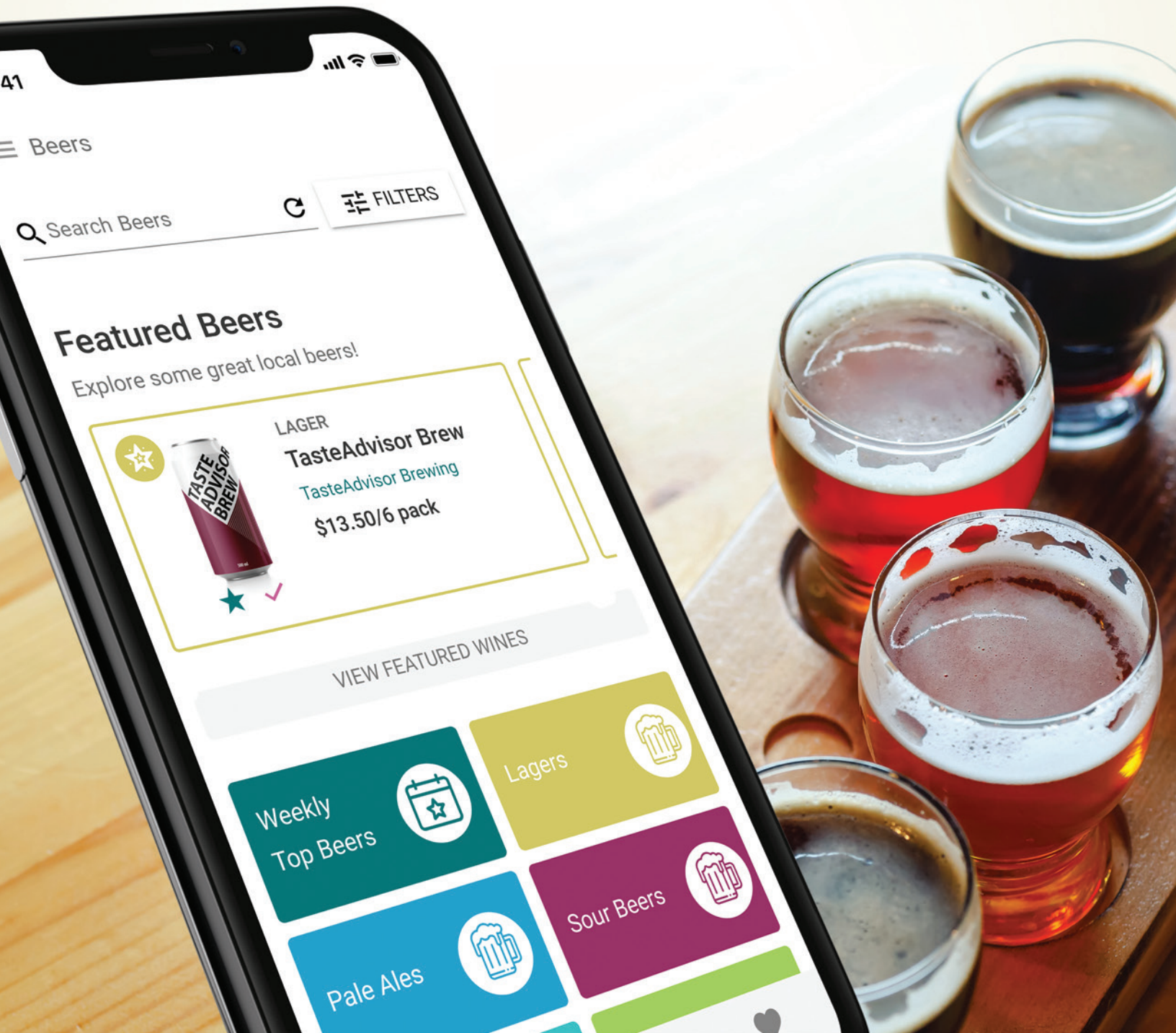




Do Tourism Differently

WITH TASTEADVISOR BEER EXPLORER



41

Beers

Search Beers

FILTERS

Featured Beers

Explore some great local beers!



LAGER

TasteAdvisor Brew

TasteAdvisor Brewing

\$13.50/6 pack



VIEW FEATURED WINES

Weekly Top Beers



Lagers



Pale Ales



Sour Beers



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TasteAdvisor Beer Explorer is a powerful marketing platform, enabling you to engage with your consumers like never before.

Designed for beer guilds and associations, the Beer Explorer brings together your local beers, breweries, and tourism partners into one easy to manage platform and connects with your consumers via a mobile app or their desktop computer. The platform is branded to your region and contains all your regional content.

What if you could:

- Offer your visitors a **dynamic map**, displaying breweries, restaurants, tour companies, and more while also enabling visitors to see their proximity to these businesses.
- **Up-level your passport program** by automatically recording visits to participating locations.
- **Improve flexibility and accuracy** by empowering breweries to manage their information in real-time.
- **Extend your brand** by including your tourism partners so your consumers can experience all your region has to offer.
- **Access direct-to-consumer marketing tools** that increase engagement and extend your reach.
- **Get real-time, customized reporting** on campaign engagement, user demographics, and more.

Maximize your efforts with a marketing platform that is multiple tools in one and with the support and strategy of an external team who is with you every step of the way, both before and after launch.

Personalized, relevant, and easily accessible, TasteAdvisor Beer Explorer helps you share the *full* story of your one-of-a-kind region.





ENGAGE CONSUMERS

Engage your local consumers and attract more interest from tourists when you offer a personalized approach to your ale trail. The Beer Explorer connects consumers to nearby breweries, automatically records their visits, and offers them a chance to explore an entire region based on the activities they enjoy most.

HIGHLIGHTS:

- Local beer and activity suggestions
- Dynamic map showing closest breweries to current location
- Easy trip planning with the ability to add locations and products to personalized lists
- Easily accessible free app available for iPhone or Android



SUPPORT BREWERIES

Help your local breweries get more ideal customers when they create a profile in TasteAdvisor Beer Explorer. The Beer Explorer offers a central location for information on seasons and hours, beer lists, and activities and provides easy access to reservation systems and online stores. In addition, it allows breweries to respond to current events and inventory changes by making real time adjustments through their private management portal.

HIGHLIGHTS:

- Real-time management of brewery profile by brewery staff
- Presence on dynamic map
- Ability to add events and experiences
- Quick links to reservation systems and online stores



INCLUDE TOURISM PARTNERS

Give visitors reasons to stay longer and explore further when you include tourism partners in TasteAdvisor Beer Explorer. Provide a source of always current information on regional activities, events, and natural attractions. Increase your economic impact and deepen your collaborative relationships.

HIGHLIGHTS:

- Real-time management of partner profile by partner staff
- Presence on dynamic map
- Rounds out tourism experience by sharing activities, events, and access to complementary businesses

FEATURES & BENEFITS



CONNECT CONSUMERS

TasteAdvisor Explorer allows consumers to easily interact with regional beers, breweries, and experiences. The Explorer is available as an online platform linked to your existing website, and as a mobile app. (Apple, Android)



SIMPLIFIED VERIFICATION

Encourage your consumers to enable geolocation to take advantage of automatic “check-ins” at regional breweries. Tie this service to contests and passport programs for stress-free participation and program management.



PERSONALIZED LISTS

With the Explorer, consumers can quickly find the right beer by viewing beers in categorized lists. Beers can be added to a personal profile so consumers can easily keep track of their favourites or create custom routes of breweries to visit on their next beer trip.



INCLUDE ALL PARTNERS

Involve industry partners like retailers and restaurants that sell regional beer and allow them to set up custom beer lists. Add tour companies, accommodation providers, influencers, and media to offer app users a one-stop beer tourism experience.



INCREASE PURCHASING

It's easy for consumers to find regional beers using Where to Buy in the Explorer. Consumers get a direct link to the brewery's online store for fast online ordering, as well as links to local retailers and restaurants that have been added to the platform.



CUSTOM CONTENT

The marketing team can use the Explorer to create custom lists for regional campaigns. Lists are easily shared in influencer and marketing content, connecting ad spend to consumer engagement.



DYNAMIC MAP

All breweries and other partners can be listed on the map, a dynamic tool with geolocation capabilities that helps consumers quickly find the closest breweries to their location. In addition, map searches can be filtered by custom categories, so consumers can filter for restaurants, tour companies, retailers and more, giving you control over what types of organizations are highlighted.

REPORTING



GAIN DEEPER INSIGHT

Gain a deeper understanding of your region's consumers with the TasteAdvisor Beer Explorer reporting tool. Learn where your app users are from, which locations they are visiting, and what sorts of actions they are performing. Find out where they reserve, how they rate their experiences, and what they are adding to personalized lists.



ANALYZE CAMPAIGNS

Track the effectiveness of your marketing campaigns when you tie a campaign or a contest to a specific action. Review how many and what types of lists your users are creating. View which breweries are being added to a list and which businesses are receiving reservations. Track the number of verified visits or how often a particular item is shared.



MAXIMIZE YOUR EFFORTS

TasteAdvisor Beer Explorer gives you measurable insights on what attractions and initiatives are interesting to beer tourists. Gather all information easily in one place.



MEASURE WHAT MATTERS

Your partnership with TasteAdvisor means that we are constantly trying to make your job easier and more effective. We strive to accommodate custom report requests so that your reporting tool is personalized and valuable to your region.

“Wines of Nova Scotia implemented TasteAdvisor’s Explorer as a marketing tool that supports the farm to table agricultural & tourism industry within Nova Scotia. Importantly for our region, the platform provides an unmatched source of current, local information for visitors. **Having an online resource that is constantly being improved and is dynamic enough to evolve with both environmental pressures and new marketing initiatives is a game changer for our region.**”

Importantly, a region like ours must be prudent with our budget and resources to ensure we are achieving our mandate. The TasteAdvisor tool was **quick and easy to set up and requires limited time on an ongoing basis** to manage due to the high level of support we receive from the TasteAdvisor team. Additionally, the financial model supported by TasteAdvisor has enabled us to **save money** in some areas, **strengthen partnerships** within the tourism industry, and **find a model that makes sense** for a region of our size.

I would strongly recommend this tool to a tourism destination that wants to increase tourism related visitors and traffic to the region year-round, without taking up valuable time and financial resources.”



HALEY BROWN
Executive Director
Wine Growers Nova Scotia

SUPPORT & CREDIBILITY



WE ARE YOUR PARTNERS FROM BEGINNING TO END.

TasteAdvisor Beer Explorer is both a product and a service and is designed to fill many roles with one powerful platform. The Explorer is a true extension of your brand and TasteAdvisor an extension of your team.

We offer a streamlined path to launch, specifically designed to put the heavy-lifting on the TasteAdvisor team and allow your team room to learn and strategize. We support you in training and promotion as you launch a customized platform in as little as 3 months.

Post-launch, we help you maximize the use of the platform with ongoing strategic planning, data and product updates, and consumer and partner support. In addition we help strengthen any award or grant applications by contributing knowledge and data from our own research.

Lastly, TasteAdvisor Explorer is tried and tested. The platform is currently in use in multiple regions in Canada and the USA. As a region adopting this platform, you gain access to best practices, technology improvements, and research conducted across a growing network of partners.

DEVELOPMENT

- Technical updates
- New feature implementation
- User experience
- App Store liason

STRATEGY

- Ongoing research
- Quarterly strategic campaign planning
- New feature planning
- Maximize partner relationships
- Grant and award support and information
- Industry best practices

CUSTOMER SERVICE

- Partner Training
- User support (responding to emails & FAQ)

MARKETING

- Graphic design
- Communication
- PR
- Social media templates

DATA MANAGEMENT & REPORTING

- Data updated biannually
- Analysis
- Reporting (user demographics, campaign engagement, regional statistics)

PROVEN TRACK RECORD

- Tried and tested across Canada and the US
- Demonstrated expertise in and support for the tourism industry
- Award-winning platform

ONBOARDING



WEEK 0 DISCOVERY & DECISION MAKING

We understand that choosing to implement new software can be daunting and require the commitment of multiple stakeholders. For that reason, we offer as much support as you need to make a decision. We can attend stakeholder meetings to answer questions, offer demonstrations of the platform and answer specific questions, or provide additional materials.



WEEK 1 CONTRACT REVIEW

Client time commitment: 1-2 hours

Before we begin, we review the contract in a meeting to make sure we're on the same page, to discuss any specific details, and to address any questions or concerns you may have. The contract will then be sent to your legal team for review.



WEEK 2 COMMUNICATION & SET-UP

Client time commitment: 1 hour

In this week, you'll meet your personal account manager and the team that will be helping you get your platform ready to launch. We'll review the process and timeline and highlight where we'll need your input. A private online location will be set up for us to share documents and information.



WEEKS 3-4 CUSTOM BRANDING & CONTENT

Client time commitment: Approximately 3 days

The Explorer is designed to be branded to your organization, which means we ensure it looks like your brand and contains all your relevant content. During these weeks, we'll collect the information we need to brand your Explorer. Your role will be to answer questions and provide information. TasteAdvisor will handle the implementation, building out the platform to be an extension of your organization.



WEEKS 5-7 POPULATE THE DATABASE

Client time commitment: Approximately 2-3 hours per week

During these weeks, the TasteAdvisor team will be hard at work adding information on your beers and breweries to the database. Your role will be to add any additional information, and answer industry specific questions.



WEEKS 8-11 TRAINING MEMBERS & PARTNERS

Client time commitment: 2-3 hours per week

We understand that new technology can be intimidating so we offer a series of training workshops to ensure your partners learn how to use their personal management portals. Through live online workshops, we'll walk through the management portal and answer any questions. All workshops are recorded so they can be reviewed at the most convenient time.



WEEK 12 MARKETING & PROMOTION PLAN

Client time commitment: 1-2 days

What good is a new and exciting launch if no one knows it's there? TasteAdvisor builds custom App Store/Google play profiles that highlight key elements of your platform. In addition, we provide a marketing launch kit to support your launch.



Get Started

**LAUNCH TASTEADVISOR BEER EXPLORER
IN YOUR REGION THIS SEASON**

Contact Alyssa Farr

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 TasteAdvisor