

RHINEGEIST & BOGART'S



By: Daniel Bowser, Savannah Clark, Bre Franco, Pedro Gallegos, Kayla Sadler,
Emily Walsh



Proposed Beneficial Strategies



Converting one of the six bars at Bogarts into a designated Rhinegeist Brewery Bar.



Creation of an exclusive Rhinegeist ale that is only available at Bogarts and Bogarts sponsored events.



Printing upcoming concert line ups on the side of the Bogarts exclusive flavored ale as a way to promote them.



Wholesales discounts for Bogarts, along with less operational costs for both parties.



Exclusive Rhinegeist client relationship manager for bogarts to act as a liason between the parties.



Increased brand awareness for both businesses.

Elements for a Successful Partnership



Confidence



Trust



Mutual Benefit



Clear Expectations



Communication

Why Bogarts?



Accessibility



Measurable results

Click to add text



Open communication



Customer base

Bogart's



RHINEGEIST



12
PACK
12 OZ CANS

Bogart's

7.2
% ALC/VOL
75 IBU

BREWED & CANNED IN CINCINNATI, OH AT RHINEGEIST BREWERY



PRODUCTS,
FEATURES,
PLANS, &
BENEFITS

Ethical & Legal Guidelines

- Boundaries with alcohol consumption
- Is the prospect abiding the relevant regulations?
- Intellectual Property
- Terms of sales contract



-Narrated by Bre



Drinking Responsibly

- Don't overconsume- this could harm credibility
- Don't overserve- this could be inappropriate or manipulative
- Remember alcohol can impair judgment
- There is a right time and place



-Narrated by Bre

Legal Issues



- FDA, EPA, & TTB impact our partner differently
- Transparency is key
- A partner operating illegally would hurt trust and public image



Narrated by
Bre



Intellectual Property



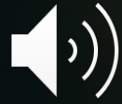
-Narrated by Bre

- Rhinegeist reserves product specifications
- Bogart's reserves trade dress and brand-specific traits (ex. Trade dress, product name)

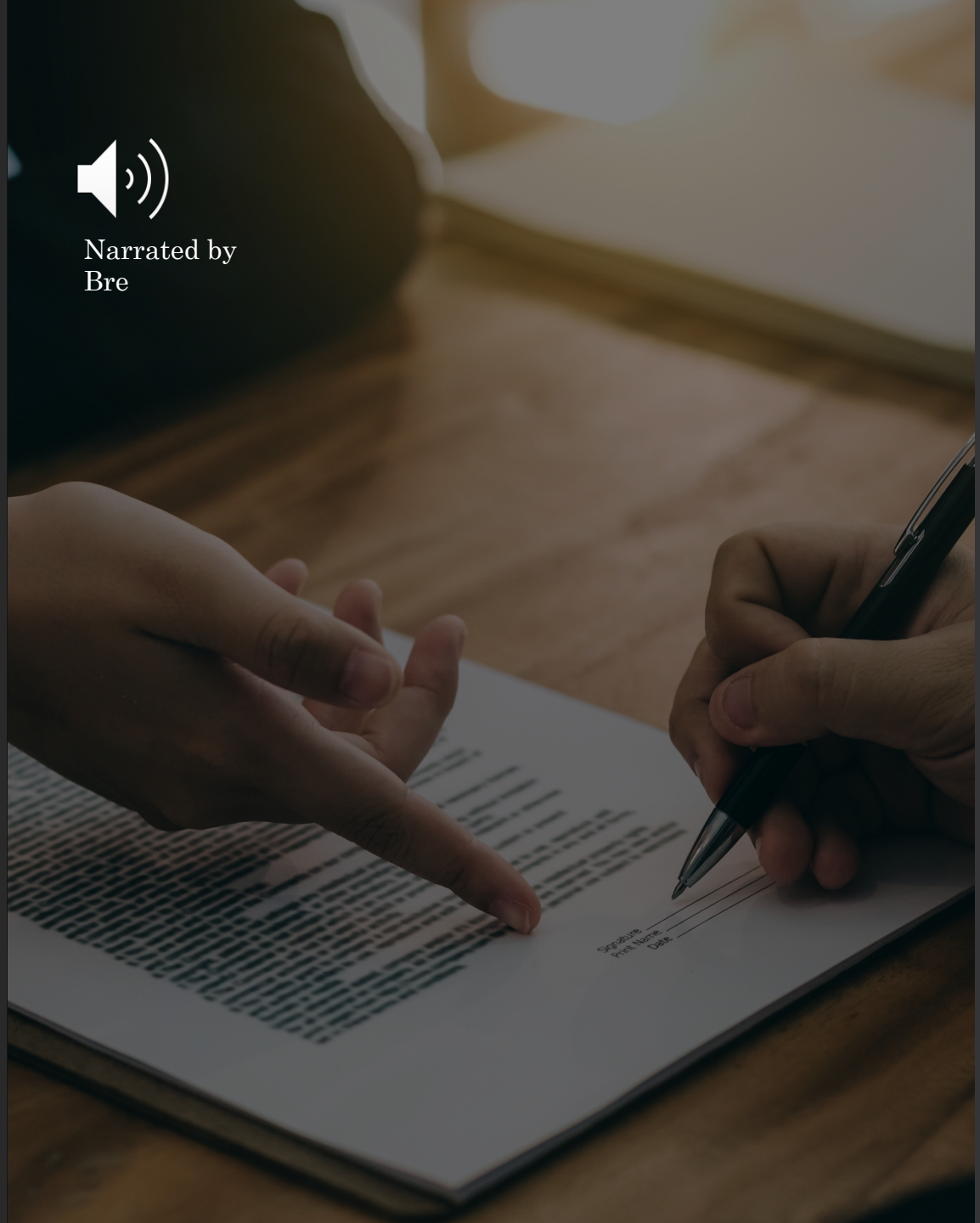
Contract Terms Summary

To manage expectations
and establish
accountability, the
contract details project:

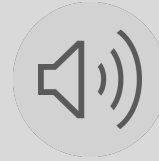
- Scope
- Timeline
- Payments
- Deliveries
- Pricing
- Duration



Narrated by
Bre



Objections



- Objections related to price:
 - Bogart's may not see the value of the partnership
- Objections related to needs:
 - Bogarts already has craft beer from local breweries on tap
 - Bogart's has never dedicated one bar to an entire line of Rhinegeist products.



PARTNERSHIP CONSIDERATIONS



Competitive
Marketing

Sales/Distribution
Teams

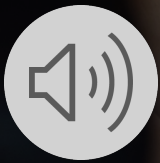
Branding



Presentation

Key Factors:

- Showcasing Stage Timeline
- Display Mockup Images for Product Branding
- Market Research / Data Analysts / Sales Forecasts



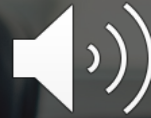


Negotiating

Finding a successful agreement that will benefit both parties



Obtaining Commitment



Narrated by
Bre

Our most useful
methods:

- Benefit Summary
- Balance Sheet
- Needs Close

A close-up photograph of two hands holding tall, slender glasses filled with golden beer and a thick head of white foam. The background is dark and out of focus, suggesting a bar or restaurant setting. The lighting is warm, highlighting the texture of the beer and the skin of the hands.

Conclusion

