YOUR
LOGO
GOES
HERE

FUTURE
CUSTOMER
Newsletter

ṛ | December 1, 2020

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Poured

INSIDE
THIS ISSUE

You can't manage what you don't measure.

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HYPER-TARGETING

By deploying POURED's on-premise menu data collection system, a sales team of 10 can gather line-level details on products and categories for 1500 accounts in the same time frame as their usual workflows.

With that data, you can identify:

Who pours Chablis BTG?

Who has Pinot Grigio on tap?

Who has a N/A Beer on tap?

Who has a cocktail on tap?

You can also see the gaps:

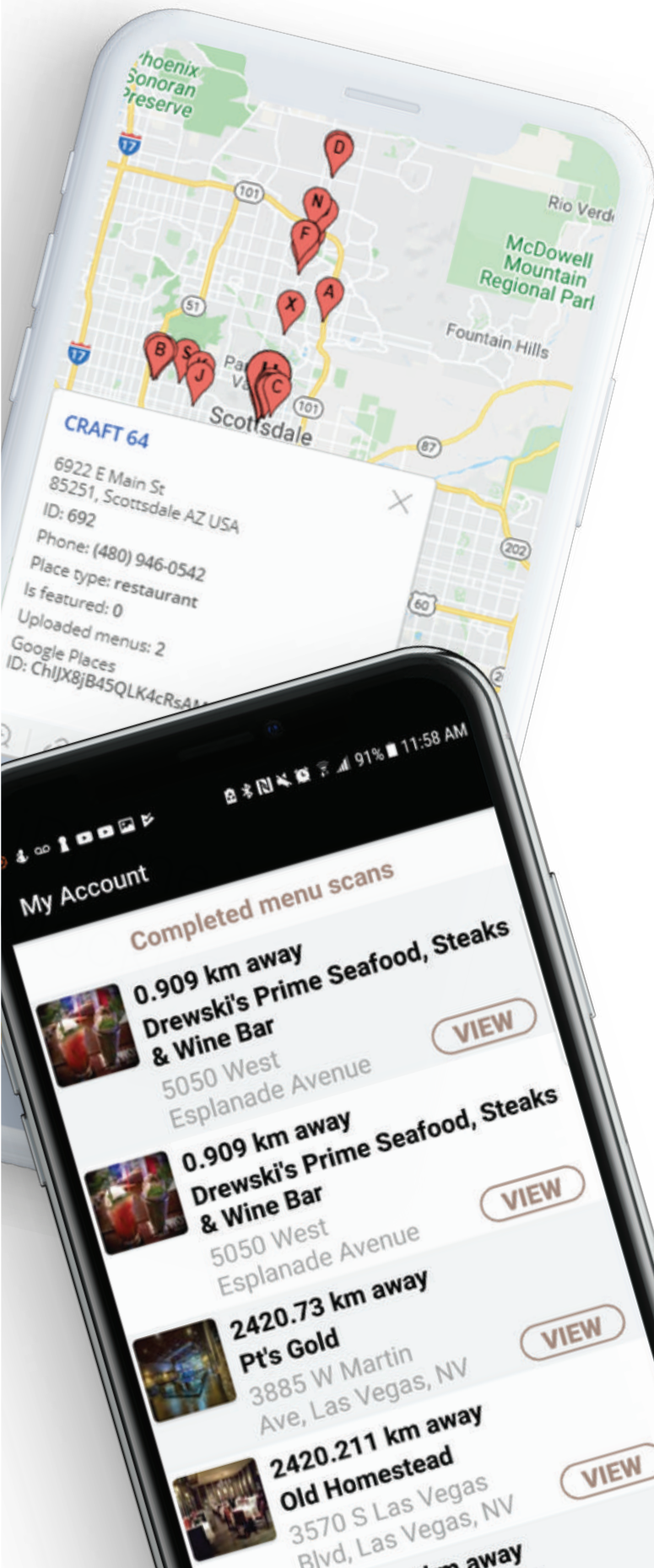Who does not offer wine in cans?

Who does not offer a hard spritzer?

Who does not offer a mezcal?

What could you do with this account detail?

> POURED is the only platform that identifies opportunity at account level.

DATA = OPPORTUNITY

OPT (On-Premise ToGo) is the new beverage battle ground. By deploying POURED onto your salespeople's phones, you'll know this space better than any other distributor, no matter their size. We used to think of the business as split between off and on-premise. In today's current landscape, there is off-prem, a little bit of on-prem and a whole lot of OPT. POURED can keep you ahead of the curve with these and any other changes within a dynamic marketplace.

Unlike manual survey methods, all POURED asks the user to do is snap a photo. Simple and effective. **POURED enables users to collect 60x more data vs. manual surveys in 20% of the time.**

Account Records of Tomorrow:

- Category Data
- ROI on Visits
- Buyer Habits
- Instagram
- Twitter

- Short Term Trends
- Hours of operation
- How many seats
- What type of venue
- Pricing Structure

- Corporate Compliance
- Number of Selections
- Market penetration
- Cross Market Trends
- Your products by the glass

- Date of last Sales Visit
- Number of Sales Visits in 90 days
- Number of By the Glass Wines
- How many Promo items
- Top Suppliers for account

CONSUMER INSIGHT

Beverage lists are shrinking. Appointments with buyers are shrinking. Your salespeople need to make every visit count with better preparation and more easily accessible data. POURED's account detail information is not available through any other platform.

PERFORMANCE DASHBOARD

No more guessing if a supplier is a good fit

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SKU RATIONALIZATION IMPROVES ROI AND CASH FLOW

Everyone wants their inventory to do more for them. What if you could analyze opportunity size market-by-market as you evaluate suppliers? POURED is exactly that tool. No other platform gives you the data you need to determine a supplier's market fit.

OTHER ADVANATAGES OF THE POURED PLATFORM

With our Team tracker, know exactly how many accounts your sales team is visiting everyday.

Our account calendar builder gets your new salespeople up to speed months faster

Salespeople spend more time with buyers and less time taking surveys in the field

360 degree view: Track brand vs. brand KPI's for any suppliers instantly

Incentive tracking programs yield 80% time savings (additional setup required)

direct reach to consumers and buyers via social media (additional setup required)

Potential New Revenue Stream!

Partner with POURED to resell your data to local and national suppliers.

WANT THESE TOOLS FOR YOURSELF? CALL NOW. 702-858-3805

Looking to test with teams of 10-20 salespeople Exclusive Data Rights Available