



Dry Dock Brewing Co.

Data Insights

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Company Overview

Dry Dock Brewing Co. was founded in 2005 and was the first craft brewery in Aurora, Colorado.

In 2013, Dry Dock quadrupled its production numbers within a year, leading to the purchase of their 30,000 square foot production warehouse, known as North Dock.

Dry Dock distributes over 20,000 barrels of beer across the state of Colorado each year.

The brand has over 12 tasting rooms, the Canoe room and an 18 hole disc golf course for customers to enjoy.

Dry Dock is in the process of developing their own food truck that will allow them to service their guests even further!



Awards & Accolades

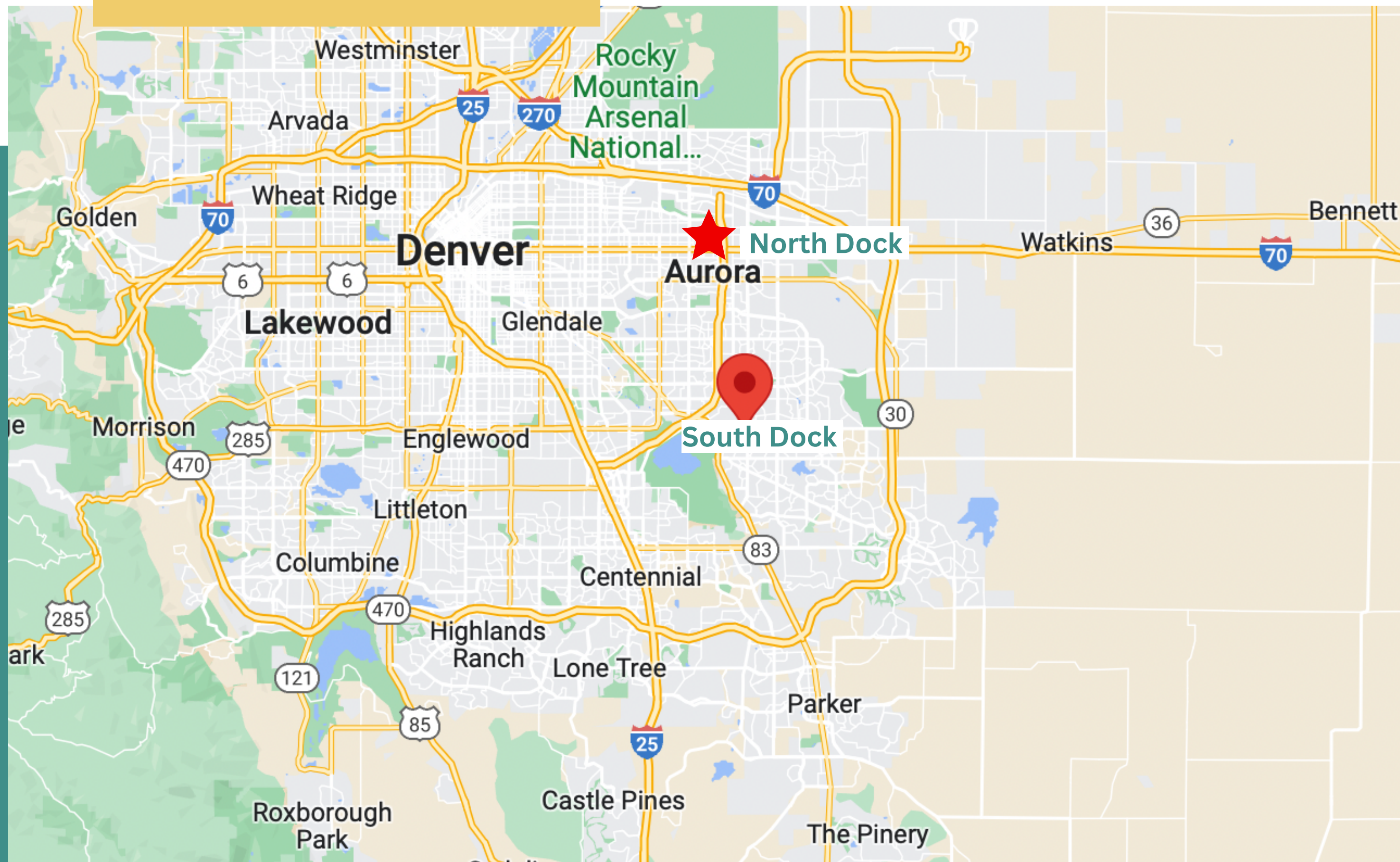
8 Beer World Cup Awards

26 GABF MEDALS

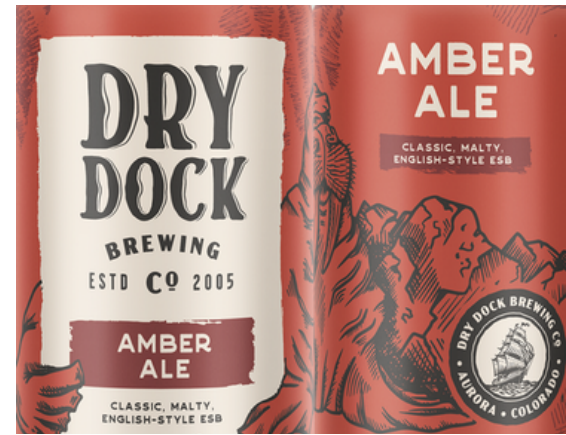
BREWERY OF THE YEAR



Locations



Current Offerings



Seasonal Offering



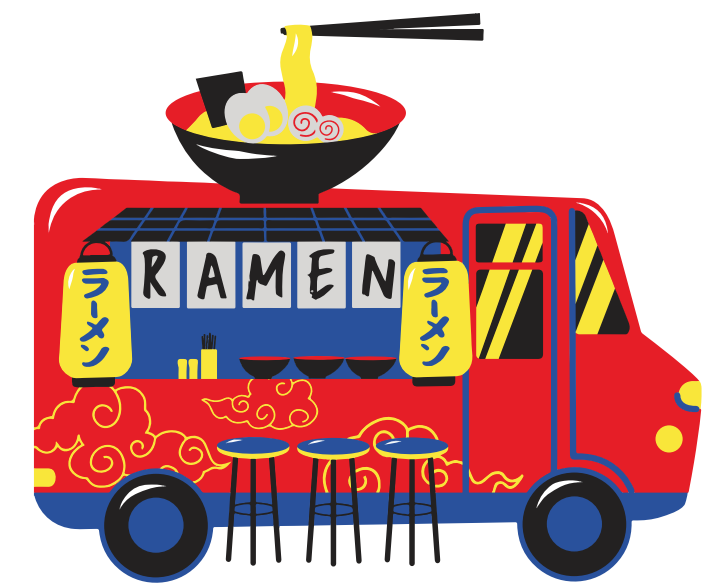


Food Trucks- North Dock

Dry Dock is introducing its new food truck schedule that will partner with local restaurants at their North Dock location.

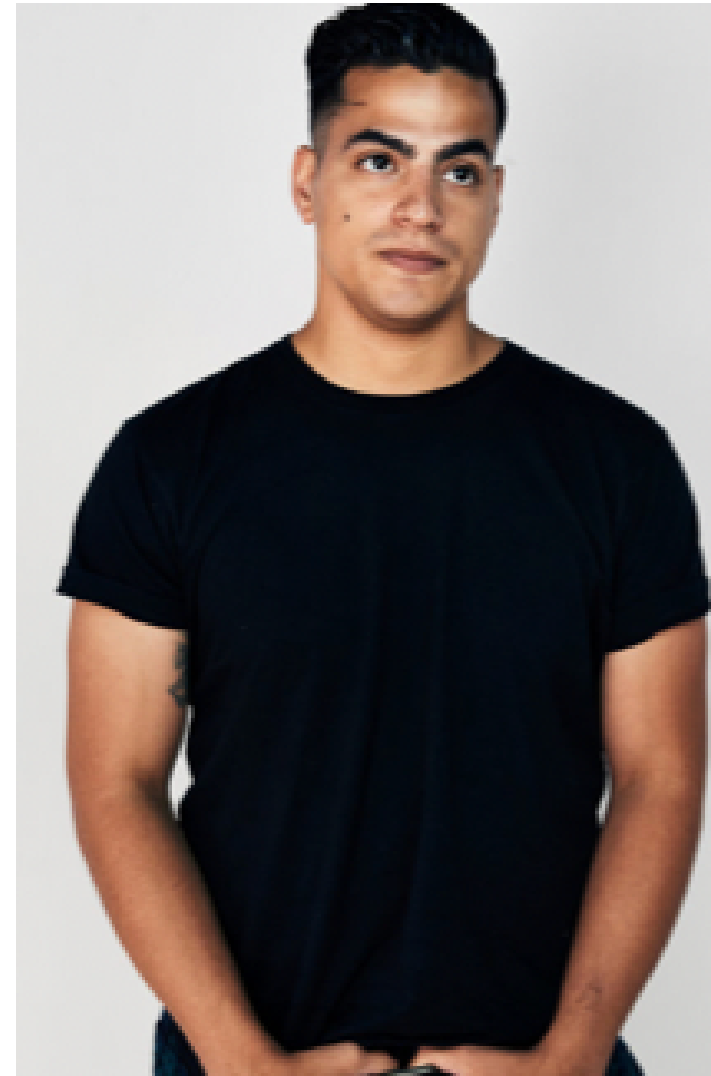
The schedule has a variety of types of foods and events that celebrate milestones such as the 125th anniversary of the City of Aurora.

The trucks are available most Thursdays, Fridays and Saturdays.





Customer Profiles

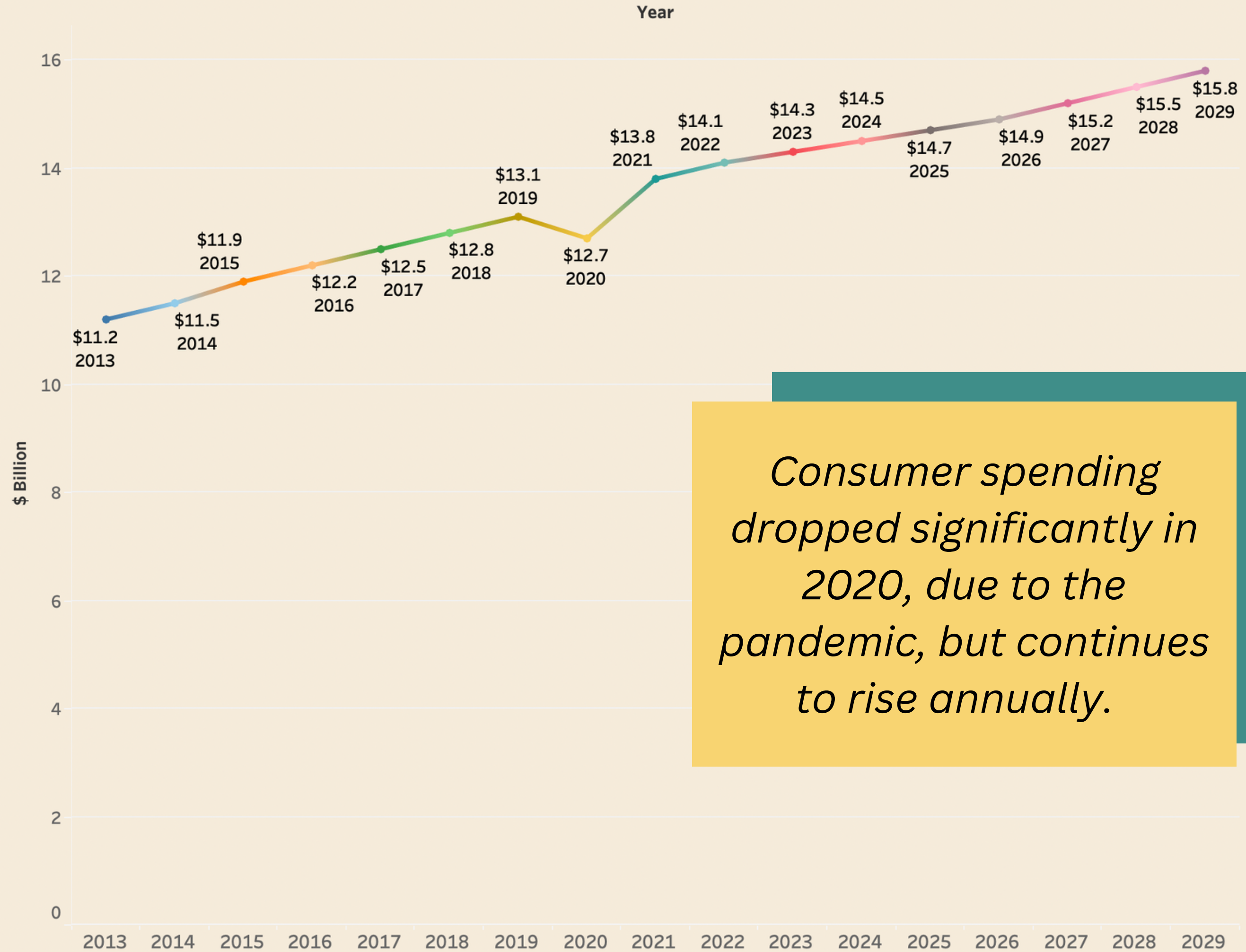


- Mostly Millennial
- Enjoy trying new types of beers
- May have a young family
- Like to unwind after a long week
- Spend time outdoors
- Brand Loyal

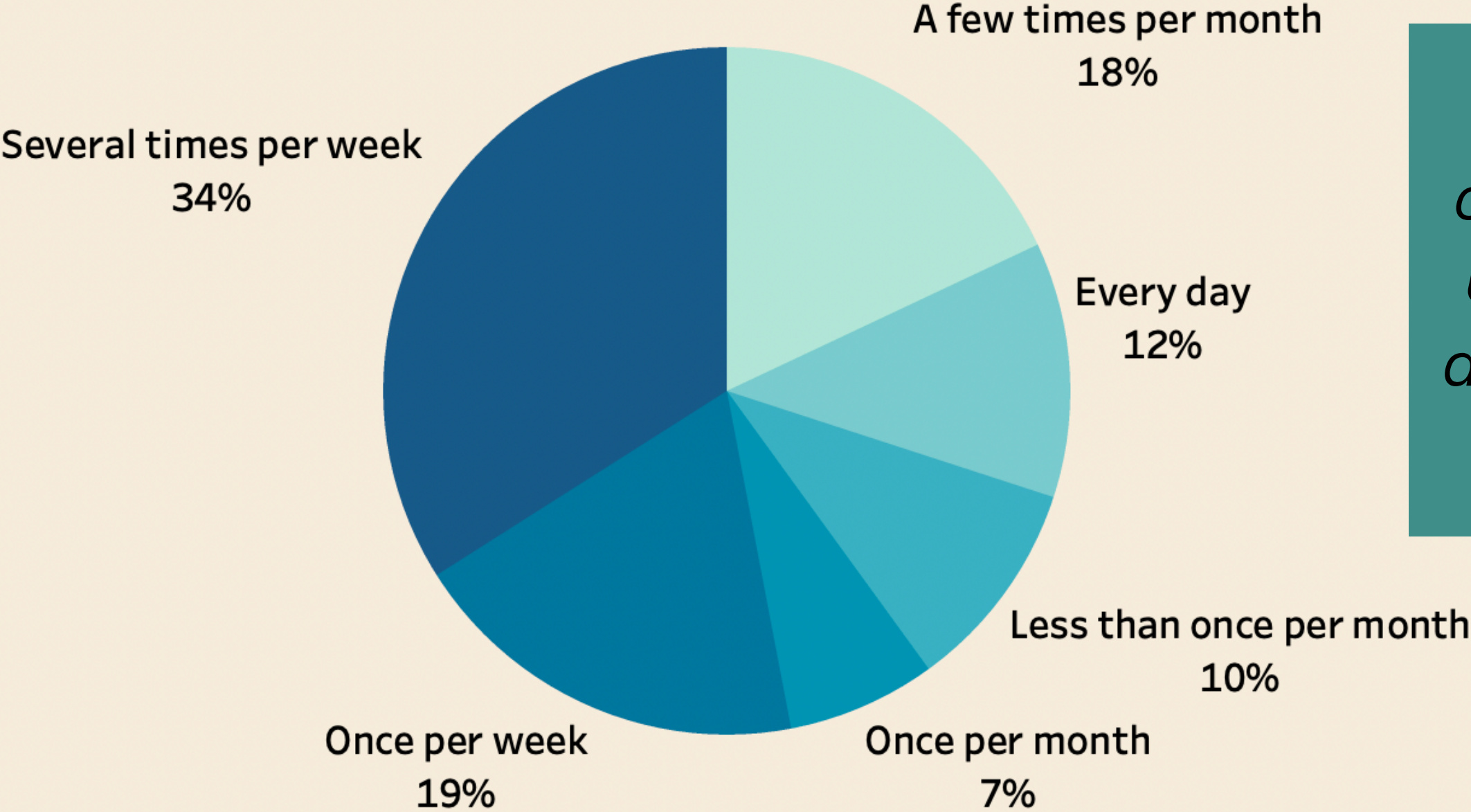
Consumer Trends



Consumer Spending



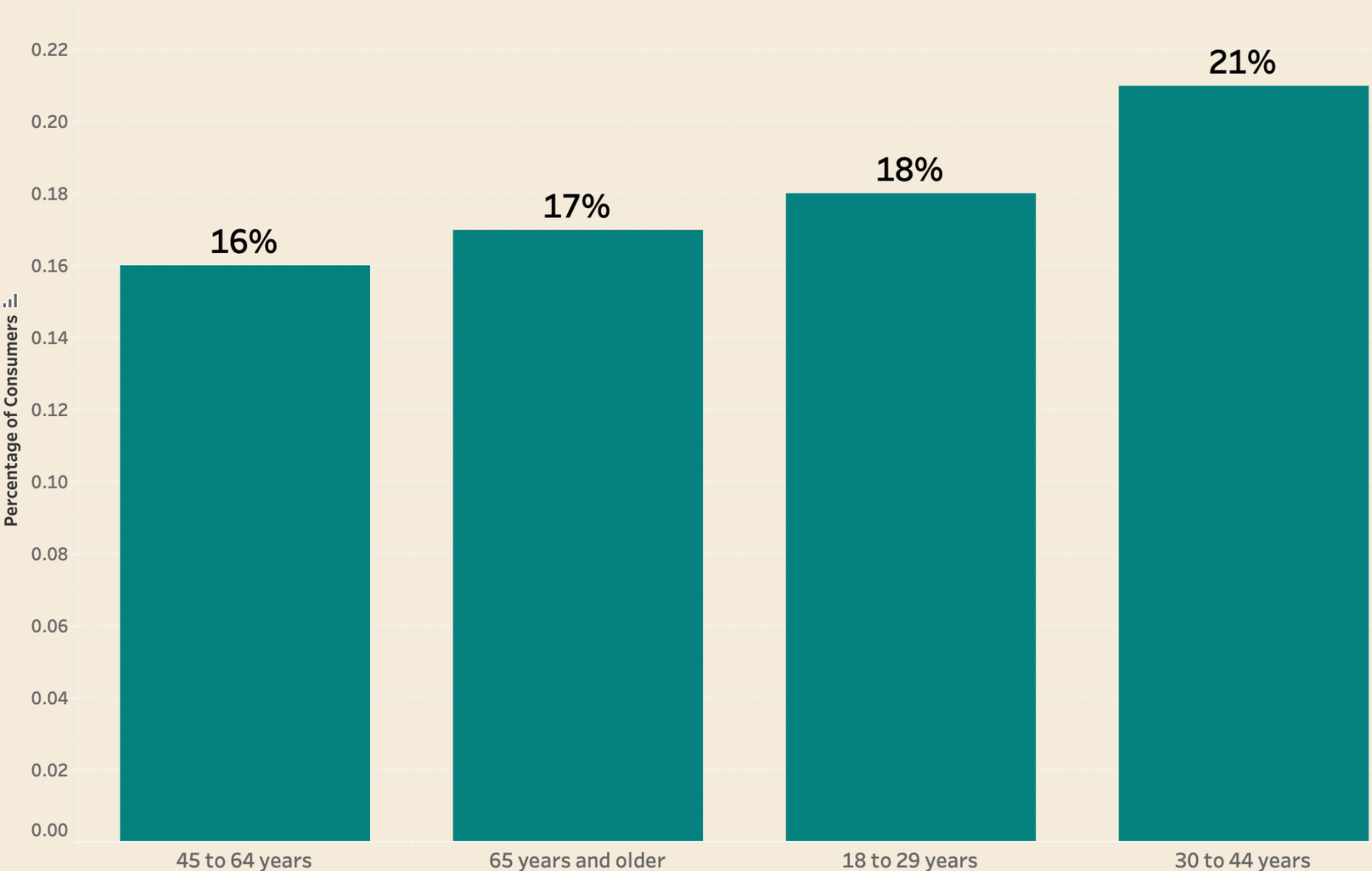
2022 Alcohol Consumption Averages



The majority of people over the age of 21, in the United States, consume alcohol several times per week.

Age Groups That Dine Out At Least Once Every Two Weeks

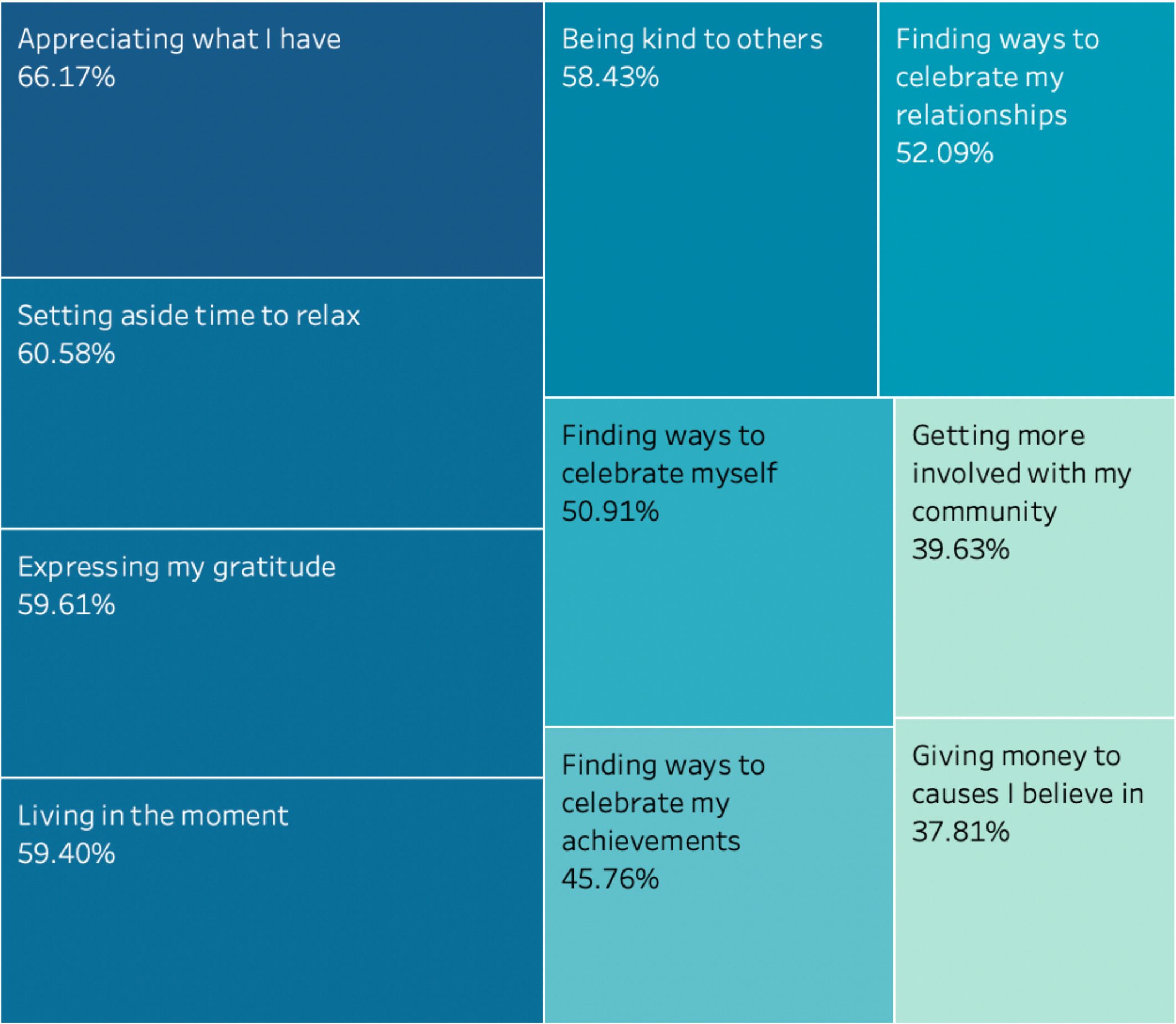
Age Group



Millennials go out more often than any other age group.

What Millennials Find Important After The Pandemic

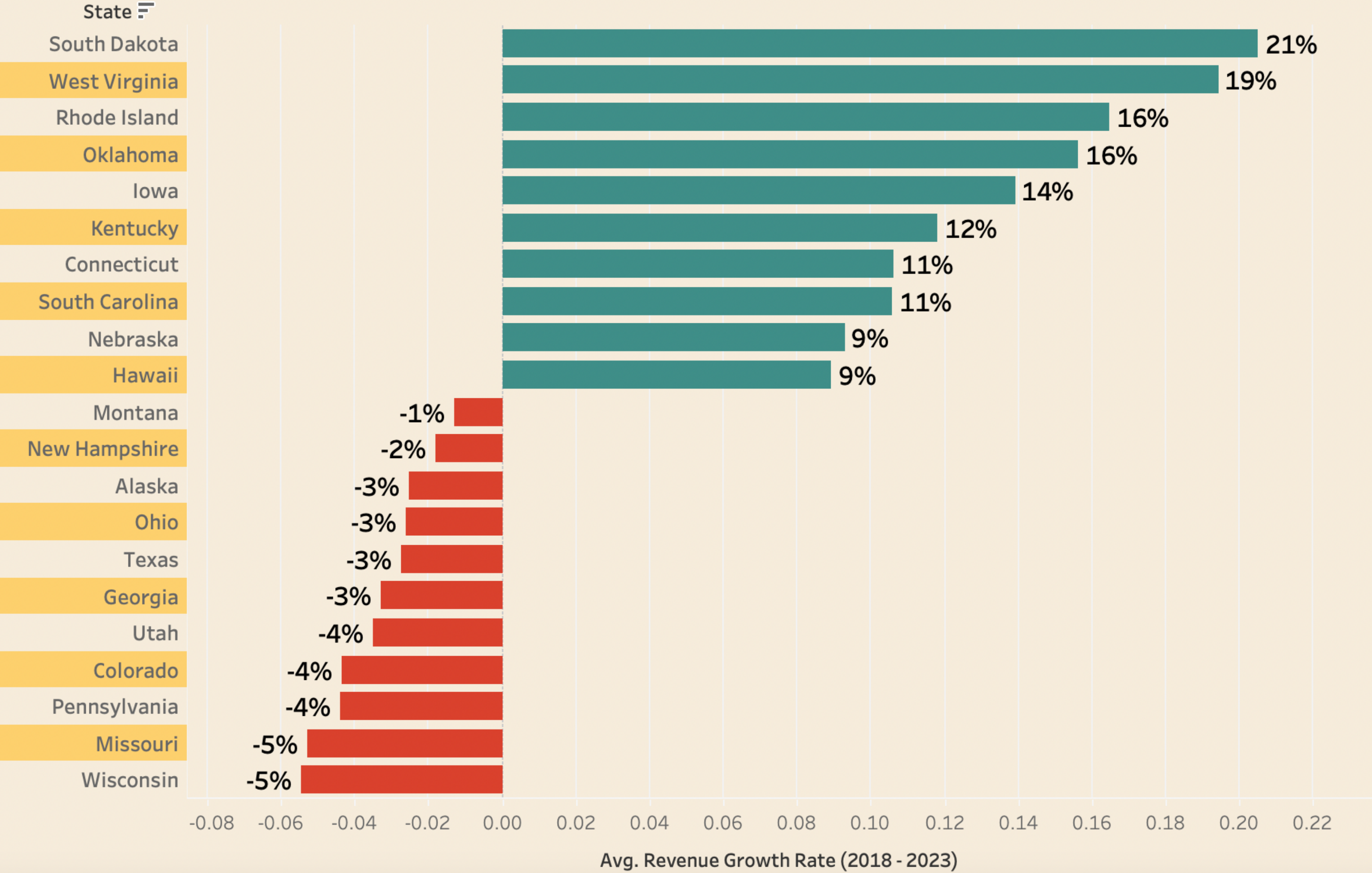
Millennials make an effort to appreciate what they have and set time aside to relax more after the pandemic.



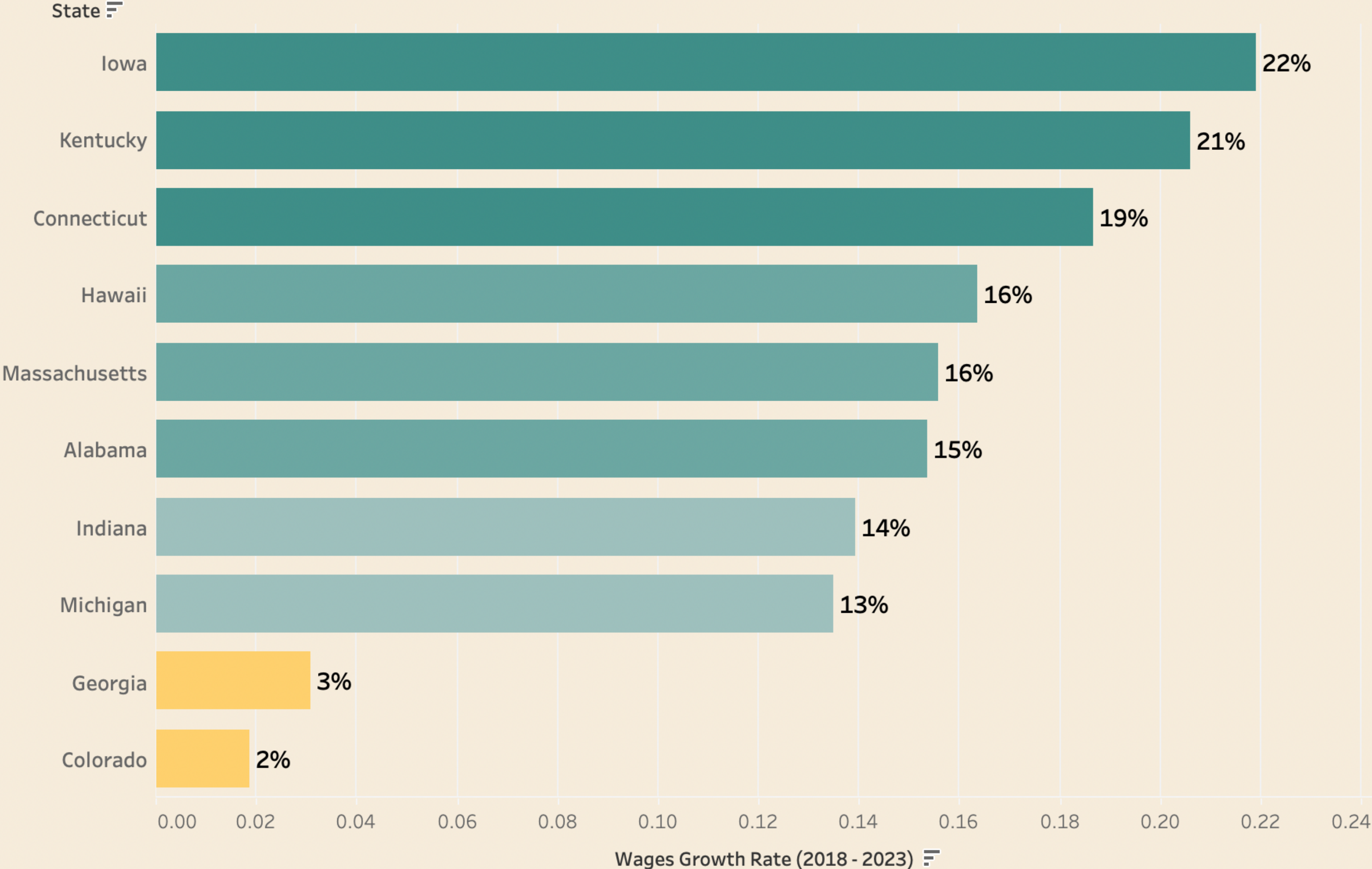


Economic Climate

State Revenue Growth Rate



State Wages Growth Rate



Economic Climate Synopsis

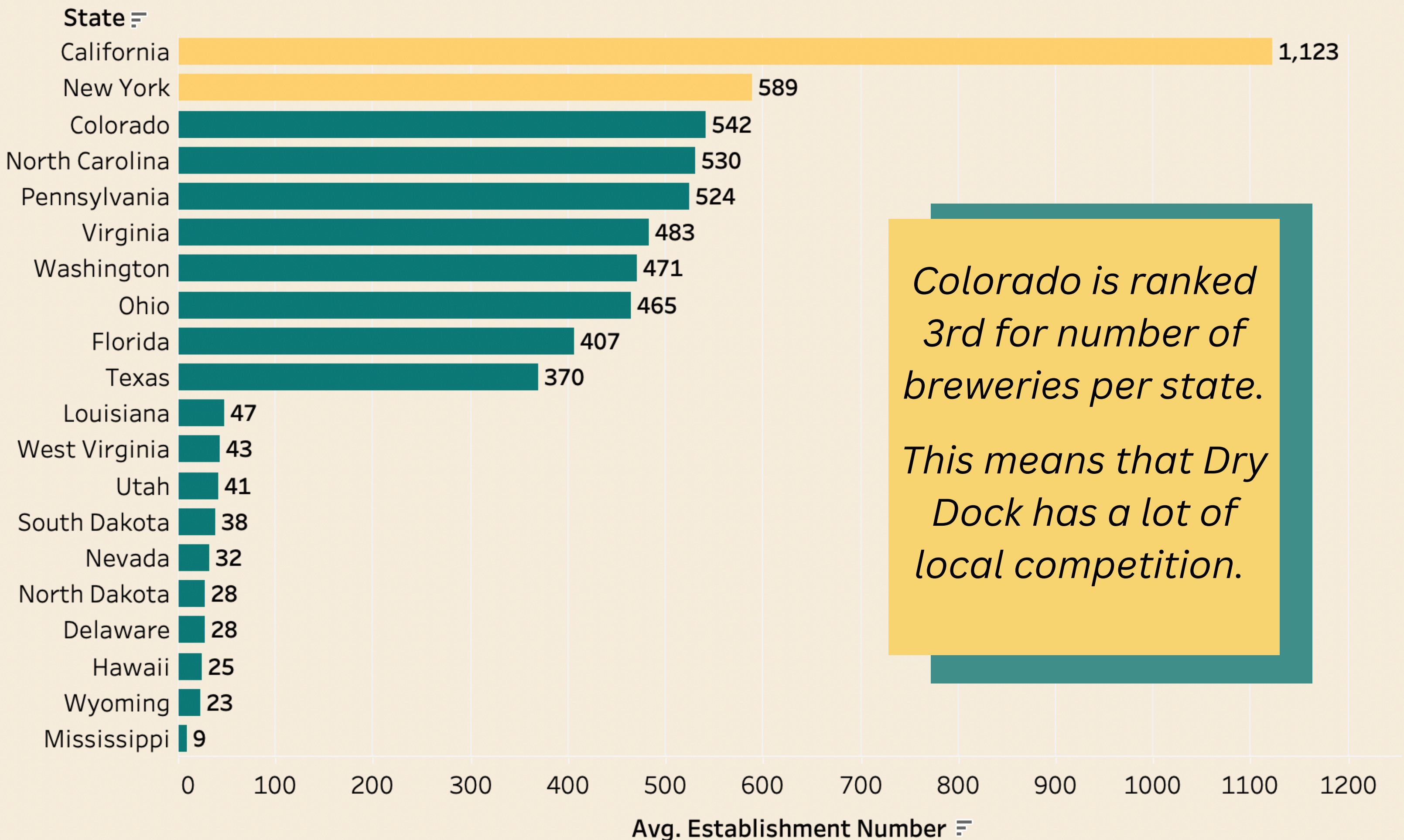
State revenue growth rate in Colorado is declining, while other states have a positive growth rate. Colorado's state wages rate is rising slower than other states, but is growing. These data points show that while consumer spending is rising, negative or low revenue and wages growths may affect all types of Colorado businesses negatively.



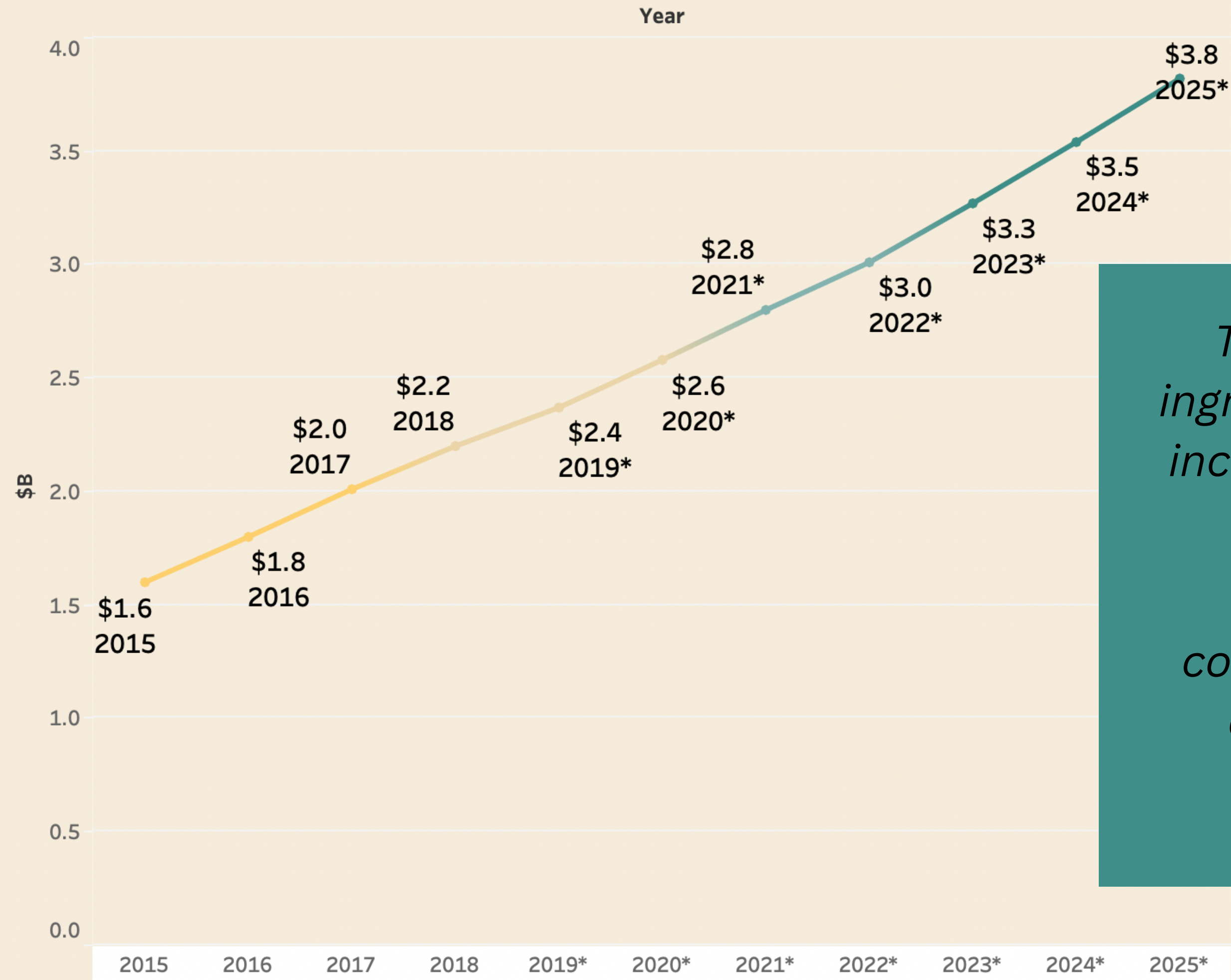
Brewery Trends



Number of Breweries Per State



Fermented Ingredients Market Revenue Over Time



The fermented ingredients industry includes beer, wine and cider.

This industry continues to grow and generate revenue.

Types of Alcohol and Brand Loyalty Percentage

Beer
53%

Liquor
43%

Hard seltzer
46%

Wine
27%

People are most loyal to beer brands than any other alcohol.

This translates direct to loyalty between consumers and breweries.

Food Truck Trends



Average Cost to Open a Food Truck

\$28,000-\$114,000

New Truck	\$112,500.00
Buy a Used Truck	\$60,000.00
Licenses, Permits, etc.	\$28,276.00
Kitchen Equipment	\$10,000.00
Food Costs Including serv..	\$1,500.00

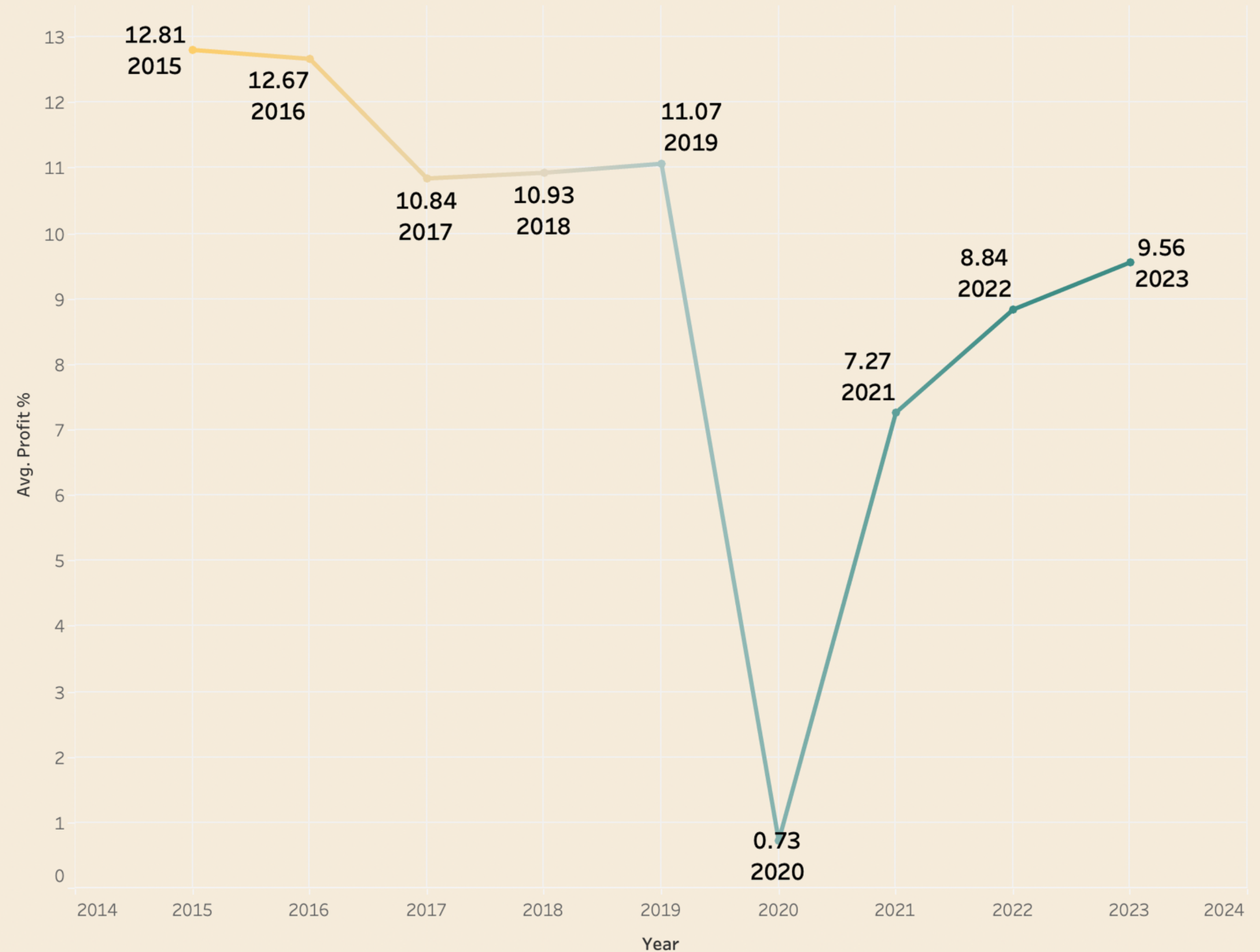
Average Food Truck Earnings Per Year

\$300,000

The average cost to open a food truck is based on a couple of variables listed on the right.

On average, food trucks make back as much as it costs to open them within the first year of operation.

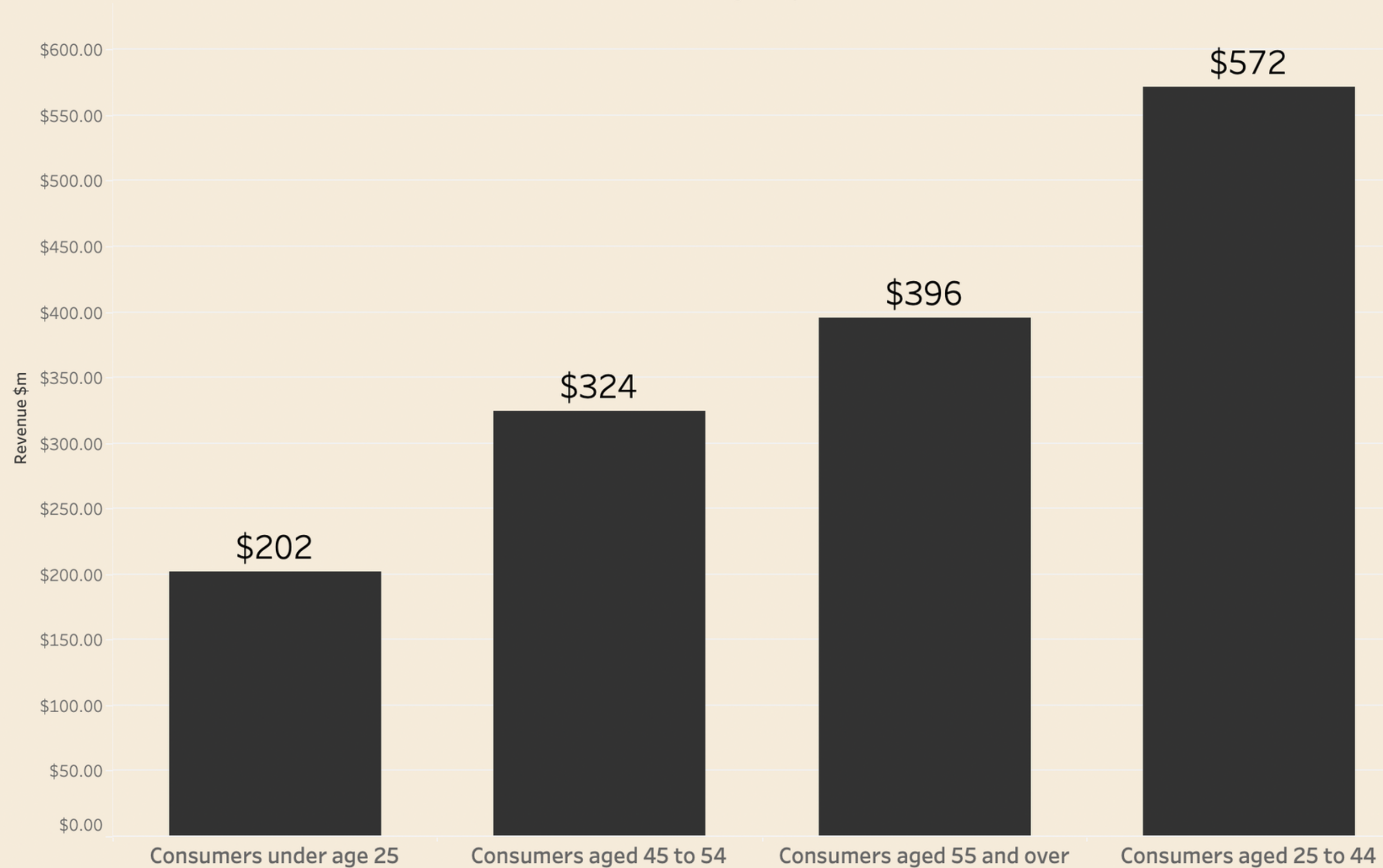
Food Truck Profit Percentage Over Time



Profits dropped for food trucks in 2020, due to the pandemic, but continue to rise annually.

Food Truck Revenue and Consumer Ages Per Year

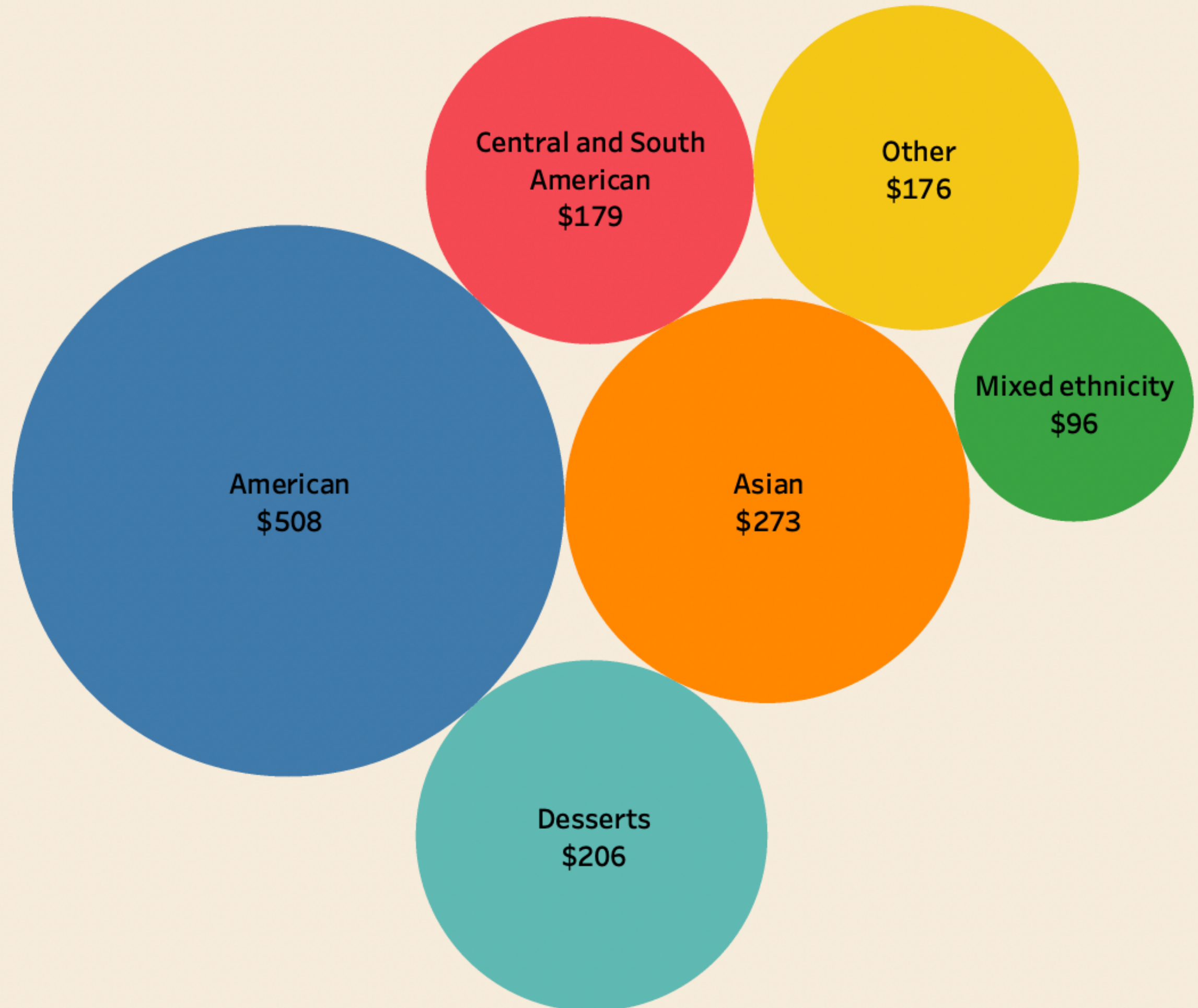
Age Group



Millennials on average visit food trucks more than any other age group.

Types of Food Truck Foods Sold in \$M Each Year

American food is the most popular type of food with food truck connoisseurs. Asian food and dessert rank 2nd and 3rd favorite among consumers.





Recommendations

1

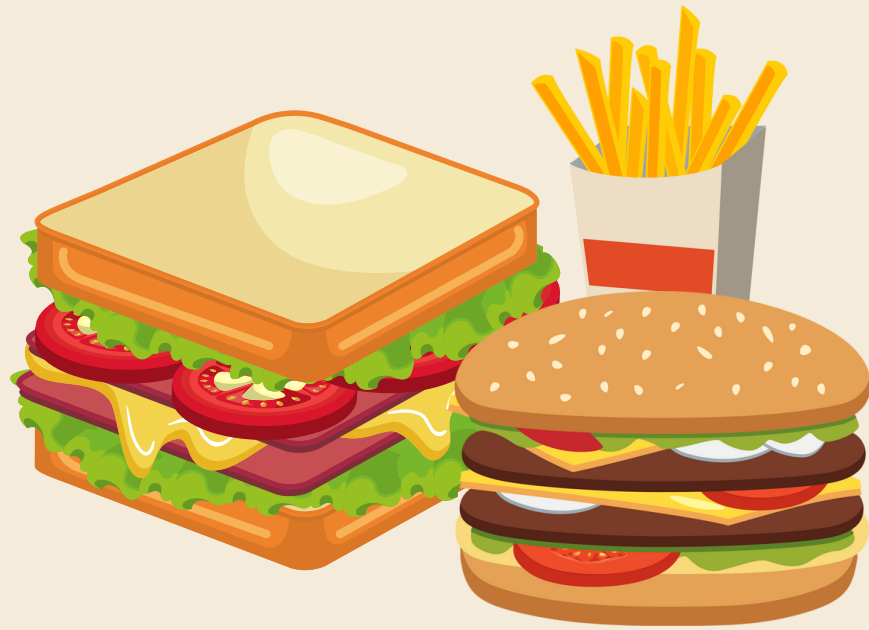
Create Their Own Food Truck

Dry Dock would make the money back that they spent on creating the truck within just over 6 months of operating. It would also be a great way to build their brand and their loyalty with their consumers. Dry Dock would be able to control the menu and do some fun beer pairings, creating a unique dining experience.



Types of Food For Their Truck

American



Asian



Dessert



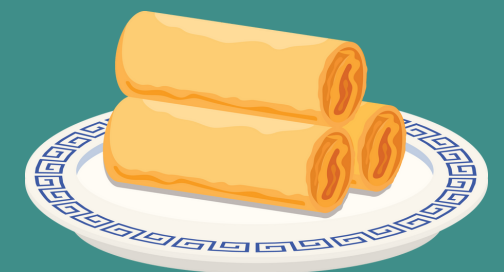
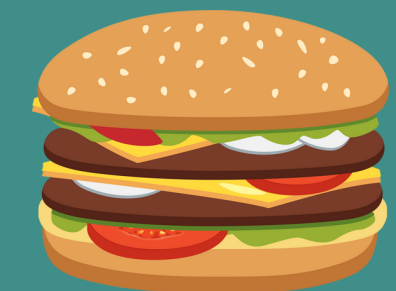
These are the top three food groups that consumers like the most when ordering from a food truck. It would be a good idea for Dry Dock to serve a variety of types of foods and seasonally rotate the menu.

2

Pair The Food Menu With Highlighted Beers

Dry Dock can curate their menu around their seasonal beers and ingredients.

Pairings would be highlighted on the menu along with flavor profiles.



3

API Recommendations -North Dock The Space



API Recommendations -North Dock

Creating an Atmosphere

<https://apilist.fun/api/soundcloud-api>

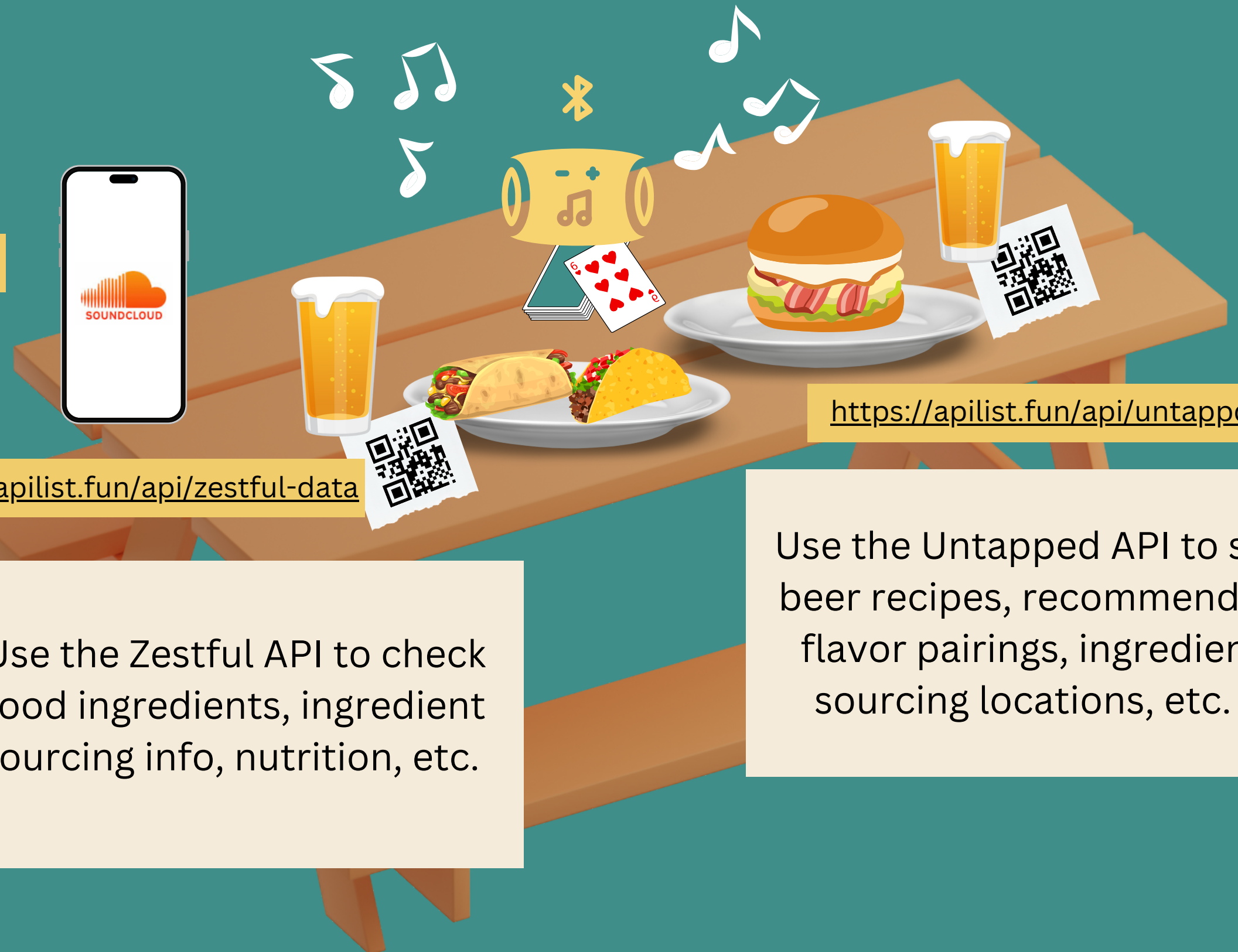
Use a Soundcloud API to connect to Dry Dock playlists using a bluetooth speaker provided by the brewery.

<https://apilist.fun/api/zestful-data>

Use the Zestful API to check food ingredients, ingredient sourcing info, nutrition, etc.

<https://apilist.fun/api/untappd>

Use the Untapped API to see beer recipes, recommended flavor pairings, ingredient sourcing locations, etc.





Thank You!

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