

# Brewers Marketing Creates App for Texas Craft Brewers Guild to Boost Brewery Visibility Through COVID-19 and Beyond

*Brewers Marketing aims to support Texas Craft Brewers Association during COVID-19.*

BOCA RATON, FL, UNITED STATES, August 14, 2020 /EINPresswire.com/ -- Brewer's Marketing, a Boca-Raton-based designer of custom mobile apps for the craft brewing market, has been tapped by the Texas Craft Brewers Guild to create an app showcasing the state's independent breweries. The app will allow craft beer aficionados in Texas to find breweries near them, map out tours to breweries, and earn and redeem prizes for visiting participating breweries. Breweries can easily add or update their information through a user-friendly, secure online portal.



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*Charles Vallhonrat*

While the original plans for the app started months before the COVID-19 crisis hit, the guild is also looking forward to using the app to keep Texas breweries front of mind among craft beer fans during the pandemic, said Texas Craft Brewers Guild Executive Director Charles Vallhonrat.

“Here in Texas, only a limited number of breweries can actually be open for normal business—only those with significant food service or a big proportion of sales coming from other merchandise,” he said. “But one of the things our members pivoted to very quickly was online ordering for take-out orders. So once the app is live, our members

can put their beer-to-go pages there.”

Vallhonrat added that member breweries are excited about the app and the opportunities to

incorporate it into their business. In particular, he said, breweries hope to gain new business intelligence from the user analytics collected by the app, such as numbers of visits. “I did a Zoom presentation showing them how to navigate the app and how to add information about their breweries,” he said. “We’re really excited about having it out there to give us a touchpoint to our fans. But what they’re really looking forward to is getting user data back from the app.”

When looking for a technical partner to build their app, Vallhonrat said, [Brewers Marketing](#) was an easy choice. “We saw the work they’ve done for other guilds—New York, Ohio, Washington, and other areas. I’m thankful to all my fellow guild leaders who’ve worked with Brewers Marketing to develop strong apps because we’re not going to be on the leading edge of this—I feel very comfortable with that, especially with the feedback from other guild leaders about their technology.”

“We’re a customer-focused business, and every app we make builds on knowledge and feedback we’ve acquired from earlier projects,” said Rick Griswold of Brewers Marketing. “We do our homework and keep up with the changing needs of the craft beer market along with changing technology—but we get our best advice from those living and working inside the industry. COVID-19’s been tough for brewers and everyone else in hospitality, so we’re doing what we can to lighten their load.”

Brewers Marketing creates mobile loyalty apps specifically for the needs of the craft beverage industry. Leveraging cutting-edge technology, best practices in marketing, and an understanding of the fast-growing craft beverage industry, Brewers Marketing creates attractive, high-impact custom apps for independent breweries and cideries with guilds, festivals, and craft summits. Their mobile apps run on Abinko, a cloud-based marketing platform built by [Daruma Tech](#).

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