

In today's digital age, a brewery's online presence is just as crucial as the beer on tap. For taprooms to thrive as social destinations, breweries need to communicate clearly and regularly to their audience. This means more than just sharing a new beer release; it involves sharing accurate hours, event listings, and an online menu that can make or break a visit.

Why Online Presence Matters for Taprooms

Taprooms are more than just places to drink; they're places to gather. Visitors expect a warm greeting but also accurate information beforehand. The easiest way to set expectations and entice repeat visits is through what you post online.

- **Social Destinations:** Beer is often the reason people come, but atmosphere and activities are why they stay and return.
- **Repeat-Visit Drivers:** Events and experiences create anticipation that brings customers back regularly.

Key Elements Every Brewery Should Post Online

1. Online Menu

A dynamic, clear online menu is fundamental. People want to know what's available before they step inside. Posting an updated tap list, food options, and specials helps reduce frustration and sets expectations.

- Include beer names, styles, ABVs, and brief tasting notes.
- Separate draft, canned, and bottled options clearly.
- Highlight any seasonal or limited releases.

Remember to update this regularly; an outdated menu leads to disappointed customers and needless questions at the bar. The easier it is to access on smartphones, the better.

2. Accurate Hours

Hours matter more than ever, especially as many breweries adjust schedules for events or seasonality. Posting accurate hours online reduces frustrated trips and builds trust.

- Regularly update for holidays, holidays, or private events.
- Indicate when last pours or last food orders happen.
- Pin hours visibly on both your website and Google listing.

3. Event Listings

Events are the strongest repeat-visit drivers for taprooms, but generic "Join us for events" doesn't cut it. Specificity is key.

- Include event name, description, day, time, and any costs.
- List recurring events like trivia nights, live music, or food trucks with details on frequency.
- Mention any age restrictions or reservation policies.

Events help anchor audiences and provide social glue. For example, trivia nights turn regulars into a community, and food truck visits add variety to the night out.

Using Analog Games as Social Glue

One overlooked aspect that many breweries don't highlight enough online is the availability of analog games—board games, cards, giant Jenga, and more. These games facilitate social interaction and make taprooms feel more inviting.

- Post photos of game corners or lists of games you offer.
- Highlight game nights or tournaments scheduled.
- Include any guidelines for playing to maintain a friendly environment.

Analog games act as a quieter, more intimate alternative to loud music or screens — perfect for customers who want to engage face-to-face.

Smartphone Access: Friend, Not Foe

Smartphones receive a lot of blame for breaking social interaction, but they're also valuable tools, especially if breweries integrate them thoughtfully.

Smartphone Optimized Online Menus and Ordering

Many breweries now offer mobile-optimized menus that are easy to browse on phones, reducing the need to crowd the bar just to order or figure out prices. Some even feature mobile ordering capabilities.



Downtime Entertainment

Not every moment in a taproom needs to be filled with loud activity. Smartphones serve as downtime entertainment. Posting QR codes linking to brewery playlists, beer trivia, or even a simple digital newsletter can keep customers engaged without noisy distractions.

Mobile Deposit Casino Integration

Some breweries experiment with mobile deposit casino-style games as a lighthearted interactive element. While not appropriate everywhere, if done with transparency and moderation, mobile mini-games or contests can add a digital layer of interaction that pairs well with physical taproom experience.

Sample Posting Schedule for a Brewery Website and Social Media

Day Content Focus Example Post Monday Weekly hours update + specials "This week, we're open 4-10pm Tues-Fri, Sat 12-11pm. Don't miss our Strawberry Saison on tap!" Wednesday Event highlight (Trivia Night) "Don't forget Trivia Night this Thursday at 7pm! Bring your team or join one here." Friday Feature analog games & atmosphere "Game night essentials: giant Jenga, Catan, and good vibes. Grab a seat and game on!" Saturday Spotlight food truck + live music details "Today's food truck: Taco Town from 5pm. Live music kicks off at 7pm with The River Beats." Sunday Community shoutout & feedback request "Thanks to everyone who came out this weekend! Let us know your favorite brew or event idea."

Final Thoughts

Brewery online content should be straightforward, clear, and genuinely useful. Customers want to know:

1. What beers and food are available? (*Online menu*)
2. When can they come? (*Accurate hours*)
3. What's happening that night or soon? (*Event listings*)

Providing this information with attention <https://newschoolbeer.com/nsb/2026/8/from-taprooms-to-smartphones-how-entertainment-is-changing-a-night-out> to detail—updating regularly, using clear formatting, and highlighting social aspects like analog games and events—supports taprooms as key social destinations. Integrating smartphones as helpful tools rather than distractions creates a balanced, welcoming environment that encourages both engagement and downtime relaxation.



Getting these basics right forms the backbone of a successful digital strategy for any brewery wanting loyal customers and full taps.