



Brand Advocate Handbook

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Our Mission

Better Beer society is an organization dedicated to growth and awareness in the craft beer industry through a dedication to best practices and educational awareness. We do this through our range of expert programs and services.

The BBS Brand Advocate Team was founded with the belief that producers and consumers deserve the same right to quality brand representation in the marketplace as they get from passionate employees at the brewery. Since brewery employees can't be everywhere their product is sold, our team brings a superior degree of product knowledge and specialty sales tools that helps producers grow brands and support their sales goals.



Welcome to the Brand Advocate Team

Dear Brand Advocate,

Welcome to the BBS Brand Advocate Program, our solution for breweries and other producers seeking quality third-party market support and representation.

While most BBS programs evolved out of our passion for education and best practices, the Brand Advocate Program was borne largely of frustration.

As fans of good beer, few things are more enjoyable or rewarding than stopping at the brewery tap room or beer festival. You get to see and experience all the blood, sweat and tears that go into crafting a quality product--and you get to hear about it from the very people who make it possible. It's tough not to get excited listening to a passionate owner, brewer, salesperson, or taproom staff speak passionately about what makes a brand great. But all too often, off-premise sales environments are where those great stories languish. Because breweries can't be everywhere their product is bought and sold, they oftentimes turn to third party companies for sales support--but all too often these companies sample such a wide range of products that the knowledge and passion that make a brand unique suffers.

Our solution is simple: third party market support that is a true extension of the brand, rooted in knowledge, passion and best practices that help breweries and other producers grow. That's where you come in.

The price of caring about how a product is presented means lots of challenges--off premise environments overloaded with choices can be overwhelming for consumers. But the reward is in knowing that the customer that sits down with a product they connected with because of you is getting that experience that the brewery intends.

As with everything else we do, we take great pride in knowing that our partners can present the best possible product to their customers. And now, we are proud to know you share these standards with us. Thanks for being a part of the team.

Cheers, and welcome.

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Operational Platforms

- **When I Work** ([iOS](#), [Android](#) or [computer](#))
 - Shift posting, scheduling and other information
 - Retailer information
 - Time Tracking
 - Instructions for signing up on the BBS Workspace:
 - [Computer](#) / [iOS](#) / [Android](#)
 - Additional useful help files:
 - [Training Resouces](#)
- **Slack** ([iOS](#), [Android](#) or [computer](#))
 - Internal team communications, company-wide communications, planning, training, and events
 - You will be invited to the appropriate channels by your manager
 - Notifications for all messages must be turned on:
 - [Guide to Slack notifications](#)
 - Additional useful help files:
 - [Using Slack](#)
 - Slack eliminates the need to store manager and co-worker's contact information in your personal address book and eases multi-person communication with group chats.

All Brand Advocates are required to have a smart phone capable of regular use of these platforms. Both the When I Work and Slack websites have a HUGE selection of Help Files (some linked above) and it is recommended that you read those help files to help you become accustomed to using the software.

Equipment Issued

Brand Advocates will be issued several pieces of equipment in order to perform in store sales support. Most notably, these will include:

- Beverage container
- Cups (as needed)
- Table coverings (as needed)
- Other point of sale items as needed
 - Promotional or giveaway materials
 - Marketing materials

Brand Advocates are responsible for any items issued to them and should contact the Program Director or Market Manager for any needs or questions.

Equipment should be kept clean and sanitary as it is coming in contact with beverages that you are serving. Any stickers should not be outwardly visible to the customers unless the currently represented brewery branding is present.

Onboarding & Training Resources

Better Beer Society has an online portal for our Brand Advocate employees here:

<http://betterbeersociety.com/brandadvocate/rc/> Password: bestpractices

Hiring Documents

When you are first hired, go to the Hiring Documents page where you will see some paperwork to fill out. You can scan and email or send via USPS mail to either the Director or Market Manager. There is also a link to fill out some information on our online directory.

Cicerone Certified Beer Server Resources

If you are not yet a Level 1 Cicerone Certified Beer Server, there are some links on this page to help you get started and studying for the exam.

Reporting Tools and Paperwork

This page houses a printable Microsoft Word document version of the reporting tool for you as well as a link and embedded version of the online reporting tool. More information about the information required for submitting a report is covered in the Training Manual.

Client Sell Sheets

PDFs of all the beer brands we sample are located on this page. If you notice anything missing, please notify the Director or Market Manager so they can keep this page up to date.

Conflict of Interest

The beer community is a relationship-based community. We know that many of you have long standing relationships in this community that go back decades. Most of you have no doubt been asked to volunteer in exchange for access to a festival or offered free beer to help out at an event. Unfortunately, this presents a conflict of interest for us.

We want our clients to value the knowledge that each of you have. We put a price on that knowledge, but if those same clients can approach you directly and ask for you to volunteer for free entry into festivals, work events in return for samples, or pay you directly, it undermines our ability to gain or retain them as a paying client.

It would not be uncommon for a distributor or a sales rep to not know that you work for our team and approach you to volunteer or be paid to help out at an event. If this should occur, we ask that you tell them as an employee of Better Beer Society all sampling events need to be booked through our management team.

Should you have an existing conflict of interest or something that comes up in the future, please bring it to the Director of Brand Advocacy so that we can discuss it. In some cases, there will be clear conflicts, where you will be asked to make a decision about your continued employment with BBS. In other cases, those lines might be blurred, and we will need to evaluate the actual activities that would be occurring. **Free admission to an event to pour beer for another company is considered a clear conflict of interest.**

The response we have received from all tiers in the industry has been fantastic and we're met with gratitude that you guys are out there. We're not paying you because you're a nice person. We feel that you deserve it and that you are adding something to this team; hopefully you can appreciate our position in trying to build a new set of standards for sampling companies.

Expectations

- Brand Advocates are required to complete **four samplings per month**. We understand that there are times of the year when this requirement is not achievable and the management team will take this into account. We do, however, expect you to be motivated to host samplings, especially during the busier times of the year.
- Not submitting your sampling reports in a timely manner is unacceptable. We require reports to be submitted a **maximum of 48 hours** after your shift, which ensures that the information is fresh and accurate. Without prompt reports, we cannot invoice and therefore will have late payment from our clients. **BAs that are consistently late submitting reports will be removed from the schedule.**
- Tardiness is not tolerated. If you are going to be tardy to a shift, you must **call the location** immediately. Please plan to stay late to make up for the time you were late.
- **No show/no calls are never acceptable.** If realize you have missed a sampling, you must notify a manager immediately.
- If you are ill or have an emergency, you must notify a manager immediately.
 - In the case of illness, we request that you attempt to **find your own replacement** as soon as you know you may not be able to fulfill the shift. We recommend reaching out to available people individually if a mass-message does not turn up a replacement. In the case that a replacement is not available, the shift will be rescheduled and re-assigned to you at a later date.
 - If you have an emergency, family or otherwise, please contact the Director or market manager and they will assist you in finding a replacement.

Other Policies

Discrimination and Harassment Policy

The Better Beer Society prohibits discrimination and/or harassment of any kind.

- Brand Advocates shall not discriminate and/or harass customers, liquor store employees, and other Brand Advocates (whether employees of BBS or not) on the basis of race, religion, gender expression, sexual orientation, age, disability, or military status. Better Beer Society is dedicated to providing a welcoming and inclusive environment for all of the people we serve as well as those on the Brand Advocate team.
- Better Beer Society is committed to the protection and comfort of our Brand Advocate teams. If a Brand Advocate encounters discrimination and/or harassment while working in the field, Better Beer Society fully supports a Brand Advocate's decision to leave the location if they see fit.
 - If a Brand Advocate experiences discrimination and/or harassment by a customer, we recommend that the Brand Advocate first report the issue to a member of the staff to see if they can resolve the issue. Liquor store employees (and Brand Advocates) have the right to turn customers away for poor behavior, and are legally required to turn customers away that are noticeably intoxicated.
 - If a Brand Advocate experiences discrimination and/or harassment from a member of the staff of the liquor store, we recommend noting the name of the offending party and reporting the behavior to Better Beer Society management. We will pass this information on to our Client that requested a Brand Advocate team member to fulfill the shift.
- In the case that a Brand Advocate is encountering discrimination and/or harassment from an employee and/or client of Better Beer Society, we request immediate notification of the offending encounter(s).
- Brand Advocates have a duty to report in writing to the Better Beer Society management team of any harassment or discrimination they experience or witness. The reporting of such incidents will NEVER adversely affect the reporting party's employment status.

An anonymous-optional form is linked below. We highly recommend providing any and all details related to the event, no matter how small. You may also contact anyone on the Better Beer Society management team directly if you prefer:

[Discrimination/Harassment Report](#)

FAQ

When do I get paid/reimbursed?

Payments/reimbursements will be received on the 1st and the 15th of every month for the previous months activities. For example:

- Samplings completed on June 1st through June 15th will be paid July 1st
- Samplings completed June 16th through June 30th will be paid July 15th

Are the opportunities for advancement?

Possibly. Better Beer Society is a small but rapidly growing organization. That being said, we've curated our management staff to be as small as we can handle but may be hiring for additional positions in the future. If the opportunity for advancement is available, we will encourage current employees to apply prior to posting the job to the public.

Can I use my company credit card to purchase "X"?

The use of the company credit card is limited to purchasing beer to be sampled during a shift and equipment to be used for sampling (mainly a bucket and cups, if needed). Do not use the card for any other purpose unless authorized by the Market Manager or Director of Brand Advocacy.

What's the dress code?

Beer sampling isn't a fancy affair, but we do ask that you present yourself appropriately. If you are wearing a beer-branded shirt, it must be for the brand you are currently representing (i.e. you can't wear a Sierra Nevada shirt when working a Summit tasting). Visible tattoos and piercings are acceptable. We recommend comfortable shoes as well as dressing in layers as the climate control in each store is variable. Clothing should be clean and free of stains, hair should be neat, and any body odor must be at a minimum. Please do not wear perfume or cologne as it will impact the customer's ability to properly taste the beer.

FAQ (cont.)

I missed a brand-specific training, can I still sign up to host tastings for that brewery?

In most cases, yes. We do expect you to do your own research to be prepared to serve that brand's beer. However, we find in-person trainings to be a highly valuable resource for you prior to working those shifts and expect you to attend as many trainings as you are available.

In the case of Warpigs, the answer is no. They have specifically instructed us to only allow Brand Advocates that have attended a training with the local rep to fulfill shifts for their brand.

What if I no longer have time or want to work for BBS?

Please let your Market Manager or the Director of Brand Advocacy know if and when you think you may not be available to work anymore. We request that you give us ample notice to hire replacement staff. As long as you are leaving on good terms and have proven to be a reliable and dependent member of the team, we will keep the door open if you would like to return in the future.

I have a question that isn't covered in this handbook or the training manual, what do I do?

This position is strangely complicated and nuanced but many of the day-to-day rules and obligations become second nature over time. Asking questions is always welcome and your Market Manager and/or Director of Brand Advocacy should have answers for you. Once you have become more comfortable in this position, you will be required (and encouraged!) to make many independent decisions while working shifts.