

Pretzel's Beer Blog
 Brewery Score sheet
 Locale:
 Date:

Core3 Brewery, Clayton
 1/26/2020

Category	Weighting Factor	Average Score	Description	Ratings (0-10, NA)						
				The Rabbit	Pretzel	The Stoutmeister	The Wrangler	Princess	B3	The Good Neighbor
Facilities	10%	7.32	Parking	7.00	8.00	8.00	8.00	5.00	9.00	8.00
			Bar area	7.00	6.00	6.00	7.00	8.00	8.00	9.00
			Seating, lighting, decor	6.00	9.00	6.00	8.00	8.00	6.00	10.00
			Restrooms	5.00	7.50	7.00	6.00		5.00	8.00
			Acoustics	5.00	8.00	10.00	7.00	8.00	8.00	9.00
			Brewery Tour - Virtual	7.00	8.00	8.00	5.00			7.00
			Brewery Tour - Live							
Hours of operation	8.00	8.00	7.00	7.00		7.00	7.00			
Beer	65%	8.70	Variety	10.00	10.00	10.00	9.00		9.00	10.00
			Tasting / samplers	10.00	10.00	10.00	6.00		7.50	9.00
			Price	6.00	8.50		7.00		7.00	8.00
			Logo, branding	10.00	9.00	10.00	7.00		9.00	8.00
People	10%	9.04	Staff	10.00	10.00	9.00	10.00	9.00	8.00	10.00
			Clientele	10.00	7.50	9.00	8.00	9.00	8.00	9.00
Merchandising	10%	7.74	T-shirts (variety, colors, etc.)	6.00	8.00	9.00	7.00	7.00	8.00	7.00
			Glassware	7.00		8.00	8.00	9.00		7.00
			Take out beer (growlers, bottles, etc.)	7.00		9.00	8.00	9.00	8.00	9.00
			Other merchandise	7.00		8.00	6.00	9.00		7.00
Social Media	5%	7.71	Twitter / Facebook / Instagram / Untapped		9.00	9.00	9.00		7.00	9.00
			Website	5.00	8.00	5.00			6.00	10.00
			Beerfest Participation		8.00	9.00	7.00			7.00
			Specials							

Overall Pretzel Score 8.45