

unily

Boston Beer Company

How Brew Hub became
the key ingredient to
sales success

CASE STUDY





BOSTON BEER co.
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Boston Beer Company, one of America's most iconic craft brewers, leverages Unily to empower its sales teams with instant access to strategic resources – driving 92% adoption among sales coworkers and 81% company-wide.



Customer
Boston Beer Company



Industry
Alcoholic Beverage
Manufacturing



Number of employees
2,500



HQ
Massachusetts, USA

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“At least once a quarter, we create content to raise engagement with our coworkers on Brew Hub, as well as share and show accomplishments. The motivation this creates across our Sales team is top-notch.”

EMILY ESPOSITO
INTERNAL COMMUNICATIONS ASSOCIATE

Boston Beer Company: How Brew Hub became the key ingredient to sales success

Challenge

Boston Beer Company wanted to make critical information more accessible to its Sales department



92%

Sales team adoption



Solution

With Unily the business has created a unified experience layer that drives sales and organizational success



81%

Overall adoption



Outcome

- **92%** adoption amongst the Sales team
- **81%** overall adoption

ABOUT BOSTON BEER COMPANY

The Boston Beer Company is one of the largest and most respected brewers in the United States. Since 1984, the business has offered high quality products to its drinkers, pioneering not only craft beer, but also hard cider, hard seltzer and hard tea. Core brands include household names such as Samuel Adams and Truly Hard Seltzer.

The challenge: Comms bottlenecks and information inefficiencies

The largest part of Boston Beer Company's workforce is the Sales department. These are the people who collaborate with wholesalers, retailers, and other key stakeholders. Ensuring they have easy access to the information they need is vital, especially with leadership clear that moving fast is core business priority.

However, engagement survey results – which had both data and thousands of qualitative comments – showed that people weren't getting the information they needed. As a result, they felt disconnected.



“The Sales team makes up over 20% of our headcount, but there was clearly a gap in communications with them. The information they needed was in various spots, and the data showed we needed a one-stop-shop.”

EMILY ESPOSITO,
INTERNAL COMMUNICATIONS ASSOCIATE, BOSTON BEER COMPANY

The solution? Brew Hub: Information available on tap

Exclusive research by Unily has shown the **staggering economic cost** of communication and information gaps, and this is something Boston Beer Company has been keen to avoid.

With multiple brands to manage, programs to execute, and best practices to share, Emily and her team enlisted Unily to be a single source of truth. Unily's performance in **Gartner's Critical Capabilities report** – where it ranks first for all use cases including Employee Communications and Knowledge Services – is a clear indicator of why it's a platform of choice for enterprises that want to instill agility across their organization.

Following the launch of Brew Hub, Emily and her team launched the Brew Hub Sales Site. This houses up-to-date information on everything the department needs, including:

- Key sales dates
- Wins and opportunities
- Sales programs
- Brand guidelines
- Best practices
- Cultural milestones such as birthdays and work anniversaries

The perfect pour: Streamlining business-critical processes

Having a one-stop-shop has also streamlined the company's Annual Business Planning. This takes place in the last quarter of each year, where wholesale partners are met with to create goals for the following year. As Emily explains, it's a process which has become a lot smoother with the Brew Hub Sales Site.

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“Annual Business Planning is our most stressful time of year. Each manager is working to create goals and programs for the upcoming year with various brands, markets, etc. With so much information needed to execute, our Brew Hub Sales Site has been very efficient. Employees know to visit the site for all information needed for their Annual Business Plans.”

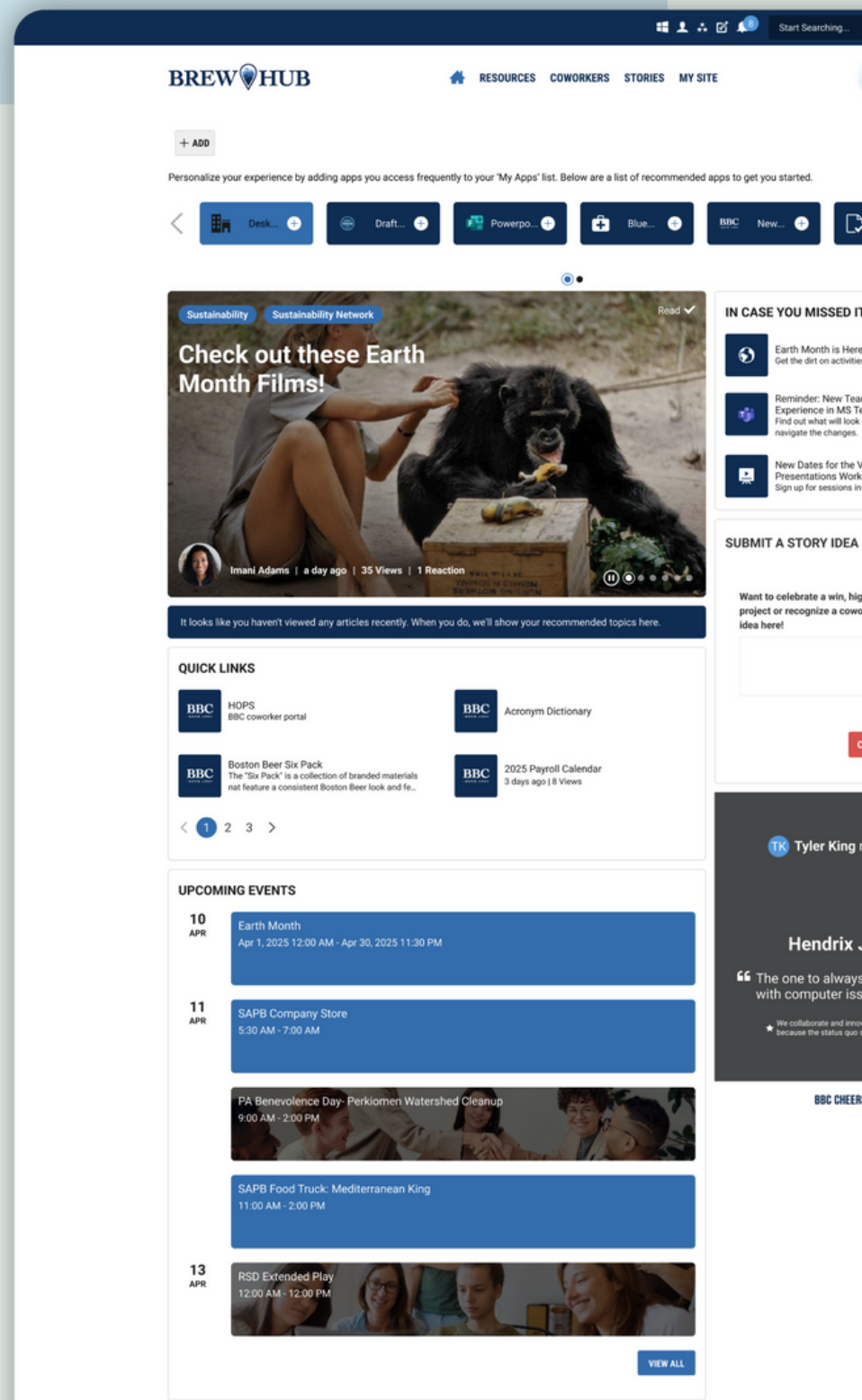
EMILY ESPOSITO, INTERNAL COMMUNICATIONS ASSOCIATE,
BOSTON BEER COMPANY

Not only is this a more efficient way of working, but it improves the ability of the Sales team to achieve their goals – specifically in prepping for Market Planning Meetings with wholesale partners to kick off the upcoming year.

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“Compared to previous years of planning, this is the most streamlined information process we have created, and the Sales team has benefitted from this.”

EMILY ESPOSITO, INTERNAL
COMMUNICATIONS ASSOCIATE,
BOSTON BEER COMPANY



Bubbling up: Increasing employee engagement

The Boston Beer Company Team has also launched Unily's **social intranet** features as a lever to drive motivation and sales performance.

A recent example was a competition to drive sales of the company's Ready To Drink (RTD) products. Coworkers were invited to post pictures of these products being displayed at retail locations – an example of healthy competition which incentivizes sales coworkers to share their successes.

With over 150 comments posted, this has been Boston Beer Company's most engaging campaign to date – and another example of how employee engagement can drive strategic business goals.

This should be set up for you now.



Yes, perfect! Thanks for your help.



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“At least once a quarter, we create content to raise engagement with our coworkers on Brew Hub, as well as share and show accomplishments. The motivation this creates across our Sales team is top-notch.”

EMILY ESPOSITO, INTERNAL COMMUNICATIONS
ASSOCIATE, BOSTON BEER COMPANY



The perfect blend: Leadership buy-in and interdepartmental alignment

With **92% adoption** amongst the Sales team and **81% overall adoption**, it's clear that the platform is highly valued by coworkers. Emily states that one of the key reasons for this high adoption has been support from the Sales Leadership Team.

“Organizational velocity is something our leadership is fully on board with, and they know that Brew Hub has enabled this for us. From the very start, our Chief Sales Officer was bought in and this trickled down into the various teams. They even created a funny video based on company culture to help launch the platform and has continued to support it to drive momentum. We ensure they constantly reference Brew Hub as a place to get information, and this eventually leads to everybody understanding the self-service component of it.”

EMILY ESPOSITO,
INTERNAL COMMUNICATIONS ASSOCIATE, BOSTON BEER COMPANY

There's also excellent alignment between departments, with Emily believing “Brew Hub would not be successful without Internal Comms and IT working together.” Regular calls and meetings mean priorities are categorized, and Unily's **targeting** capabilities are used to ensure coworkers see what's relevant to them.

Crafting the future: Bold new possibilities

Brew Hub will continue to be a key communication driver for Boston Beer Company. The business is integrating its systems even closer with Unily – this includes making use of AI-powered ChatBot functionality, also known as Brew Bot, which enables enterprises to create a conversational layer over their knowledge base.



“We want to free up our coworkers’ time by allowing them to find information even more rapidly. The Brew Bot crawls Brew Hub for information and quickly gives people what they need.”

BRETT GRUBER, SENIOR. DIGITAL WORKPLACE DEVELOPER,
BOSTON BEER COMPANY

After experimenting with several different intranet solutions over the years, Brew Hub has emerged as the platform that truly resonates with Boston Beer Company's needs.



“We’re proud of the way our organization has embraced it, integrating it into our daily workflows and culture. This success reflects not only the platform’s value but also our collective commitment to collaboration and continuous improvement. As our values remind us: together, we are heavy.”

BRETT GRUBER, SENIOR. DIGITAL WORKPLACE DEVELOPER, BOSTON BEER COMPANY