

# SplashPlay Thoughts #5



It's All About Beer!!!

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*You've Been Splashed!®*

## Message from SplashPlay

Yes, "*Every idea is a good idea for SplashPlay.*" In this installment of SplashPlay Thoughts let's look at a fun and exciting opportunity -- BEER

## Market Facts

Let's take a look at the United States beer industry.

- There are **65,116** bars in America (approx. 1,302 bars per state)
  - Craft Breweries in America: **5,234**
  - Brew Pubs in America: **1,916**
  - Microbreweries in America: **3,132**
- The US Beer Market is valued at **\$107 Billion**
- The US Craft Beer Market is valued at **\$23 Billion**
- The US consumes **196 Million Barrels** (66 Billion bottles) of beer annually
  - Roughly **329 12-oz bottles for every adult American annually**

Like so many opportunities in America, the beer industry offers an untapped and profitable opportunity for SplashPlay Gamification agents.

## SplashPlay's Sample Beer Trivia Gam

Here you get to take Beer Trivia for a test drive. Your mission is to show this game to bars, restaurants, and brewers. We created this game in 30-minutes...your Game Sponsors certainly won't take more than 2-hours.

### Personal SplashPlay Game Link

The following URL leads you to SplashPlay's new Craft Beer trivia game.

<http://www.splashtrivia.com/a254>

### SplashPlay TouchPoint

As you know, SplashPlay provides Game Sponsors a personalized SplashPlay QR Code real-world TouchPoint. Below is the SplashPlay TouchPoint for the Beer trivia game.



[Forward this issue](#)

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