

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

King's Road Brewing Company  
 3/10/2018

Category	Weighting Factor	Average Score	Description	Ratings (0-10, NA)					
				The Rabbit	Pretzel	The Stoutmeister	The Wrangler	Princess	B3
Facilities	10%	6.17	Parking	4.00	8.00	9.00	5.00	4.00	8.00
			Bar area	3.00	8.00	7.00	4.00	7.00	6.00
			Seating, lighting, decor	4.00	8.00	8.00	3.00	4.00	5.00
			Restrooms						
			Acoustics	1.00	6.50	5.00	7.00	6.00	3.00
			Brewery Tour - Virtual	9.00	10.00	8.00	8.00	7.00	6.00
			Brewery Tour - Live						
			Hours of operation		8.00		6.00		8.00
Beer	65%	7.40	Variety	5.00	8.50	8.00	7.00		7.00
			Tasting / samplers	6.00	9.50	8.00	6.00		9.00
			Price	4.00	7.00	7.00	6.00		8.00
			Logo, branding	8.00	10.00	9.00	6.00		9.00
People	10%	8.10	Staff	10.00	10.00	9.00	8.00		9.00
			Cientele	6.00	9.00	9.00	5.00		6.00
Merchandising	10%	6.81	T-shirts (variety, colors, etc.)	6.00	9.00	9.00	5.00	7.00	7.00
			Glassware	4.00	9.50	8.00	5.00	8.00	9.00
			Take out beer (growlers, bottles, etc.)	5.00	9.50	5.00	5.00		7.00
			Other merchandise	3.00	8.00		6.00		8.00
Social Media	5%	8.50	Twitter / Facebook						
			Beerfest Participation						
			Website		8.50				
			Specials						

Overall Pretzel Score 7.34