



Day Block Brewing Company

Minneapolis, MN • partner since 2014

This young brewery was searching for more exposure. LivingSocial sent over **2000 tables and 82% of those were first time-visitors.**

“I would absolutely run another one; there’s no question that it was extremely helpful with our marketing.”

– Jeff Hahn, Owner of Day Block Brewing Company

the business

Located in downtown Minneapolis, Day Block Brewing is the only brewpub in the area that brews its beer onsite using many local ingredients and creates handcrafted pizzas from scratch. Catering to professionals from the city and college students from the nearby university to build its clientele, Day Block only opened in January 2014. So its owner, Jeff Hahn, decided to augment its social media and local advertising with a LivingSocial promotion. Although he was initially “under the impression that the whole 50% off ‘couponing’ thing was dangerous”, he wanted to see if LivingSocial could increase awareness levels in the area with a unique beer and bacon flight offer.

the results

\$52,514

gross sales

2,343

promotions sold

82%

first-time customers

92%

plan to return

Despite his initial doubts about this type of marketing platform, Hahn said the LivingSocial promotion went “remarkably well”- it garnered over 2,300 tables, 82% of which were purchased by first-time customers.* “The opportunity to get a little bit of exposure from that point of view was really nice,” Hahn said. But it was more than just exposure that pleased Day Block’s staff- many LivingSocial customers bought at least one item beyond the deal’s value and 92% of customers surveyed about their experience said they would return*. With more exposure in the Minneapolis area and nearly 95% of LivingSocial customers surveyed giving Day Block Brewing a “thumbs up”*, Day Block Brewing is well on its way to becoming a true “destination brewery”.

*Based on 381 respondents

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