

PRESS RELEASE

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**Breweries Can Now Tap the Power of HOPS OS:
Manage Beer Clubs, Event Ticketing and Online Sales**
*The industry's first brewery-specific software launches
at California Craft Beer Expo Summit in Sacramento,
September 11 & 12, Booth #809*



Los Gatos, CA, September 9, 2015 — Longtime provider of online solutions for wineries, Vines OS, is rolling out a new platform, Hops OS™, built entirely for the needs of breweries that want to open up new revenue streams and create loyalty programs to grow their fan base. Hops OS integrates online sales, beer/growler/mug club management and event ticketing to maximize direct-to-consumer marketing efforts and to boost sales results for microbreweries and regional craft breweries alike.

Fully integrated with one of the leading cloud-based iPad POS platforms, Hops OS is user-friendly and intuitive, making it easy to manage compliance, online commerce and every kind of club imaginable. Hops OS also gives you the power to update every aspect of your website, on your own schedule. All of the Hops OS tools work together seamlessly, simplifying the life of every craft brewer, regardless of size.

Says Hops OS chief architect, Jules Robbins, “We’re excited to be the first company to bring a totally integrated beverage business management solution to the booming craft beer market. Our many years of expertise in the wine business have enabled us to completely tune our platform to handle the unique needs of breweries.”

One aspect of Hops OS that will appeal to new and established breweries alike is its intuitive Club Management tool. Creating a beer/growler/mug club and offering members unique advantages, including special products, logo’d merchandise items and discount event ticketing, are just some of the ways that Hops OS can help breweries reward loyalty and turn customers into brand evangelists.

Says Robbins, "We provide brewery owners with simple tools to maximize their customer relationships. Turning loyal customers into dedicated brand ambassadors is critical to success in this increasingly crowded marketplace."

According to beverage industry consultant, Suzanne Frontz of Metz & Associates, "Hops OS is a game changer for the brewing industry. My clients are excited to now have proven tools available to increase website revenue, manage their clubs and create online event ticketing, with special member perks that encourage loyalty. Utilizing this platform is a major win-win for everyone!"

William Camacho, Brewery Consultant from UrbanCM Group comments, "When writing business plan pro-formas designed for investors, Hops OS provides a tangible way to show revenue assumptions. It adds to the diversification of sales avenues that go beyond typical distribution sales channels and tasting room revenue."

Visit Hops OS At The California Craft Beer Summit, Booth #809

Brewers are invited to come by the Hops OS booth, #809, and drop their card in the Hops OS beer pitcher for a chance to win an Apple iPad mini (16GB). We look forward to meeting you and hearing your stories!

Can't make it to the California Craft Beer Summit? Tap into the benefits of Hops OS any time at hopsos.com, or call 408-705-4111.

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