

BREWDOG

DINE-IN

INSTRUCTIONS

QUESTIONNAIRE

Anonymously observe employees to ensure their service, timeliness, and order accuracy are meeting expectations, and ensure the various bar areas are clean, stocked, and maintained.

Before You Begin

- Review your shop confirmation
- Confirm business hours
- Book a table (if required by assignment)
- Review ordering requirements

Don't Forget!

- Follow ordering requirements
- Ask the server for help choosing a beer
- Take required photos
- Get a receipt for your meal



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Check your shop confirmation to see if you're required to make a reservation and if it should be made on the website or by phone.
- Visit while the location is serving both food and beverages. Most locations serve food between mid-day and 8pm.
- Bring an adult guest (over 21) with you. No minors, children, or babies are permitted.
- Place your order inside, and sit down at a table to eat your meal. No carryout orders.
- Get a receipt to upload with your report. Ask for a receipt if you are not offered one.
 - To ensure proper reimbursement, write the tip amount on the uploaded receipt.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for BrewDog.



Bar & Service Observations

- Allow the staff opportunities to make recommendations and offer samples/tasters.
- **Important!** Ask the server for help selecting a beer.
- Pay attention to the pace of the service throughout your meal.
 - Take note of how long it takes to be served, for your food/beverages to be delivered, how long you waited for plates to be cleared, etc.
- Visit the restroom at some point.
- **DogTap Columbus location only:** If a manager is visible, note what they are doing.



Ordering Requirements

- Order the following items at a minimum:
 - ✓ Two main entrees (choose burger, wings, or pizza)
 - ✓ Two glasses of draft beer
 - ✓ **DogTap Columbus location only:** You must also order fries, either with a burger or as an additional side. Plain fries or Louisiana fries only. (Do not order loaded/appetizer fries.)
- You and your guest **must** order different entrees and different beers.
- Menus vary by location. Do not choose your entrees from areas labeled 'Appetizers', 'Sides', 'Snacks', or similar on the menu, as these items are not considered entrees.
- You may order additional items. Reimbursed up to \$60 (up to \$80 in NV) for your meal and tip.
- **Short North & Kennels location only:** This location does not have a full kitchen. At this location, order at least two glasses of draft beer. Reimbursed up to \$30 for your drinks and tip.



Photo Requirements

- Take a clear, true color photo of the following items, and upload the images with your report. Photos that are blurry, tinted, or too dark will not be accepted.
 - ✓ The entrance of the bar, including exterior signage
 - ✓ All food and beverage items before consuming
 - ✓ Bubbles (if present) on the inside of your draft beer glass
 - ✓ Any area of the bar that does not meet cleanliness standards (i.e., tables/chairs, floors, lighting, restroom fixtures, etc.)



QUESTIONNAIRE

Visit date:

Arrival time:

Departure time:

Service

1. Was the bar looking sharp and welcoming from the outside?

Upload the required photo of the entrance of the bar, including exterior signage.

Yes

No

2. Please comment:

Please comment on the following:

- *If the floor at the entrance was clear of debris*
- *If the floor mat was clean and vacuumed, if applicable*
- *If there was any litter on the ground directly outside the bar*
- *If there was a clear menu on display in the window, including the monthly food special*

3. Which of the following best describes the way you were welcomed at your first point of contact with a member of staff?

This could take place upon arrival (at the front door) or after sitting down.

- *GENUINE & PROMPTLY: You were greeted promptly and given an awesome BrewDog welcome with a smile and a genuinely friendly tone.*
- *ROUTINE: You were acknowledged but not in a super warm and friendly way – you were treated like a visitor.*
- *ABSENT: You received no welcome.*

Genuine & promptly

Absent

Routine

4. Please comment:

Describe what was said and how. Please also state how quickly you were greeted.

5. If arriving for a booked table, did you find the process of getting your table to be smooth?

Select N/A if you did not make a booking.

Yes

N/A

No

6. Please comment:

State what happened and whether there was a reserved sign on the table.

7. Did someone approach the table promptly and explain the order process?

Yes

No

8. Were food and drinks menus available at the table?

If you visited a location that did not offer food, answer Yes if a drinks menu was available.

Yes

No

9. Was it clear how to place an order and easy to do so?

Yes

No

10. If you asked a question about anything on the menus, which of the following best describes how well the staff member dealt with your question?

- *OUTSTANDING; They demonstrated awesome knowledge of the offer and delivered it really well.*
- *INTERESTED; They demonstrated good knowledge or a willingness to find the answer.*
- *DISINTERESTED; They were unable to answer and unwilling to find out.*
- *Select N/A if you did not ask a question about anything on the menus.*

Outstanding

Disinterested

Interested

N/A

11. Please comment:

State what you asked and the response you were given.

12. Were you offered any additional items when you placed your food order?

Refers to additional menu items or condiments such as ranch, ketchup, mustard, etc. Select N/A if you visited a location that did not offer food.

Yes

N/A

No

13. Please comment:

State what was recommended or what happened instead.

14. Was your order delivered to your table in a warm and friendly way, and did the server check that you had everything you needed before leaving you to enjoy?

Friendly and check performed

Not friendly and no check performed

Not friendly or no check performed

15. Please comment:

State what happened.

16. After your food arrived, did staff return within a few minutes to check everything was ok?

Select N/A if you visited a location that did not offer food.

Yes

N/A

No

17. Please comment:

State what happened.

18. If you finished your first drinks, were you promptly offered extra drinks?

Select N/A if you did not finish your first drinks.

Yes

N/A

No

19. Please comment:

State what happened and how quickly you were offered second drinks.

20. Which of the following best describes the pace of your experience?

- *PERFECT; The team read your needs, and the experience felt perfectly paced.*
- *SATISFACTORY; The pace could have been better, but unlikely to be a talking point.*
- *UNSATISFACTORY; The pace was much too fast or much too slow, taking conditions into account.*

Perfect

Unsatisfactory

Satisfactory

21. Please comment:

State how long it took to be served, how long it took for your food/drinks to be delivered from point of ordering, and how long you waited for your plates to be cleared once every member of your party had finished eating.

22. Which of the following best describes the payment process?

- *ENGAGING*: The team member engaged with you genuinely, your payment was dealt with quickly, and you were thanked once the transaction was complete.
- *TRANSACTIONAL*: Your payment was dealt with promptly, and you were thanked once the transaction was complete in a routine way.
- *POOR*: Your payment was not processed promptly, and/or you were not thanked for your payment.
- Select N/A if you paid via the app.

Engaging

Poor

Transactional

N/A

23. Please comment:

State what happened. If paying for a tab or paying at the table, state whether the bill was presented inside a bill presenter.

24. Were you bid farewell OR invited to return as you left the bar?

- *This could be a simple, "Thank you. See you again soon."*
- *Select N/A if you did not pass any team members on the way out and/or all team members were busy with other guests when you left.*

Yes

N/A

No

25. Please comment:

State what was said or what happened instead as you left.

26. Which of the following best describes the behaviour of the team members you encountered throughout your visit?

This is only about your interactions with team members AFTER the initial welcome on entry.

- *WARM*: All team members were warm, friendly, genuine, and engaging.
- *LUKEWARM*: Some team members were engaging, but others were not.
- *COLD*: There was a general lack of smiles or interest in you.

Warm

Cold

Lukewarm

27. Please comment:

Illustrate your answer with some examples.

28. Which of the following best describes the service you received throughout your visit?

- *EXCEPTIONAL*: The team really went out of their way to make the visit special and look after you. The service was slick, friendly, and appeared effortless.
- *TRANSACTIONAL*: The team hit the mark in terms of good service but didn't seem that interested in going the extra mile. Some elements of the service didn't tie together that well, and some staff struggled a bit.
- *DISORGANISED*: Those serving you did not work well as a team, or you had to prompt for service.

Exceptional

Disorganised

Transactional

29. Please comment:

Illustrate your answer with some examples.

30. Did your server seem genuinely interested in you and your party and make a concerted effort to establish a rapport with you?

Interested and rapport built

No interest and no rapport built

No interest or no rapport built

31. Please comment:

Illustrate your answer with some examples.

32. Was there a manager clearly present on the floor, engaging with the team and guests, to deliver great service?

Select N/A if you did not visit the DogTap Columbus location.

Yes N/A

No

33. Please describe any interactions you witnessed between the manager and the team/guests:

If a manager was not visible at all, please state that. If a manager was visible but not interacting with anyone, describe what you saw them doing. Enter N/A if you did not visit the DogTap Columbus location.

34. If you made a complaint during your visit, rate how humble/empathetic you found the staff to be and whether you felt they really wanted to fix the problem for you/make you feel better:

Select N/A if you did not make a complaint.

Excellent Poor

Satisfactory N/A

35. Please comment:

Describe your complaint, and explain how it was dealt with. State whether you felt the staff handled the matter well and whether it was resolved to your satisfaction. Did you feel the staff was empowered to handle your complaint themselves?

36. Did any team member do something that really blew your mind and that you weren't expecting during the visit? If so, rate the extent to which that action contributed to your overall experience:

Exceeded expectations No

Met expectations

37. Please comment:

Provide a description of the team member (name or gender, hair color, height, and age), and explain what they did.

Drinks**38. Was there information about each beer on draft available on the menu?**

Yes No

39. Ask the server for advice to help choose a beer. Which of the following best describes how well the staff member answered your question?

- *INTERESTED: They demonstrated interest, impressive knowledge, and a passion for beer.*
- *SATISFACTORY: They answered satisfactorily, either directly or by someone else, but in a routine manner.*
- *DISINTERESTED: They were unable to answer and unwilling to find out.*

Interested Disinterested

Satisfactory

40. Please comment:

State what you asked and the response you were given.

41. If a beer you ordered wasn't available, were you offered an alternative?

Select N/A if all beers you ordered were available.

Yes N/A No

42. If no, please state what was not available:

43. Were your drinks served in clean and well-maintained glassware?

- All glasses should be clean with no scratches, stains, or chipped-off artwork.
- Upload the required photo of the beverages you ordered.

 Yes No

44. With your draft beer, were there any bubbles stuck to the inside of the glass?

Visible bubbles indicate the glassware is not 'beer clean'. If yes, upload a photo showing the bubbles.

 Yes No

45. Were your drinks served at the right temperature?

 Yes No

Food

46. Rate the overall quality of your food:

- Upload the required photo of the food you ordered.
- 5 = Excellent; 4 = Above average; 3 = Average; 2 = Below average; 1 = Poor
- Select N/A if you visited a location that did not offer food.

 5 2 4 1 3 N/A

47. Please comment:

Illustrate your answer with some examples. If less than 5, focus on what could have been done to improve it.

48. Based on the description in the menu, did the food arrive as expected?

Select N/A if you visited a location that did not offer food.

 As expected No There was a minor issue N/A

49. If you had a burger, was the top of the bun soft and warm, and was it toasted inside?

Select N/A if you did not order a burger, or you visited a location that did not offer food.

 Yes N/A No

50. If you had a burger (beef/chicken/veggie/vegan), was the protein juicy inside?

Select N/A if you did not order a burger, or you visited a location that did not offer food.

 Yes N/A No

51. If you had a pizza, did the crust have a light bubbly texture with a charred finish?

Select N/A if you did not order a pizza, or you visited a location that did not offer food.

 Yes N/A No

52. If you had wings, were they crispy on the outside and juicy on the inside?

Select N/A if you did not order wings, or you visited a location that did not offer food.

 Yes N/A No

53. Were the fries served hot and crispy?

Select N/A if you did not visit the DogTap Columbus location.

- Yes N/A
 No

54. Were all mains and monthly specials available?

- Select Yes if you were not specifically told about unavailable items and all items you ordered were available.
- Select No if you were told any items were unavailable.
- Select N/A if you visited a location that did not offer food.

- Yes N/A
 No

55. If no, please specify what was missing:**Cleanliness****56. Which of the following best describes how well the site was looked after and presented?**

This includes carpets, floors, tables, chairs, skirting, light fixtures, etc. If possible, upload photos showing any issues.

- SPOTLESS: There was evidence of real pride in the cleanliness and presentation of all areas.
- CLEAN: It was not immaculate but perfectly satisfactory.
- DIRTY: You came across an unreasonable mess, dirt, or untidiness.

- Spotless Dirty
 Clean

57. Please comment:

Illustrate your answer with some examples.

58. How would you rate the cleanliness of the restroom?

- If possible, upload photos showing any issues.
- Select N/A only if the restroom was closed or unavailable during your visit.

- Spotless Dirty
 Clean N/A

59. Please comment:

Illustrate your answer with some examples, and state which restroom you visited.

Ambience**60. Was music playing, and was the volume appropriate for the level of trade?**

- Playing and good level Not playing
 Playing but not at good level

61. Please comment:**62. Was lighting in the venue appropriate?**

Note that lights should be dimmed low in the evening/when it's dark outside.

- Yes No
 Not in some areas

63. Please comment:**64. Was the temperature in the venue appropriate?**

Heating should provide enough warmth on colder days, and cooling should keep you cool on warmer days.

- Yes
 Not at all times

No

Reflections

65. Please rate your experience today in terms of value for money:

Do not consider pricing overall but rather if the quality of products and service received reflected the price.

- Excellent value
 Reasonable value
 Poor value

66. Please comment:

Explain your answer, including specific reasons or examples.

67. Based on your visit today, if you were looking to go out for a craft beer experience, how often would you return to this bar?

- A lot
 Sometimes
 Rarely

68. Please comment:

Explain your answer, including specific reasons or examples.

69. Based on your visit today, how likely are you to recommend this bar to family or friends?

Use the following as a guide for your answer:

- 1 to 6: When talking about your visit, you are more likely to describe the negative aspects of your experience.
- 7 to 8: You are not likely to talk about the visit, as you will have little interesting to say about it either way.
- 9 to 10: When talking about your visit, you will actively recommend the pub, as the experience was so good.

- 10
 9
 8
 7
 6
 5
 4
 3
 2
 1

70. Please comment:

Explain your answer, including specific reasons or examples, but only comment on things within the staff's control.

Guest Details

71. Where were you seated?

- Inside
 Outside

72. Are you signed up for Planet BrewDog?

- Yes
 No

73. How often do you visit BrewDog?

Select the option that best matches your visit frequency.

- Weekly
 Monthly
 Once every 3 to 6 months
 Once a year
 Less than once a year

74. Please select your gender:

- Male
 Female
 Non-binary
 Other

75. Please select your age group:

18-24

25-34

35-49

50-64

65+

76. Upload the receipt for your meal:

END OF QUESTIONNAIRE