

# Celebration Brewing Company Taps Into Wallet-Based Loyalty



## The Company:

Celebration Brewing Company is a US-based craft brewery with roots in Celebration, Florida, near Walt Disney World. Led by an award-winning brewmaster, the brewery offers a varied taproom experience built around quality, community, and repeat visits.

## The Challenge:

As Celebration Brewing Company's member program expanded, the team needed a simple way to keep benefits accessible, encourage repeat visits, and make crowler redemptions easier to manage for both members and staff. The brewery wanted to give members a smoother way to use their perks while helping staff validate redemptions quickly during busy service moments. The team needed a solution that connected member benefits, exclusive perks, and in-person redemption into one simple, trackable experience.

## The Solution:

Celebration Brewing Company partnered with Addtowellet to create a dynamic Member pass for Google Wallet that connects monthly crowler perks with in-person redemption.

- **Instant Pass Creation:** When a new member signs up with a simple form fill, it automatically creates their personalized Member pass and delivers it by email, giving them immediate access to their Google Wallet pass.
- **Member Access:** Members can save their digital Member pass to Google Wallet and view their available crowler redemptions directly from their phone.
- **Redeem a Loyalty Card:** Staff can scan the pass with the Addtowellet crowler redemption scanner app to validate and complete each crowler redemption.
- **Automatic Syncing:** Each redemption automatically updates the member's remaining crowler count on their Google Wallet pass.
- **Monthly Reset:** Crowler redemptions automatically reset each month.



**Frank Lozito**

Owner, Celebration Brewing Company

*"Implementing Addtowellet's digital membership passes has completely transformed the way we do business. It significantly speeds up our daily operations, and the fact that it requires absolutely zero additional app installations makes the experience smooth for everyone."*

## The Results:

- **Full member activation:** Every invited Craftsman Society member added their digital Member pass to their digital wallet.
- **Wallet passes drove in-person engagement:** 100% of active pass holders redeemed at least one monthly crowler offer in the taproom.
- **Manual redemption tracking was eliminated:** Celebration Brewing saved an estimated 9.5 to 12 staff hours each month while creating a cleaner data set for personalized perks, inactive-member outreach, targeted campaigns, and beer preference insights.

