bizztech

How a brewery can benefit from its own metaverse platform

1) Virtual Tasting Rooms – By creating a virtual space where customers can sample and buy beer, a brewery could reach a broader audience and make its products more accessible to people who might not be able to visit the physical brewery.

2) Virtual Events – A metaverse platform could be used to host virtual events, such as live music performances, trivia nights, or beer launch parties. These events could attract customers from around the world and help create a sense of community around the brewery brand.

3) Product Education: A virtual taproom could be used to educate customers about the brewery's products and the brewing process, helping to build brand loyalty and appreciation.

4) Gamification: A metaverse platform could be used to create interactive and engaging customer experiences, such as virtual scavenger hunts or puzzles that unlock exclusive products or discounts.

5) Data Collection – By tracking customer interactions and behavior within the Metaverse platform, a brewery could gain valuable insight into customer preferences and behavior, which could inform future marketing and product development efforts .

6) Virtual Tours – Customers can take a virtual tour of the brewery and see how the beer is brewed, which could be a great way to educate customers on the brewing process.

7) Community Building – By creating a virtual space where customers can connect and interact with each other, a brewery could foster a sense of community and build stronger relationships with customers.

Overall, an own metaverse platform could provide a brewery with a unique and engaging way to connect with customers and build their brand.

The most strategically important requirements of a metaverse platform for a brewery are:

- **Download-free access via web browser**
- **General access without special equipment such as powerful computers or VR glasses**
- **No specific internet speed requirements**
- **Highly realistic to photorealistic graphics and avatars to allow users to identify with the platform**
- **The platform must be white label and accessible through the brewery's domain**
- **Flexible platform that can be adapted at any time - for example: additional 3D worlds, new features or technologies**
- **The platform must be scalable in terms of the number of users**
- **Easy implementation of interactive 3D objects (such as products)**