

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your Brewery's Staff Retention?

Hi [First Name],

As a brewery owner, you're likely facing two major challenges right now:

1. Skilled brewers and taproom staff are harder than ever to find and keep (with turnover rates exceeding 35%)
2. Traditional health insurance is becoming unaffordable for breweries operating with increasing ingredient costs and equipment investments

I work with breweries across [region/country] who tell me the same story - they want to offer benefits to attract and retain good staff, but the cost of traditional insurance is crushing their margins.

What if you could offer your brewery team valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for breweries like yours. Our brewery clients are seeing:

- 34% higher brewer retention rates
- \$3,700+ savings per employee compared to traditional insurance
- Consistent product quality and taproom service through experienced staff

I'd like to share a quick 3-minute video showing how breweries like yours are using this solution to keep their best staff while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]
Craft Beverage Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. If you're interested but don't have time for a video right now, you can check out the benefits package directly at alllutional.com

Email 2: Value Proposition & Social Proof (Send 3 days after Email 1)

Subject Line: How [Local Brewery] Solved Their Brewer Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your brewery team.

Did you know that breweries with some form of health benefits retain brewers and taproom staff 38% longer? In an industry where product consistency and customer experience depend on experienced staff, that's significant for your brewery's reputation and customer loyalty.

[Brewery Name], a craft brewery in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good brewers to larger beverage companies with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with our equipment investments and ingredient costs. Allutlional's solution costs us less than \$40 per team member per month, and our staff loves the telehealth access that understands their unique physical demands." - [Owner Name], Brewery Owner

Here's what Allutlional's non-insurance benefits package includes for your brewery team:

- 24/7 telehealth access for staff and their families (perfect for addressing their physical demands and shift schedules)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum employee requirements
- Simple setup with no paperwork hassle

Would Tuesday or Wednesday at 10 AM work for a quick 15-minute call to see if this might be a fit for [Brewery Name]?

Best regards,

[Your Name]
Craft Beverage Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. You can see the full benefits package and pricing at allutlional.com

Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

Subject Line: The Real Cost of Losing a Skilled Brewer (And How to Stop It)

Hi [First Name],

When a skilled brewer leaves your brewery, it costs approximately \$20,000 to replace them.

For a brewery with 6 team members and an industry average turnover rate of 35%, that's \$42,000 walking out the door each year.

But what's driving them away? Our research with brewery owners shows:

- 67% of brewery staff would choose a brewery with benefits over one with slightly higher pay
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor who understands their unique physical demands and chemical exposures

Alltional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

COST COMPARISON:

Traditional Insurance: \$450-700 per employee/month

Alltional Benefits: Starting at just \$39.95 per employee/month

ROI CALCULATION:

If you retain just 2 team members per year who would have otherwise left, you're saving \$40,000.

That covers the Alltional benefits cost for your entire 6-person team for over 11 years!

Take 5 minutes to see how it works: [Custom link to alltional.com]

I'm happy to answer any questions you might have about implementing this for your brewery team.

Best regards,

[Your Name]

Craft Beverage Industry Benefits Specialist

[Your Phone]

[Your Email]

Email 4: Overcome Objections (Send 5 days after Email 3)

Subject Line: [First Name], 3 Minutes Is All It Takes

Hi [First Name],

I understand you're busy running your brewery. Most of the brewery owners I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration."

→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your team can enroll between production batches or shifts.

"My staff won't use these benefits."

→ 91% of brewery teams with access to Alllutional's telehealth services use them at least twice per year, saving an average of 4 hours of productivity per use by not missing work.

"We've looked at benefits before and they're too expensive with our equipment investments."

→ Unlike insurance, Alllutional starts at just \$39.95 per employee per month with no minimum participation requirements - less than the cost of a single keg of premium hops.

Here's what [Owner Name] from [Similar Local Brewery] told me after signing up:

"I was skeptical at first, but my team started using the telehealth service immediately. One of our head brewers was considering leaving for a larger beverage company with benefits, but decided to stay after we added Alllutional."

I've set up a special link for you to explore the platform: [Custom link to alllutional.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]
Craft Beverage Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. I'm available for a quick call if you have any questions about how this would work specifically for [Brewery Name].

Email 5: Final Call to Action (Send 7 days after Email 4)

Subject Line: Final Thoughts on Staff Benefits for [Brewery Name]

Hi [First Name],

Over the past few weeks, I've shared how other breweries are using Alllutional's affordable benefits package to:

- Attract and retain skilled brewers in a competitive market
- Provide valuable healthcare access without insurance costs
- Maintain consistent product quality through experienced staff
- Save thousands compared to traditional benefits

I understand you're busy running your brewery, so this will be my final follow-up.

If staff retention and offering affordable benefits is a priority for your brewery this year, I'd encourage you to take just 5 minutes to see how Alllutional works.

Visit alllutional.com or use this direct link to see pricing for your team size: [Custom link to alllutional.com]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps during a slower time in your production schedule.

Thank you for your consideration, [First Name]. I wish you continued success with [Brewery Name].

Best regards,

[Your Name]
Craft Beverage Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Alllutional could work for your specific brewery needs.