

Tell Your Story
Sell Your Story



Well 80 Artesian Brewing Co
Olympia, Washington

WELL MADE

BEER

Who are we?

At Well 80, we make beer.

We make beer with artesian spring water.

Olympia's artesian spring water was made famous by the Olympia Brewing Company - founded in 1896.

How do we tie these elements together?



LEOPOLD SCHMIDT

OLYMPIA BREWING COMPANY

BEGAN BREWING IN 1896
BECAUSE OF ARTESIAN WELLS



“It’s the Water”



#wellmadebeer

Channels we use:

facebook.com/well80brewhouse @well80brewhouse

instagram.com/well80brewhouse @well80brewhouse

twitter.com/well80brewhouse @well80brewhouse

What do we post about?

- New Beer Alerts

- Staff Birthdays / Going away

- Tuesday Trivia

- Other random stuff that I think is funny or interesting

What do we include?

-Photo or Video: Catch their attention

-Quick Description: Try to get interaction (Likes, Comments, Shares)

-Emoji: They're funny and grab attention

-Hashtags: Can help sort posts, help people find you

*#well80 #well80brewhouse #well80brewing #pnwbeer #wabeer #southsoundmade #decidedlydifferent #drinklocal #craftbeer
#itsthewater #olywa #olybeer #artesian #paulrules #wellmadebeer*

Yesterday's AM Post:

Paul is brewing a new IPA featuring Trident Hops.

Let's get folks to engage...

- Post a video of the mash
- Add an eyeball emoji
- Ask them an irreverent question that speaks to their creativity



Lets see where this goes...

6

19 Comments

Like

Comment

Share

View 1 more comment

All Comments



Comment as Well 80 Brewhouse



Daryl Blumberg Love Potion #80

Like · Reply · Message · 14m



Reply as Well 80 Brewhouse



Kathy Nolet Oatmeal. Really bad oatmeal.



Like · Reply · Message · 2h



Josh Linn Something to get rid of that persistent itch

Like · Reply · Message · 1h



Kelly Schmidt Portland Timber tears IPA.
#isitsoccerseasonyet

Like · Reply · Message · 3h



Susie Fry Turkey soup, heavy on the poultry seasoning. 🍗

Like · Reply · Message · 3h



Karinn Reister Gingerbread brown ale? If not, then he needs to get to it!!!

Like · Reply · Message · 2h



💎 Top Fan

Eric Willacker Artesian Seltzer!

Like · Reply · Message · 3h



Matthew Hanson A beer using the left over pizza crust, fermented with yeast from his beard.

Like · Reply · Message · 3h



Nichole Woolsey Hansel and Gretel Ale

Like · Reply · Message · 3h



Ted Alan Dale Laundry day

Like · Reply · Message · 21m



JoJo Pohl The bones of my ex's

Like · Reply · Message · 3h



Casey Sobol Apple seltzer?

Like · Reply · Message · 1h



Travis Woodall Trouble.

Like · Reply · Message · 3h

 **Xaime Hernandez** Love Potion # ...
Like · Reply · Message · 3h  1

 **Rebecca Brown** Cream of wheat
Like · Reply · Message · 3h

 **Pat Higgs** Happiness
Like · Reply · Message · 2h

 **Payton Johnson** Grits
Like · Reply · Message · 21m

 **Derek Hobkirk** Chicken and stars blonde stout
Like · Reply · Message · 3h   2

844

People Reached

135

Engagements

[Boost Post](#)



well80brewhouse • Following



Well 80 Brewhouse



well80brewhouse 🇺🇸 NEW BEER ALERT 🇺🇸

•
Cascadia Baltic Porter was brewed for the @cascadiagrains conference using locally grown Copeland Pale Ale Malt in collaboration with @wsufoodsystems . It's a big, roasty, syrupy, beer with hints of chocolate and caramel that finishes lager smooth. •
9.9% abv | 31 ibu

•
The #cascadiagrainsconference is this Friday and Saturday so if you're in brewing, distilling, baking, or other associated industries we will see you there. Still need tickets? Check out casacadiagrains.com

•
#cascadiagrains #localgrains #brewers



🌐 Liked by [tristanmundwiler](#) and 44 others

2 DAYS AGO

Add a comment...

Post

#cascadiagrains #localgrains #brewers
#bakers #maltsters #graingrowers
#distillers #millers #wsufoodsystems
#cascadiagrainsconference

2d



well80brewhouse #well80
#well80brewhouse
#well80brewing #pnwbeer
#wabeer #southsoundmade
#decidedlydifferent #drinklocal
#craftbeer #itsthewater #olywa
#olybeer #artesians #paulrules
#wellmadebeer



2d Reply



rynofan Sounds amazing!! Will stop in next week to try it!! 🍻 🍻








now on tap

SHADY ÜNKEL DUNKEL

5.4% abv • 18 ibu

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Well 80 Brewhouse

 well80brewhouse   NEW BEER ALERT

- Shady Ünkkel Dunkel - winner of the 2019 Olympia Big Brew Day - is a delicious Dark Lager created by local homebrewers Troy Niemeyer and Dave Sleipness. This beer is smooth and malty and will leave you asking yourself, "which one is shady, and which one is ünkle?"

 Liked by evanknu and 17 others

DECEMBER 13, 2019

Add a comment... Post



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Well 80 Brewhouse



well80brewhouse 🧑‍🍳 🌲 KEG NOG!

•
That's right, with a recipe and instructions from the incomparable @therealkelseyhulse , Handsome Paul has put together a keg full of awesome egg nog, and you can have some while it lasts! It features bourbon, dark rum, eggs, milk, cream, and sugar! #kegnog



Liked by joeyrenaud22 and 50 others

DECEMBER 9, 2019

Add a comment...

Post



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well80brewhouse Well that escalated quickly...
#kegnog

4w



kwolybeer And I missed it....🙄



4w Reply

— View replies (1)

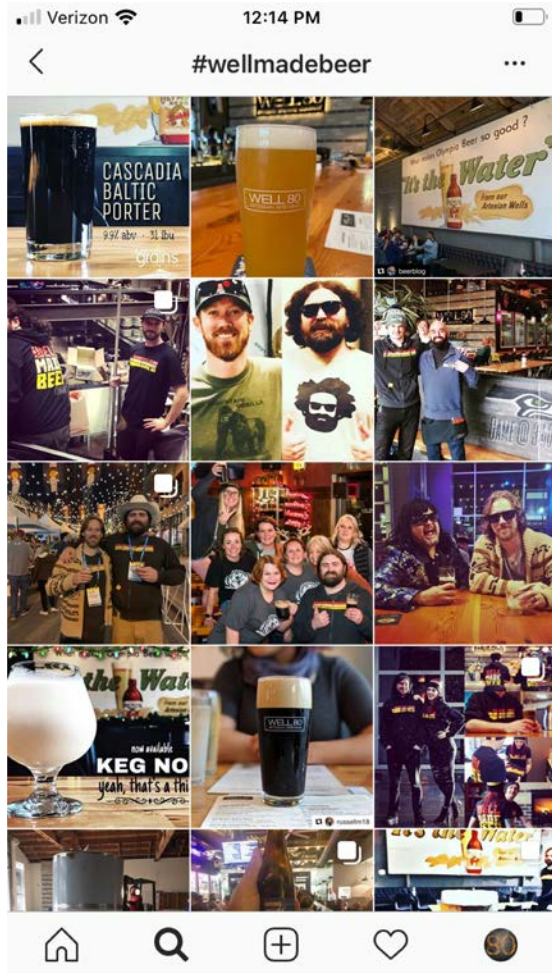


Liked by **tammytoess** and 35 others

DECEMBER 13, 2019

Add a comment...

Post



Thank you!

Chris Knudson

Director of Operations

Well 80 Brewhouse

Olympia, WA

chris@well80.com