



## Brewing innovation: Why New Belgium chose Pear to power what's next in AlcBev commerce

### Summary

New Belgium Brewing Co. replaced a legacy where-to-buy solution with Pear Commerce to gain accurate store-level inventory, built-in Tied House compliance, and shoppable media that actually moves shoppers to trusted retailers. The team seamlessly stood up Pear across four brands (New Belgium, Bell's, Lightstrike, Kirin), ran an A/B test of Pear Connect vs. a traditional landing page flow, and used the results to unlock excitement with Sales and buyers at key retailers.

#### CHALLENGE

Accuracy issues, manual workflows, budget pressure, & limited ability to run compliant offsite media.

#### SOLUTION

Pear's real-time inventory data and compliant paths to purchase, plus Pear Connect dynamic ads.

#### IMPACT

Smoother day-to-day, peace-of-mind on compliance, rapid implementation, and a standout Pear Connect test that outperformed traditional media.

#### RESULTS SNAPSHOT

**403x**

**more Retail Clicks**

**50%**

**decrease in CPC**

“

*Extremely easy to work with. Easy to trust. Peace of mind.*

*Pear just makes my job easier.*

”



**Abby Czarniecki,**  
E-Commerce Manager

## Company

### BRAND

New Belgium Brewing Co.

Includes:



### TEAM

Cross-functional with E-Commerce, Paid Media, Sales, and Retail partners

### CATEGORY

Alcohol

## The Challenge

The New Belgium team inherited legacy vendor MikMak, and quickly ran into blockers that limited growth:

- **Data trust & accuracy:** Ongoing accuracy issues created anxiety about what shoppers would see at retailer destinations.
- **Manual ops:** “I still have flashbacks of filling out Google spreadsheets for links, tracking, and assets.”
- **Budget pressure:** High costs with limited proof; e-comm had to justify every dollar.
- **Compliance roadblocks:** Little/no ability to run compliant offsite and retail media (plus, Drizly deprecation removed a key outlet).
- **Stalled innovation:** Wanted a partner that moved quickly on new capabilities, not months later.

## What they needed

A compliant, accurate, and fast where-to-buy foundation that *played well with advertising* — including dynamic shoppable media and support for last-mile marketplaces.

## Why Pear

- **Leader on innovation:** “Pear puts a clear emphasis on technology... they’re not just following trends, they’re creating new ways to do it.”
- **Behind-the-scenes inventory scanning:** More thorough, store-level accuracy and coverage.
- **Service that feels personal:** Sales and success that are intentional and consultative. “I never feel pushed, Pear always has our team’s best interest at heart.”
- **Fast implementation:** Smoother and quicker than the prior provider; very streamlined for web/dev teams.
- **Built-in compliance:** Confidence to activate offsite/retail media without risking tied house violations.

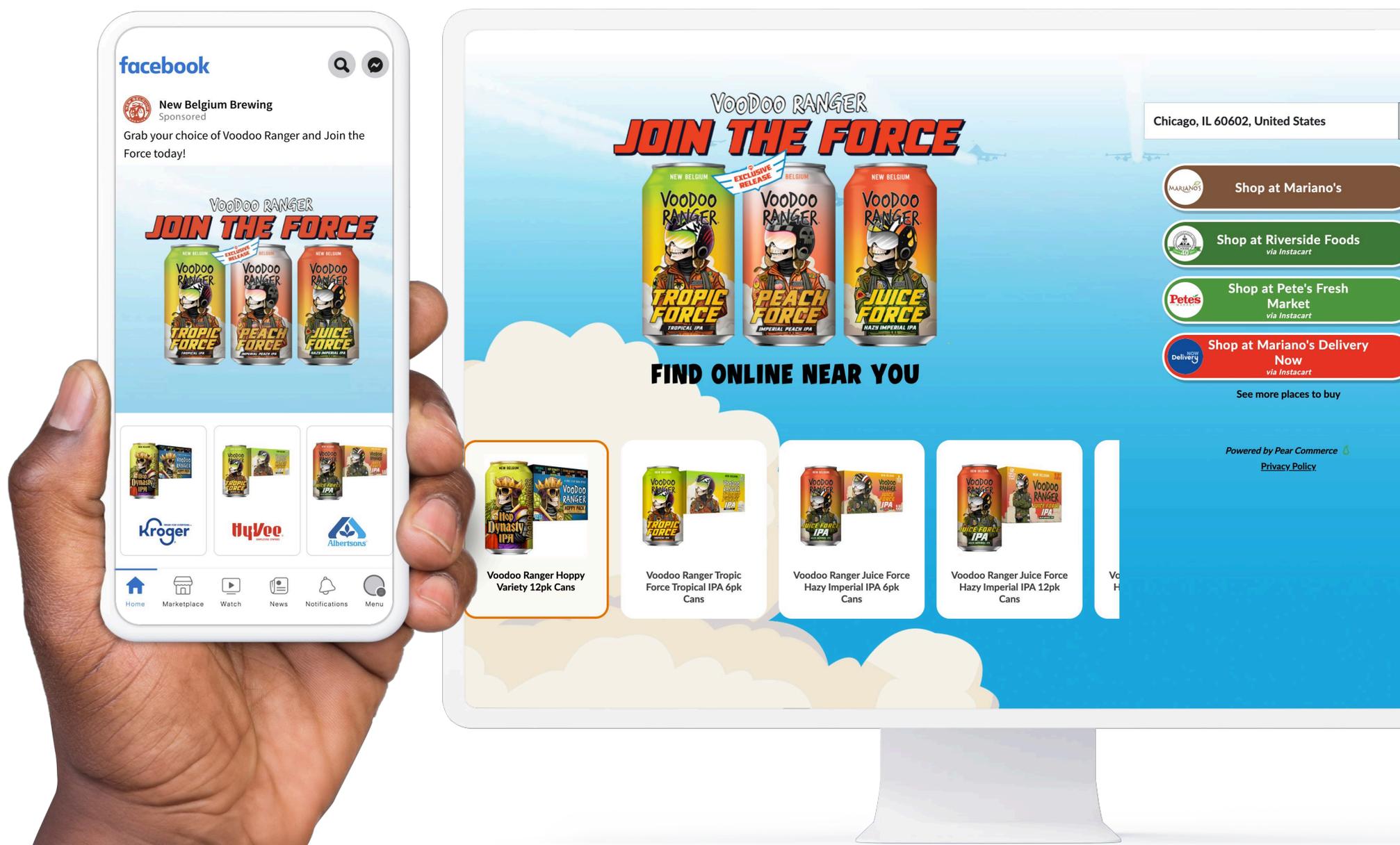
“ So many platforms innovate at the cost of the customer. Pear adds features and value without nickel-and-diming, and that builds real trust. ”

## Solution rollout

**Products:**  STORE LOCATORS  LANDING PAGES  PEAR CONNECT

**Marketplaces/last-mile shoppability:** Pear added  and  to all retail ecommerce experiences – a high-priority requirement for the team – improving coverage and helping meet compliance thresholds.

**Retail media enablement:** Foundation to activate  and  with compliant, inventory-aware paths to purchase.



## Pear Connect vs. Landing Page A/B test

### OBJECTIVE

Reduce friction and increase retail outcomes by replacing a traditional Landing Page destination with dynamic, inventory-aware Pear Connect ads.

### SETUP

#### CHANNEL



#### BRAND



#### AUDIENCE & CREATIVE

Identical across both test arms; only the destination changed

### KEY METRICS

# 403x

Pear Connect generated 403x more retailer clicks than the Landing Page campaign

# 50%

CPC decreased by 50%, cutting cost in half while increasing efficiency

# Retailer funnel

Significantly more shoppers moved directly into the retailer funnel

### OUTCOME

- “We assumed Connect would be better... it improved in more ways than we expected – across the board.”
- Pear Connect created a smoother, more intuitive shopper journey – increasing engagement, lowering cost, and sending exponentially more shoppers directly to retail.
- The A/B test became a **flagship internal success story**, frequently referenced in Sales and Paid Media meetings.
- The Sales team shared Pear Connect mockups with retail buyers, showcasing **ads featuring retailer logos** directly inside the unit – something far more compelling than a traditional Landing Page flow.
- Results validated Pear as the preferred path-to-purchase strategy, influencing future planning for TikTok, retail media activations, and cross-brand rollouts.

“

We assumed Connect would perform better because it's cleaner and takes fewer steps, but it outperformed in more ways than we could have imagined. It was better across the board and became a standout win for E-comm and Paid Media, reinforcing why we chose Pear.

”

## Day-to-day impact

- **Trust in the tools:** “I don’t have to be in it every day – that’s a good thing.”
- **Accuracy peace-of-mind:** No more fear of shoppers encountering wrong info on the store locator or in-store.
- **Built-in Tied House compliance:** New Belgium can confidently run offsite and media without the fear of advertising violations (thanks to [Pear unTied](#)), and connecting to last-mile partners (Instacart, DoorDash) helps meet compliance thresholds and improve shopper experiences by expanding in-stock options.
- **Faster issue resolution:** Early bumps and questions were resolved quickly, fostering confidence.
- **Reporting when it matters:** Click-level insights are “always there when we need them” for recaps and leadership/Sales share-outs.



*I can't remember the last time I found a missing SKU in a ZIP code that was actually incorrect on Pear. That puts my mind so much at ease. I have that trust where I don't have to constantly check the locator, especially when we're sending traffic to that page.*



## What's next

- **Scale Pear Connect** across more brands and channels; test on more social media channels where Voodoo Ranger already has strong organic traction.
- **Test creative formats with Pear Connect** beyond static ads (video, carousel, TikTok native integrations) to drive incremental retailer visits.
- **Deeper retail media integrations** and joint planning with buyers using Pear’s click-level insights.
- **Strengthen sales team enablement** by packaging insights and results from Pear Vision into additional retailer presentations, buyer decks, and joint business plans.

*“Pear is always ahead of where shoppers are moving, and that gives me confidence we’ll stay ahead too.”*

– Abby Czarniecki, E-Commerce Manager

## Ready for peace of mind, innovation, and real retail results?

Book a demo and see how Pear can help you brew your own success story.

[Book your demo today >](#)