

Tapping into top-notch connectivity



- **Business needs** - Connectivity and communications services to support growing brewing company
- **Networking solution** - A range of AT&T Business services, including fiber internet, phone, and cybersecurity
- **Business value** - A robust and secure infrastructure that enables continuing growth
- **Industry focus** - Microbrewery and restaurant group
- **Size** - 7 Kansas City area locations

About Martin City Brewing Company

Martin City Brewing Company began a decade ago as a small brewpub and evolved into a brewery offering beers crafted in Kansas City, for Kansas City. Customers loved the brews, from crisp India Pale Ales (IPAs) to rich and creamy stouts and everything in between. The company grew steadily. Today Martin City Brewing Company operates seven Kansas City restaurant locations in addition to the brewery to satisfy their customers.

The situation

Martin City Brewing Company wanted to strengthen its connectivity foundation to support its operations. As the company expanded, it reached out to AT&T Business for assistance in bolstering its infrastructure.

Solution

AT&T Business provides an array of services that enable the Martin City Brewing Company team to focus on their customers rather than the company's infrastructure. AT&T Business Fiber and AT&T Phone for Business – Advanced deliver fast and reliable connectivity and voice service. AT&T DNS Security Advanced helps protect Martin City Brewing Company locations against cyberthreats. AT&T Wireless Backup enables business continuity for the popular brewpubs.

A team effort

Martin City Brewing Company was started because Matt Moore and Chance Adams were thirsty for something new. After years of home brewing and business planning, the friends opened a brewpub in Martin City, a neighborhood of Kansas City along the Missouri-Kansas border.

“It was kind of a side project for my business partner Chancie and me,” Moore said. “It’s grown from a little brewpub in Martin City to seven facilities and a couple hundred employees—with a full range of employee benefits—providing food and beer to the people of Kansas City.”

Their brewpub was an instant hit, soon leading to a full-blown brewing operation, with canning and distribution throughout metro Kansas City. Moore eventually bought Adams's share of the operation and continues to run the company. “I’m really proud of what we’ve accomplished and how we’re affecting the community,” he says.

Moore attributes the company's success to his team. “This is pretty much a family organization,” he said.

“We have people that have been with us all 12 years. There have been engagements and marriages within the company, so it’s been awesome. It’s really a team effort.”

When Martin City Brewing Company began brewing coffee as well as beer, the company's former executive chef became the roast master, and one of its former beer salesmen is heading up the team that's training employees for the company's newest location at the Kansas City airport terminal. Moore welcomes employees to attend the bi-weekly company leadership team meeting. “And I’m a phone call away for any employee,” Moore said. “This company wasn't built with private equity money.”

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Matt Moore
CEO and co-founder
Martin City Brewing Company





A labor of love

The names of Martin City's beers are as varied and entertaining as the brews themselves. The company produces six core beers that are available all year long, including Hard Way IPA, Survival Blond, Abbey Belgian style ale, Hazy Way IPA, and Yoga Pants, a gluten-free ale. It also offers 16 seasonal brews such as Fireside Porter, and Curve Ball hoppy wheat ale, and limited release offerings like the Radical Candor double IPA.

The excellent brews, good food, and special events offer lots of reasons for patrons to visit often. Trivia, karaoke, happy hours, and oyster nights make Martin City Brewing Company locations popular; Moore expects the organization to bring in between \$15 and \$20 million this year. "I keep hearing we're not nothing anymore," he says with a laugh.

"We're a family-friendly restaurant where you can still feed a family of four for 30 or 40 bucks," Moore said.

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"Our beers are very approachable. Some places out there are charging eight or nine dollars a pint and we just don't do that. We're the layman's brewery and restaurant group. I try to instill for our customers what I would want in a place I'm going."

The company also cans its outstanding beers for purchase at grocery and liquor stores throughout the metro Kansas City. "It's been a labor of love, on the canning side for sure," he added.

Services second to none

As Martin City Brewing Company began expanding, the company required more sophisticated communications services. Moore said his first call to AT&T Business came as the company planned to launch a coffee shop. “My AT&T Business journey started when we were trying to open a coffee kiosk in the middle of the parking lot,” Moore said. “There had been an oversight in ordering internet and telephone service. We were maybe four weeks away from opening. Getting the services was proving impossible, but my AT&T Business rep made it possible, and made it possible in an insanely timely manner.”

AT&T Business recommended AT&T Business Fiber and AT&T Phone for Business – Advanced to enable dependable connectivity for point-of-sale applications and voice service that includes features like voicemail, call protect, and flexible caller ID. AT&T Business also assisted Martin Brewing Company in a similar situation at one of its brew pub locations. “It was located in a strip mall where nothing was really piped to it,” Moore said.

AT&T Business was able to deliver connectivity and voice services to the location, along with AT&T DNS Security Advanced to add additional protection against phishing, malware, ransomware, and unauthorized internet traffic. AT&T DNS Security Advanced protects Martin City Brewing Company’s internet, point-of-sale transactions, and credit card numbers. “The services have been second to none,” Moore said.

Martin City Brewing Company also uses an AT&T Wireless Backup solution, which helps restore any disruption in internet service by moving the connection to the AT&T wireless network.



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Flawless service

The services work well for Moore’s growing operation. “There is rarely any interruption. This is something that I don’t want to spend time worrying about, thinking about, or knowing about,” Moore said.

As an example, Moore cites launching his most recent location. “AT&T Business made the launch as easy as anything to get our services up and running,” he said. And his AT&T Business account team remains attentive to assist with any difficulties. “More times than not, it’s usually operator error or somebody went and touched something they shouldn’t have. Our AT&T Business service is flawless. The less I have to think about it, the better it’s doing.”

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He also appreciates the uniformity of billing. “My AT&T Business bills don’t go up willy-nilly,” he said. “They seem consistent. Working with AT&T Business is easier for budgeting purposes.”

While Moore has proven his acumen in the business world, he said he is happy to rely on AT&T Business to handle his networking needs. “I’m a brick-and-mortar guy,” he said. “You need beer brewed and pizza made, I got you all day long. But if you need something with wires, I’m not your guy. It’s good to know your limitations,” he said.

That’s why Moore appreciates the expertise his AT&T Business account representative provides. “I’d give AT&T Business 10 out of 10,” he said. “It’s been a nine-year relationship with my rep.” Moore likes being able to reach her directly with questions or problems.

“Recently we had another ‘operator error’ situation, and a credit card attached to one of our location accounts was canceled,” he said. “I was able to reach my rep, who was on vacation, but she was able to troubleshoot the problem from afar. We got it straightened out immediately.”

