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For Immediate Release
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GF STRATEGIES COMPLETES SUCCESSFUL MOBILE PHONE PROJECT WITH OREGON BREWFEST

The 24th annual Oregon Brewers Festival moved to the next level this year. Working with GF Strategies and Microsoft TAG, the festival allowed a record crowd of over 85,000 to use their smart phones to unlock detailed information about all 85 beers at the Brew fest.

In addition, attendees could rate the beers on their phone and post their ratings to their Face book friends.

“We were pleased to bring Microsoft Tag to this event” said GF Strategies President Greg Flakus. “This technology will allow outdoor festivals, stadiums, arenas and other venues to provide information in advance and at the venue with added features and a personalized experience”, said Flakus.

In the future, Microsoft Tag will work with GF Strategies to expand the usage of TAG by major festivals around North America, as well as venues that host events year-round in their buildings.

“The TAG can be used to generate added revenues in many areas” said Flakus. “As smart phone adoption grows from the current user rate of 35 percent to the forecasted 70 percent in the next three years, this kind of usage will only increase”.

GF Strategies is a leading food and beverage and revenue enhancement consultant to the venues and outdoor event industry. Since 1993, the firm has worked with its clients to identify ways to increase revenues from their food service operations.