

BREWING SMARTER

TECH BEHIND THE TAP



CHEERS!
CHEERS!
CHEERS!



NICK BERGER

- The Good Society Brewery
 - Located in West Seattle & Queen Anne
 - Opened in February of 2020 and January of 2024, respectively
- But Prior...
 - Fluor – Product Manager finance automation applications
 - Microsoft – Jr. PM on largest digital delivery project to date
 - T-Mobile – Defined requirements for back end systems to support new products on T-Mobile.com and in call centers
 - Clearwire – Product Manager for My Account
 - Gates Foundation – Project manager for data center upgrade, conference room AV systems upgrade, and DocuSign implementation
 - Sur la table – Lead ecommerce analyst responsible for leading the selection of a new ecommerce platform

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CHEERS!
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Determining if you need tech and which tech

TRADITION & TECHNOLOGY – WHY USE TECH?

- Great beer will always start with water, malt, hops, and yeast – but smart tools can amplify every step
- Craft beer has always been about quality, innovation, and experience – making the right tech decisions can empower those pillars
- From rising costs to changing consumer demand, the brewing world demands smarter ways to work – the right solution(s) will help tackle an ever-changing landscape

TRADITION & TECHNOLOGY – WHY USE TECH?

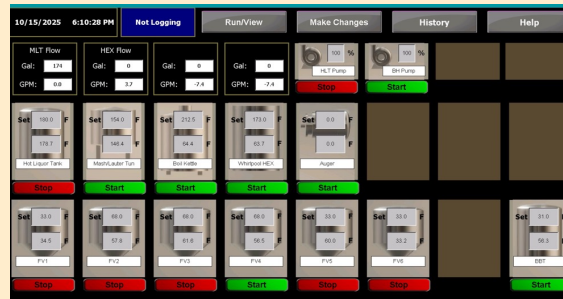
- But how can tech do that?
 - Improve efficiency and productivity
 - Help reduce costs
 - Help provide a competitive advantage
 - Scale operations as you grow and change
 - Support compliance and risk management
 - Improve the customer experience

TECH IN THE BREWHOUSE

Brewery Management Software



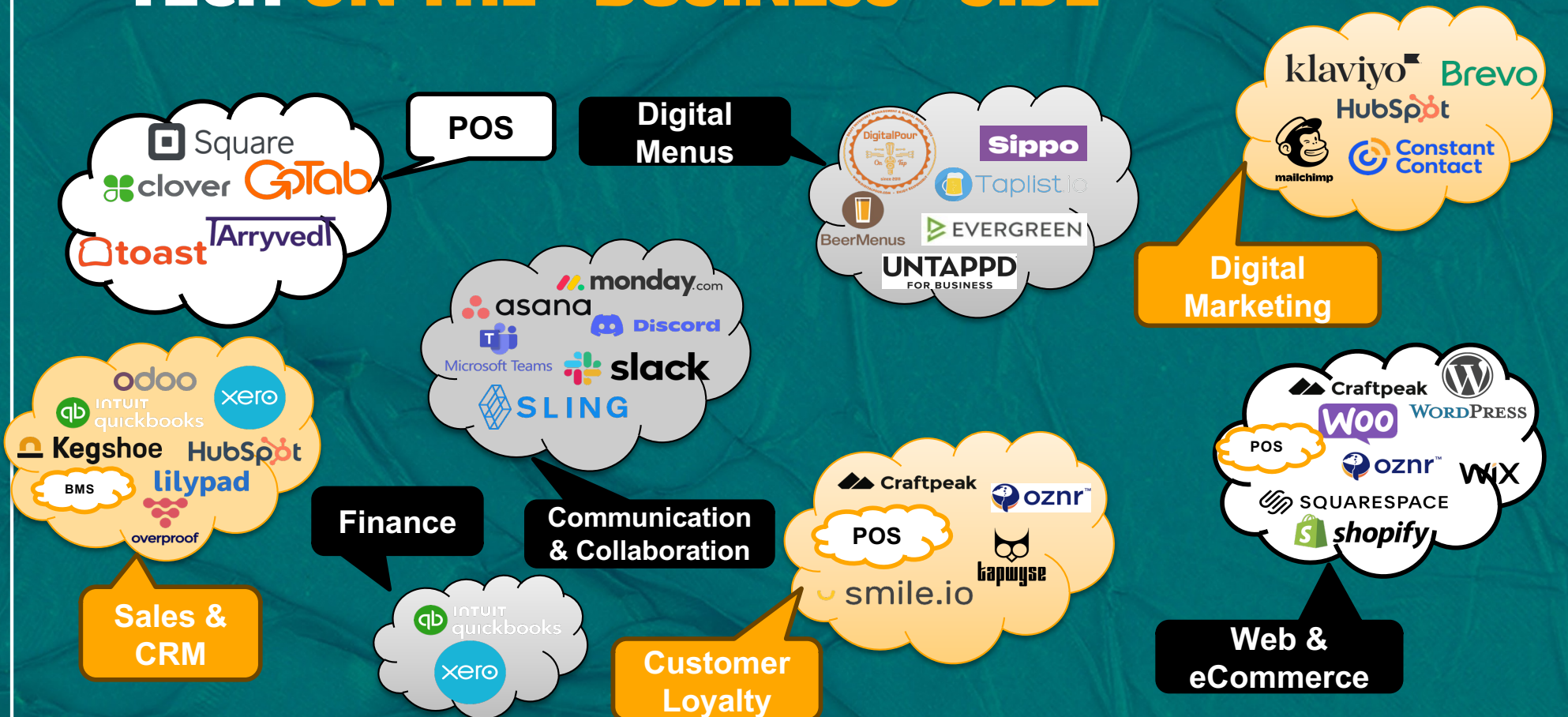
Modern Control Panels



Quality Control/Lab



TECH ON THE "BUSINESS" SIDE



IS TECH **RIGHT FOR YOU?**

- The best tech fits your brewery's goals, solves real problems, and grows with you.
- So ask yourself:
 - What is your actual pain point?
 - Does it need to be solved right now?
 - Can it be solved with process or workflow improvements?
 - Can you define what success looks like?
 - Have you involved the right people in your brewery?

SELECTING A **TECHNOLOGY SOLUTION**

- Let your “pain point(s)” be the overall mission of the project
- Define success criteria
- Build out your requirements across six dimensions:
 - Functionality
 - Ease of Use
 - Integrations
 - Scalability
 - Support & Stability
 - Cost
- Evaluate solutions against the dimensions

AN EXAMPLE – A NEW POS

- Pain Point(s):
 - Current POS application does not allow for contactless payments, chip'd payments, swipe payments (gift cards) with a single device
 - Payroll is too manual
 - Promotions and discounts are handled manually by
- Success Criteria:
 - Support all modern payment options with a single device
 - Support payroll without any spreadsheets or manual computations
 - Reduce payroll processing time by at least 30 minutes
 - Supports robust and modern promotions and discounts such as BOGO, timebased discounts, coupon codes
- Requirements
- Evaluation

THANKS!

DO YOU HAVE ANY QUESTIONS?

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