

Brewery Operations Move Fast...

Your Insights Should Too!



**DRU
BRU**

AGENDA

- Intro
- Winning Recipe
- Data Journey
 - Isolated
 - Connected
 - Accelerated
 - Enhanced
- Wrap Up
 - Next Steps

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**DRU
BRU**



Get to know Dru Bru

**Brewery teams have
plenty of data ...**

**But not enough
actionable insights**



Data in Craft Brewery Ecosystem

Brewery Operations / Production

- **Production Efficiency**
 - Brewhouse Yield %
 - Packaging Yield %
 - Batch Cycle Time (Brew)
 - Capacity Utilization %
 - Batch Loss %
- **Quality & Consistency**
 - QA / QC Pass Rate
 - Fermentation Variance
 - Dissolved Oxygen, ABV
 - Rework or Dump %
- **Inventory & Planning**
 - Raw Material Inventory
 - Finished Goods Weeks
 - Packaging Changeover
 - Plan Adherence (Brew)
- **Maintenance**
 - Downtime Hours
 - Preventative Maintenance Completion %

Taproom / Retail

- **Sales & Traffic**
 - Daily / Weekly Sales
 - Average Order Value
 - Transactions
 - Guest Count
 - Sales per Square Foot
- **Mix & Performance**
 - Draft vs Bottled
 - Sales by Brand
 - Sales by Season
 - Merchandise Sales
 - Food & Beverage Sales
- **Customer Engagement**
 - Repeat Purchase Rate
 - Loyalty Program Participation
 - Event Attendance

Wholesale / Distribution

- **Sales & Velocity**
 - Total Volume (BBL / Cases)
 - Accounts Sold To (Acct)
 - Sales per Account / Rep
 - New vs Lost Accounts
 - Depletions vs Shipments
 - Brand / Package Velocity
- **Inventory & Forecasting**
 - Distributor Weeks on Hand
 - Out-of-Stock %
 - Forecast Accuracy
 - Order Frequency & Fill Rate
- **Placement & Execution**
 - % of Core Brands in Portfolio
 - Tap Handle or SKU Placement

Financial / Business Health

- **Profitability**
 - Gross Margin %
 - COGS per BBL
 - EBITDA %
 - Operating Expense Ratio
 - Prime Cost % (Labor + Packaging)
- **Revenue**
 - Sales Growth (YoY, QoQ)
 - Revenue per BBL
 - Revenue by Channel
- **Cash & Liquidity**
 - Days Cash on Hand
 - Accounts Receivable Aging
 - Inventory Value / Turnover

Labor / People

- **Productivity**
 - Labor Hours per BBL
 - Labor Cost per BBL
 - Labor % of COGS
 - Overtime Hours
 - SPLH (Sales per Labor Hour)
- **Efficiency & Training**
 - Schedule Adherence
 - Shift Coverage
 - Turnover Rate
 - Training Hours

Marketing / Brand

- **Engagement**
 - Social Follower Growth
 - Email Open / Click Rates
 - Event Attendance
 - Website Visits
- **Effectiveness**
 - Campaign ROI
 - Ad Spend vs Sales Lift
 - Taproom Traffic from Promotions
 - New vs Returning Customer Mix

Typical Data Journey

Isolated



Connected



Accelerated



Enhanced



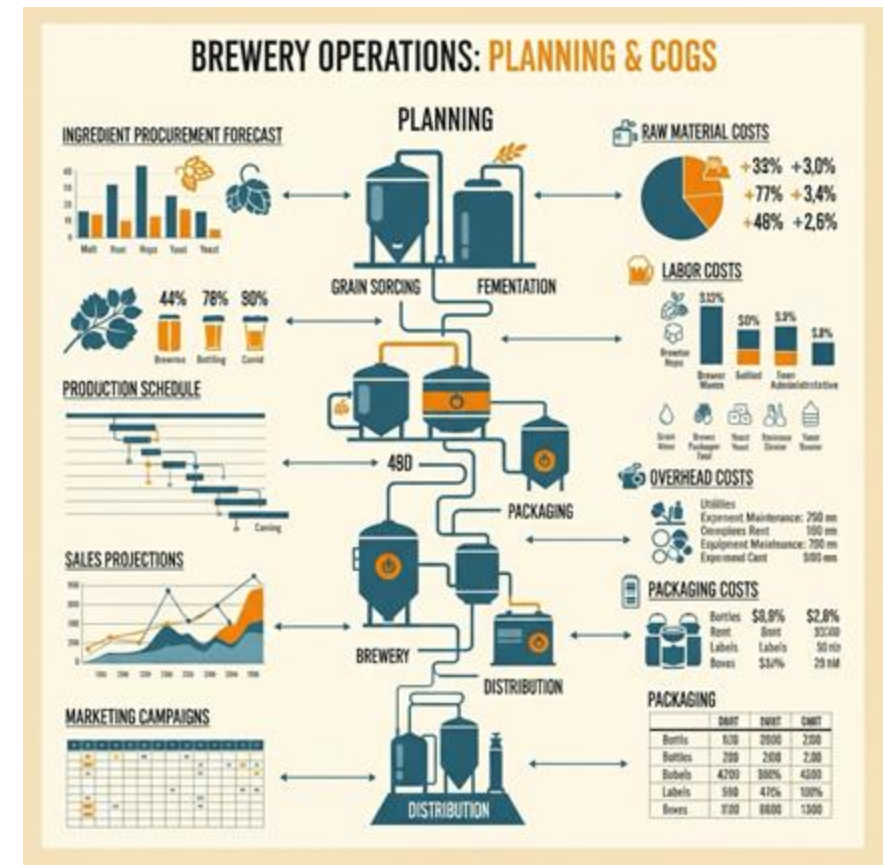
Better Insights | Less Effort



Presentation will focus on:

1. Planning

2. COGS



Two critical components of brewery operations that involve lots of data

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Winning Recipe

Timely

Accurate

Actionable

Repeatable

Consistent

Championed

Continuous Improvement

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Isolated – Dru Bru

White Boards

Clip Boards

Tank Notes



Isolated – Industry

Data Silos



Isolated – Tips

Go Digital

- Benefits - “history” and backup
- Remote access
- Start the collection of data
- Consider a brewery management system



Move into next phase when: Team / complexity grows, and you find yourself needing deeper insight to make better decisions.

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Connected – Industry

Spreadsheet Central

	Apr 2024	May 2024	Jun 2024	Jul 2024		
	\$99,085.37	\$88,847.42	\$84,895.57	\$116,048.5		
4.53	\$26,039.71	\$27,526.42	\$25,109.60	\$38,647.41		
	\$78,550.42	\$73,045.66	\$61,321.00	\$59,785.98	\$77,401.14	\$79,
	\$19,470.49	\$12,793.11	\$15,022.00	\$17,741.19	\$20,751.29	\$22,65
	\$29,054.10	\$30,776.47	\$27,313.70	\$27,212.91	\$32,060.58	\$37,623.1
8	\$4,770.61	\$5,053.42	\$4,484.84	\$4,468.29	\$4,771.68	\$5,356.72
69	\$1,158.54	\$1,155.69	\$1,164.95	\$1,190.60	\$1,575.61	\$1,436.19
5.79	\$24,096.68	\$23,266.97	\$13,335.51	\$9,172.99	\$18,241.98	\$12,214.14
8.01	\$74,594.93	\$102,231.04	\$112,807.78	\$130,054.98	\$155,914.15	\$115,745.89
99.02	\$14,936.52	\$14,137.48	\$19,060.84	\$25,417.92	\$33,042.72	\$21,194.80
88.99	\$59,658.41	\$88,093.56	\$93,746.94	\$104,637.06	\$122,871.43	\$94,551.09
91.20	\$8,589.17	\$8,360.42	\$13,349.37	\$8,327.90	\$8,406.32	\$8,771.32
100.00	\$8,000.00	\$9,169.88	\$13,794.24	\$12,507.11	\$20,210.78	\$16,000.00
2.16	\$1,467.15	\$2,207.08	\$2,001.14	\$3,233.72	\$2,260.25	\$2,461.82
3.64	\$3,020.80	\$3,623.58	\$5,164.38	\$7,176.59	\$7,162.48	\$4,522.62
10	\$38,581.29	\$64,732.80	\$59,437.81	\$73,391.74	\$84,831.60	\$62,795.33
1	\$61,626.12	\$103,163.73	\$63,133.74	\$73,980.33	\$68,619.13	\$65,000.0
	\$42,000.00	\$70,000.00	\$42,000.00	\$50,000.00	\$46,000.00	\$45,000
	\$19,626.12	\$33,163.73	\$21,133.74	\$23,980.33	\$22,619.13	\$21,
	\$6,090.95	\$5,566.00	\$6,559.93	\$6,162.36		
	\$1,096.37	\$1,001.88	\$1,180.79	\$1,100		
	\$2,427.20	\$5,469.14	\$4,540.86			
		\$9,096.72	\$11,698.72			

Connected – Dru Bru

Growth adds complexity

- Wholesale
- More SKUs
- 2nd Taproom

We needed to centralize our data across more systems



Connected - Tips

- Don't overthink it → Trying to get 100% of data is waste
- Export → Import = better than manual data entry
- Limit redundant entry and systems.
- Understand all department methods for execution
- Database > Spreadsheet with infinite tabs



Move into next phase when: Labor costs to upkeep outpace cost of automation. Bandwidth to upkeep is limited & cost of missing insights are high.

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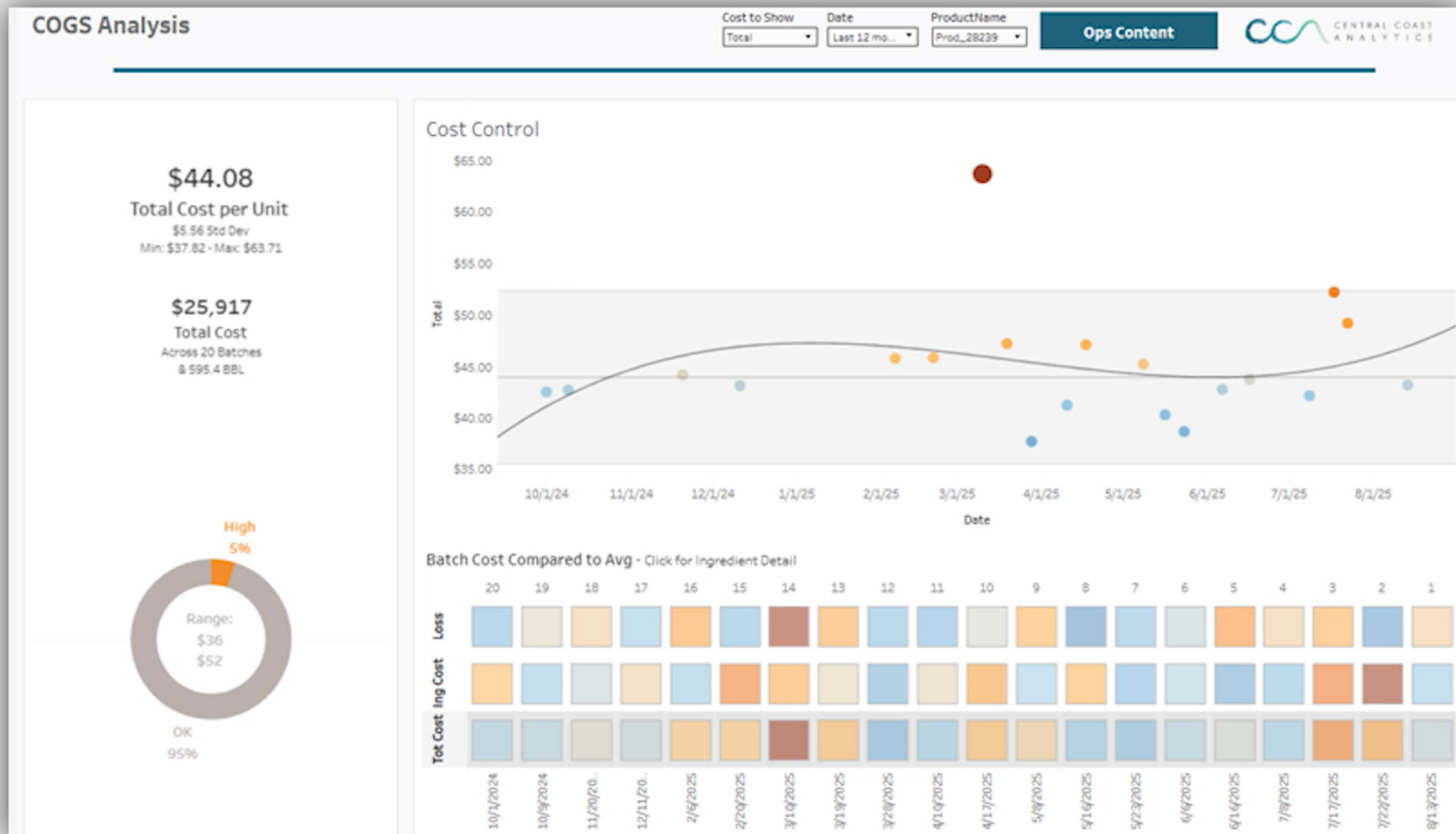


Accelerated – Industry

**Actionable
Insights**

Demo...

Solving the COGS Puzzle



Accelerated – Tips

- **Sequence matters – What will save MOST time?**
- **Change is disruptive – Get your teams buy-in!**
- **Validate & Annotate!**

Move into next phase when: You trust in your accelerated system

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Enhanced – Industry

**AI
Optimization**

Demo...

Chat with your Brewery Data!



*YOU ALREADY
HAVE THE
DATA...
JUST LET IT
SPEAK!*



Enhanced – Tips

Clean Data Sources

Smart Prompts

Empower Don't Replace Humans

Careful with Security & Validation

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**BRINGING
IT ALL
TOGETHER**

**BREWERIES THAT
USE DATA WIN**



Benefits of a Brewery Data Culture

Shared Clarity & Purpose – Everyone sees the same truth and pulls in the same direction.

Confident, Informed Decisions – Teams act fast because they trust the data behind them.

A Culture of Progress – Data fuels learning, innovation, and better results every day.

All Fired Up to Build Some Charts ...

Now What?

Remember the Winning Recipe

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Focus on Most Critical Business Priority

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Enjoy the Journey

Isolated



Connected



Accelerated



Enhanced



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Get Help as Needed



jeremy@centralcoast-analytics.com

WA Brewers Guild Summit

- Winning recipe checklist
- AI prompt best practices
- Data viz demos
- ROI Calculator
- Newsletter sign up

Bonus:

20% off new project setup in 2025



Any Questions??

