

HOW SMALL BATCH STANDARD HELPED TRIMTAB BREWING CO. ACHIEVE TRIPLE-DIGIT NET PROFIT GROWTH



Since we started working with Small Batch Standard, we've had triple-digit growth across our bottom line. It's wild. I never imagined I'd see results like that."

HARRIS STEWART

Founder/CEO, TrimTab Brewing Company

CHALLENGES

Award-Winning Beer Without The Profits to Match

Since its opening in 2014, TrimTab Brewing Company has enjoyed plenty of time in the spotlight. They've been recognized as a top USA craft brewery by Hop Culture, Craft Beer & Brewing magazine and Forbes, and have earned multiple Great American Beer Festival awards.



But behind that success, a lack of financial visibility had Founder and CEO Harris Stewart worried. Without improving performance, the brewery had little chance of raising the capital it needed to support its ongoing growth.

“We were doing really well until you looked at our profit and loss statement. Our only focus was volume, so even in a growth year, we were very disappointed in the results we were seeing. It was a frustrating and demoralizing place to be,” Harris recalls.

Harris realized TrimTab was operating with a critical gap. They needed more hands-on support to organize their back office, develop their financial strategy, and improve their profitability.



TrimTab Brewing Company is a Birmingham, Alabama, craft brewery focused on expressive IPAs, experimental stouts, and fruited sours.

TrimTab Brewing believes their award-winning craft beer makes the world a better, more inspired place to live.

HIGHLIGHTS

CHALLENGES

- x Lacking financial visibility resulted in cash flow issues
- x Focusing on volume didn't translate to increased margins and profits
- x Investing in future growth required substantial capital

SOLUTION

- x Signed up for Numbers Powered Growth service with Small Batch Standard
- x Tailored financial, tax, and growth strategies
- x Established leading industry benchmarks to attract capital investment
- x Ongoing guidance to support growth and profitability

RESULTS

- x Triple-digit growth in net profit
- x Increased revenue from distribution and taproom
- x Peace of mind from industry leading advice
- x Options for capital investment

CHALLENGES

“We needed to improve our cash flow, starting with a complete set of solid, month to month financials. We could only run the company as well as we knew our numbers,” Harris says.

Above all else, TrimTab needed the support of a partner who understood the importance of compliance, financial visibility, and operational excellence, and could turn that understanding into action.

“I like to say what gets measured, gets managed. It was time for a financial partner with a single minded focus on our financial health and vision for capital investment.”



NAMED

BEST BREWERY

IN BIRMINGHAM

Bham Magazine

SOLUTION

Numbers Powered Growth Unlocks The Potential of the Brewery

Harris signed up for Numbers Powered Growth, Small Batch Standard’s foundational service. The service is built on a compliance baseline – following the law is one of Small Batch Standard’s core values. This takes the back-office headache off of the owner’s plate and makes room for the next step: a foundation for financial decision-making. This financial decision-making framework has helped hundreds of craft brewers increase profits and accelerate growth with a customized set of strategies, tools, and processes.

“



From the start, Chris and the team approached our finances differently. There was no cookie-cutter formula to creating a perfect brewery — and no guilt for what we might have been doing wrong,” says Harris.

SOLUTION

The Small Batch Standard team started by organizing TrimTab's financials and data. Clearing the confusion started with some simple wins like making the transition to a proven software stack and set of processes, as well as amending their chart of accounts.

They then moved to guiding Harris and his team through internal industry benchmarks, helping them to understand overhead and margins, and starting to suggest where to improve profit.



Once the numbers and systems were stabilized, Harris says Chris became a surrogate CFO, helping Harris reconcile a passion for brewing beer with making sound business decisions.

“He’s a solid ballast point for making sure our vision is grounded in reality,” Harris says. “Chris shares an incredible amount of wisdom on market conditions, so he’s a sense check on non-conventional ideas.”



We looked at everything: our business model, product mix, inventory, staffing, margins, and our thinking around expense allocation,” Harris says.

“Benchmarking the expenses was a crucial moment. We were out of whack with some overspending — but not spending nearly enough in other areas. This financial clarity was crucial to unlocking capital and other opportunities.”

NAMED

BEST BREWERY

IN ALABAMA

Thrillist.com



RESULTS

Transparent Financials For Extraordinary Growth

TrimTab Brewing Company is seeing extraordinary results. Now they have a champion for the numbers who provides reliable and timely advice, their team is off to the races.

“Since we started working with Small Batch Standard, we’ve had triple-digit growth across our bottom line. It’s wild. I never imagined I’d see results like that,” says Harris.

“That boost comes from increased revenue from distribution and taproom, trimming expenses, and improving earnings before interest, taxes, depreciation, and amortization.”

Harris says the financial clarity creates improved decision-making, less stress, and a brighter long-term outlook for the brewery.



We went from a company that didn’t know if it could be self-sustaining, to having best-in-class operating earnings. Small Batch helped us understand that it’s not just about selling more beer; it’s about selling the right beer at the right price with the right expense structure.

Establishing our financial benchmarks to above industry standards has been instrumental in accessing the capital we need to grow.

Chris and Small Batch Standard are the periscope to our future, a sounding board for the present, and a microscope on our past. They know where we want to go, and how to get us there.”



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Small Batch
— STANDARD —

READY TO EXPLORE WHETHER

SMALL BATCH STANDARD

CAN HELP YOUR BREWERY?

Tell us a little more about your brewery
and book a short exploratory call
with the SBS team.

REQUEST A CALL WITH SMALL BATCH STANDARD