



We help **Craft Breweries** **GROW PROFITS**

Small Batch Standard is the leading financial, tax, and growth consulting option for the Head of The Class breweries.

ONE

VALUES

What we believe
and why we do
what we do

TWO

CLIENTS

The Head of the
Class breweries we
partner with

THREE

RESULTS

The end game we
help breweries
achieve

FOUR

TEAM

Our deep bench of
specialized craft
industry experts

FIVE

SERVICE

Publication of our
thinking, findings,
and resources

SIX

GROWTH

Our *Numbers*
Powered Growth
philosophy

The **VALUES** and Beliefs that underpin everything we do

Call us an accounting firm, a consulting firm, a business liaison, a strategic advisor, whatever you like. Most importantly...

1

We're here to **help craft breweries**, distilleries, and cideries **grow profits**.

2

We occupy this role in order to **build deep successful relationships**.

How we work is just as important as end product. It's guided by our **core values** and is embodied in our team, our process, and our relationships with clients, partners, and the industry.

1

Follow the law

2

Cultivate energy

3

Embrace technology

4

Operate with the client's best interest in mind

5

Challenge yourself through goal achievement



The HEAD OF THE CLASS

breweries we're privileged to partner with



Some of the **RESULTS** we've helped our clients achieve



Philip Maple
Co-Founder, *Wicked Barley*

"Chris and the Small Batch Standard team are an integral member of Wicked Barley. We consider our relationship a partnership. **Chris has been there every step of the way to help offer guidance for key financial decisions** as well as operational questions. His team has demonstrated invaluable knowledge in the brewery industry and has kept us from flying blind."



Charles Caldwell
Co-Founder, *Tin Roof Brewing*

"Chris exposed us to money we were leaving on the table in our taproom. **To the tune of \$15,000 per month.** His strategies in the Brewery Business Blueprint are a starting point for any successful taproom. We look forward to future wins with Chris!"



Justin Cox
Founder & CEO, *Atlas Brew Works*

"Chris and Small Batch Standard have been instrumental for growing our business. We switched to his firm after being open for about two years. **His knowledge and guidance has allowed us to tighten up our systems and processes, letting us concentrate on growing our business** with the knowledge that our back office is in good order."



Dan Bilzor
Managing Partner,
Bone Hook Brewing

"I recently purchased a brewery and hired Chris to help transition the back office from the previous owners. I was pleasantly surprised as **Chris's breadth of knowledge in the beer industry helped improve ALL aspects of my business.** Thanks to Chris, my brewer is making better beer, my sales rep is focused on her key accounts, and my back office is running smoothly. On his most recent visit, Mr Farmand was able to identify \$100,000 in savings in our brewery operations."



Our **TEAM** of Experts

specialized for craft breweries



Chris Farmand, CPA, MBA
Founder and CEO

Hi, I'm Chris. And over the past 9 years, we've had the privilege to work with 100+ craft breweries across the U.S., helping them achieve significant bottom-line improvements while streamlining their operations.

In doing so we've identified, refined, and tested a repeatable set of strategies, tools, and processes that work regardless whether you're brewing deep dark stouts, wacky IPAs, or crisp traditional pilsners.

Compliance is our baseline, profit is our focus. And our numbers-first approach is the perfect fit for craft brewers looking for industry-leading growth.

Meet the **TEAM**

Ready to help your brewery thrive



Ruchi Goyal
Sr. Accounting & Tax
Manager



Bridget Bell
Senior Brewery
Accountant



Allison Donovan
Brewery Accountant



Jocelyn Lipinski
Brewery Accountant



Tom Miller
Dir. Sales & Marketing

Clients that work with us get access to a deep bench of experience in accounting, finance, and back-office operations for craft breweries. Our goal is to get owners and operators back to what they got into the business to do in the first place: brewing delicious beer, building a legacy, and creating memorable experiences for their customers.



Craft Industry **SERVICE**

through open publication of our insights

We're also here to study and serve the industry. Part of that service is publishing our thinking, findings, and resources for the craft community to put to use.

The Craft Insider NEWSLETTER

A direct pipeline to the trends, intelligence, and best practices we see from inside the industry

Strategy 2: Narrow and fat

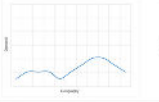

Instead of expanding total volume of exposure, bet big on a single market. The aim here is not increasing per capita % of your local market. It's only saturation that you start to reach your true suburbs, to

Factors for success:

- **Monoculture:** Achieving more dominance in one
- **Portfolio:** Spread your portfolio to offer des


Here's what these two strategies could look like in practice:

Thin and wide



Why Delegate?

Today, your brewery may run something like this:




Sure you've got managers, equipment, and staff. But even if you've assigned responsibility every one of those decisions, the perfect, and it's not just a load on your shoulders, accountability. Ever wonder why your people never stop

Turning Pro: Are you running your brewery like an amateur?

Steven Freedland wants your brewery to turn pro. So do I. Here's what I mean. In craft surprise anyone who hasn't been living under a rock for the last decade to hear that we've been through the Craft Gold Rush. In fact, if you've been in my ecosystem long enough, you likely just rolled your eyes and prepared yourself for Uncle Chris to run back through the same old story: A movement catches fire, followed by a "flame out" as the excess burns away. No bluff copy.

"Only when the tide goes out do you discover who's been swimming naked."

And there's a display on the chart you've no doubt seen me promulgating all over in 2015.




	Planned	Reality
• Designing award winning recipes		• Working in the business
• Coaching new staff to success		• Dealing with staff issues
• Doing what you love		• Cash Flow Roller Coaster
		• Undercapitalization throughout

Our Library of RESOURCES

Our cornerstone strategies and tactics made available for brewery owners to download and use.

Increase your TAPROOM SALES



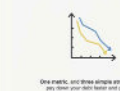
Your taproom is the highest margin profit center in your brewery.

Our **3 Steps To 30% More Taproom Sales** guide will show you exactly how to increase your margins and sales, starting today.

[Send me the taproom guide](#)

Reduce your monthly DEBT PAYMENT

The Small Batch Standard Debt Paydown Guide



One month, and three simple strategies to pay down your debt faster and get your brewery back on track.

What would eliminating half or all the debt on your books do to your brewery?

We put together a short and sweet **Debt Paydown Guide** to help you establish a payoff plan to do just that.

[Send me the debt guide](#)

Position to sell YOUR BREWERY

	Percent of Total Revenue	EBITDA	Revenue in 12 mos
BEER	5%	\$100K	\$1M at 10% off
SALES	45%	\$100K	\$1M at 10% off
FOOD	20%	\$100K	\$1M at 10% off
EVENTS	30%	\$100K	\$1M at 10% off

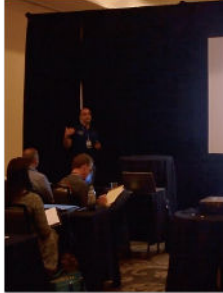
Do you ever wonder: "What would it take to sell my brewery?"

We wrote our **Position to Sell Your Brewery in 18 Months** white paper to help you answer that exact question.

[Send me the white paper](#)

Teaching Through PRESENTATION

We regularly speak at conferences and host webinars so that we can discuss and convey our learning.



2nd Location

I want to open a second location to duplicate what I am doing at my taproom. Should I? Same town, about 20 minutes away in a redeveloped neighborhood?

How much should I spend?

[Small Batch Standard](#)



Numbers-Powered **GROWTH**

our approach and foundational service

The “craft gold rush” **is over**. And as the market continues to mature, making key decisions without direct visibility into the numbers and their interpretation doesn’t cut it anymore.

Today, compliance and operational excellence are table stakes, and the gap between the Head of the Class breweries and the rest of the field keeps getting wider. We believe there's a reason why, and it starts with the numbers.



Geoff DeBisschop
Founder, Central 28 Beer Company

"We hired Small Batch Standard because **managing our financials was a massive drain on our time**, and we weren't doing a great job. Then, we were pleasantly surprised to find we had connected with a partner that has a keen sense for business development combined with the always valuable outsider perspective."

Numbers-Powered Growth is our foundational service designed to help our craft partners make industry-leading decisions.



Are you one of them?





Next STEPS

If you're interested in engaging with us or learning more about our work, here are three options to get started.

1

Visit **sbstandard.com**

2

Subscribe at **sbstandard.com/insights**

3

Discover if we can help at **sbstandard.com/call**

We also just simply enjoy connecting with brewery owners and operators. You can contact Chris directly at chris@sbstandard.com.