



*The Small Batch Standard*

# Brewery Benchmarks Assessment

Actionable Data-Driven Guidance

The bar has been raised.

Because no longer are brewery owners stumbling into the game, riding a wave of enthusiasm for beer, it's harder to run a brewery today than any other time in this latest craft revolution.

In order to break through to profitability and growth, breweries need to make decisions with numbers, scale with processes, and hold their people accountable. In other words, *they need to turn pro.*

This assessment is designed to help you identify that path... and establish where your brewery stands with respect to the benchmarks we've established across the key functions of the brewery. A snapshot of where you've come from, where you are today, and where you're headed in the future based on the best information available.

The output of this process distills a decade of data and collective wisdom down into clear, actionable recommendations that you and your team can use to make those intelligent, hard, game-changing decisions we speak so highly of.

The question then is, are you *willing to make them?*

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Chris Farmand, CPA, MBA  
Founder, *Small Batch Standard*

# How It Works

A well executed flight of beer is not only profitable, but also an introduction to a new way of thinking - a widening of knowledge, a broadening of a narrowly focused viewpoint, an exposure to a new set of pallet options. It's the first step along the journey to discovering exceptional new opportunities to experience all that craft beer has to offer.

A VIP tour takes it a step further. You take the patron right to the source, where the flavors are more intense, the experience is fresh, and a deep appreciation for not only the product, but also the process and philosophy is developed.

Our *Brewery Benchmarks Assessment* aims to fulfill these concepts for the brewery owner.

## Option 1: *The Flight*

Designed to rapidly assess that current state of the brewery across its key functions (finance, operations, taproom, distribution, leadership) against our benchmarks and experience, this option includes the following:

- A brewery intake assessment which covers the key functions as well as the context surrounding your history, market, current issues, and vision
- A rolling 12 financial analysis to identify successes and uncover risks
- Key metric reporting on categories such as Labor, Occupancy, Advertising, EBITDA, etc.
- A leadership team assessment and org chart gap analysis
- Benchmarking against our compiled industry data set

Once the assessment is complete, you'll receive:

- An Excel file with the completed financial analysis and metric benchmarking
- A presentation deck that includes the full assessment along with our recommendations
- A 60-minute review call + recording to discuss, answer questions, and outline next steps

## Option 2: *The VIP Tour*

Everything included in The Flight, extended into an on-site visit deep-dive, which includes:

- A 2-day on-site visit with Chris Farmand to speak to the owners, leadership and key employees, and patronize the location unannounced to collect insights, followed by a full...
  - Operation Review with a focus on back office and sales
  - Values Assessment with a focus on company perception
  - Leadership Team Assessment with a focus on roles and fit
  - Brand Assessment with a focus on market position

# Pricing

Current Annual Production	Option 1: <i>The Flight</i>	Option 2: <i>The VIP Tour</i>
< 1,000 BBL	\$1,500	Not available
1,001 - 5,000k BBL	\$2,500	\$9,500
5,001 - 10,000 BBL	\$3,500	
10,001 - 20,000 BBL	\$4,500	\$12,500
> 20,000 BBL	\$5,500	

## Next Steps

1. Determine whether or not this service is a fit for you and your brewery.
2. If you have questions, email [tom@sbstandard.com](mailto:tom@sbstandard.com). You can also schedule a call with us to confirm whether or not you would benefit from the outcome of an assessment using this booking link: [calendar.frontapp.com/l/tjmiller88/bba](https://calendar.frontapp.com/l/tjmiller88/bba)
3. Select the service option you'd like to move forward with.
4. We'll send you a link to initiate the process and complete signoff and payment.

If you have any questions about what we've covered here, you can reach us anytime:

Tom Miller  
9310 Old Kings Road South #1701  
Jacksonville, FL 32257  
p. 443-518-8344  
[tom@sbstandard.com](mailto:tom@sbstandard.com)