



The Small Batch Standard

Numbers Powered Growth

Outsourced Accounting & Tax | Growth & Profit Consulting

For most craft breweries, the numbers are the “uncomfortable unknown.” Owners rely on the local CPA or the jack-of-all-trades, in-house bookkeeper to prepare the financials they use to make the most meaningful decisions in their business.

Between you and me though, those numbers lag far behind real-time performance (and are rarely reliable inputs). This means that in practice, those key decisions are instead made based on gut feel, with some after-the-fact course correction thrown in the mix.

More than a few people did exactly this during the “gold rush” early days and came out fine. But as the craft 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 (with their remarkable profitability, breakout growth trajectory, and brand recognition) and the rest of the field keeps getting wider.

At *Small Batch Standard*, we help craft breweries grow profits, and our team was built to augment yours to accomplish exactly that.

Call us an accounting firm, a business liaison, a strategic advisor... whatever you like. Most importantly, we believe meaningful progress starts with the numbers, and comes to fruition when we use those numbers to inform proactive, best-practice-based guidance to help owners like you uncover opportunities to increase profitability, maximize efficiencies, and avoid stumbling blocks on your path to growth.

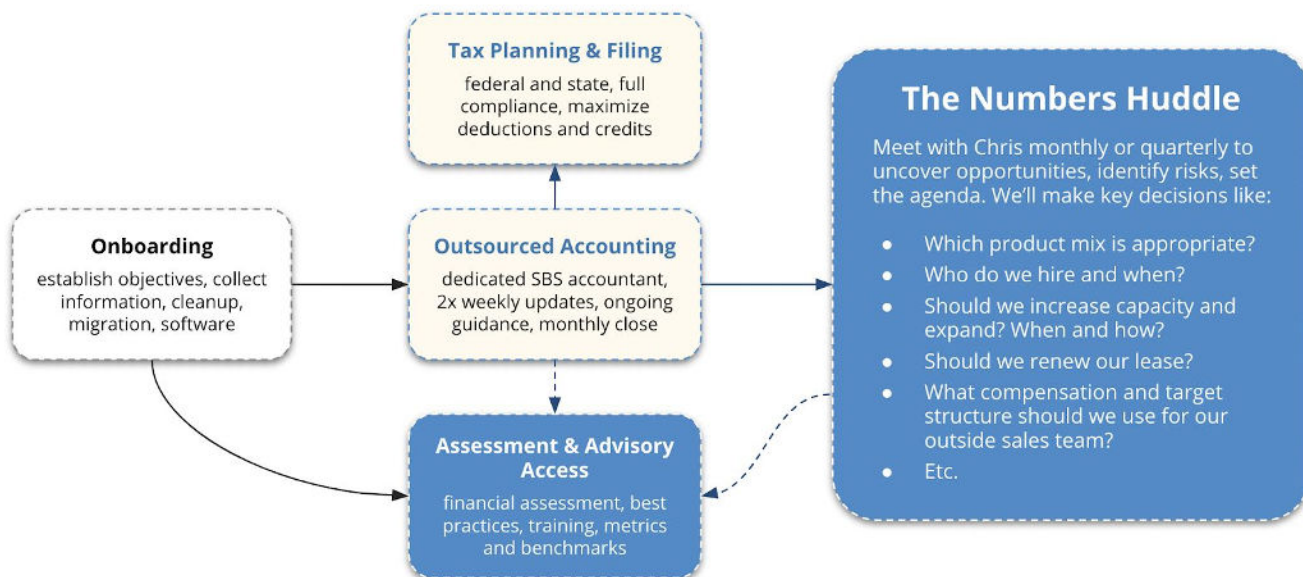
This is what we call Numbers Powered Growth, and it’s our foundational service designed to help our craft partners make industry-leading decisions.

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

How It Works

The Numbers Huddle Process is designed to get your financials cleaned up, integrated, and into the hands of your own SBS Brewery Bookkeeper, setting the stage for *Numbers Powered Growth*.



Onboarding

We begin onboarding. Here we are gathering information, updating and aligning your back office software stack to match our best practice setup, and developing workflow processes with your team. We also complete a tax audit, and make sure the books are ready to move forward.

Assessment & Advisory Access

Right after onboarding we also jump into the financial assessment, where we will benchmark you against breweries your size. This will set the baseline for our Numbers Huddles. The SBS Team will also become available for ongoing advisory access to answer questions and make recommendations in order to help you increase profitability and streamline your operations and back office by implementing the proven best practices and standards we've spent the last decade collecting and refining across 100+ of the top craft breweries in the U.S.

The Core Process

By outsourcing your bookkeeping, tax, and back office processes to us, you immediately delegate a core business function (one that we do better than anyone else) off of your plate. At the same time you augment your staff with a team of craft brewery industry experts, and entirely offload tax planning, filing, and compliance risks.

The magic happens once we've seen two monthly cycles of your financials. At this point, Chris Farmand can start to apply his superpower: interpreting your numbers to uncover opportunities to increase profit, invest in growth, and avoid mistakes. This will be the focus during our Numbers Huddles, and will form a cadence of accountability for moving your business forward. We focus on both internal processes, as well as areas that drive the bottom line, including (but not limited to) Sales, COGS, Labor, Advertising, and Occupancy.

Enhanced Service Options

Financial Goal Tracking: In addition to the guidance we provide during our regular Numbers Huddle meetings, we'll help you track and hold you accountable to the objectives we develop each month. This supplements our core process and ensures you're hitting the targets we set.

Access to Chris Farmand: Chris has helped 100+ breweries make key decisions week-in and week-out for almost a decade. With this added option, you can email or call anytime for review, input, and advice drawn directly from his experience and body of knowledge. Many owners find this aspect of our service worth the price of admission alone.

On-Site Visits: For added accountability and direction, you also have the option of scheduling an annual or quarterly visit with Chris at your facility for direct hands-on strategic guidance.

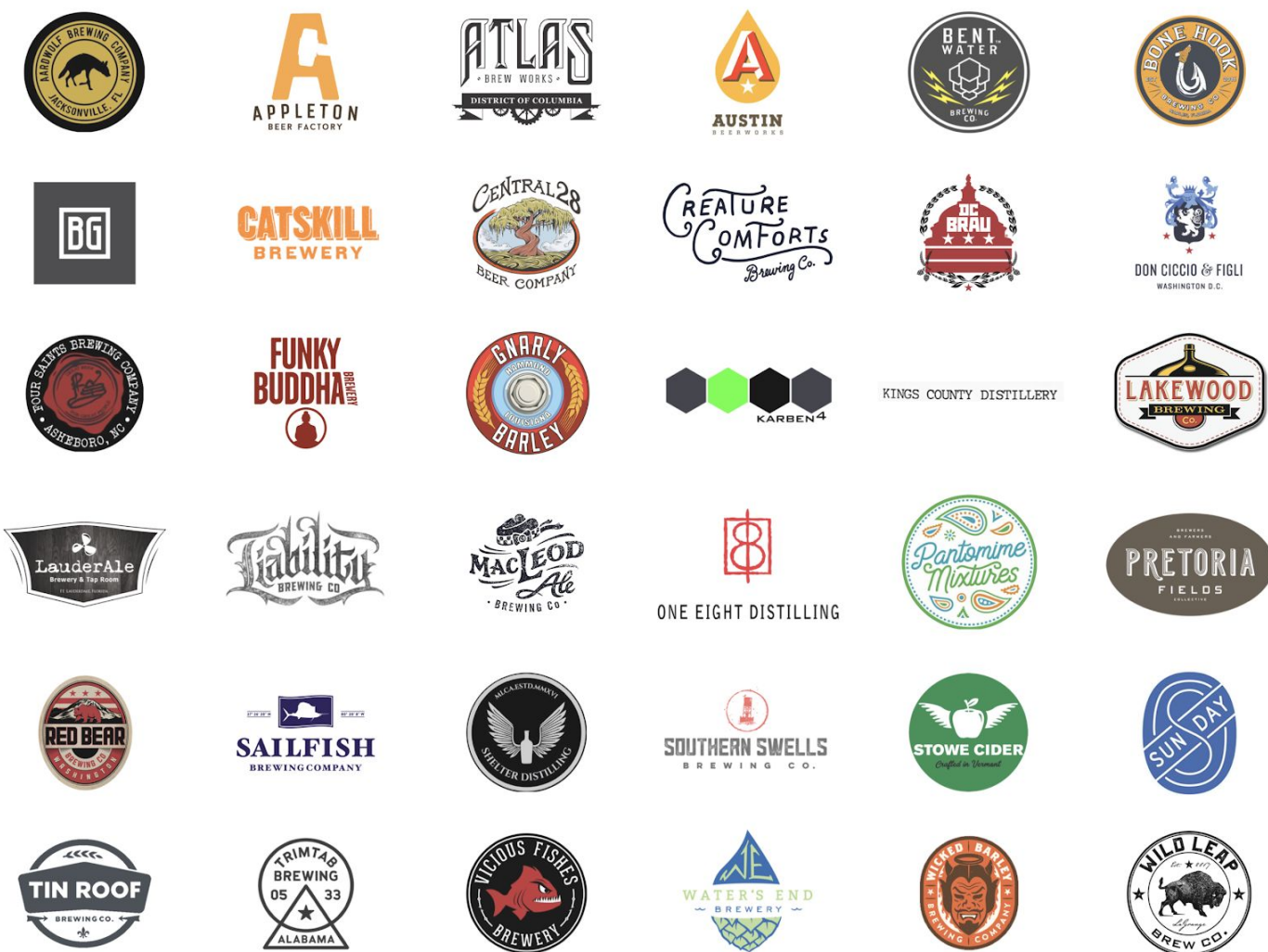
Expected Results

Within the first 60 days of work together, we'll have identified significant opportunities for you to increase your brewery's profitability and set your team on an accelerated growth trajectory.

It's not uncommon for the breweries we work with to:

- Feel new life brought to the business
- See early indicators of profitability increases
- Make hard decisions that will positively impact the bottom line
- Experience an overall morale increase due to industry expert leadership

Here's what just a few of our 40+ craft partners have had to say about *Small Batch Standard*:



"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." -- Justin Cox | **Atlas Brew Works**

"We run a very lean operation at Central 28, and have always felt that our time and energy are best directed towards the core mission of our brewery: making great beer and engaging with our supporters. Unfortunately there's a lot to do in a brewery, and many of them are things we either aren't great at or take up too much time... 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. They are much more than an accounting service, and as we prepare to grow Chris' insight is increasingly valuable..." -- Geoff DeBishop | **Central 28 Brewery**

"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. If you are starting or running a craft brewery, Small Batch Standard is a no brainer." -- Phillip Maple | **Wicked Barley Brewing Company**

"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. We plan on using his services as we expand. I would give Chris my highest recommendation." -- Dan B. | **Bone Hook Brewing Co.**

"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... 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. That boost comes from increased revenue from distribution and taproom, trimming expenses, and improving earnings before interest, taxes, depreciation, and amortization. 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." -- Harris Stewart | **TrimTab Brewing Co.**

Next Steps

If you're ready to explore whether Numbers Powered Growth is right for your brewery, head over to sbstandard.com/discover to share some information about your brewery and schedule a short discovery call to determine whether we're a fit to work together.

If you have any questions, you can reach us anytime:

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