

How to Optimize Brewery Production Planning

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How would you rate your efficiency in brewery production planning?
Why does it matter? Let's dig in.



Then and Now

2021

1% - total beer sales volume growth
8% - total craft brewery sales volume growth
24.8M - # of craft brew barrels
13.1% - independent brewers' share of U.S. beer market

2023

5.1% - total beer sales volume growth
0.02% - total craft brewery sales volume growth
23.4M - # of craft brew barrels
13.3% - independent brewers' share of U.S. beer market

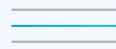
Key Takeaways



While the total overall beer market is trending downward, craft beer sales are eking by with modest growth



Consumer buying habits show a preference for craft beer but margins are still tight



Craft brewers must operate leaner to remain competitive

"Many brewers are accordingly updating their operations to match those changes, focusing on their business models, go-to-market strategies, and brand strategies to help their businesses match those shifts."

Brewers Association

The Benefits of Optimizing Beer Production

- Higher margins
- Quality control
- More reliable scheduling
- Greater product consistency
- Better alignment with customer preferences

7 Steps to More Optimized Production Planning

- 1 Know Your Market
- 2 Know Your Customer
- 3 Know Your Supply Chain - Real Time
- 4 Build Your Production Schedule
- 5 Align Schedule with Batch Sizes
- 6 Ensure Batch QC
- 7 Continually Evaluate Operations

The most effective way to automate these steps? An all-in-one brewery management system that consumes data points from across your business and delivers historical, real-time, and forward-looking insights.

What Needs to Be Optimized?

Every part of your brewery operations can likely stand a little massaging to work out the kinks.

- Real-time inventory management
- Scheduling
- Demand forecasting
- Supply chain management
- Historical demand analysis
- Batch size optimization
- Quality control

Sounds daunting, but when everyone on the team is involved and contributing data into one business management system, you'd be amazed at the insights you'll get.

Sources:

<https://www.forbes.com/sites/louisbiscotti/2023/01/19/craft-beer-boom-slows-but-still-grows/?sh=6d30fe385e3e>

<https://www.brewersassociation.org/association-news/brewers-association-releases-annual-craft-brewing-industry-production-report-and-top-50-producing-craft-brewing-companies-for-2023/>