



HOW FROG ALLEY BREWING CO. USED THE BEER30[®] PRODUCTION SUITE TO SCALE BY 1,000 BARRELS PER YEAR

**Higher Production Capacities Lead to Greater
Distribution in New York State**



OVERVIEW



SUMMARY

Frog Alley Brewing Co.'s history is deeply rooted in the city of Schenectady in New York State. In 2020, however, the brewery decided it needed to give its operations a twist of modernity by utilizing Beer30 brewery software by The 5th Ingredient®. With a beautiful brewing facility, the leadership team at Frog Alley knew they had the ability to increase their capacity, but they lacked the organization to really ramp things up.

Beer30 software helped the Frog Alley team track lots, keep real-time inventory, store recipes, and get a bird's eye view of historical data. Having a better organizational structure and easy-to-read data on real-time processes helped the team tremendously. Since starting with Beer30, Frog Alley Brewing Co. has been able to increase its production by about 1,000 barrels per year.

"We knew that with the fermentation capacity that we had, we had the potential to greatly increase production from where we were, but we were not in a good place on the administrative side of brewing."

-- Laura Clough, Brewer

ROOTED IN HISTORY

Frog Alley Brewing Co.'s history starts in 1903 with Schenectady's local baseball team, the Frog Alley's, named for the swampy, frog-infested lands where the team played baseball on Lower State Street in New York.



Over a century later, the name earned a second meaning as Frog Alley Brewing Co. was established as the cornerstone of the Mill Artisan District. Inspired by the Frog Alley's historical legacy and the ongoing efforts to restore Schenectady to its former glory, the spacious taproom and state-of-the-art brewery is now building a history of its own as the brewery encourages beer enthusiasts to explore the city and immerse themselves in its thriving craft brew culture.

Today, not only has Frog Alley Brewing Co. become a staple in the community, but they've grown their production and expanded beyond the city to distribute to over 70% of New York state.

"The real goal here is to redevelop in a way that both helps you keep an eye towards the future, but also be mindful of all the past and the history"

-- Laura Clough, Brewer

GROWING PAINS

With a great facility, Frog Alley Brewing Co. was able to start pumping out great beer. With fun historical tie-ins like their “Captain Ellis” Porter (named after the captain of the 1903 Frog Alley Baseball team) and baseball-themed brews like the “Squints” sour, Frog Alley Brewing Co. was off to a great start. As the company grew, however, it quickly became apparent that it would need more than great beer to continue its expansion.

In October 2020, the team at Frog Alley Brewing Co. decided to start using Beer30.

“I think we sat down for like a 30-minute phone call and it was like, here's the sandbox [demo account]. Here's how this works, this is what you have access to and I was like 'Oh this is really straightforward!' It's very intuitive to use, which I think was really nice because when we have new people come in now, I don't feel like it takes months to train them to use Beer30.”

– Laura Clough, Brewer

Beer30 provided Frog Alley Brewing Co.'s Team with the missing piece of the puzzle they needed to organize their production and streamline their workflow.



FROG ALLEY BREWING CO. AND BEER30 SOFTWARE



Imagine printing out brew sheets every day and then having the information be washed away any time things got wet. For Laura Clough, this was the exact situation she was in when she started with Frog Alley Brewing Co. in April 2020.

"Brew sheets for the day were just printed out sheets of paper and so you'd fill them out in pen and you'd hang them on the front of tanks and then somebody would spray a hose somewhere and like all of your data would basically melt off the sheet," says Clough.

Although the year 2020 was a time of uncertainty – and that was definitely true for a newly established brewery that was trying to carve its place in the local brew scene, Frog Alley Brewing Co. knew that they were going to keep brewing beer.

When Frog Alley Brewing Co. decided to start using Beer30, the difference was immediately noticeable.

Beer30 has provided Frog Alley Brewing Co. with the tools to keep track of their inventory, store recipes, and get a high-level view of historical data, all through a web-based app that can be accessed from any device that can connect to the internet.

Streamlined Operations

Since starting with Beer30, the team has been able to accurately track inventory in real-time, manage purchase orders, and easily record brew logs. With everything being managed in one place, they've been able to increase their efficiency significantly.

As Clough explains, *"I feel like Beer30 makes me more efficient, so I don't have to spend hours in the back to count bags of grain... I know what we need to order; on the whole, it streamlines and doesn't require us to have as many side conversations, like 'Did you clean that tank?' or 'When did you clean that tank?'"*

"I really like Beer30, I think it's been incredibly helpful for us. I like that it is designed in a way that it will grow with us. You can be a really small brewery and make use of this. You can be a huge brewery and make use of this. You can be on the mid to low side like us and it works really well,"

-- Laura Clough, Brewer

"It's given us a much easier quick snapshot because it used to be, you'd literally go into the cooler and count kegs and hope for the best and realize that you were short and needed to make the beer...but now you're two weeks behind. So having real-time inventory has been really helpful for us."

– Laura Clough, Brewer

Support

For Frog Alley Brewing Co., one of the key factors for success was the support they received with Beer30. With personal correspondence at hand through their brewery's WhatsApp channel, the brewing team was grateful for the open communication.

The Beer30 customer experience is not only there to answer technical questions, but they've also been helpful with suggesting creative solutions and case uses for the team.

"You guys have been so receptive to ideas, suggestions, anything that we might find that we're constantly coming up against," says Clough.

"You guys are available all the time, so whenever I have a question or I've done something stupid, or I don't know how to come up with a workaround for something. We will sometimes brew off our big system and split the batch into two smaller tanks. I think [The Beer30 Team] was actually instrumental in helping us figure out how to make that work."

– Laura Clough, Brewer

Not only has Beer30 helped with raw materials inventory, but also lets the team know when they need to brew.

Having insight into inventory has been a game changer for Frog Alley Brewing Co. With Beer30, the team has been able to increase its capacity and expand its distribution.

"We have grown up...we're in a decent size space. We have a decent fermentation capacity, but from where we started in 2018 to this point, it's like night and day," Clough explains.



THE RESULTS



1,000 BARRELS
OF INCREASED PRODUCTION PER YEAR

"Continuing to streamline our day-to-day operations is our main focus...Beer30 has been this nice consistent piece. Even when it's chaos everywhere else, you can always rely on [Beer30]"

-- Laura Clough, Brewer

Plans for the future

As Frog Alley Brewing Co. keeps growing, Beer30 has become a keystone for reporting and keeping track of inventory. Tracked data of sales and production trends will help the team accurately forecast and plan for the future as they continue to brew great beer for the state of New York and expand their operations.

If you're looking for a solution to save time, brew more efficiently, and help scale operations at your brewery Beer30 might be the answer. Schedule a demo to see if Beer30 brewery software is a good fit for you.

WANT A SUCCESS STORY OF YOUR OWN?

Get in touch with us to learn why more than 450 breweries choose Beer30 software.

CRAFT BREWERY

DATA MANAGEMENT SOFTWARE | V10

- \$0 in Onboarding Fees
- WhatsApp Chat Support
- 90-min Startup Session
- Unlimited Users

GRAIN TO GLASS

DATA TRACKING MADE SIMPLE!

VISIT

WWW.THE5THINGREDIENT.COM/BOOKADEMO



Customize Your Features

Beer30 is a modular platform built to fit your brewery's unique needs. Every system starts with the Core Platform, giving you the essential tools to manage production, maintain data accuracy, and keep your team aligned. From there, you can add the features and modules that matter most to your operation ensuring you only pay for what you need, with a system that grows and scales alongside your brewery.

CORE PLATFORM

☒ BEER30 PRODUCTION

Dashboard & Tank Management
Raw Material Depletions
Yeast Genealogy
Recipe Management
Scheduling & Task Management
Custom Brew-to-Package Process
Target Tolerances
Batch History Report
Process Data Charts
Reports (including TTB and Tax Compliance)
Brewery KPI Scorecards
Email & Text Notifications
Contact Manager
Daily Digest Reports

☒ COMMAND CENTER

Executive Summary
Sales Summary
COGS Analysis
COGS Per Unit of Measurement
Cost Type Per Unit of Measurement
Tank Utilization
Batch Efficiency & Brew Length
Beer Loss
Received Raw Materials & Packaging
Raw Materials & Packaging by Brand
Raw Materials & Packaging Usage

☒ PLATFORM & SUPPORT

Web App (cross-device compatible)
Unlimited Users
Permissions Controls
WhatsApp Group Chat Support
45-Minute Workflow Call
Unlimited Live Trainings

INVENTORY & SALES

☐ INVENTORY & COGS

Raw Material Inventory
Packaging Supplies Inventory
Inventory Warehouses
Location Transfers
Purchase Orders
Lot Traceability
Batch Cost of Goods Sold (COGS)

☐ SALES

Finished Goods Inventory
Warehousing & Transfers
Sales Orders, Packing Slips, Picklists
Deposits & Credits
Delivery & Recovery
Truck Route Planning

☐ FINISHED GOODS TRACEABILITY

Batch Specific Tracking in Distribution
Aging Goods Inventory Valuations
Product Recall Reports

FINANCE & PLANNING

☐ ACCOUNTING SYNC

QuickBooks Online
Xero
NetSuite Integration
A/P & A/R Sync
G/L Journal Sync
Chart of Accounts Customization

☐ DEMAND PLANNING

Demand Report
Sales Forecast
Production Forecast

☐ MRP (MATERIAL PLANNING)

Forecasting Raw Materials
Forecasting Package Supplies
Suggested Purchase Orders

QUALITY

☐ QUALITY

Packaged Beer Carbonation
Customizable CIP Logs
R&D Tracking
Lab QC Data

☐ SENSORY PANELS

Sensory Evaluation
Compound Training
Triangle Testing

☐ FERMENTATION TESTING

Tank Status Triggers
Pass / Fail VDK Testing Panels

SPECIALTY MODULES

☐ BARREL AGING

Barrel Inventory Tracking
Ingredients & Barrel Blending
Barrel Aging COGS
Barrel Aging WIP Reports

☐ POINT OF SALE

Square POS Integration
Shopify Integration
GoTab Integration

☐ INTEGRATIONS

CRM & Sales Integrations
Finance Integrations
Hardware Integrations
API Endpoints

