



MANY SMALL BREWERIES DON'T USE BREWERY SOFTWARE. GREY FOX BREWING DID AND IT CHANGED EVERYTHING.

**Partnering with Beer30 allowed Grey Fox
Brewing to prepare for territorial expansion.**

OVERVIEW



SUMMARY

When Grey Fox Brewing launched in British Columbia, founder Chris Neufeld was tackling more than just the challenges of a new business — he was breaking into a niche market with gluten-free beer.

Diagnosed with celiac disease 25 years ago, Neufeld couldn't drink traditional beer. He saw an opportunity: build a brewery with a purpose, one that catered to people like him. With no brewing background but plenty of engineering and entrepreneurial grit, he and his wife poured their energy into creating a brand with a uniquely Canadian identity: Grey Fox Brewing.

Despite being a small brewery producing just 400 hectoliters a year, Grey Fox Brewing decided to invest in brewery management software.

That decision led them to Beer30. From tracking a seemingly insignificant \$4 cost discrepancy to saving hours every week on planning and operations, the platform not only streamlined Neufeld's day-to-day — it laid a foundation for future growth. As Grey Fox gears up for expansion across Canada, Beer30 is helping them grow with confidence and clarity.

"Most people would say we don't need anything at our size, but I believe if you think like a small company, you'll stay a small company."

— Chris Neufeld, Owner

ONE MAN, ONE MISSION: LOCAL GLUTEN FREE BEER



Grey Fox Brewing was born out of necessity and opportunity. Chris Neufeld, the founder, had lived with celiac disease for his entire life — a condition that made drinking conventional beer off-limits.

“I was diagnosed with celiac almost 25 years ago. So I haven’t drank beer... I never drank beer because I just felt horrible.” While many would accept that limitation, Chris saw potential. With an engineering degree he hadn’t used in 25 years and a career that was winding down, he found himself at a crossroads.

“What do you do when you’re approaching 60 years old and you’ve got an engineering degree... Like you just go get a job? My wife had always wanted to have her own business. So we decided this is the time to start a business.”

Their goal wasn’t to chase a trend, but to solve a problem and serve a niche market with integrity.

Chris and his wife wanted to create a uniquely Canadian brand, one rooted in nature and simplicity. Originally inspired by the grain they used — foxtail millet — the name “Fox Tail” was their first pick. But when that was taken,

Inspiration came from an unexpected place. Chris visited another gluten free brewery in Seattle: Ghost Fish Brewing.

“I asked [the owner] how he came up with that really weird name ‘Ghost Fish’ and he said, well, it’s subtle. It can be shortened to GF – gluten free.” Chris decided they needed a “GF” of their own, and Grey Fox Brewing was born.

Now, after two years in business and one year using Beer30, Grey Fox Brewing is preparing for growth. “Yeah, we’re really looking at expanding more within the Canadian market.” But scaling a brewery across multiple provinces in Canada isn’t easy. Each region comes with its own regulations, distribution systems, and expectations around things like traceability.

“Canada is funny in that every province is different...When we moved into the Alberta market, it was just like going to another country.”

With Beer30’s help, Grey Fox has laid the operational groundwork to navigate those complexities, and as Chris put it, “Can I handle the volume? I don’t know, but if not, we’ll adjust, right? This is how you grow a business. So yeah, we’re kind of ballsy that way.”

A CHOICE TO BE MADE

Like many small breweries, Grey Fox Brewing initially managed operations through spreadsheets and manual planning. But as demand grew and they prepared to expand into new markets, the limits of that approach became clear. Planning ingredient purchases, tracking production timelines, and maintaining traceability across provincial regulations became increasingly complex.

“Although traceability isn't stressed so much in British Columbia, everywhere else [it is]. And that's actually one of the main reasons why we moved with Beer30.” Chris knew that to compete and scale efficiently, they needed a smarter system — one that could handle the operational weight of a growing brewery while still being accessible for a small team.

Despite their modest production volume, around 400 hectolitres per year, Chris didn't buy into the idea that small businesses should wait to adopt software.

He explored several options, including Ollie, Brew Ninja, and Brewzilla, but each had their shortcomings.



“I bought the production module for Ollie and very quickly found that it was not integrated at all with the sales software. It's like two completely different packages that have nothing to do with each other. It really didn't do anything for me. It was super disappointing.”

-Chris Neufeld, Owner

After comparing platforms, Beer30 emerged as the clear choice, not just for its functionality, but for the way it met Grey Fox where they were. “So Beer30 was just the obvious choice.” Chris appreciated the flexibility and support offered by the Beer30 team.

“Working with [Beer30] was great because it's like, well, I really would like this and I really like that [but] we're still small and [Beer30] said, ‘tell you what, I'll put this package together for you. I know you're not big. And we'll give you a deal on that,’ which was fantastic.”

— Chris Neufeld, Owner

GREY FOX AND BEER30 SOFTWARE



With a quick and seamless onboarding — “I would say I was about a day, getting it set up, not even” — Chris was up and running fast. Choosing Beer30 wasn’t just a software decision, it was a strategic move to streamline their current production needs and to position Grey Fox Brewing for expansion.

Once Beer30 was implemented, the impact on Grey Fox Brewing was immediate and wide-reaching. What had once taken hours of manual work was now streamlined through a single, connected system. Chris no longer had to spend half the day buried in spreadsheets, trying to piece together production plans or inventory needs.

With Beer30, operations became more agile and intuitive, giving Chris the ability to make real-time decisions without being tethered to a desk. The switch to Beer30 saves Chris an estimated hour to two hours every day.

“I rarely sit down in front of my computer anymore.”

“I spend way less time in front of my computer... I just literally carry [a tablet] around the brewery with me and just do stuff as I’m doing it on the fly.”

— Chris Neufeld, Owner



One of the most powerful tools for Grey Fox was the Material Resource Planner. It allowed Chris to better anticipate raw ingredient needs based on his production calendar — something that had been a major frustration with other software.

“That’s something that really drove me nuts about every other package I looked at. Why can’t you tell me what I’m going to need if I’m telling you this is my calendar?”

This is what I’m planning on producing. Why can’t you tell me what raw materials [I’ll need]?”

None of the other [brewery software] packages can do that.”

-Chris Neufeld, Owner



The planner not only saved time but also allowed him to make larger, more strategic purchases with confidence. Over time, this proactive approach led to cost savings and a more predictable production rhythm.

The accuracy and detail of Beer30's cost tracking also had a big impact. Chris prided himself on being good with numbers, but even he was surprised when the system revealed overlooked variables.

“The first few brews that I did, I was \$4 out of the whole batch compared to what I thought it should be... And then I realized what it was. I use a lot of lactic acid when I brew... I just left out the lactic acid... But of course, Beer30 was tracking it. That was the \$4.”

What initially seemed like a small discrepancy became a window into how granular insights can drive profitability, especially when scaled over time.

Beer30's traceability has also proven to be a crucial factor in Grey Fox Brewing's ability to expand across Canada, where each province operates with its own regulatory landscape. Beer30's traceability tools have helped Grey Fox navigate shifting requirements with confidence. Grey Fox can effortlessly track ingredients, production steps, and batch histories in a way that aligns with both internal quality standards and external regulations, giving them a competitive edge as they scale into new markets.

Beyond costs, planning, and traceability, Beer30 gave Chris a new level of operational awareness. By tracking run times, labor hours, and workflow data, he began to uncover inefficiencies that otherwise would've gone unnoticed. "I can tell when something's not right on my canning line because all of a sudden, the run times start getting longer... A couple of times, I've run into little glitches that I didn't realize."

Even labor insights became clearer. "It's sort of irrelevant right now when it's just me... but when I do start getting people in here... It's good to know that actually this takes more time than I thought it did." These small insights are now laying the foundation for smarter growth.

"It's good to know that actually this takes more time than I thought I did."

"When you've got employees time is money, right? So that's given me a really good insight on that."

-Chris Neufeld, Owner

Plans for the future

Looking ahead, Grey Fox Brewing is preparing to expand deeper into the Canadian market. With Beer30 as the backbone of their operations, they're positioned to handle increased demand, navigate provincial complexities, and scale with confidence. Chris and his wife may have started the brewery to solve a personal need, but what they've built and what they're growing into is much more than that.

With Beer30, they're no longer just reacting to challenges; they're planning for success. 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 brief introductory demo to see if Beer30 is a good fit for you.



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

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