



**How Pelican Brewing Used Beer30[®]
to Optimize Production and Drive
a \$550K USD Increase in Annual Sales**

TABLE OF CONTENTS

What is Beer30®?	2
Beer30® Bundles	3
Pelican Brewing Co Case Study	4
5 Reasons Why Brewers Love Beer30®	10
The Beer30® Difference	11



WHAT IS BEER30[®]?

Beer30[®] is brewery management software that focuses on grain-to-glass tracking. It connects every part of your operation — purchasing ingredients, production, quality and yeast management, inventory planning, sales, and accounting. The insights from Beer30 help you understand what's happening in your brewery to help save you time and money, while letting you focus on running your brewery effectively.

Pulkit K. Agrawal founded The 5th Ingredient[®] on a simple idea: travel the world and help breweries use their data to make better process improvement decisions.

During those travels, Pulkit saw an opportunity: what if data could help breweries optimize their processes not just to survive, but to thrive? From there, the idea of Beer30[®] was born!

Today, Beer30[®] serves breweries worldwide, from small craft operations to larger multi-location facilities. With over 450 breweries in 24+ countries using Beer30[®], we've learned as much from the industry as the industry has learned from the data we've provided.

Craft beer has evolved. Production schedules have become more complex. Consumer expectations have skyrocketed, but one truth has become clearer than ever: good beer alone isn't enough to succeed.

Breweries need good data.



HOW BEER30 DROVE **\$550K IN GROWTH** FOR PELICAN BREWING

BEER30 STREAMLINED PELICAN'S GROWTH BY
ELIMINATING PRODUCTION INEFFICIENCIES.



OVERVIEW

SUMMARY



“Data is our source of truth.”

This mantra defined Pelican Brewing's journey from manual logs to massive growth. Operating out of Pacific City, Oregon, Pelican was a powerhouse facing a classic expansion hurdle: they had the beer, but their production data was muddled. As Director of Brewing Operations Martin Bills noted, they had "no place to go" to see real-time fermentation progress. They were navigating clunky ERPs and endless spreadsheets, overlooking the hidden patterns that could unlock more brewery capacity.

Like many scaling brewers, the Pelican team struggled with visibility. They needed a software solution to bridge the gap between their accounting system and the actual brew deck, and they needed actionable insights fast.

With Beer30 by The 5th Ingredient, Pelican Brewing integrated a modular system that transformed their "grain-to-glass" tracking. By optimizing tank turn times and yields with just a few clicks, they increased production capacity without buying new equipment—driving a jaw-dropping \$550,000 USD increase in annual sales.

“I already can tell with really that one click how things are progressing on a normal fermentation timeline, and that was a huge change. For us it was something that we kind of had with Ekos. It didn't exist at all in Orchestrated Beer. And it was a big, big, big advantage.”

– Martin Bills, Director of Brewing Operations

FOUNDED WITH A PRODUCTION FOCUS



In 1996, the founders of Pelican Brewing launched their vision on the rugged Oregon coast. Building a brand on a commitment to quality and coastal culture proved to be a significant undertaking as they expanded. But the team at Pelican Brewing had a deep passion for the craft to fall back on when production demands grew. This, paired with a lot of hard work, helped take Pelican Brewing from a local Pacific City outpost to one of the most awarded independent breweries in the Pacific Northwest.

The leaders founded Pelican Brewing with the mission of creating "epic" experiences. "Our mission is to track data from grain to glass to ensure every single batch is perfect," says Director of Brewing Operations, Martin Bills.

With such strong roots in technical brewing, the team at Pelican Brewing has always made it a priority to optimize and in recent years launched a new era of data-driven production. Partnering with The 5th Ingredient, they utilized Beer30 to empower their staff to see fermentation trends clearly and live life to the fullest by making better, more consistent beer.

Since this shift, the transition to Beer30 has helped drive over \$550,000 USD in increased annual sales for the Oregon-based brewery through enhanced yields and direct improvements to their brewhouse efficiency and tank turn times.

"Pulkit and Ryan are very responsive to technical issues and new process ideation. As we grow, I know Beer30 will be ready and we're going to accomplish a lot of epic stuff together."

— Jason Schlebach, Brewery Manager

EXPANSION CHALLENGES

During their period of rapid expansion, Director of Brewing Operations Martin Bills and the production team were managing complex schedules across multiple brands. As they struggled to gain real-time visibility into fermentation status through their existing ERP, the team at Pelican knew they needed a specialized partner.

The team knew they needed software to bridge the gap between accounting and the brew deck, and they needed a system that was quick to implement. Beer30 promised a seamless onboarding process that wouldn't disrupt their high-volume operations, and they delivered on that promise.

As the Pelican team says, "The implementation time for Beer30 was night and day. The new database was up within hours and most information was entered in a couple of days."

With Beer30 successfully integrated alongside their ERP, Pelican Brewing was ready for optimization. They just didn't know it would unlock enough capacity to drive a \$550,000 USD increase in annual sales.

"Beer30 has brought light to daily processes that either lived in notebooks and binders or were muddled in an ERP database. It gives us the info we need to make decisions every day."
— The Pelican Brewing Team



PELICAN BREWING CO AND BEER30 SOFTWARE



During a period of rapid expansion, Pelican Brewing underwent a massive transition to a new ERP system. Even though the ERP handled accounting, the team needed deeper insights into fermentation and yield that only Beer30's qualitative data could provide.

The scale of production brought a ton of growth for the operations at Pelican Brewing and with it, an even greater need for granular brewery software.

“It has been a great tool to bring on and has brought a lot of light to daily processes that either lived in notebooks and binders or were muddled in an ERP database. The system is intuitive, user friendly, and easy to train staff to use,” says the Pelican Team.

Production Visibility, Batch History, and Quality Control (QC)

The complexity of managing high-volume brands brought a ton of growth for the leadership at Pelican Brewing and with it, an even greater need for brewery software.

Without the Batch History and Charting modules, the team at Pelican Brewing wouldn't have been able to reduce ale fermentation from 14 to 8 days. Thanks to Beer30, the team has been able to increase annual sales by \$550k and avoided massive yield losses.

Since Pelican Brewing began using Beer30 to bridge their data gaps, the two companies have had the opportunity to grow and innovate with one another. For Beer30 and The 5th Ingredient, Pelican Brewing was more than just a client; they were a modular partner. Feedback from the brewery allowed The 5th Ingredient to build better technology to solve specific fermentation and QC problems that the brewers at Pelican were facing.

“Pulkit and Ryan have been great to work with since day one and are very responsive to technical issues, troubleshooting, and new process ideation,” says Brewery Manager Jason Schleich. While the Beer30 team was growing, so was Pelican Brewing.

“(Before Beer30) we didn't have a place to go to really see where each tank was in the fermentation process. We had to go through numerous phase changes in our ERP that we use alongside it and we just never really knew where anything was. So what was really attractive to me at first was just the dashboard. I can look at the (Beer30) dashboard, see that fermenter five is on day 11 and that is your lager. Then, in one more click, I can see how that lager beer is progressing and that was not possible in a database. I already can tell with really that one click how things are progressing on a normal fermentation timeline, and that was a huge change. For us it was something that we kind of had with Ekos. It didn't exist at all in Orchestrated Beer. And it was a big, big, big advantage.”

— Martin Bills, Director of Brewing Operations at Pelican Brewing

THE RESULTS



\$550,000 USD

INCREASE IN SALES

=

SUBSTANTIAL REDUCTION

IN TANK TURN TIME

The mantra of 3 clicks is a real thing. From brewing, to the dashboard, to whatever info I'm looking for, is available within 3 clicks."

— Jason Schlebach, Brewery Manager

Plans for the future

As Pelican Brewing continues to grow, Beer30 remains a vital tool for dialing in filtration and packaging processes to maximize yields. The platform's real-time visibility allows the team to identify actionable patterns and trends that were previously hidden. These data-driven insights will help Pelican Brewing build for the future as they expand their production capacity across Oregon.

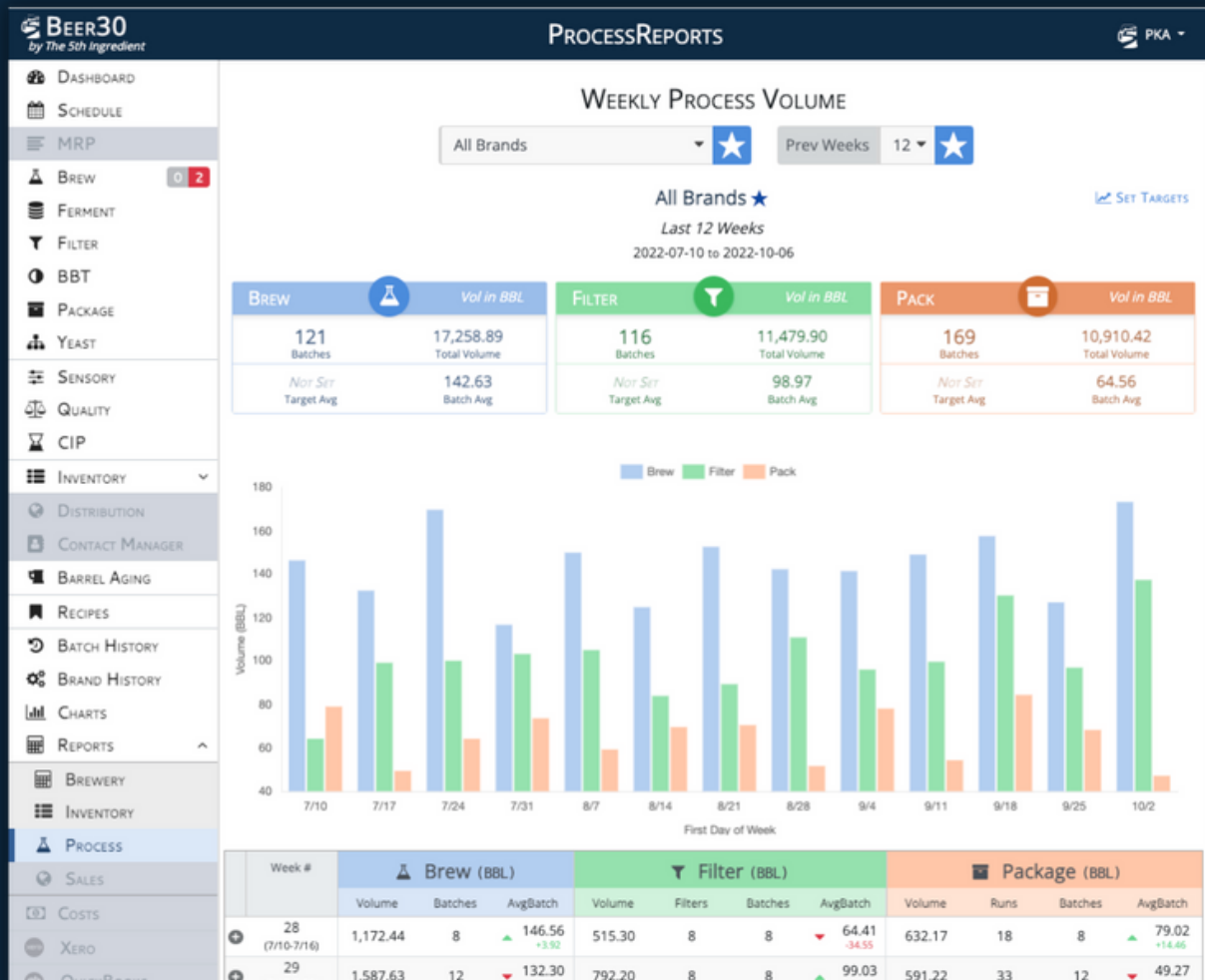
"As we continue to grow and find new challenges, I know Beer30 will be ready to take them on and we're going to accomplish a lot of epic stuff together. The system is intuitive, user-friendly, and has brought a lot of light to daily processes that lived in notebooks. It provides the qualitative info we need to make decisions every day to build a sustainable and efficient business," says Bills.

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

The Numbers Speak for Themselves

By implementing Beer30 alongside their existing ERP system, Pelican Brewing gained the visibility to identify several sources of process variability and areas for improvement in the brewery production process. Furthermore, they used Beer30 to track their performance improvement projects and dial in efficiencies overall. As a result of these efforts tracked in Beer30, Pelican Brewing was able to:

- 1 Increase their average brewhouse volume output per batch by 15%.
- 2 Increase average fermenter fill volume from 185 BBLs to 205 BBLs.
- 3 Reduce fermentation time before cold crashing from an average of 14 days to 8 days for ales and from 30 days to 15 days for lagers.
- 4 Significantly reduce tank time turn time and increase total cellar tank capacity.
- 5 Increase average overall yield from brew to package by 12%.
- 6 Due to increases in beer yield, average COGS decreased by \$15-20 per BBL.
- 7 Added beer production enabled an increase of \$550,000 in sales over the span of 1-year.



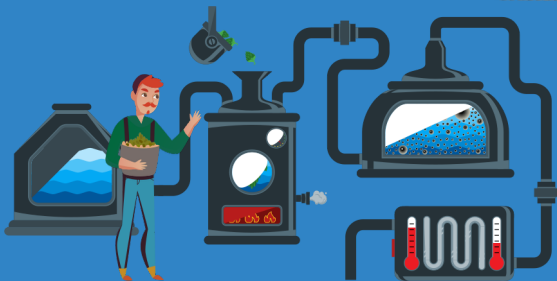
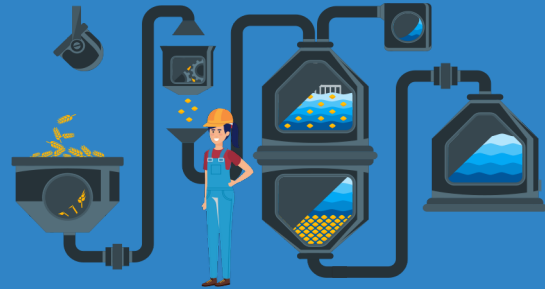
Top 5 Reasons Why Brewers Love Using Beer30®

We know what it's like to have to rely on paperlogs. We know it's essential to track each and every ingredient and all Cost of Goods Sold (COGS). And most importantly, we know how valuable this data is for your daily business operations.

01

Software Made With The Brewer In Mind

It's one thing to track "stuff" with software. Quite another to track "stuff" knowing that the people who designed the solution are from your industry. That's why your love of crafting beer that's quality, consistent, and profitable comes through every single time.



02

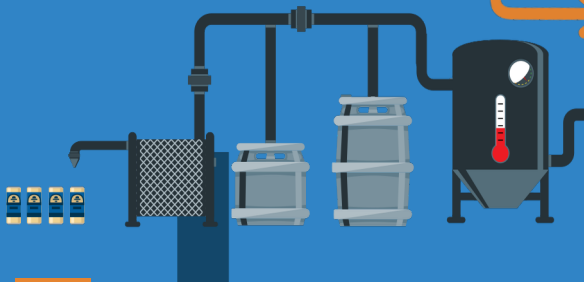
A Seamless Experience From Grain-to-Glass

What's a seamless experience? Some promise it. We deliver. Beer30 is modular; what that means for you is you can add what you need from the base system as your business grows and changes. It also means that no matter what module you add or remove, your experience never changes. Always consistent. Always quality.

03

Quick ROI - Save Time and Money With Beer30

You've got to make a return on any investment you make, and that includes the software you choose to create quality, consistent, and profitable beer. Beer30 helps you improve processing, which will save time and money. Connect your accounting system to Beer30. Or quickly prepare a Report of Operations or other tax reports with a couple of clicks. Whatever it is, rest easy that your team can quickly access what they need, when they need it.



04

Get Up And Running On The Same Day

No joke. Up and running with software on the same day isn't a dream, it's real with Beer30. In fact, you can get up and running right after our 45-minute start-up session.

05

24-7 Support You Can Count On

Everyone needs a helping hand from time to time. At Beer30, we pride ourselves on being available when YOU need us. You work weekends and holidays? So do we!



GRAIN TO GLASS
DATA TRACKING MADE SIMPLE!

The Beer30[®] Difference

What sets Beer30 apart? Here's why over 450 breweries choose Beer30 for their brewery management software.

YOUR SINGLE SOURCE OF TRUTH FOR PRODUCTION MANAGEMENT

- ✓ Track What Matters
- ✓ Manage Team Workflow
- ✓ Drive Quality, Efficiency, & Profitability

"Beer30's brewery features are brilliant, intuitive, and comprehensive. The brewing page is clean, easy and pushes us for all the brew specifications we defined which means more testing, more critical specifications met and more consistency in our product."

-Aether Brewing



YOUR SALES WORKFLOW STREAMLINED FOR GROWTH

- ✓ Save Time
- ✓ Easily Manage Accounts
- ✓ Never Miss a Sale

"Each of my sales team can log in and see what we currently have available for distribution. This allows them to be agile in the field and to tell them that they can have Brand XYZ"

-Slow Pour Brewing



YOUR ONE-STOP SHOP FOR COMPLIANCE, REPORTING, & INSIGHTS

- ✓ Make Compliance Easy
- ✓ Enhance Business Oversight
- ✓ Uncover Sales Insights

"In a recent Excise Tax USDit we easily passed as the USDitors were able to trace every product from manufacturing to sale to filing our excise tax return and had 100% confidence in our accurate reporting and paying excise taxes due. They had commented that they had never experienced any other brewery with such accurate records!"

-Eddyline Brewery



YOUR PARTNER IN BREWING SUCCESS

- ✓ Get Industry-Leading Support
- ✓ Join the Community
- ✓ Drive the Product Development

"Implementation was simple. We did an hour or two training session with Beer30, then sat down our brewers for a lunch & learn, and by the end of it, our people felt proficient enough to hit the ground running. We purchased iPads for our crew but most of them preferred to use their phone due to the simple user interface."

-The Brewing Projekt



YOUR PATH TO PROFITABLE GROWTH WITH ACCURATE COGS

- ✓ Manage Your Margins
- ✓ Adjust to Change
- ✓ Drive Profitable Growth



"The new COGS and batch tracking capabilities give details we've never had on how our margins are performing and where we can improve our processes, as well as improve quality by giving us the resources to precisely track the life cycle of our beer from the brewhouse all the way to our distributors."

-Exile Brewing Company

YOUR FORECASTING WIZARD FOR MAJOR TIME SAVINGS

- ✓ Skip the Manual Calculations
- ✓ Avoid Costly Mistakes
- ✓ Align on Shared Goals



"The Demand Planning module provides us real-time access to sales and inventory data and the ability to react more quickly to changes in our production plan. It allows me to spend that time on analysis and forward-thinking topics."

-Eleven Lakes Brewing

YOUR CENTRAL HUB FOR SOFTWARE & HARDWARE INTEGRATIONS

- ✓ Streamline Your Workflow
- ✓ Build on Your Brewery Ecosystem



"Onboarding and integration were easy and we were guided through the process expertly. Integration with our existing bookkeeping software (Xero) was a big plus."

-Sailor's Grave Brewing

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

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