



HOW PENN COVE BREWING COMPANY SAVED UP TO 20 HOURS OF LABOR PER WEEK BY USING BEER30®

The extra time gained allowed Penn Cove to focus on community, sustainable growth, and quality beer.



OVERVIEW



SUMMARY

When Penn Cove Brewing Company expanded operations they quickly found a need for Beer30® software by The 5th Ingredient®. The team needed brewery software that could help them organize their inventory, manage their scheduling, and consolidate their data to highlight the areas where logistics could be optimized and labor could be reduced.

With Beer30, Penn Cove was able to manage everything under a single software. From recipe creation to inventory management, the team consolidated the majority of their operations to be managed with just a few clicks. **Beer30 helped Penn Cove reduce the amount of time spent on task management and data tracking from 4 to 5 hours per day to just 4 to 5 hours per week.** That's a saving of up to 20 hours per week!

With increased efficiency and streamlined operations, the leadership team at Penn Cove is excited about the opportunity for expansion.

"Our goal is to get to 3000 BBLs per year or more. Beer30 will help us with planning and forecasting while also helping us track our existing inventory."

— Marc Aparicio, Co-Owner

EMBRACING THE COMMUNITY WITH LOCALLY SOURCED BREW INGREDIENTS



CRAFT. COMMUNITY. COLLABORATION.

These are the values that are at the heart of Penn Cove Brewing Company.

Penn Cove Brewing started as a single taproom in Whidbey Island, WA in the summer of 2020, by brothers - Marc Aparicio (a US Coast Guard Helicopter Pilot veteran) and Mitch Aparicio. The brewery's focus on community engagement and utilizing local and sustainably sourced ingredients helped Penn Cove succeed and grow despite the effects the pandemic had on the industry at the time.

The Penn Cove team proudly sources the majority of its ingredients from Whidbey Island and the surrounding area in the Pacific Northwest. The brewery works closely with local organizations and businesses, including craft breweries, wineries, farms, restaurants, and events to create unique experiences for their guests.

Today, they own and operate Whidbey Island's largest brewery and craft a multitude of flavorful ales that are available at Penn Cove Brewing Taprooms and local bars and restaurants.

"[Penn Cove Brewing] was originally a single 10 BBL production facility. It became successful from just being served in our taprooms to moving to distribution in grocery stores. The first time I walked into a Total Wine and saw my beer sitting on the shelf, it was a big milestone personally."

-Erick Adam, Head Brewer

EXPANSION LEADS TO ORGANIZATIONAL AND LOGISTICAL CHALLENGES

While expanding operations to multiple locations had been a dream come true for Penn Cove Brewing Company's Owners Marc and Mitch, it came with a number of challenges. As the company grew, the team at Penn Cove outgrew the tangled mess of spreadsheets that they had used in previous years. They knew that brewery software like Beer30 was the direction they needed to go in, but they weren't sure where to start.



"Prior to Beer30, we had been using a network of spreadsheets / files / paper logs. Kind of a real mess of unassociated things to keep track of everything. We had tried to use a competing software and it went horribly. It wasn't flexible and held up production. Support was hard to get."

-Erick Adam, Head Brewer

Expansion also led to a greater need for inventory control and help with scheduling. With multiple breweries and taprooms, Penn Cove was having trouble organizing everything in a way that made sense both logistically and financially.

"We have three breweries, two cellars, and three taprooms. Moving beer around takes a lot of logistics, time, and money. Beer30 helps us keep organized including the costs, inventory, and transfers, and allows multiple users to input and track the data."

-Marc Aparicio, Co-Owner



The team needed something that could help them organize their inventory, manage their scheduling, and consolidate their data to show the areas where logistics could be optimized and labor could be reduced.

PENN COVE AND BEER30 SOFTWARE



Production, Inventory, and Recipe Development

With features that track multiple warehouses and transfers, purchase orders, lot traceability, and keep the most accurate Cost of Goods Sold (COGS) in the industry, Beer30 made it easy for the team at Penn Cove to manage everything in one place.

As with running any brewery though, there have been obstacles that have come up.

In the summer of 2023, Penn Cove lost its distributor and sales plummeted.

The team was faced with the task of gathering all of the empty kegs. Having a digital record of everything with Beer30 made tracking things down much easier.

Marc tells us, "Our summer consisted of losing our distributor (buy out), we went from selling almost 1000 BBL per year, to nothing, and we had to go out and capture all of our empty kegs and our deposits and everything. Being able to go back into Beer30 to see what we actually did, we could go back to our distributor and say we're missing 150 kegs and say, 'Where are they?'"

Beer30 brewery management software was central to Penn Cove Brewing Company's ability to streamline their growth and cut back on the amount of labor they were putting into managing different tasks.

Penn Cove decided to onboard with Beer30 in January of 2023 and since then has benefitted in several ways.

As Head Brewer, Erick Adam says,

"After doing the demo [with Beer30] and getting to play with the sandbox [demo environment], I was confident it had what we needed! I don't have any complaints, and any little hitches get corrected immediately."

"Having the right software in place to manage everything we do, we're very meticulous with the software that we use... Beer30 does a big chunk of that for production, inventory, and recipe development"

— Marc Aparicio, Co-Owner

Penn Cove was faced with another fire to put out when the malting company they had been using suddenly went out of business. When the team realized that recalibrating their recipes would be necessary, they were grateful to have everything in one place with Beer30.

“Our malting company went out of business... and that forced us to recalibrate all of our recipes. It was easy to have it all in one software!”, says Marc.

Scheduling

Scheduling and task management are features that are built into the core of Beer30. In a perfect world, a scheduled delivery would always be there when it's supposed to be. As any brewer knows, though, this is not the reality. Deliveries get moved around and scheduled tasks change daily.

Having a flexible scheduler with drag-and-drop capabilities has made it easy for Erick to adjust on the fly.

“Scheduling specifically was always really challenging - I'd written my own spreadsheet to manage my own scheduling, but this became cumbersome when we added different breweries, so I really love the Scheduling module that allows me to drag and drop... that flexibility to deal with that real-world stuff [like truck delivery], that happens.”

— Erick Adam, Head Brewer



"Beer30 works from my phone; unlike when I'm updating a spreadsheet I don't need a desktop. Beer30 is integrated into my process now... [I've] gone from 4 to 5 hours per day, to maybe 4 to 5 hours per week"

-Erick Adam, Head Brewer

Organization and Productivity

One of the biggest problems for breweries of any size is organization. Spreadsheets are a great way to organize data, but once you have 15-20 different spreadsheets to track all of your processes, costs, and inventory, things can become quite cumbersome. This leads to long hours of identifying data and can cause entry errors that can skew important information like COGS. This was one of the issues that Penn Cove struggled with before using Beer30 software.

As Marc says, "Before Beer30 we had a lot of paperwork and misplaced items. Now I feel we are much more organized in our inventory, production, and reporting."

Not only does Marc feel more organized but the numbers back this up! He's been able to reduce labor by up to 20 hours per week.

I Get By With a Little Help From My Friends

The Beer30 Team has worked directly with the Penn Cove Team to make sure they're up-to-date on all of the available features that Beer30 offers and how to best utilize them. It can be difficult to master the ins and outs of a new software and that's why the Customer Experience team is available day and night to answer any questions or to jump on a Zoom call when needed.



"When I recommend Beer30 to people, the number one thing I tell them is that the support is awesome and patient."

-Erick Adam, Head Brewer

THE RESULTS



20

HOURS SAVED
PER WEEK

=

1,040

HOURS PER YEAR



\$399

IN LABOR SAVED
PER WEEK

=

\$20,748

IN LABOR SAVED PER YEAR

**Based on the U.S. Average Brewer Salary of \$19.97 per hour.*

"We try to manage our company and company growth based on the data. We think using the right software helps us stay organized and allows us to plan and grow as we are able to. Yes we have grown quickly; however, we like to stay strategic. We have run into unexpected challenges; however, keeping the data accurate has helped us recover from challenges. The challenges that are the hardest to handle are the ones we had no control over. With any business, there will be unexpected challenges. Beer30 and other software we use, has enabled us to make the best decisions for our company and customers."

-Marc Aparicio, Co-Owner

Plans for the future

As Penn Cove keeps growing, Beer30 has become a keystone for reporting and keeping track of data. Tracked data of sales and production trends will help Penn Cove accurately forecast and plan for the future as they continue to provide great locally sourced beer to the community 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 brief introductory demo to see if Beer30 brewery software is a good fit for you.

THANK YOU!

Want a success story of your own?

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

THE 5TH INGREDIENT
BEER30

CRAFT BREWERY
DATA MANAGEMENT SOFTWARE | V10

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

8:55

the5thingredient.com - Private

DASHBOARD

UNI TANKS

UNI-01
20 BBLs
MorCoconut
1st Ferment

UNI-02
78.84 BBLs
CaVenomIPA
2nd Ferment

UNI-03
39.86 BBLs
SAfricaAle
Keeping

UNI-04
20 BBLs
SwissChoco
1st Ferment

(Click tank for quick view.)

FV TANKS

FV01
65.33 BBLs
PeruAmber
Ferment
COLD

FV02
Empty
Capacity: 50 BBLs

FV03
Empty
Capacity: 50 BBLs

FV04
25.68 BBLs
Malay IPA
Ferment

FV05
55.8 BBLs
MorCoconut
Ferment
COLD

FV06
12 BBLs
PeruAmber
Ready Filter

(Click tank for quick view.)

Beer30 Dashboard

TASKS

NOTIFICATIONS

BREWERY METRICS

FERMENTATION

UNI TANKS

Beer30 Dashboard

FV TANKS

BBT TANKS

GRAIN TO GLASS
DATA TRACKING MADE SIMPLE!

VISIT

WWW.THE5THINGREDIENT.COM/BOOKADEMO

PENN COVE & BEER30 CASE STUDY

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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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