Craft Brew Alliance implements cross-functional planning

CLIENT : **Craft Brew Alliance**   INDUSTRY : **Retail and Consumer**

Background

Craft Brew Alliance, which was born in 2008 with the merger of two pioneering Pacific Northwest craft brewers, is well-known for its national Kona Brewing Company label and seven regional and lifestyle brands. With products available in every U.S. state and in 30 countries around the world, the company's leaders are passionate about growing authentic craft beers and bringing brands to life through strategic partnerships with emerging brands.

Challenge

As the fifth-largest craft brewing company in the U.S., Craft Brew Alliance has a large domestic and international sales pipeline, a vast distribution and warehouse network, and numerous brewing production facilities spread across the country. The company has added four brands to its family over the past few years and reported an expanded partnership with Anheuser-Busch. As Craft Brew Alliance has grown in complexity and size, the need for accurate planning and forecasting across its business segments has grown considerably. While it's common to address planning and forecasting from a financial perspective, Craft Brew Alliance sought a solution that would provide broader, deeper insight into how its functions and departments interact.

Solution

PK built a custom business planning solution that integrates data from the general ledger, sales, production, finance and staffing to provide automated total forecasting. The platform empowers Craft Brew Alliance with detailed insight to improve each function across the entire company.

PK's solution unlocks powerful planning and analysis by aligning the company's distributed resources, providing cross-functional forecasting and sharing granular detail on how each function interacts with each other. It enables more accurate revenue forecasting, sales volume planning and forecasting, product profitability forecasting and production planning. The level of detail available is such that Craft Brew Alliance can gain a complete picture of gross margin profitability for each case of beer in their distributor network, identify the highest margin product sold by each wholesaler, and target the most profitable wholesalers.

With the integrated cross-functional planning platform from PK, Craft Brew Alliance can intelligently predict and adapt to changes throughout the business with comprehensive data, deeper insights and more accurate forecasting.

> "To address the changes in today's shifting craft beer market requires a deep understanding of how our business functions interact at a granular level. PK's solution has transformed our analysis and forecasting process, aligning it with the numerous resources within our company and enabling smarter planning across the board."