



SESSION TWO

Taproom Profit Principles

11:00 AM - 12:30 PM

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Meet Will and Natasha of Hardwork Brewpub

Will	47 years old, retired military, 10 years of homebrewing
Natasha	48 years old, data analyst for a large bank
Brewery	Purchased from former owner on March 2022 in Dallas, TX
Family	28-year-old son Phil just got married, helps Will out at the brewery, and hopes to own the brewery one day.
History	Over the past 3 years, distro has naturally eroded, and they are getting more comfortable operating primarily as a pub.
Their Goals	Will wants to grow in distro again and Natasha just wants to make great beer, food, and more money. Their retirement counts on it.





How profitable could they be?



Revenue
\$2.35M

Expenses
\$2.24M

EBITDA \$114k

75% Taproom
25% Self-Distro



Revenue
\$2.35M

Expenses
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\$258k

~~EBITDA \$114k~~

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PROFIT WORKSHOP TEMPLATE

(or visit sbstandard.com/bpw-template)

CBC 2026 Brewery Profit Workshop Templates

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2 **Taproom Profit Play #1: Increase Beer Pricing**

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4 Current Annual Beer Revenue \$869,000

5 New Annual Beer Revenue \$947,934

6 Profit Generated \$78,934

7

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Product	Current Price	% of Sales	Current Rev/BL	# Units Sold	Annual Revenue	New Price	New Rev/BL	New Annual Rev	Profit Generated
4oz Taster	\$1.50	5%	\$1,488	28,967	\$43,450	\$2.00	\$1,984	\$57,933	\$14,483
10oz Draft Pour	\$3.50	7%	\$1,389	17,380	\$60,830	\$4.00	\$1,587	\$69,520	\$8,690
16oz Draft Pour	\$6.00	77%	\$1,488	111,522	\$669,130	\$6.50	\$1,612	\$724,891	\$55,761
16oz Flight	\$10.00	3%	\$2,480	2,607	\$26,070	\$10.00	\$2,480	\$26,070	\$0
16oz 4-Pack Cans	\$10.99	8%	\$681	6,326	\$69,520	\$10.99	\$681	\$69,520	\$0

100%

17

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21 **Taproom Profit Play #2: Manage Your Staffing**

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Annual Taproom Sales	\$1,762,500	Weekly Hours	686	Taproom Labor %	40%	Annual Labor Cost	\$713,570
Taproom Food Category	Full Food	Current	542	Target	32%		\$564,000
Average Staff Hourly Rate	\$20.00	New	580		34%		\$603,200
Current Annual Taproom Payroll	\$713,570						
New Annual Taproom Payroll	\$603,200						
Profit Generated	\$110,370						

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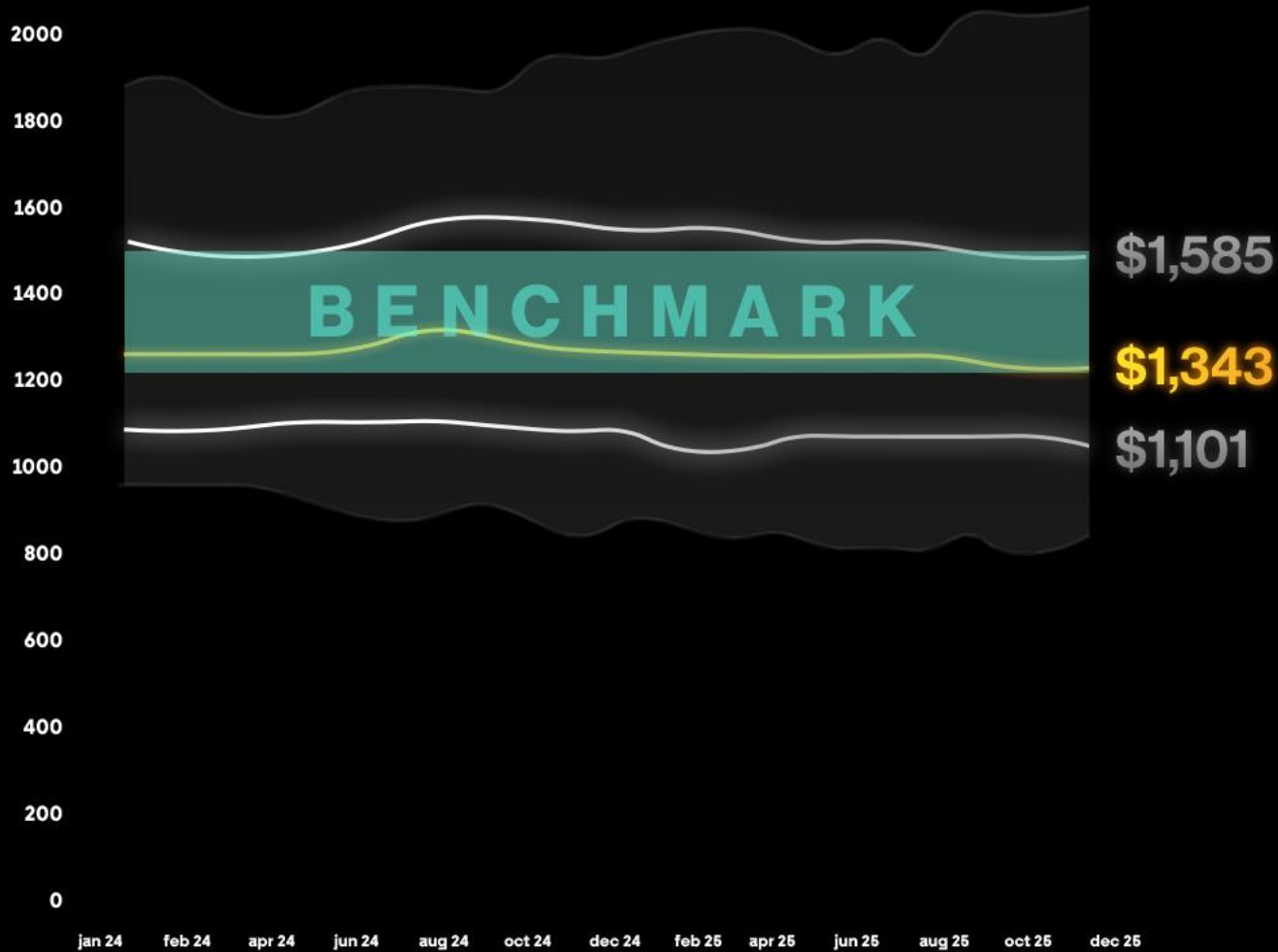
Session 1: Profit Potential Session 1: Example Session 2: Taproom Profit Session 2: Example Session 3: Distro Profit Session 3: Example Session 2: Backup Plays Benchmarks Beer



BEER PRICING

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Taproom Revenue per BBL



$$\text{Taproom Revenue per BBL} = \frac{\text{Taproom Beer Revenue}}{\text{Taproom BBLs Sold}}$$

- Revenue per BBL gives us a reliable metric to measure pricing across SKUs
- It tells us whether we're charging enough for the beer that we're selling, and is one of our most powerful levers for increasing profit
- On average, breweries have done a good job increasing taproom pricing to keep up with rising costs and cover overhead, although many are still below our target benchmark range
- **SBS Benchmark:** *\$1,300 - \$1,500*



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Product	Current Price	% of Sales	Current Rev/BBL
4oz Taster	\$1.50	5%	\$1,488
10oz Draft Pour	\$3.50	7%	\$1,389
16oz Draft Pour	\$6.00	77%	\$1,488
16oz Flight	\$10.00	3%	\$2,480
16oz 4-Pack Cans	\$10.99	8%	\$681

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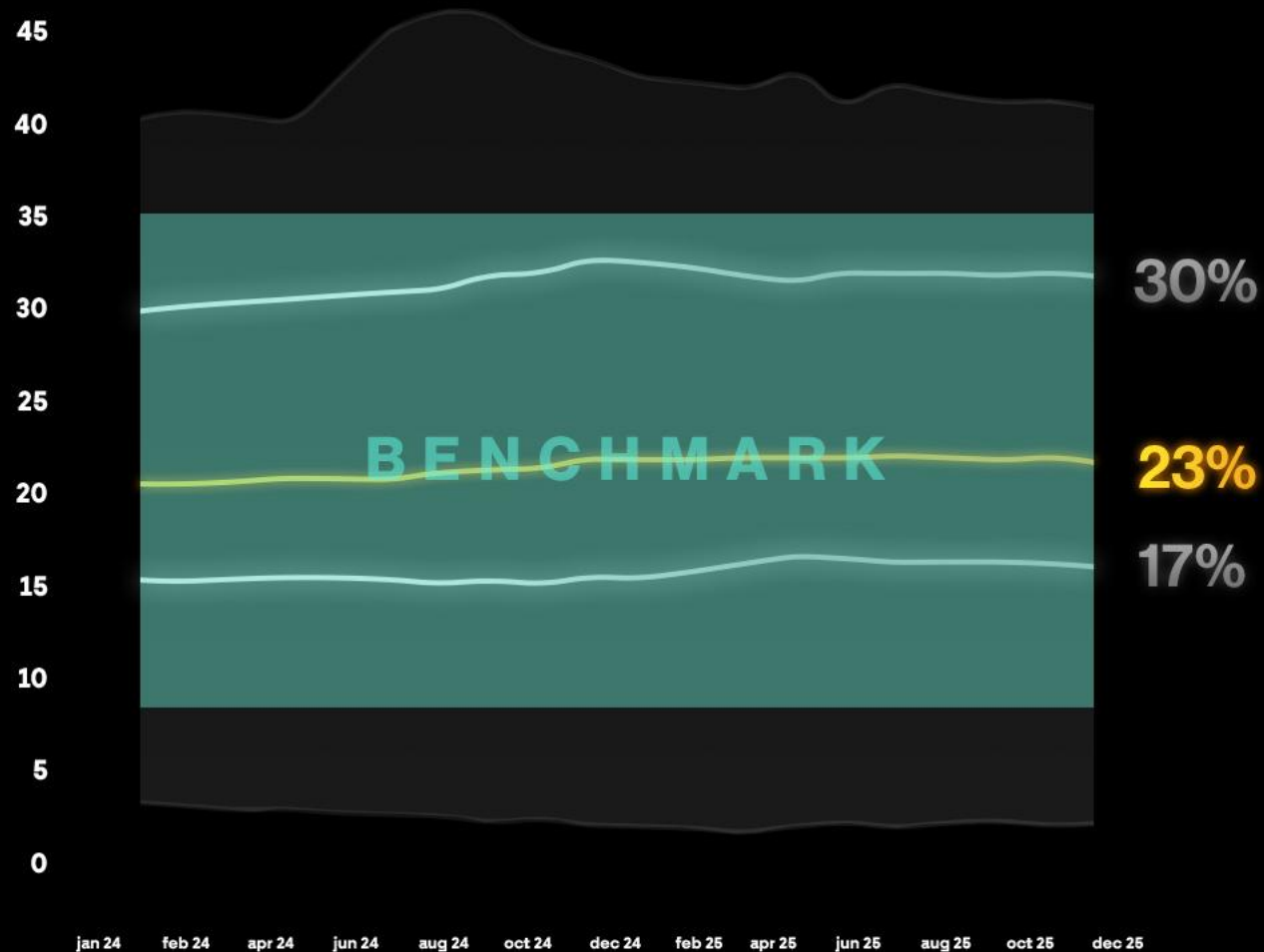
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TAPROOM LABOR

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Taproom Labor %



$$\text{Taproom Labor \%} = \frac{\text{Taproom Labor Wages} + \text{Payroll Tax}}{\text{Total Taproom Revenue}}$$

- **SBS Benchmarks:**

- No Food: 8% - 12%
- Light Food: 18% - 22%
- Full Kitchen: 29% - 35%

- **To Improve:**

- Increase taproom revenue through pricing, foot traffic (events, marketing, etc.)
- Taproom Manager: Optimize FOH hours to minimize unnecessary staffing
- Chef: Optimize BOH headcount and streamline menu for better efficiency

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(29% - 35%)

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Roundtable Work

- **Focus on your top 4 pour sizes** for pricing
- **Estimate your percentage** of sales for each pour size
- **Labor**; fill it out the best you can
- **Ask questions**

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thank you!

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