



SESSION THREE

Profitable Distribution Disciplines

2:30 PM - 4:00 PM

Small Batch
— STANDARD —

sbstandard.com/moreprofit

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
\$2.24M

\$258k

~~EBITDA \$114k~~

75% Taproom
25% Self-Distro



Revenue
\$2.35M

Expenses
\$2.24M

\$258k

~~EBITDA \$114k~~

75% Taproom
25% Self-Distro



PROFIT WORKSHOP TEMPLATE

(or visit sbstandard.com/bpw-template)

CBC 2026 Brewery Profit Workshop Templates

File Edit View Insert Format Data Tools Gemini Extensions Help

Search Menus 100% 123 Karla 10 B I Z A

Summarize this data

Distro Profit Play #1: More Account Visits

Annual Distribution Revenue	\$587,500	Visits/wk	Added Rev
Distribution Type	Self-Distro	Current	\$0
# of Sales Reps	1	Target	\$352,500
Average Revenue per Visit	\$452	New	\$235,000
Profit Generated	\$103,400		

Distribution Type	Self-Distro	Distributor
COGS	33%	47%
Commission	5%	5%
Production Labor	8%	8%
Other Costs	10%	2%
Contribution Multiplier	44%	38%
Target Weekly Account Visits	40	20

Distro Profit Play #2: Update Your Portfolio

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
Current Annual Gross Profit	\$398,208
New Annual Gross Profit	\$434,859
Profit Generated	\$36,451

Product SKU	Product Name	Price	COGS	% of Sales	Rev/BBL	COGS %	# Units	Total Gross	New Price	New % Sales	Rev/BBL	COGS %	# Units	New Gross	Profit
Case (24 x 16oz)	Hazy IPA	\$61.00	\$21.96	21%	\$630	36.0%	2,023	\$78,960	\$63.00	23%	\$651	35%	2,215	\$90,910	\$11,950
Case (24 x 16oz)	Pilsner	\$53.00	\$14.31	13%	\$548	27.0%	1,441	\$55,754	\$56.00	14%	\$579	26%	1,552	\$64,698	\$8,944
Case (24 x 16oz)	Lager	\$49.00	\$16.66	10%	\$506	34.0%	1,199	\$38,775	\$56.00	11%	\$579	30%	1,319	\$51,885	\$13,110
Keg (1/2 BBL)	Hazy IPA	\$208.00	\$68.97	25%	\$418	33.0%	703	\$98,406	\$235.00	6%	\$470	29%	169	\$28,003	-\$70,404
Keg (1/2 BBL)	Pilsner	\$179.00	\$46.54	7%	\$358	26.0%	230	\$30,433	\$215.00	4%	\$430	22%	131	\$22,116	-\$8,316
Keg (1/2 BBL)	Lager	\$165.00	\$56.10	5%	\$330	34.0%	178	\$19,388	\$215.00	2%	\$430	26%	71	\$11,316	-\$8,072
Sixtel (1/6 BBL)	Hazy IPA	\$85.00	\$28.05	8%	\$510	33.0%	553	\$31,490	\$99.00	16%	\$594	28%	1,106	\$78,462	\$46,972
Sixtel (1/6 BBL)	Pilsner	\$75.00	\$19.50	5%	\$450	26.0%	392	\$21,738	\$85.00	9%	\$510	23%	705	\$46,178	\$24,440
Sixtel (1/6 BBL)	Lager	\$70.00	\$23.80	6%	\$420	34.0%	504	\$23,265	\$85.00	8%	\$510	28%	671	\$41,091	\$17,826

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



ACCOUNT VISITS

ACCOUNT VISITS

Self Distro: 40 accounts per week

Distro: 20 accounts per week



Annual Distribution Revenue

\$587,500

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
# of Sales Reps	1

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
# of Sales Reps	1
Average Revenue per Visit	\$452

	Visits/Wk	Added Rev
Current	25	\$0

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
# of Sales Reps	1
Average Revenue per Visit	\$452

	Visits/Wk	Added Rev
Current	25	\$0
Target	40	\$352,500

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
# of Sales Reps	1
Average Revenue per Visit	\$452

	Visits/Wk	Added Rev
Current	25	\$0
Target	40	\$352,500
New	35	\$235,000

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
# of Sales Reps	1
Average Revenue per Visit	\$452

	Visits/Wk	Added Rev
Current	25	\$0
Target	40	\$352,500
New	35	\$235,000

Distribution Type	Self-Distro	Distributor
COGS	33%	47%
Commission	5%	5%
Production Labor	8%	8%
Other Costs	10%	2%
Contribution Multiplier	44%	38%
Target Weekly Account Visits	40	20

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
# of Sales Reps	1
Average Revenue per Visit	\$452
Profit Generated →	\$103,400

	Visits/Wk	Added Rev
Current	25	\$0
Target	40	\$352,500
New	35	\$235,000

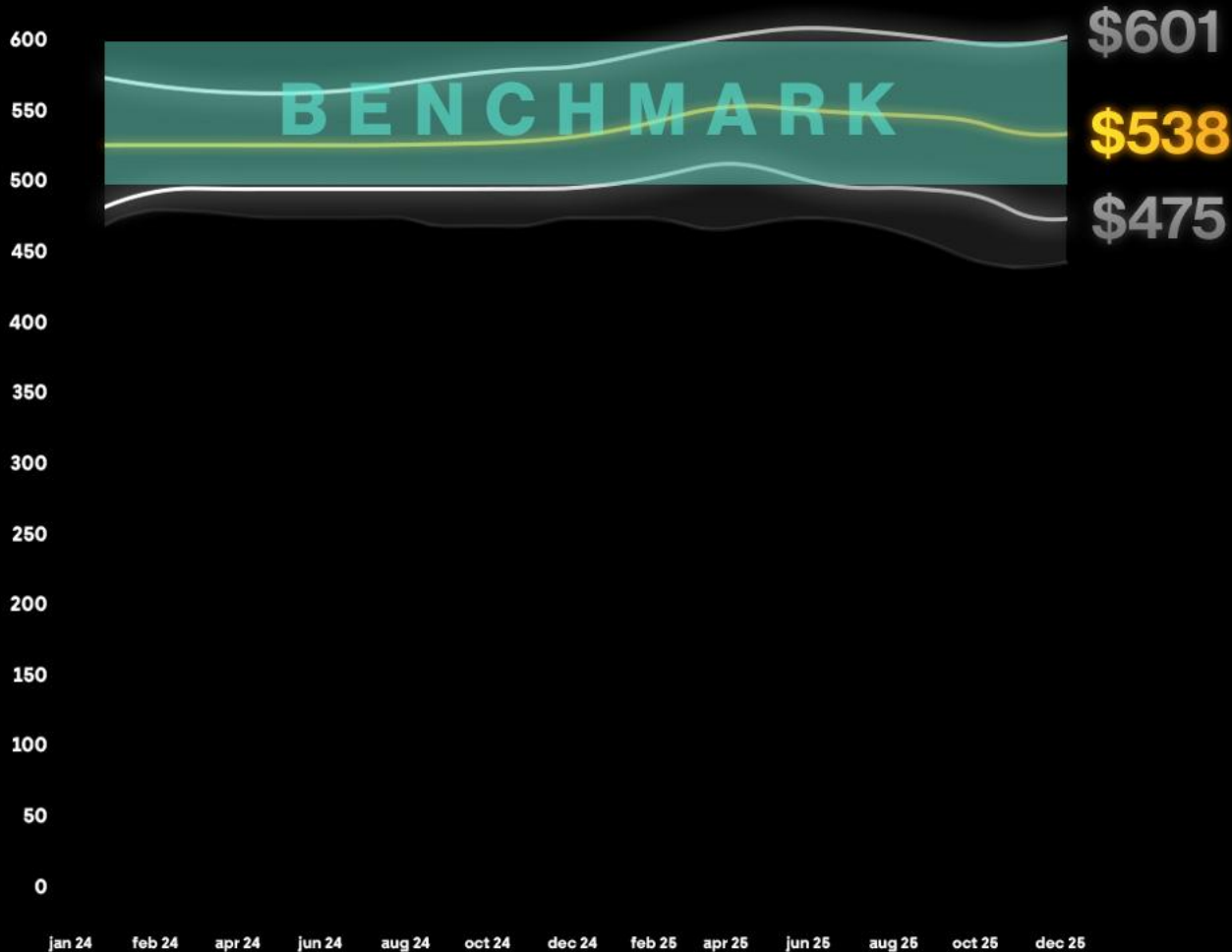
Distribution Type	Self-Distro	Distributor
COGS	33%	47%
Commission	5%	5%
Production Labor	8%	8%
Other Costs	10%	2%
Contribution Multiplier	44%	38%
Target Weekly Account Visits	40	20



DISTRO MARGINS

Small Batch
— STANDARD —

Self-Distro Revenue per BBL



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

- Similarly, the self-distributing breweries in our data set have also increased prices
- However, the majority are selling beer below our target benchmark range, which makes it difficult to generate the margin needed to run a profitable distribution operation
- **SBS Benchmark:** \$500 - \$600
- **To Improve:**
 - Audit your can and keg pricing sheets against the benchmark
 - Increase pricing on high volume SKUs
 - Prioritize and incentivize your reps to sell higher priced, high margin SKUs
 - Eliminate SKUs with low pricing power from the rotation and hold firm

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro

Product SKU	Product Name
Case (24 x 16oz)	Hazy IPA
Case (24 x 16oz)	Pilsner
Case (24 x 16oz)	Lager
Keg (1/2 BBL)	Hazy IPA
Keg (1/2 BBL)	Pilsner
Keg (1/2 BBL)	Lager
Sixtel (1/6 BBL)	Hazy IPA
Sixtel (1/6 BBL)	Pilsner
Sixtel (1/6 BBL)	Lager

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro

Product SKU	Product Name	Price	COGS	% of Sales
Case (24 x 16oz)	Hazy IPA	\$61.00	\$21.96	21%
Case (24 x 16oz)	Pilsner	\$53.00	\$14.31	13%
Case (24 x 16oz)	Lager	\$49.00	\$16.66	10%
Keg (1/2 BBL)	Hazy IPA	\$209.00	\$68.97	25%
Keg (1/2 BBL)	Pilsner	\$179.00	\$46.54	7%
Keg (1/2 BBL)	Lager	\$165.00	\$56.10	5%
Sixtel (1/6 BBL)	Hazy IPA	\$85.00	\$28.05	8%
Sixtel (1/6 BBL)	Pilsner	\$75.00	\$19.50	5%
Sixtel (1/6 BBL)	Lager	\$70.00	\$23.80	6%
				100%

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro

Product SKU	Product Name	Price	COGS	% of Sales	Rev/BBL	COGS %
Case (24 x 16oz)	Hazy IPA	\$61.00	\$21.96	21%	\$630	36.0%
Case (24 x 16oz)	Pilsner	\$53.00	\$14.31	13%	\$548	27.0%
Case (24 x 16oz)	Lager	\$49.00	\$16.66	10%	\$506	34.0%
Keg (1/2 BBL)	Hazy IPA	\$209.00	\$68.97	25%	\$418	33.0%
Keg (1/2 BBL)	Pilsner	\$179.00	\$46.54	7%	\$358	26.0%
Keg (1/2 BBL)	Lager	\$165.00	\$56.10	5%	\$330	34.0%
Sixtel (1/6 BBL)	Hazy IPA	\$85.00	\$28.05	8%	\$510	33.0%
Sixtel (1/6 BBL)	Pilsner	\$75.00	\$19.50	5%	\$450	26.0%
Sixtel (1/6 BBL)	Lager	\$70.00	\$23.80	6%	\$420	34.0%
				100%		

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
Current Annual Gross Profit	\$398,208

Product SKU	Product Name	Price	COGS	% of Sales	Rev/BBL	COGS %	# Units	Total Gross
Case (24 x 16oz)	Hazy IPA	\$61.00	\$21.96	21%	\$630	36.0%	2,023	\$78,960
Case (24 x 16oz)	Pilsner	\$53.00	\$14.31	13%	\$548	27.0%	1,441	\$55,754
Case (24 x 16oz)	Lager	\$49.00	\$16.66	10%	\$506	34.0%	1,199	\$38,775
Keg (1/2 BBL)	Hazy IPA	\$209.00	\$68.97	25%	\$418	33.0%	703	\$98,406
Keg (1/2 BBL)	Pilsner	\$179.00	\$46.54	7%	\$358	26.0%	230	\$30,433
Keg (1/2 BBL)	Lager	\$165.00	\$56.10	5%	\$330	34.0%	178	\$19,388
Sixtel (1/6 BBL)	Hazy IPA	\$85.00	\$28.05	8%	\$510	33.0%	553	\$31,490
Sixtel (1/6 BBL)	Pilsner	\$75.00	\$19.50	5%	\$450	26.0%	392	\$21,738
Sixtel (1/6 BBL)	Lager	\$70.00	\$23.80	6%	\$420	34.0%	504	\$23,265

100%

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
Current Annual Gross Profit	\$398,208

Product SKU	Product Name	Price	COGS	% of Sales	Rev/BBL	COGS %	# Units	Total Gross	New Price	New % Sales
Case (24 x 16oz)	Hazy IPA	\$61.00	\$21.96	21%	\$630	36.0%	2,023	\$78,960	\$63.00	23%
Case (24 x 16oz)	Pilsner	\$53.00	\$14.31	13%	\$548	27.0%	1,441	\$55,754	\$56.00	14%
Case (24 x 16oz)	Lager	\$49.00	\$16.66	10%	\$506	34.0%	1,199	\$38,775	\$56.00	11%
Keg (1/2 BBL)	Hazy IPA	\$209.00	\$68.97	25%	\$418	33.0%	703	\$98,406	\$235.00	6%
Keg (1/2 BBL)	Pilsner	\$179.00	\$46.54	7%	\$358	26.0%	230	\$30,433	\$215.00	4%
Keg (1/2 BBL)	Lager	\$165.00	\$56.10	5%	\$330	34.0%	178	\$19,388	\$215.00	2%
Sixtel (1/6 BBL)	Hazy IPA	\$85.00	\$28.05	8%	\$510	33.0%	553	\$31,490	\$99.00	16%
Sixtel (1/6 BBL)	Pilsner	\$75.00	\$19.50	5%	\$450	26.0%	392	\$21,738	\$85.00	9%
Sixtel (1/6 BBL)	Lager	\$70.00	\$23.80	6%	\$420	34.0%	504	\$23,265	\$85.00	8%
				100%					93%	

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
Current Annual Gross Profit	\$398,208

Product SKU	Product Name	Price	COGS	% of Sales	Rev/BBL	COGS %	# Units	Total Gross	New Price	New % Sales	Rev/BBL	COGS %	# Units	New Revenue	New Gross	Profit
Case (24 x 16oz)	Hazy IPA	\$61.00	\$21.96	21%	\$630	36.0%	2,023	\$78,960	\$63.00	23%	\$651	35%	2,215	\$139,555	\$90,910	\$11,950
Case (24 x 16oz)	Pilsner	\$53.00	\$14.31	13%	\$548	27.0%	1,441	\$55,754	\$56.00	14%	\$579	26%	1,552	\$86,906	\$64,698	\$8,944
Case (24 x 16oz)	Lager	\$49.00	\$16.66	10%	\$506	34.0%	1,199	\$38,775	\$56.00	11%	\$579	30%	1,319	\$73,857	\$51,885	\$13,110
Keg (1/2 BBL)	Hazy IPA	\$209.00	\$68.97	25%	\$418	33.0%	703	\$98,406	\$235.00	6%	\$470	29%	169	\$39,635	\$28,003	-\$70,404
Keg (1/2 BBL)	Pilsner	\$179.00	\$46.54	7%	\$358	26.0%	230	\$30,433	\$215.00	4%	\$430	22%	131	\$28,226	\$22,116	-\$8,316
Keg (1/2 BBL)	Lager	\$165.00	\$56.10	5%	\$330	34.0%	178	\$19,388	\$215.00	2%	\$430	26%	71	\$15,311	\$11,316	-\$8,072
Sixtel (1/6 BBL)	Hazy IPA	\$85.00	\$28.05	8%	\$510	33.0%	553	\$31,490	\$99.00	16%	\$594	28%	1,106	\$109,482	\$78,462	\$46,972
Sixtel (1/6 BBL)	Pilsner	\$75.00	\$19.50	5%	\$450	26.0%	392	\$21,738	\$85.00	9%	\$510	23%	705	\$59,925	\$46,178	\$24,440
Sixtel (1/6 BBL)	Lager	\$70.00	\$23.80	6%	\$420	34.0%	504	\$23,265	\$85.00	8%	\$510	28%	671	\$57,071	\$41,091	\$17,826

100%

93%

Annual Distribution Revenue	\$587,500
Distribution Type	Self-Distro
Current Annual Gross Profit	\$398,208
New Annual Gross Profit	\$434,659
Profit Generated ➡	\$36,451

Product SKU	Product Name	Price	COGS	% of Sales	Rev/BBL	COGS %	# Units	Total Gross	New Price	New % Sales	Rev/BBL	COGS %	# Units	New Revenue	New Gross	Profit
Case (24 x 16oz)	Hazy IPA	\$61.00	\$21.96	21%	\$630	36.0%	2,023	\$78,960	\$63.00	23%	\$651	35%	2,215	\$139,555	\$90,910	\$11,950
Case (24 x 16oz)	Pilsner	\$53.00	\$14.31	13%	\$548	27.0%	1,441	\$55,754	\$56.00	14%	\$579	26%	1,552	\$86,906	\$64,698	\$8,944
Case (24 x 16oz)	Lager	\$49.00	\$16.66	10%	\$506	34.0%	1,199	\$38,775	\$56.00	11%	\$579	30%	1,319	\$73,857	\$51,885	\$13,110
Keg (1/2 BBL)	Hazy IPA	\$209.00	\$68.97	25%	\$418	33.0%	703	\$98,406	\$235.00	6%	\$470	29%	169	\$39,635	\$28,003	-\$70,404
Keg (1/2 BBL)	Pilsner	\$179.00	\$46.54	7%	\$358	26.0%	230	\$30,433	\$215.00	4%	\$430	22%	131	\$28,226	\$22,116	-\$8,316
Keg (1/2 BBL)	Lager	\$165.00	\$56.10	5%	\$330	34.0%	178	\$19,388	\$215.00	2%	\$430	26%	71	\$15,311	\$11,316	-\$8,072
Sixtel (1/6 BBL)	Hazy IPA	\$85.00	\$28.05	8%	\$510	33.0%	553	\$31,490	\$99.00	16%	\$594	28%	1,106	\$109,482	\$78,462	\$46,972
Sixtel (1/6 BBL)	Pilsner	\$75.00	\$19.50	5%	\$450	26.0%	392	\$21,738	\$85.00	9%	\$510	23%	705	\$59,925	\$46,178	\$24,440
Sixtel (1/6 BBL)	Lager	\$70.00	\$23.80	6%	\$420	34.0%	504	\$23,265	\$85.00	8%	\$510	28%	671	\$57,071	\$41,091	\$17,826

100%

93%

Roundtable Work

- **Focus on 5 SKUs:** the 5 top selling SKU by volume for the Margin Profit Play
- **Run the Account Visits Play:** See the impact of additional sales activity on your distro profit" as the first bullet point
- **Ask questions**

Small Batch
— STANDARD —



sbstandard.com/bpw-template

Download Template → File → "Make a copy"