

THE 2024 DOOZY SOLUTIONS TECH REPORT

BREWERY & DISTILLERY GROWTH DEMANDS A UNIFIED TECH STACK TO POUR PROFITS

EXECUTIVE SUMMARY

Running a brewery or distillery is a balancing act between craft, compliance and commerce. However, operational inefficiencies — caused by disconnected software tools, manual processes and limited visibility — make it challenging to scale, diversify and maximize profitability.

To understand the current state of tech usage at breweries and distilleries in the U.S. — and how it hinders or helps companies achieve their goals — Doozy Solutions conducted a survey of 200+ bev-alc leaders from April 2024 to January 2025. The findings revealed:

- A clear majority (85%) of respondents expressed frustration with having multiple sources of truth across their business
- Nearly half (45%) of companies don't believe their current software can effectively support product diversification strategies

Centralizing inventory management, production, compliance and financial tracking into one platform solves the top operational challenges faced by breweries and distilleries trying to scale and diversify. A multi-category beverage ERP empowers craft beverage producers to work smarter, not harder with a system that scales along with them.

Let's dive into more insights revealed in this study.

> **SECTION 1: TECH BLOAT SLOWS DOWN YOUR BUSINESS**

> **SECTION 2: TECH COMPLEXITY STUNTS PRODUCT DIVERSIFICATION**

> **SECTION 3: LACK OF VISIBILITY CREATES ISSUES**



49%

of surveyed
companies use

1-3

different software
systems, while

32%

of respondents use

4-5

systems and

19%

use

6+

systems

SECTION 1: TECH BLOAT SLOWS DOWN YOUR BUSINESS

The craft beverage industry is complex. To keep operations running smoothly, breweries and distilleries rely on multiple software tools to source raw materials, manage production schedules, track inventory, ensure compliance and handle financials. But when these tools aren't properly integrated, they create more problems than they solve.

MORE THAN HALF (51%) OF SURVEY RESPONDENTS JUGGLE FOUR OR MORE DISCONNECTED TOOLS, RESULTING IN DATA SILOS, CONFLICTING REPORTS AND EXCESSIVE MANUAL WORK.

The top 5 software pain points were:

47%

Over-reliance on spreadsheets

43%

Lack of automation

38%

Data quality issues

31%

Lack of operational visibility

27%

Lack of supply chain management capabilities

THE TRUE COST OF DISCONNECTED SOFTWARE

When breweries and distilleries rely on multiple software systems that aren't integrated with each other, operational inefficiencies ripple through every department.

Data Silos & Inconsistent Reporting

Each department enters data into a separate system — inventory in one tool, production schedules in another, sales in a third and financials in an entirely different platform. Without native integration, employees resort to spreadsheets, emails and manual data entry to transfer information between platforms.

Reliance on siloed systems increases the likelihood of:

- Incorrect financial reports, miscounted inventory and/or compliance mistakes
- Poor decision-making due to lost or outdated information on production and financial performance
- Wasted time on tasks that should be simple or automated

Lack of Real-Time Operational Visibility

Disconnected systems create a reactive rather than proactive business environment. Without real-time access to inventory, production and financials, breweries and distilleries operate on lagging data.

Dated, conflicting or incomplete data makes it difficult to:

- Nimble respond to production shortages
- Optimize inventory levels to prevent overstocking or understocking
- Adjust pricing strategies based on up-to-date financial insights



IT & Software Costs Spiral Out of Control

Using multiple software systems doesn't just slow down operations, it's also incredibly expensive. The majority of breweries and distilleries pay for redundant software licenses, additional IT support and expensive API integrations to bridge gaps between tools. Most companies don't consider:

- The impact of paying for 4-6 different software subscription fees
- Additional resources and expertise required to integrate software tools successfully
- The time and productivity lost by employees learning – and entering data into – multiple systems

SIMPLIFY. STREAMLINE. CONSOLIDATE.

Beverage companies looking to streamline operations and reduce complexity should develop a strategic technology plan. **Here's how to get started:**

Conduct a Comprehensive Technology Audit

- **Map your entire ecosystem:** Document all systems, users and integrations.
- **Identify overlaps and redundancies:** Look for multiple systems performing similar functions.
- **Evaluate actual usage:** Determine which systems and features are most critical.
- **Assess integration capabilities:** Note which systems can easily connect with others.

Prioritize an Integrated ERP Solution

- **Future-proof with an industry-specific platform:** Look for ERP software that simplifies TTB reporting and batch production across all categories.
- **Core functionality requirements:** Ensure the system covers production, inventory, sales, accounting and reporting, among other business requirements.
- **Scalability considerations:** Choose a solution that can grow with your business and adapt to changing needs.

Use a Phased Approach & Scale Over Time

- **Start with critical operational areas:** Choose your most business-critical functions for phase one.
- **Implement in a phased approach:** Doozy implementation experts recommend beginning with inventory and procurement, production and packaging, sales and fulfillment, and accounting and compliance.
- **Allow adequate time for training:** Ensure staff are comfortable with your new ERP before moving to the next phase.
- **Maintain parallel systems temporarily:** Run old and new systems together until confident in the transition.

CASE STUDY: ATHLETIC BREWING CO. SIMPLIFIES TO EXPAND

Location:

Milford, Connecticut &
San Diego, California

The Challenge:

Athletic Brewing Company, the pioneering non-alcoholic craft brewery, faced significant operational challenges as it scaled rapidly from startup to industry leader. As the company expanded, it encountered typical growth pains that many beverage producers face:

- Multiple disconnected systems tracking production, inventory and sales
- Manual data entry, causing errors and consuming valuable staff time
- Limited visibility across multi-state operations

The Solution:

Athletic replaced its array of point solutions with Crafted ERP to unify operations and establish a foundation to support exponential growth. The strategic move yielded impressive benefits:

- Real-time inventory visibility across all locations
- Better decision-making through consistent, reliable data
- Scalable infrastructure that supported its continued rapid growth

[Learn more.](#)



SECTION 2: TECH COMPLEXITY STUNTS PRODUCT DIVERSIFICATION

The beverage industry has rapidly changed and continues to do so. Blink and you might miss something. Breweries and distilleries are expanding into RTD cocktails, hard seltzers and non-alcoholic beverages to meet shifting consumer demands.

THE SURVEY REVEALED THAT MANY BREWERIES AND DISTILLERIES STRUGGLE TO DIVERSIFY BECAUSE THEIR EXISTING SOFTWARE ISN'T BUILT TO HANDLE THE COMPLEXITIES OF NEW PRODUCTS.

Growth requires real-time data. Without it, scaling becomes a guessing game:

88%

of respondents planning to pursue new product categories cited software inefficiencies as a significant barrier

40%

of businesses using 4 or more software systems reported low confidence in expanding into new beverage categories due to a lack of integrated inventory, production and sales forecasting tools

68%

of beverage producers using fewer than three software systems reported a greater level of confidence in launching new product lines successfully

GROWTH OPPORTUNITIES HINDERED BY TECH COMPLEXITY

Launching a new product isn't as simple as adding a new recipe to the mix. It requires accurate inventory, cost tracking and new production workflows that integrate seamlessly with existing operations and keep companies compliant with federal and state regulations.

Disconnected Systems Can't Handle Complex Product Recipes

RTD cocktails, FMBs and no- or low-alcohol beverages frequently require more complicated ingredient tracking and recipe management than traditional beer or spirits.

For example, a brewery launching a canned RTD cocktail must track:

- Multiple base spirits (vodka, gin, whiskey)
- Sweeteners, carbonation levels and stabilizers
- Flavored ingredients (juices, botanicals, extracts)
- Packaging materials (bottles, cans, labels, caps, etc.)

Scaling new products becomes a logistical nightmare if inventory and production software can't handle complex recipes.

Lack of Real-Time Data Makes Product Scaling Risky

Demand forecasting is essential when adding a new product. If production is based on delayed or inaccurate data, companies risk overproducing or underproducing, which can lead to:

- Excess raw material waste if a product doesn't sell as expected
- Storage and logistics costs increase due to unsold inventory
- Hiccups in cash flow, limiting investment in future product expansion

ONE-THIRD OF THE MID-SIZED BEVERAGE PRODUCERS SURVEYED STATE THEY'RE ALREADY ACTIVELY DIVERSIFYING, BUT OPERATIONAL BOTTLENECKS AND COST MANAGEMENT STRUGGLES OFTEN LIMIT THEIR EXPANSION PLANS.



Cost Tracking Issues Undermine Profitability

Expanding into new product lines requires clear understanding of costs at every stage — raw materials, production, packaging and distribution. A brewery expanding into hard seltzers is in danger of pricing its product too low if its costing software doesn't factor in new fermentation and flavoring costs. As a result, they may operate at a loss for months before adjusting pricing, which could seriously affect profitability.

Businesses without automated cost tracking reported having difficulty assessing margins and making data-driven pricing decisions.

87% of breweries and distilleries surveyed lack a unified system for real-time cost of goods sold (COGS) tracking.

ONE SYSTEM, ENDLESS POSSIBILITIES

The best beverage ERP systems allow producers to establish the operational and technology infrastructure needed to successfully diversify product portfolios while maintaining efficiency and profitability.

Real-Time Data Supports Smart Growth Decisions

Increased visibility into sales data allows you to:

- Compare performance metrics across different product categories
- Analyze trends and identify which products are most successful
- Make data-driven decisions about future expansion opportunities

Integrated Inventory & Ingredient Management Help Control Costs

An integrated approach enables your team to:

- Track raw materials across different product lines with category-specific requirements
- Manage packaging types and formats within a single system
- Identify opportunities for shared ingredients to maximize purchasing power
- Reduce inventory carrying costs with better visibility and forecasting

Holistic Financial Visibility Increases Profitability

Analyze real-time data to help you:

- Calculate precise per-product and per-category profitability
- Compare production costs across different beverage types
- Track supply chain costs by product category

CASE STUDY: CRAFT 'OHANA TACKLES MULTI-CATEGORY EXPANSION

Location:

Maui, Hawaii and
San Diego, California

The Challenge:

Craft 'Ohana was established when Maui Brewing Company acquired Modern Times Beer + Coffee in 2022. The bi-state beverage producer encountered significant hurdles while expanding into multi-category production, including:

- Bottlenecks caused by managing production schedules in separate systems
- Lack of visibility and accurate cost tracking across beverage categories
- Inability to manage TTB compliance and reporting for multiple product lines in a single system

The Solution:

Craft 'Ohana implemented Crafted ERP BevX to manage production and operations across multiple beverage categories. Within 18 months of implementation, Craft 'Ohana achieved remarkable results:

- Improved supply and demand planning, cost tracking and compliance across all categories
- Accelerated its growth plan and expansion across mainland U.S.
- Reduced costs and complexity of maintaining and integrating multiple software systems

[Learn more.](#)



SECTION 3: LACK OF VISIBILITY CREATES ISSUES

Breweries and distilleries operate in highly regulated industries, requiring meticulous attention to tax laws, reporting requirements and financial oversight. However, many businesses struggle with outdated and fragmented systems, leading to compliance risks and financial blind spots.

Without accurate, automated tools, beverage producers face increased administrative burdens, potential fines and difficulty managing cash flow without accurate, automated tools. The survey findings highlight that compliance and financial management challenges remain a top concern for businesses looking to scale efficiently.

21%

of respondents cited “lack of reporting capabilities necessary for the TTB and/or IRS” as a major pain point in their current system

28%

of respondents specifically identified “efficient and correct compliance and tax reporting” as a valuable feature in software solutions

ONLY 8%

of the breweries and distilleries surveyed are actively addressing compliance issues related to cross-category production

MULTIPLE DATA SOURCES LEAD TO LOST TIME & MONEY

Many beverage companies are poised for expansion but face significant operational challenges. Scaling up isn't just about producing more or diversifying — it requires accurate reporting, efficient cost management and data-driven financial decisions.

Compliance Reporting is Time-Consuming and Prone to Errors

Managing TTB reports, excise taxes and state regulations requires accurate record-keeping and timely submissions. But many breweries and distilleries still rely on manual processes and disconnected systems, making compliance reporting inefficient and error-prone. Additional insights from the survey include:

- 72% of mid-sized breweries and distilleries (11-50 employees) struggle with tax reporting and compliance due to fragmented software, adding to their operational burdens.
- The majority of respondents (51%) rely on multiple data sources, leading to inconsistencies, reporting errors and financial uncertainty. 57% report specific issues with data quality and reporting capabilities.
- 67% of businesses stated manual reconciliation of tax data consumes valuable time that could be allocated to business growth and production.

Excise Tax Compliance Creates Financial Strain

Unlike general sales tax, excise taxes on alcoholic beverages are calculated based on complex factors, including:

- Volume of production and sales
- Alcohol content (ABV)
- Federal and state tax rates
- Special product classifications (e.g., FMBs, RTDs, barrel-aged spirits, etc.)



Managing Excise Tax Manually is a Nonstarter

Failing to invest in sophisticated compliance software tools exposes breweries and distilleries to financial risks, including:

- Missed filing deadlines resulting in costly penalties
- Data discrepancies in tax reports increasing the risk of audits and compliance issues
- Errors in tax calculations leading to underpayments or overpayments and impacts on cash flow
- Non-compliance with ingredient tracking and labeling requirements resulting in product recalls and additional regulatory scrutiny

Limited Financial Visibility Creates Operational Challenges

Accurate financial tracking is critical to long-term growth. Yet, many beverage producers lack real-time cost tracking and profitability analysis for sound financial decision-making. Without a centralized system:

- Understanding true production costs becomes difficult, leading to inaccurate pricing decisions
- Cash flow forecasting is unreliable, making planning for growth and investment harder
- Cost-savings go unnoticed, resulting in avoidable financial inefficiencies

THE POWER OF AUTOMATED COMPLIANCE & FINANCIAL REPORTING

By implementing a beverage-specific ERP system, producers can transform compliance from a burden into a streamlined process, convert manual cost tracking into automated real-time insights, and replace fragmented financial reporting with a cohesive system that supports growth and operational excellence.

Automated TTB & Regulatory Compliance

A specialized beverage ERP system streamlines regulatory compliance by:

- Generating required TTB reports directly from production data, eliminating manual compilation
- Maintaining comprehensive audit trails by automatically tracking all operations that impact compliance documentation
- Supporting multi-state distribution by managing a centralized database for varying state requirements

Scalable Financial Operations

Beverage ERP systems enable business growth by:

- Automating financial processes to reduce administrative overhead
- Providing accurate cost and profitability data to help businesses decide what to invest in next
- Maintaining comprehensive records that streamline due diligence for fundraising or M&A
- Connecting production systems directly with financial systems for complete visibility

CASE STUDY: SAMSON & SURREY PREPARES FOR ACQUISITION

Location:

A portfolio spirits group operating across multiple states and countries

The Challenge:

Samson & Surrey needed to merge financial tracking and reporting to position itself for potential acquisition. With each distillery operating its own set of software solutions, the company encountered several obstacles:

- Fragmented financial data and inconsistent reporting methodologies
- Lack of standardized KPIs and limited visibility into real-time performance metrics
- Manual reconciliation processes that created delays

These challenges threatened to complicate the due diligence process and potentially undervalue the company's true financial position.

The Solution:

Crafted ERP was selected to create a unified financial foundation and:

- Consolidate financial reporting across all businesses
- Centralize compliance management with a single repository for all TTB docs
- Build comparative dashboards showing performance across the portfolio

[Learn more.](#)



STREAMLINING BREWERY & DISTILLERY OPERATIONS: AN INDUSTRY-SPECIFIC ERP SOLVES KEY CHALLENGES

Fragmented systems and manual processes block growth, stifle profitability and complicate compliance for breweries and distilleries. Without a centralized beverage ERP solution, businesses struggle with redundant logins, disjointed reporting and financial blind spots.

Survey insights reinforce the theory that businesses juggling multiple tools have the highest levels of frustration, compliance risks and difficulties in financial forecasting. However, those with a smaller tech stack report greater confidence in expanding into new product categories.

When asked how a unified beverage ERP could benefit their companies, industry leaders ranked the top five value-add features as:

- Real-time business intelligence (50%)
- Improved cash flow and quality control (46%)
- Anywhere, anytime accessibility to data (43%)
- Improved communication across departments and locations (40%)
- Ability to manage multiple product types in a single system (31%)

ABOUT THE SURVEY

The data for this report was collected by QualPro between April 2024 and January 2025. The 213 survey respondents represented a diverse cross-section of the craft beer and spirits industry.

- **Company Size:** 25% of respondents indicated they were from small companies (1-10 employees), 20% from medium-sized companies (11-50 employees), and 12% from large companies (51+ employees)
- **Production Categories:** Respondents reported producing a wide range of beverages, including beer (55%), spirits (33%), hard seltzer (23%), RTDs (18%), no/low alcohol beverages (15%), cider (11%), wine (7%), and other (5%).



HOW CRAFTED ERP FUELS BUSINESS GROWTH

Proactively seeking new ways to optimize your business can enhance long-term efficiency, profitability and market adaptability. Crafted ERP is the only software that manages multiple product lines, multiple licenses and multi-location operations on a single platform.

Crafted helps you:

- 1 **Address data fragmentation:** From production planning to financial forecasting, Crafted unifies your business by providing real-time visibility into operations.
- 2 **Reduce reliance on spreadsheets:** Replace manual processes with automation that reduces the risk of errors, improves efficiency, and frees staff up to focus on strategic activities.
- 3 **Automate tax and compliance reporting:** Integrated TTB, excise tax and regulatory compliance tracking ensure businesses stay audit-ready without manual work.
- 4 **Uncover accurate production costs:** Improve your pricing strategy and better understand profit margins with precise COGS calculations.
- 5 **Support diversification and growth:** Whether launching new categories or expanding distribution, Crafted scales with your business and eliminates the need for future system migrations.

Crafted ERP empowers beverage producers to solve current operational problems and foster sustainable growth and diversification in an increasingly competitive marketplace. Ready to simplify your tech stack? [Email us at cheers@craftedERP.com](mailto:cheers@craftedERP.com).

