

Craft Brewery Finance

CFO in a Box Consulting Services

My name is Kary Shumway, I've worked as a CPA and CFO in the beer business for two decades. I understand the financial challenges facing craft breweries.

- *Working with Wholesalers to grow your sales: Strategies and tactics to ensure your brand gets the attention and sales growth it deserves*
- *Building a Self-Distribution platform and growing direct-to-consumer sales through the taproom*
- *Financial planning and raising capital to fuel the growth of your brewery*

I've presented on these topics for Brewbound Live, the Craft Beer Finance and Investment Conference, and NBWA. Now, I'm available to work individually with you, so that you can improve margins and profitability in your brewery.

What You'll Get

- A one-hour kick-off call to define the result you want to achieve, create a game plan and outline action steps towards a solution
- Bi-weekly planning and support calls
- Customized training videos, tools and templates with step-by-step instructions
- Access to the Craft Brewery Finance library of online courses and resources
- Unlimited email access to me, your CFO in a Box

Learn How I can Help You

Just click the link below to get my calendar. Pick a day/time that is convenient for you. We'll have a conversation and learn how I can help you.

[Click here to schedule a call with me.](#)

A Smart Investment in your Brewery

Hiring a CFO can cost over \$100k per year, and most brewery owners agree that having a CFO is a valuable investment that improves accounting functions, cash flows, and processes to ensure timely and accurate financial data.

However, the cost of a full-time CFO adds more pressure to your bottom line.

Working with me as your personal CFO in a Box (for a fraction of the cost of hiring), will not only save \$100K to the bottom line, your overall financial picture will begin to improve significantly.

You will get tactics and strategies to increase sales, improve brewery margins, and reduce brewery operating costs.

We'll work together to deliver the financial results you deserve in your brewery.

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Kary Shumway is the founder of [Beer Business Finance](#) and [Craft Brewery Finance](#), online resources for beer industry professionals.

Shumway has worked in the beer industry for more than 20 years as a Certified Public Accountant, chief financial officer for a beer distributor, and currently as CFO for Wormtown Brewery in Worcester, MA.

Beer Business Finance publishes a weekly beer industry finance newsletter, offers guide books on topics such as cash flow planning and basic budgeting, and an online course to improve SKU Management for beer wholesalers.