

*PROVEN, PRACTICAL, PROFITABLE*  
**FINANCIAL TRAINING FOR  
CRAFT BREWERIES**

Craft Brewery Financial Training  
Beer Business Finance Association

# ABOUT ME...



Kary Shumway, CPA, CFO

“I help beer businesses transform financial results”

1. Courses – Library of beer industry financial training
2. Community – Network of beer industry owners and managers
3. Coaching – 1-on-1 financial coaching with a CFO

[Kary@BeerBusinessFinance.com](mailto:Kary@BeerBusinessFinance.com)

- ▶ Brewery Financial Training Program
- ▶ Brewery Cash Flow Course
- ▶ How to Build a Dashboard of Brewery Key Metrics
- ▶ Brewery Sales Growth Course
- ▶ Brewery Business Plan Course
- ▶ How to Build a Start-Up Brewery Financial Plan
- ▶ Brewery Open Book Management Course
- ▶ Brewery Self-Distribution Course

## COURSES: LIBRARY OF BREWERY FINANCIAL TRAINING

*Access to the Library of Brewery Financial Training Courses PLUS:*

- ▶ Monthly Financial Round Table Meetings
- ▶ Monthly Office Hours and QA Sessions with a CFO
- ▶ Quarterly Financial Planning Workshops

COMMUNITY: NETWORK OF BREWERY  
OWNERS AND MANAGERS



A blue pen is positioned diagonally across the upper left portion of the image. The background features a bar chart with several vertical bars of varying heights, set against a light blue grid. The overall color palette is a range of blues, from light to dark.

Get 1-on-1 help to:

- ▶ Build your financial plan
- ▶ Analyze monthly results
- ▶ Set key metrics benchmarks
- ▶ Improve cash flow and profitability.

# 1-ON-1 BREWERY FINANCIAL COACHING



1-on-1 calls to walk through your financial project



We'll meet weekly for 4 weeks



Calls are done via Zoom so we can screen share, and will cover any questions you have



After each call, I create customized videos to recap our meeting, summarize action items and next steps

# HOW IT WORKS...

▶ ***“Kary was an absolute pleasure to work with and I plan to continue collaborating with him as our brewery grows. His deep finance experience coupled with his vast industry knowledge makes him the perfect partner to work with. Basically, he's been there and done that, so whether you are just starting out and looking for a road map or a veteran looking for someone to bounce ideas off he's a fantastic option.”***

Matthew Forrest, Chief Financial Officer, Party Beer Co.

▶ ***“Thanks to Kary we have put into place a weekly cash flow scorecard for our senior leadership team.”***

Karen Hertz, Chief Brewista, Holidaily Brewing CO.

▶ ***“Integrating Kary and Beer Business Finance into your team early will accelerate the development of your finance plan faster than you can imagine.”***

Preston Andreini, Red Engine Brewing Co.

# WHAT OTHERS ARE SAYING...



Content



Content & Community



1-on-1 Coaching

READY TO TRANSFORM YOUR  
BREWERY FINANCIAL RESULTS?

