

# Recipes for Homebrew Shop Success

Chris Geyer  
Josh Stapleton  
Bernoulli Brew Werks  
Memphis, TN

About Us

Business  
Identity

Retail  
Infrastructure

Inventory  
Management

Business  
Agility

Customer  
Engagement

Brand

Customer  
Retention





# About Us

## Bernoulli Brews Werks

- Memphis, TN
- Opened 2013

The Team

The Market





# The Team



# The Market





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# **Business Identity**



**Ingredients**

**Bad Recipes**

**Good Recipes**

# Ingredients

- What problems are you trying to solve?
- What is the scope of products you will carry?
- What are your core competencies?
- Who is your target market?
- How do you define your mission & vision?
- What's your business elevator pitch?

It is equally important to  
determine what you want to do



## Bad Recipes





# Bad Recipes



Customer Request <input checked="" type="checkbox"/> Y <input type="checkbox"/> N		Backorder Product <input checked="" type="checkbox"/> Y <input type="checkbox"/> N	
Product & Qty <i>[scribble]</i>		Supplier	
Description		Cost \$	
Customer	Name <i>[scribble]</i>	Retail \$	
	Phone <i>[scribble]</i>	Date	Ordered <i>requested 3/30</i>
	Email <i>[scribble]</i>		Received
	Date Needed <i>Soon</i>		Call Cust.

# Good Recipes



## Objective

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To be the best laid out, supplied, and customer service oriented brew supplies store in the Greater Memphis area. Our objective is to supply the craft brewers and home brewers in the Memphis and surrounding areas with the supplies they need to complete their home brews while avoiding shipping and handling costs from having to use online suppliers. We want to work with other home brewers to create a fun and interactive environment where we learn from each other to further their brewing experience and help us reach our ultimate goal of distribution of our own beer.



# Good Recipes



## Mission

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To provide an upscale environment for home brewers to shop for the supplies they need with high availability to ensure their supply needs are met. To be the friendliest and best organized shop in the Memphis area. We will provide free training classes, a paid create-your-own model using a wide range of supplies of grains, hops, and adjuncts, and sell products for the home brewer to apply the skills they have learned. Products supplied will range from custom to after-market beer kits, beer brewing starter kits, grains, hops, yeast, and auxiliary beer making supplies.



# Good Recipes

## Keys to Success

Providing a fun environment for novice brewers to learn the art of craft brewing and purchase supplies without having to pay for shipping or wait for product. Customer service is a key differentiator among the Memphis home brew supply stores. We will provide full support to all our products sold. Managing our costs through creation of Kanban system designed to minimize inventory carrying cost while ensuring our delivery needs are met. Providing the highest quality financially possible for craft brew supplies and laying out the store in a lean flow showing the brewing process chronologically with the supplies needed to complete a brew.

Not only will we be teaching home brewers but we will create an environment that drives them to help us to separate from the competition and move through our progression to becoming a full brewery. We are not the experts. Our customers may be. This is about the journey.



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# Retail Infrastructure

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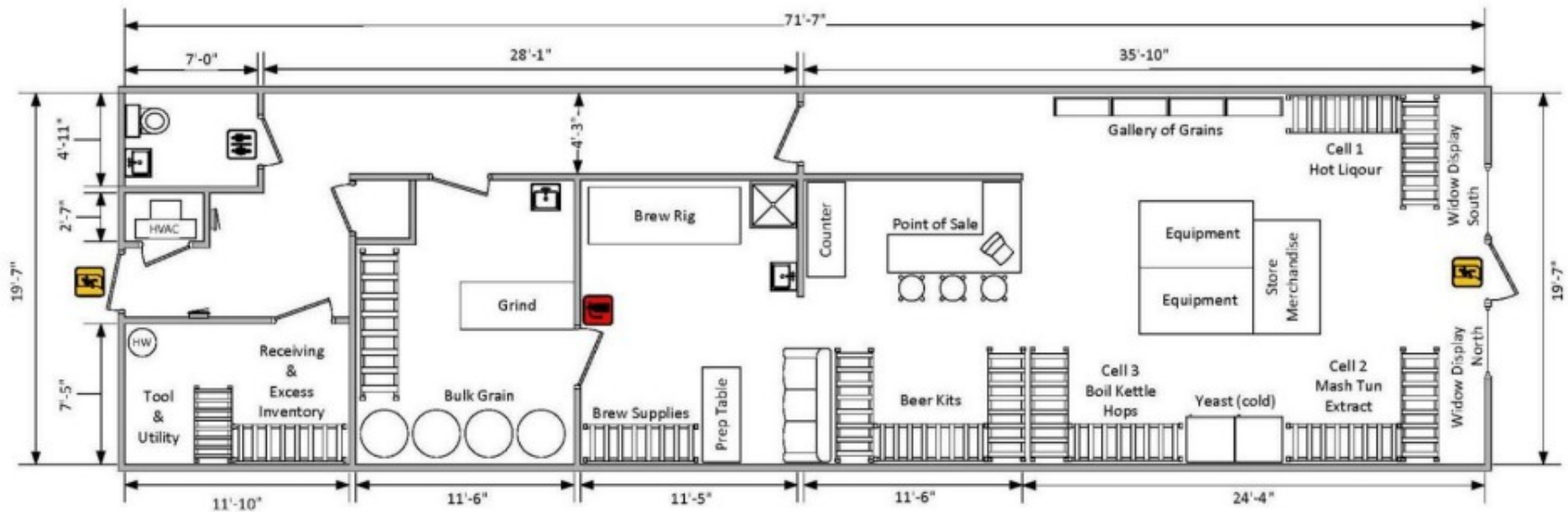


Ingredients

Bad Recipes

Good Recipes

# Ingredients





## Bad Recipes



## Bad Recipes



# Bad Recipes





## Bad Recipes



Good Recipes







Good Recipes



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# Inventory Mgmt

Ingredients

Bad Recipes

Good Recipes



# Ingredients

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- Point of Sale
- Pricing
- Invoice/Payables
- Data/System
- Set Stock Levels
- Set Reorder Points
- Safety Stock
- Shipping Cycles

# Ingredients

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## Bad Recipes



## Bad Recipes



## Bad Recipes







## Good Recipes



## Good Recipes





## Good Recipes



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# Customer Engagement

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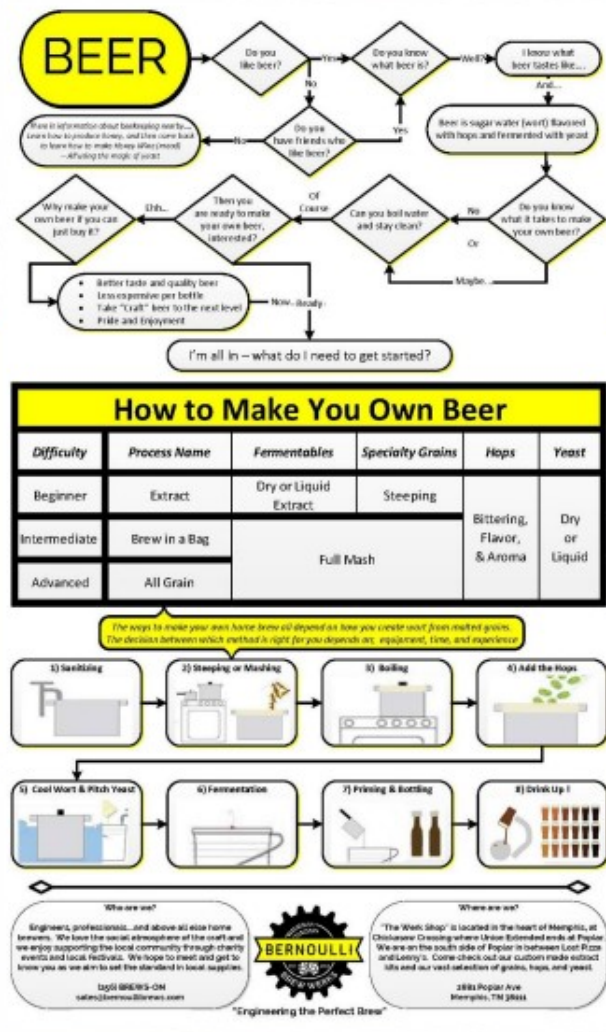
# Ingredients

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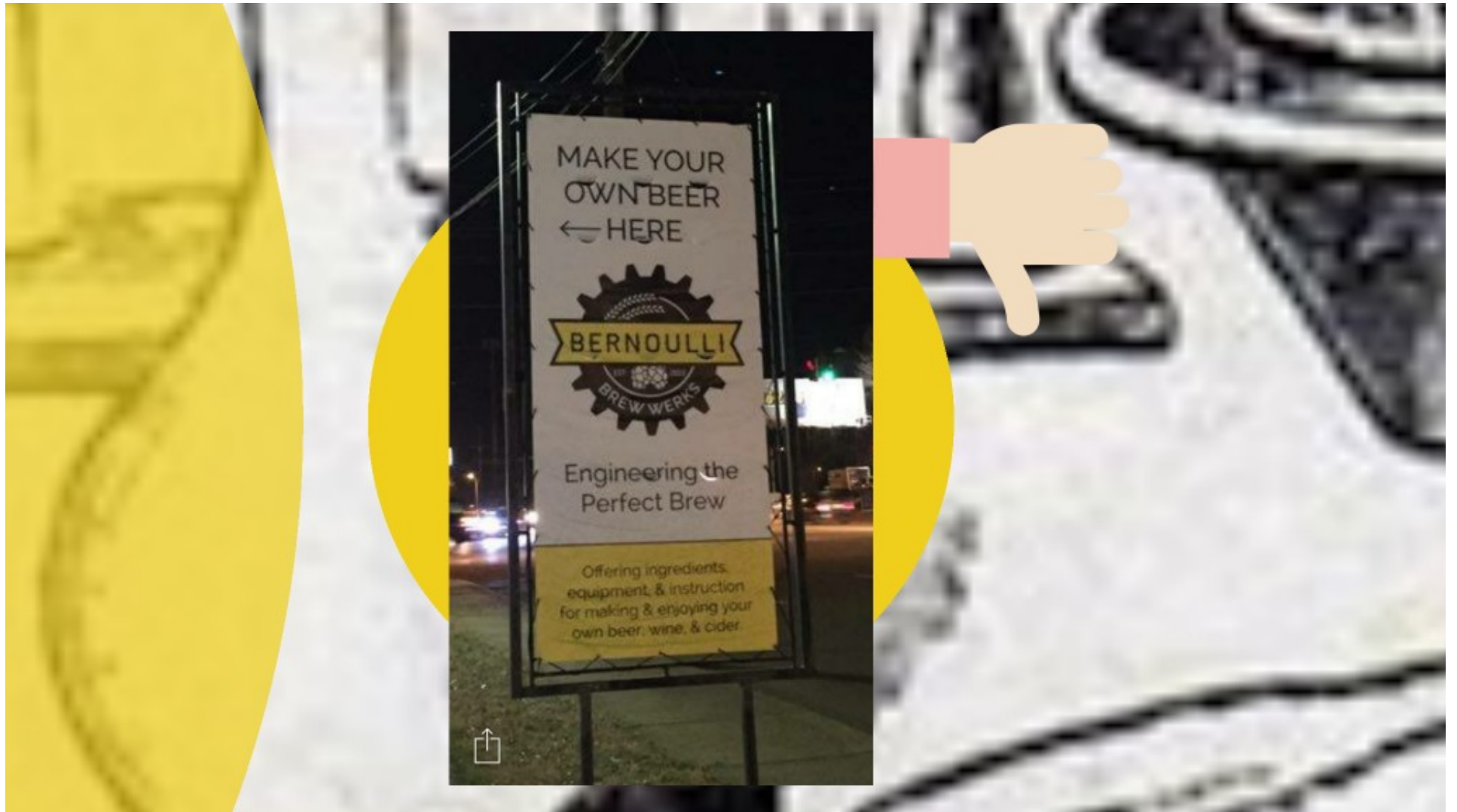
- Reach - Marketing - Advertising
- Social Media Presence
- Partner With Other Businesses
- Onsite Brew Days & Cookouts
- Offsite Events
- Sales

## Bad Recipes









## Bad Recipes



## Good Recipes





## Good Recipes



**HOW-TO FESTIVAL**

**Saturday, May 30, 1 to 4 p.m.**

Join us for a FREE festival featuring expert presenters in:

3 Sisters, Gardening, Backyard Chickens, Beekeeping, Blacksmithing, Bookmaking, Calligraphy, Container Gardening, Couponing, CPR, Crocheting, DIY Home Goods, Dulcimer Playing, eBooks, Embroidery, Exchange Students, Genealogy, Green Smoothies, Herbal Tea, Home Brewing, Jewelry, Library Skills, Mandalas, Painted Pottery, Photography, Quilting, Raw Pet Foods, Rock Painting, SCA Fighting, Sign Language, Tissue Flowers, Vegan Baking, Victorian Papercrafting, Woodworking... demonstrations and hands-on! Kona Ice and Southern Dawgs available to purchase.

**Germantown Community Library • 1925 Exeter Road**  
[germantown-library.org](http://germantown-library.org) • 901-757-7329

Turn over for AMAZING DEALS!



## A TASTE OF DOC'S



**JOIN US SEPTEMBER 5TH FROM 3-6PM**

**SAMPLE LOCALLY MADE/OWNED OFFERINGS AND MEET GUESTS FROM:**

Ghost River  
Wiseacre  
High Cotton  
Memphis Made  
Porcellino's  
Craft Butcher  
Phillip Ashley  
Chocolates

Aunt Lizzie's  
Cheese Straws  
Pyramid Vodka  
Page 52 Wines  
Nikki's Hot  
Ass Chips  
& Seasoning  
Sonny Salt

Wolf River Popcorn  
Shotwell  
Candy Co  
Crazy Good Mixers  
Ricki's  
Cookie Corner  
Stepping  
Stone Wines

Carrefour @ Kirby Woods | next to Swanky's @ Poplar and Kirby    DocsMemphis.com





Good



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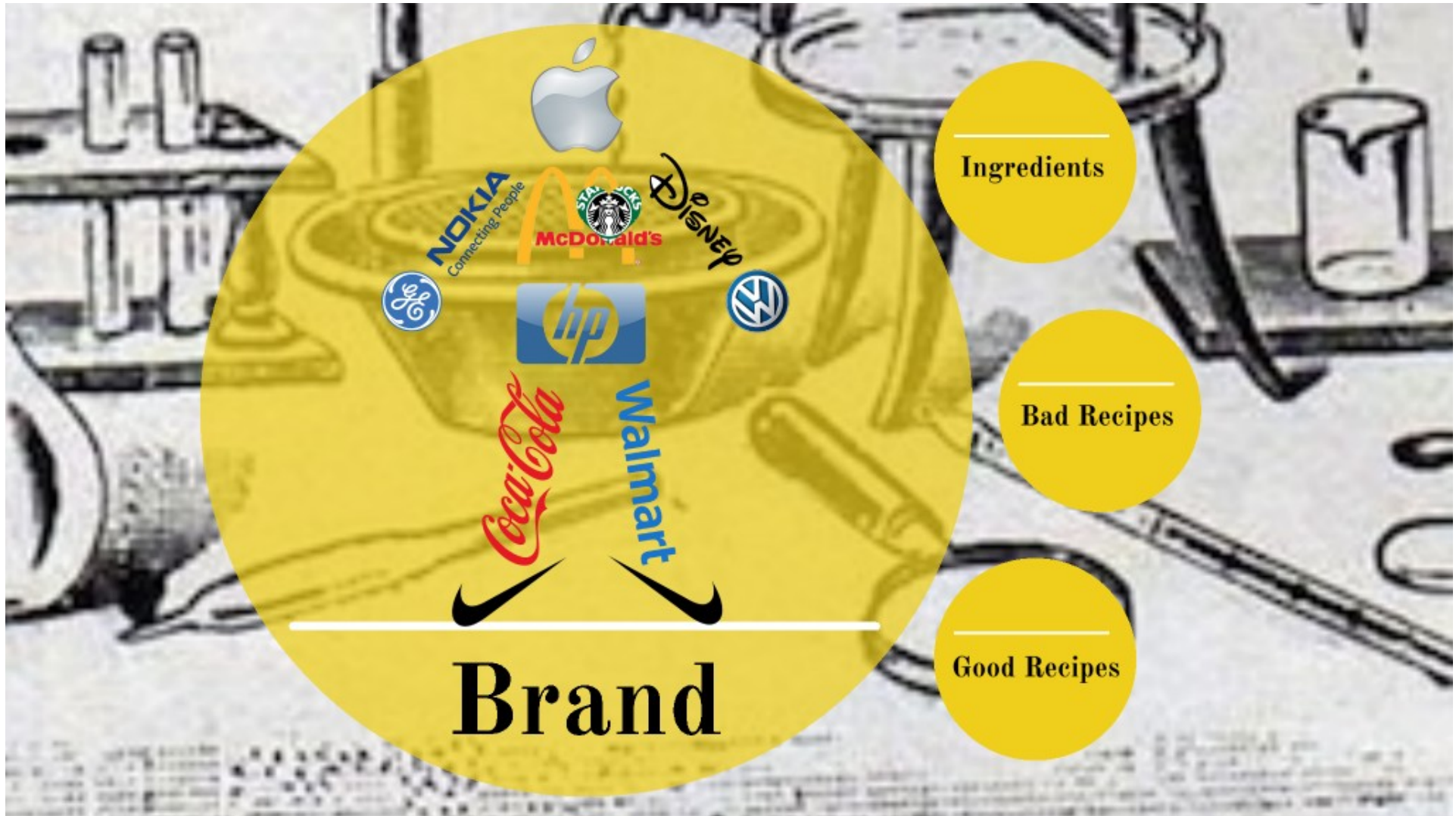
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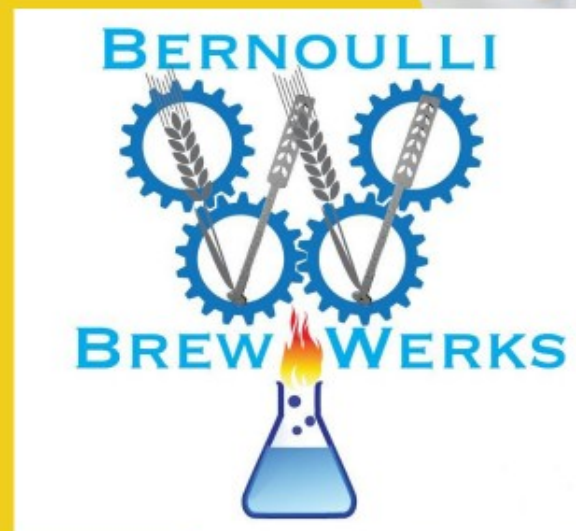


# Ingredients

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- Visible and Clean
- Bold - Unique
- Consistent with Company Culture
- Brand Everything
- Pick and Choose what you partipate in and with whom
- Brand Integrity - Guidelines
- Scalability

## Bad Recipes



## Bad Recipes





## Memphis Iron Brauer Competition



Bernoulli Brew Werks is proud to announce the Inaugural Memphis Iron Brauer competition brought to you by **Bluff City Brewers & Connoisseurs**. The event is sponsored by **Bluff City Brewers & Connoisseurs**, **Rock'N Dough Pizza**, **Memphis Made Brewing Company**, **Memphis Brewers Association**, and **Bernoulli Brew Werks**.

Iron Brauer (Brewer) is a structured event designed to challenge the home brewers' techniques and creativity. The competition has common elements, but there is always a twist. The rules are outlined below. We are excited to see what you come up with and may the best brewer win!

1. The entry fee is \$5 and you may enter as many times as you want.
2. The event is only for homebrewed beer and any homebrewer is welcome to join the event.

## Good Recipes





and Recipes






## Good Recipes



## Good Recipes

	NAME AND STYLE <b>Hop Hammer Imperial IPA</b>
PRIMARY DATE & INFO 2-11 1.085	BREW Notes 2x 1056 PG 138 BCS @ 67°F
SECONDARY DATE & INFO 2-19 1.025	→ Dry Hopped 10oz per Recipe
REGIONAL DATE & INFO 2-26 1.020	SPECIAL INSTRUCTIONS SAVE FOR EVENT! UT 8.5 Gala

	NAME AND STYLE
PRIMARY DATE & INFO	BREW Notes
SECONDARY DATE & INFO	REGIONAL DATE & INFO

	NAME AND STYLE
PRIMARY DATE & INFO	BREW Notes
SECONDARY DATE & INFO	REGIONAL DATE & INFO

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# Customer Retention

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Ingredients

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# Ingredients

- Loyalty Programs
- Bulk Discounts
- Community Discounts
- Bottle Sharing Programs
- Brew Days at Shop
- New Offerings - Voice of the Customer

# Bad Recipes



**BERNOULLI BREW WERKS**  
ENGINEERING THE PERFECT BREW

**CLUB APPRECIATION  
MONTHLY BREW DAY!**

We have our Brew System up and running and want to share it with the homebrew community. To celebrate we wanted to extend an offer to recognize and say thanks to the local clubs by letting them brew onsite at Bernoulli Brew Werks every month to make beer that they can serve at their club meetings.

The "Brew Station" is a Three Kettle 24V 500 HERMs Brew System. Capacity is 10gal - can boil 10, given you 10gal of wort into your fermenters.

**BOOKING LOCK:**

- ✓ 1 club member can brew per month. Must take turns between members - no brew system hogging.
- ✓ Club determines who comes to brew and schedules with BBW.
- ✓ BBW will donate:
  - ✓ Our time
  - ✓ Recipe assistance
  - ✓ Brew system
  - ✓ Brew Day odds and ends (water, chilling, cleaning, etc)
  - ✓ \$50 towards the recipe
- ✓ Club Brewer can make 5, 10, 15gal batches. Just pay the difference to \$50 if needed towards a bigger or more complex brew.
- ✓ Beer is intended for club meetings or events. Overconsumption at home not allowed - must be shared.

**CALL NOW!  
SCHEDULE YOUR  
BREW DAY @ BBW!**

**Memphis Iron Brauer Competition**

**MEMPHIS MADE** **BERNOULLI** **ROCK'N DOUGH**

Bluff City Brewers & Connoisseurs

Memphis Tennesseans

**MEMPHIS BREWERS Association**

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### Crosstown Brewing Company



Located in the reemerging Crosstown neighborhood, Crosstown Brewing Company is excited to be Memphis's newest craft brewery!

Created by

Crosstown Brewing Company

196 backers pledged \$28,235 to help bring this project to life.

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## Good Recipes



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# Business Agility

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# Ingredients

- Online?
- Other Product Offerings
- Other Service Offerings
- Educations - Training
- Neighborhood Associations
- Community Colleges
- Club Meeting Space
- **ANYTHING - BREAK THE MOLD**

# Bad Recipes

- Maintained Static Business Plan
- Limited to Brick and Mortar
- Limited Staffing
- Leverage Debt & Financing





## Good Recipes

- Keep Trying
- Never Stop
- Pursue Perfection
- Edison - 1000 ways not to make a lightbulb
- Follow Scientific Method



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