

# Stabilize Sales via Diversity

Be more than beer!



Steve Bader  
[steve@baderbrewing.com](mailto:steve@baderbrewing.com)

711 Grand Blvd  
Vancouver, Washington





Show of hands...

**Do you sell:**

Homebrew Supplies

Home Winemaking Supplies

Corny Keg Supplies

Sankey Supplies

Co2 Refills

Kegeators

Jockey Boxes

Rent Jockey Boxes

Distilling Equipment

Distilling Supplies

Distilling classes





Opened June 1992

Annual Sales \$50,000

400 square feet of beer  
making supplies only





1995

Sales \$169,000

750 square feet of  
beer making supplies







1997

\$166,000

1500 square feet

Homebrewing had slowed

Added wine kits and  
wine accessories for  
the first time!

2002  
Sales of \$302,000

Categories Added in the past 4 years:

Corny keg supplies

Increased wine making supplies

Increased wine kits – now carry a full line

Stills & turbo yeasts..



**Awkward display and signage!**



2003 – Wine On Premise  
Added 1500 square feet

2008 – Sales now \$627,000





2009 Economy Crashes.....

Unemployed young people make lots of beer, wine, spirits, cider, kombucha, cheese!

Sales keep going up, now to \$870,000 by 2013

Life is easy.....





Homebrewing declines from  
2014 to 2018 as  
unemployment rate goes

down  
down  
down



12 months ending April 15 <sup>th</sup>		2013-2014	% of	2017-2018	% of	Variance	
			Sales		Sales		
<b>Total Beer Making</b>		<b>\$432,869</b>	<b>50.6%</b>	<b>\$347,488</b>	<b>44.1%</b>	<b>-\$85,381</b>	<b>-19.7%</b>
<b>Total Wine</b>		<b>\$146,230</b>	<b>17.1%</b>	<b>\$159,879</b>	<b>20.3%</b>	<b>\$13,649</b>	<b>9.3%</b>
<b>Kegging -Draft</b>		<b>\$108,994</b>	<b>12.7%</b>	<b>\$145,390</b>	<b>18.5%</b>	<b>\$36,396</b>	<b>33.4%</b>
Total Distilling		\$83,377	9.7%	\$54,860	7.0%	-\$28,517	-34.2%
Fermenting Equipment		\$57,149	6.7%	\$47,782	6.1%	-\$9,367	-16.4%
Total Miscellaneous		\$13,762	1.6%	\$17,958	2.3%	\$4,196	43.9%
<b>Cider</b>		\$4,835	0.6%	\$7,711	1.0%	\$2,876	59.5%
Total Cheesemaking		\$8,600	1.0%	\$6,172	0.8%	-\$2,428	-28.2%
Total Sales		\$855,816	100.0%	\$787,240	100.0%	-\$68,576	-8.0%





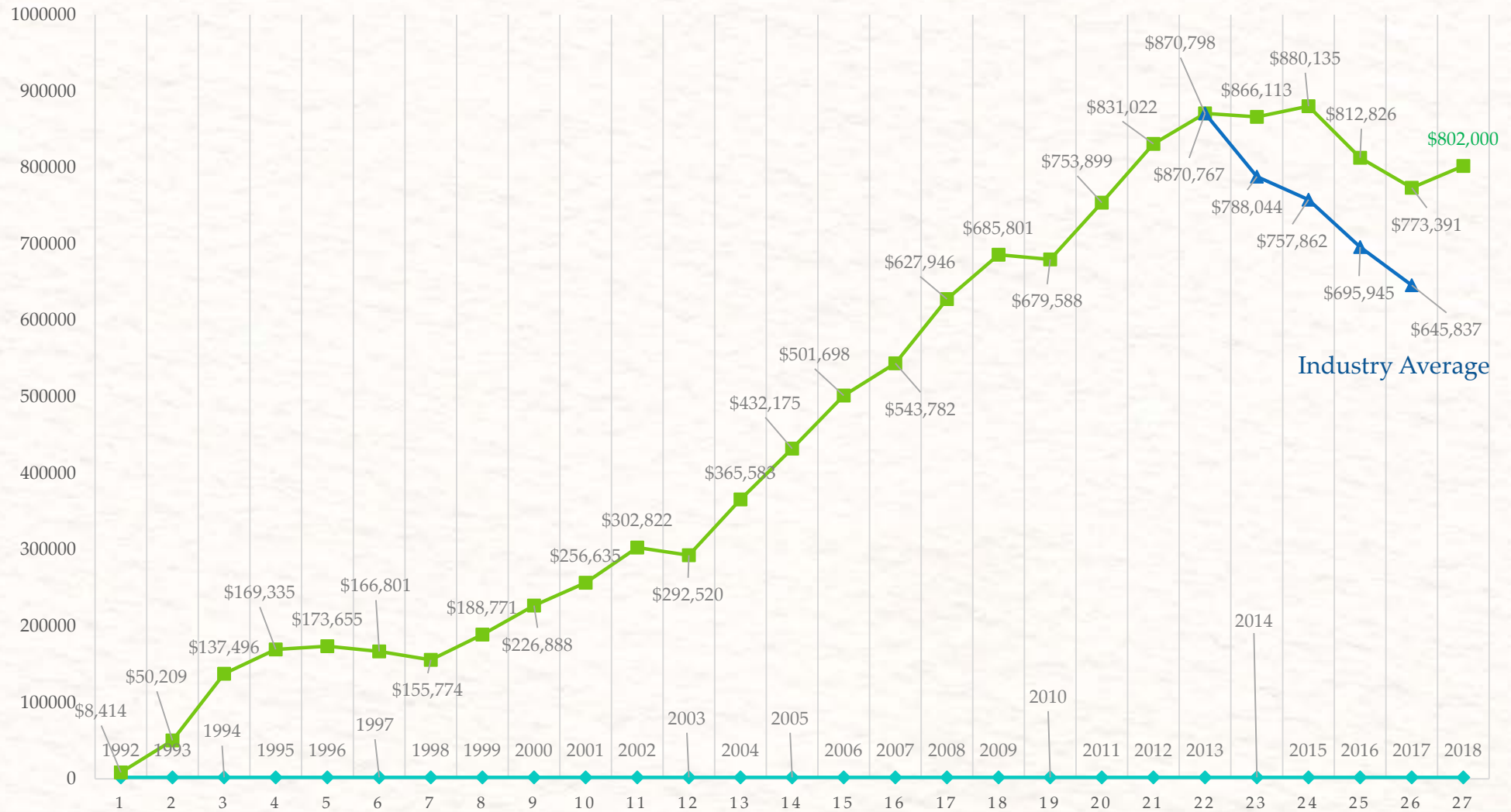
## Industry Sales Variance of brick & mortar stores 5 years +

2014	-9.50%
2015	-3.83%
2016	-8.17%
2017	-7.20%
Cumulative	-25.80%

## My Store Sales Variance

2014	-0.5%
2015	1.6%
2016	-7.6%
2017	-4.8%
Cumulative	-11.2%

# ANNUAL SALES







Merchandise sales rates change constantly



-39.5%



6 Gallon Glass  
-38.5%



New Item +\$6124



**REFILL**

+22.6%



# Clearance is your friend!





# Networking!







- What else?