

## Beer Business Finance

### CFO in a Box Consulting Services

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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 beer wholesalers.

- *Suppliers and retailers require you to do more, while charging them less.*
- *The market demands that you carry hundreds of beer brands and thousands of SKUs in order to satisfy the ever-changing needs of the consumer.*
- *And your employees need you to provide great benefits and compensation plans to keep them motivated and incentivized to deliver great service.*

The pressure on your income statement and cash flows has never been greater.

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

### 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 Beer Business 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 Beer Business

Hiring a CFO can cost over \$100k per year, and most distributors 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 and margins, reduce wholesaler operating costs, and improve cash flows.

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

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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.