

## How to Manage Close Code Dated Beer

[www.BeerBusinessFinance.com](http://www.BeerBusinessFinance.com)

**This is a one-page printable that you can share with your company leaders.  
Close coded beer is everyone's job. Get to work.**

Create a Mission Statement: Close code product is a company responsibility. We must work as a team to reduce the amount of beer that goes out of code and needs to be destroyed. We will do this by assuring that the Close Code process is communicated and followed by our team.

Goal: Reduce the amount of Close Coded beer that becomes Out of Code Beer. Out of code beer is death to your income statement, but close coded beer still has a pulse. Save the patient. Save you income statement.

Here is a summary of the process:

- **Identify Close Code Product**
  - Product with 30 to 45 days of shelf life remaining is identified, removed from the account and sent back to the warehouse for distribution to an account where it has a better chance of being sold.
- **Segregate Close Code Product**
  - The product is stored in a separately marked area of the warehouse so that the warehouse and night crew can locate and pick from this close coded product.
- **Communicate Close Code Product On Hand**
  - The warehouse counts the Close Code product every Friday and sends a list to the salesman by email so they know the details going into a new week
- **Identify Accounts that Turn Product Faster**
  - Each sales rep should provide at least 3 accounts that can turn Close Code product quickly. This creates a target list to sell to.
- **Sell the Close Code Product**
  - Sales team will request Close Code product to go to accounts where product has best chance to sell – high volume accounts, for example. The night team will also use discretion and send it to pre-designated accounts that have high turn
- **Communicate Where Close Code is Sold**
  - The night manager sends an email to the GM or sales manager that states where Close Code product was sent and that information is shared that with sales reps and TLs so they can merchandise properly

**For more details, and step-by-step instructions on how to use the Checklist and implement the ideas in your company, visit [www.BeerBusinessFinance.com](http://www.BeerBusinessFinance.com). We could talk about Out of Code Products all day.**

[www.BeerBusinessFinance.com](http://www.BeerBusinessFinance.com)

**Thirsty for Profits**