

PROVEN, PRACTICAL, PROFITABLE
**FINANCIAL TRAINING FOR
BEER WHOLESALERS**

Beer Business Finance Association
www.BBFassociation.org

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

- ▶ Beer Wholesaler Financial Training Program
- ▶ How to Reduce Out of Code Beer
- ▶ Job Descriptions Guide
- ▶ Wholesaler Cash Flow Course
- ▶ Sales Growth Course
- ▶ Wholesaler Financial Planning Course
- ▶ SKU Management Course
- ▶ Wholesaler Sales Compensation Planning Course

COURSES: LIBRARY OF WHOLESALER FINANCIAL TRAINING

Access to the Library of Financial Training Courses PLUS:

- ▶ Quarterly 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 WHOLESALER 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
WHOLESALER FINANCIAL RESULTS?

