

Accounting for Breweries



UPSIDE ACCOUNTING

Helping Your Business Achieve Amazing Results

“Historically, breweries have relied on reputation and referrals to grow and while these remain important, in the digital age your online presence including social media should be a priority. Increasingly local searches like ‘Breweries Melbourne’ are driving traffic to your website and in effect, your website is your silent salesperson open 24/7. It is often the first touch point with a potential new customer and you only get one chance to make a good first impression.”

Adam Wilson - Partner

Here at Upside Accounting one of our niche markets is breweries including craft beers. One of our partners, Adam Wilson is a passionate home brewer and has developed an intricate understanding of how breweries work on both an operational and financial level. He knows the equipment required to launch a brewing business as well as how to brew the beer, ferment it, bottle it and age it.

The industry is booming with consumers switching from mainstream beer brands in big numbers. Recent statistics from Roy Morgan Research suggest the number of Australians consuming craft beer (on an average four week period) has increased to more than a million for the first time on record. These are staggering numbers and prove that brewing is no longer a cottage industry. In fact, it’s big business and the industry keeps evolving with new technology and plenty of new competitors.

Adam says, “Running a brewery is not all beer and skittles. You simply can’t afford to make mistakes with any of the stages in the brewing process like milling, mashing, lautering, boiling, fermenting, conditioning, filtering or packaging. Transporting your brew to a supplier is another logistical challenge with many breweries being local family based operations. Because of their size they’re limited in terms of where they can actually distribute their beers. While logistics can be a nightmare, life as an online retailer is certainly tough and building up brand awareness is a stumbling block for many operators. It’s no surprise to find proprietors regularly hosting tasting sessions at local bottle shops. It’s a big challenge and marketing is certainly a key ingredient for success in the craft beer game.”

Accounting for Breweries

"We are much more than just tax Accountants. We care about the success of your brewery and provide accounting, tax and business coaching services to a number of brewers from all around Australia. We welcome your call if you are starting up or want to take your existing business to the next level. Call us today on (03) 9575 3800 and discover the difference."

Adam Wilson - Partner

UPSIDE ACCOUNTING

Helping Your Business Achieve Amazing Results

Waterman Business Centre, Suite 52
Level 2, UL40, 1341 Dandenong Road
Chadstone, VIC 3148

Phone: (03) 9575 3800

Email: admin@upsideaccounting.com.au

Website: www.upsideaccounting.com.au



STARTING A BREWERY BUSINESS

When starting or buying into a brewery business there are numerous issues to consider. It can be a minefield but as business start-up specialists we can assist you with everything from your branding through to your business structure, site selection, commercial lease, corporate brochure, marketing and website. We have developed a number of tools specifically for new business owners including a comprehensive checklist of start up expenses broken down into categories including leasehold improvements, IT costs, marketing, plant and equipment (including brewing equipment). These figures then automatically feed through to an integrated cash flow budget to help you identify any finance requirements and they also tuck neatly into a business plan template we have created.

Our services to breweries and start-up entrepreneurs are both broad and deep and include:

- Start-Up Business Advice for a Breweries
- Advice and Establishment of Your Business Structure
- Advice & Assistance with the Purchase or Sale of your Brewery Business
- Spreadsheets and Tools including a Start Up Expense Checklist and Pricing Calculator
- Tax & Business Registrations including your ABN, TFN, GST, WorkCover etc.
- Preparation of a Business Plan, Cash Flow Forecasts and Profit Projections
- Accounting Software Selection and Training – Bookkeeping, Invoicing, Payroll etc.
- Preparation of Finance Applications for Banking Institutions
- Site Location and Advice Regarding your Commercial Lease
- Preparation and Analysis of Financial Statements
- Bookkeeping and Payroll Services
- Tax Planning Strategies
- Industry Benchmarking and KPI Management
- Marketing Advice including branding, brochures, website and social media strategies
- Advice and Assistance with the Development, Content and Website SEO
- Wealth Creation Strategies, SMSF's and Financial Planning Services
- Vehicle & Equipment Finance (including Brewing Equipment)
- Monitoring Labour Costs & Advice regarding Workplace Laws
- Advice regarding Claiming Motor Vehicle Costs
- Business & Risk Insurances
- Business Succession Planning