



Ryan Hansen

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## KEYS TO BETTER BREWERY PRODUCTION PLANNING – BREWERY OPERATIONS

*Make your production brew days less stressful. Let's look at ways to improve your brewing production workflow with everything from ingredient and brewery prep before your brew day to putting good standard operating procedures and systems in place so you can improve your beer's quality and consistency. Brewery consultant Ryan Hansen will show you how to run your production more smoothly by sharing the best practices he's learned from breweries across the United States.*



# Who is Ryan Hansen?

Ryan Hansen (a.k.a. Big Pop) is the founder and chief consultant for Big Pop Brewery Consulting. Ryan lives in central California with his wife and four kids.

Ryan's brewing industry experience includes:

- Masters of Business Administration
- Professional Brewing and Distilling Certification Program Graduate
- Co-Founder of Hazards Hop Water brand
- Founder of the Home Brewer Pro home brewing masterclass
- Experienced Head Brewer of a 10bbl brewhouse
- Published author in several top brewing publications and websites
- Beer tasting and appreciation class instructor and brewery tour guide
- Proud member of the Central Valley Brewer's Guild
- Brulosophy contributor



# What will we cover today?

- Importance of efficient brewery production
- Preparing for brew day
- Standard operating procedures
- Improving beer quality and consistency
- Q&A Session



# Importance of Efficient Brewery Production

- Why efficiency matters
  - Smooth brewery operations equate to overall business success and customer satisfaction
- Common challenges in brewery production
  - Typical challenges faced by breweries: burnout, delays, increased COGS, workflow bottlenecks, quality control issues



# Preparing For Brew Day

- P P P P P P P
- Ingredient management: sourcing, storing, and managing ingredients to ensure freshness and consistency in the final product.
- Brewery preparation: effective brewery layout, prep, maintenance, cleaning protocols, and records.



# Standard Operating Procedures and Systems

- Importance of SOPs
  - Well-defined SOPs help ensure consistency and quality in brewery production
- Developing effective SOPs
  - Ongoing process! Include SOPs for safety, using chemicals, opening and closing the taproom, brew days, cleaning, etc... Stupid Proof your business.
- Implementing Brewery Management Systems
  - Streamline inventory management, production scheduling, and quality.
  - Beer30, TTB Tamer, Ekos, Ollie, Kegshoe, BrewMan – Find what works for you



# Improving Beer Quality and Consistency

- Quality control measures
  - Sensory analysis panels, tracking (and logging) brew day numbers, outside help.
  - Testing tools: carbonation testers, water testing, DO meter, pH meter.
- Consistency in brewing
  - Maintaining consistent flavor profiles, aroma, and overall product quality across batches.
- Pilot batches to test new techniques and ingredients





# Offer for NanoCon Attendees

Offering a free 45-minute discovery call with Ryan Hansen to see if we'd be a good fit for consulting work. We can talk about:

- Business plan development
- Social media strategy, branding, or marketing
- Equipment selection and layout design
- Record keeping and growth planning
- Accountability

Any need you have as you grow your business. Big Pop Brewery Consulting has a team of highly qualified folks ready to help you!

# Q&A Time!

- Production planning
- SOPs
- Quality and Consistency
- Operations (staffing, training, etc...)
- Tools

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