Tapping Into Technology: Hendler Family Brewing Company Raises the Bar With Brutos

Brutos

Vision33

About

HENDLER FAMILY
Brewing Company

Based in Framingham, Massachusetts, Hendler Family Brewing Company is a craft brewery founded in 2011 by brothers Jack, Eric, and Sam Hendler under the name Jack's Abby Brewing.

Jack's Abby—which brews only lagers—has become a mainstay of the nationwide craft brewing scene. At Jack's Abby Beer Hall & Kitchen, guests enjoy a traditional German beer hall setting, hearty entrees, and specialty wood-fired pizzas.

Initially, it was just the three brothers brewing in a small warehouse—but that didn't last long.

Hendler Family Brewing Company now boasts eight locations in the Greater Boston area, distributes to 17 states, and employs over 300 people. The business remains rooted in family values, entrepreneurial spirit, and a strong commitment to craft and community.

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"It's been a really fun ride over the last few years," says founder Sam Hendler. "We've had a lot of changes to our business. We purchased Wormtown Brewery and Night Shift Brewing. The business has gotten more complex, but it's still craft breweries, still family-owned."

With Growth Comes Challenges

Hendler Family Brewing Company's rapid growth included the launch of Jack's Beverage Company, a premier contract brewing operation with exceptional brewing expertise, equipment, and lab services. Jack's Beverage Company specializes in over 60 BBL batches, state-of-the-art packaging, quality assurance and control, and cold storage.

With multiple divisions and contract brewing services, the brewery's patchwork of business systems wasn't cutting it. Hendler Family Brewing Company needed a robust, unified ERP system to manage its complex operations.

"We need to manage inventory for and report on each of our business units," Sam explains. "We need to allocate overhead in different ways across the business units and manage the bills of materials within them. There's more complexity in the accounting behind all that. That's what led to our search for new software."

Fast-Tracking a New Solution

Hendler Family Brewing Company selected Brutos by Vision33, an industry-specific cloud ERP solution powered by SAP Business One. **Brutos centralizes data from multiple business units and helps adult beverage manufacturers confidently deliver on customer commitments.**

Brutos provides 360-degree visibility into finance and operations for enhanced decision-making, heightened efficiency, and complete control. It combines front- and back-office functions, including accounting, sales, production, packaging, brand/recipe management, inventory, warehousing, and reporting, on a single, intuitive platform.

"Implementation was very, very fast," Sam says. *"Vision33 converted our database from our previous ERP solution, which really expedited things. Not everything ended up how we thought it would, and that was because of Vision33's recommendations and best practices. We were much happier with the end result."*

Crafting a Bright Future

With Brutos, Hendler Family Brewing Company has a clear line of sight into contract brewing operations, inventory, production, and costs across Jack's Abby, Wormtown, and Night Shift.

"Our stakeholders have custom reports available online. They can access information in a less intimidating environment. It's easier for them to engage with the data we need them to work with. It's been really impactful," Sam notes.

The proudly independent, flourishing family business continues to invest in its products, people, and community—and recognizes the importance of the right technology and a trusted service provider.

The company's Brutos investment will also benefit its contract manufacturing clients when Hendler Family Brewing Company gives them online access to custom inventory and production order reports.

Hendler Family Brewing Company plans to tap into Vision33's integration expertise soon. The brothers want to use Vision33's Saltbox Integration Platform to bring Order Stream Portal (OSP) orders into SAP Business One and fully automate invoicing for contract brewing partners.

"We've laid a great foundation for our business," Sam concludes. "We're excited to see what this will look like in six months to a year. If you need sophisticated brewery management software, Brutos and Vision33 are a best-in-class option."

Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 500 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox and iDocuments.

For more information about Vision33, visit **www.vision33.com**

Contact your nearest Vision33 sales office to discuss how we can help transform your business.

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