

# Culinary Craft Brewer Expands Statewide with GreatVines

## Funky Buddha Brewery

Oakland Park, FL



## CASE STUDY

### Client Profile

Founded in 2013, Funky Buddha Brewery is one of the fastest growing breweries in Florida, producing bold craft beers that marry culinary-inspired ingredients with time-honored technique. Its Oakland Park production brewery opened in June 2013 and distributes draught and bottled beer to retail outlets throughout Florida.

### Business Challenge

From the very moment Funky Buddha agreed to package and distribute their craft bottles and kegs, management understood the organization would need to develop strong, replicable processes for building long lasting relationships with the Accounts in their community. As the brewery brought on their first sales reps and began seeking to establish direct relationships in the trade, the customer began to feel the acute need for tools to effectively track customer data and sales activities. Using the ad-hoc and largely manual processes the client had been effectively using to manage these tasks was no longer sufficient to keep up with the explosive demand for product in the market. Limited visibility into organization-wide data pertaining to sales and marketing activity and results led to unsustainable practices. In one very illustrative example, the client failed to realize a single sales rep had amassed more than 1,600 buying accounts; a completely unmanageable number for a single representative.

With respect to trade marketing activity, Funky Buddha had been relying extensively on the MailChimp online email marketing platform to automate subscriptions and email blasts to interested consumers and trade contacts. While reasonably effective, MailChimp was not perfectly suited to managing multiple points of contact with key influencers. Funky Buddha reps had to be able to view multiple points of contact with key influencers through a single consolidated view, including Account visits and emails, something MailChimp could not deliver.

### HIGHLIGHTS

#### Customer

Funky Buddha,  
Oakland Park, FL

#### Challenge

- Client's newly deployed sales team lacked infrastructure to support standardized, measurable sales efforts
- Manual processes not well-suited to support expansion into off-premise outlets
- No tracking of POS placements and events at Key Accounts
- Lacking relationship-driven database of Trade contacts and influencers
- In need of email platform (i.e., MailChimp) integration
- High dependency on spreadsheets, email tracking and data entry

#### Solution

- Thoroughly assess planned go-to-market strategy
- Configure and launch GreatVines "Professional Edition" with mobile geolocation
- Develop custom sales activity reports and import tools for distributor sales data
- Deploy tablet-based mobile application for account management and call tracking
- Integrate browser photo gallery to display account photos by brand and territory
- Install and configure MailChimp for Salesforce platform

#### Results

- Stored customer data and history for over 4,300 accounts
- Recorded over 5,000 account visits across three sales reps in one year
- Fueled sales growth from three counties to entire state of Florida
- Tracked over 100 placements of high-value POS items
- Stored over 1,300 account photos across a dozen key brands

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### Solution

GreatVines worked with Funky Buddha early in their sales planning process to provide a baseline tool for Account management and POS tracking. By working with a fixed data set generated by key distributor partner, Brown Distributing (including limited sales data), GreatVines configured its “Professional Edition” application to support Account Call logging with associated brand presentations, verbal order commitments, staff training, promotional events and POS placements per account. The new GreatVines implementation immediately enabled sales reps with the ability to capture photos related to new tap handles, promotional events, off-premise displays and POS. The solution delivered functionality permitting management to view a gallery of photos by brand, type and location in account.

Due to the limited data set available and proprietary data format, GreatVines adapted its Google Sheet-based Import tool so that Funky Buddha could normalize brands and items, and subsequently import recent sales data on a periodic basis, including case equivalent sales by brand, SKU and account. This data was combined with account visit history and presented through the GreatVines mobile application on users’ iPads. With the high number of active buying accounts per sales rep, GreatVines also enabled a “geolocation” feature allowing reps to quickly find accounts nearest their current location.

Managers were able to run periodic reports of sales activity by user and territory while sales reps began receiving weekly email summaries which could be forwarded to their distribution partners for feedback or follow-up. Lastly, through MailChimp integration with GreatVines browser environment, users were able to view MailChimp groups, subscriptions and email history by contact, along with any customer-specific data entered in the field.

### Results

After the first year of using GreatVines Mobile and Browser solution, Funky Buddha was able to extend its sales reach to over 4,300 accounts across South, Central and Northern Florida, including opening new key markets such as Tampa, Orlando and Jacksonville. Funky Buddha sales reps were able to be more efficient and eliminate unnecessary data entry, recording over 5,000 account visits with only 3 reps.

To support the growth of the Funky Buddha brand statewide, sales reps captured over 100 placements of high value POS items such as tap handles, LED lights, branded glassware and wall decorations. Packaging and distribution of their popular craft brews continues to increase by 27% quarter over quarter.