

# A Mile Deep: How Societe Brewing Co. Found Its Universal Source of Truth

**SOCIETE**  
BREWING COMPANY

EKOS : CASE STUDY

## Who is Societe Brewing?

Approaching its fourteenth anniversary, Societe Brewing Company started in the hotbed of homebrewing-to-professional brick-and-mortars, San Diego, CA, during the early 2010s. With a focus specifically on hoppy beers, Societe became known specifically for its clean, clear West Coast IPA, Pupil. "West Coast IPA is our tried and true," explains Societe Brewing Company VP of Brewing Teddy Gowan, noting that eighty percent of its beers are hop-forward. "We feel fortunate to have a flagship, so we hold on to that."

Staying steady at 6,000 bbls a year until early 2020, Societe feels somewhat fortunate to have invested in and installed a canning line in the brewery in February 2020. During the pandemic, the Southern California brewery grew to around 18,000 bbls, with what Gowan calls a lot of growth from 2020 to 2023, eventually leveling off in the last couple of years.

When it comes to its business, Societe follows a simple mantra: "Our philosophy has always been a mile deep and an inch wide rather than a mile wide and an inch deep," says Gowan. That means Societe is constantly tweaking, learning, and iterating. And while Societe does brew an accompanying core light beer and feels passionate about some Belgian styles, "the majority of our focus and volume is in hoppy beers," says Gowan. "San Diego is still a pretty big IPA town, and we love making IPA."

## Challenges

With almost fifteen years of history in one of America's craft beer meccas in San Diego, Societe has seen the craft beer industry change significantly. Riding the height of the craft beer movement in the early 2010s, Societe eventually crested during the pandemic and is now moving forward.

As the brewery has grown, so has its approach to running a business. "You have to get a little grittier and be smart about investments and time," says Gowan, who joined the company twelve years ago. "If you pay attention to the right thing and you focus on the quality, it seems you'll succeed." But Gowan says he wasn't always able to efficiently run at that level of scrutiny and data analysis.

With multiple teams to manage, from sales to operations to front-of-house, each with their own spreadsheets and ways of tracking their department, Gowan says Societe needed a hub, a connection point for everyone within the business.

## Solutions & Results

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**We love Ekos, man. We've been using it for a while now. It makes my life super easy.**

**Teddy Gowan**  
VP OF BREWING

“

**[Ekos] is the key connection point between sales, operations, and brewing.**

**Teddy Gowan**  
VP OF BREWING

“We say Ekos is our universal source of truth,” says Gowan, who joined Societe right after its second anniversary and who was a very early adopter of Ekos. “It’s the key connection point between sales, operations, and brewing.” With so many teams running their own spaces, Gowan says Ekos is crucial to ensure they all communicate with each other efficiently.

“It’s funny when I hear people say they use spreadsheets, because I don’t know how [they do it],” he says, noting that Ekos helps Societe’s production, forecasting, and sales all stay on the page. “It’s the meeting point of those spaces for us to get the answers that we need so that we can speak more fluently.”

Gowan explains the train of operations: After their sales team inputs invoices into Ekos, he can use the all-in-one brewery management forecasting page to understand how much volume they need to make. “If our sales guy comes in and says, ‘Hey, I adjusted up,’ [with Ekos], we can understand the implications on the brew schedule to make sure we have the package volume to get it out the door,” explains Gowan. “From there, we also know the raw materials we need to purchase.”

On the cost side, Gowan says the data he can pull from Ekos gives him updates on the brewery’s cost of goods. An email twice a week shows how the brewery’s cost of goods is trending, so he can adjust things like shipping. “We’re using it for our forecasting to understand what’s on the invoice next month,” he explains. “What does this mean for our team? Do we need to add people? Are we doing okay?” He adds, “We’ve got a pretty good cadence now so that we know what that revenue line and that volume looks like to make sure that we have the right people to be able to capitalize on what’s on invoice.”

By using Ekos’ robust inventory and reporting features, Gowan can make smarter business decisions and identify and correct inefficiencies. For instance, he says he’s now at the point with Ekos where he can see if a purchase order comes in and

they’ve charged him differently. “Basically, by the next day, I can see that this input cost went up,” explains Gowan, who can then make an informed decision about how to adjust accordingly.

With the cost of cans, especially, Gowan says Ekos has been paramount. “I get an email every other week if there’s been an adjustment, so I can go into Ekos and see the true implications,” says Gowan, who calls it helpful to keep an eye on all those little things that can eventually add up to something bigger. “[Ekos] allows you to look at other places and strategize where you can get things to drop down without having to sacrifice quality.”

To achieve the same result before, Gowan had to perform what he called “tweezer work,” digging into every single batch and item report to put the cost into a spreadsheet. “Now [Ekos] does it for us automatically,” he says. “It’s hard to put a number on it, but it’s a lot quicker now because we don’t have to tweezer out the information.” Instead, Gowan just gets an email that tells him what he needs to know, and “I can dig into what’s out of spec and figure out what we need to do.” The extra time and efficiency have a trickle-down effect on the business, according to Gowan, who says these decisions became “super valuable to the bottom line of the business and to the team.”

With a better understanding of the bottom line, Societe’s brewing team can now be more creative because they have an accurate depiction of their cost inputs. “It becomes a chemistry problem,” he explains. “You’re not just trying to make the cheapest beer possible, you’re trying to make the best possible beer with the best cost inputs.” He adds, “It’s driven a lot of innovation.” In the future, Gowan thinks he can discover even more helpful features within the Ekos ecosystem. “It’s like Shrek and the onion,” he says. “There are so many layers!”

## Summary

## So, how does Ekos help Societe Brewing Co.?

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Ekos is Societe Brewing Company's "universal source of truth," according to VP of Brewing Teddy Gowan.



With Ekos, Societe Brewing Company VP of Brewing Teddy Gowan says the brewery has become more creative and innovative. "It becomes a chemistry problem," he explains. "You're not just trying to make the cheapest beer possible, you're trying to make the best possible beer with the best cost inputs."



Ekos eliminates what Societe Brewing Company VP of Brewing Teddy Gowan calls pesky "tweezer work."



## About Ekos



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**Teddy Gowan**  
VP OF BREWING



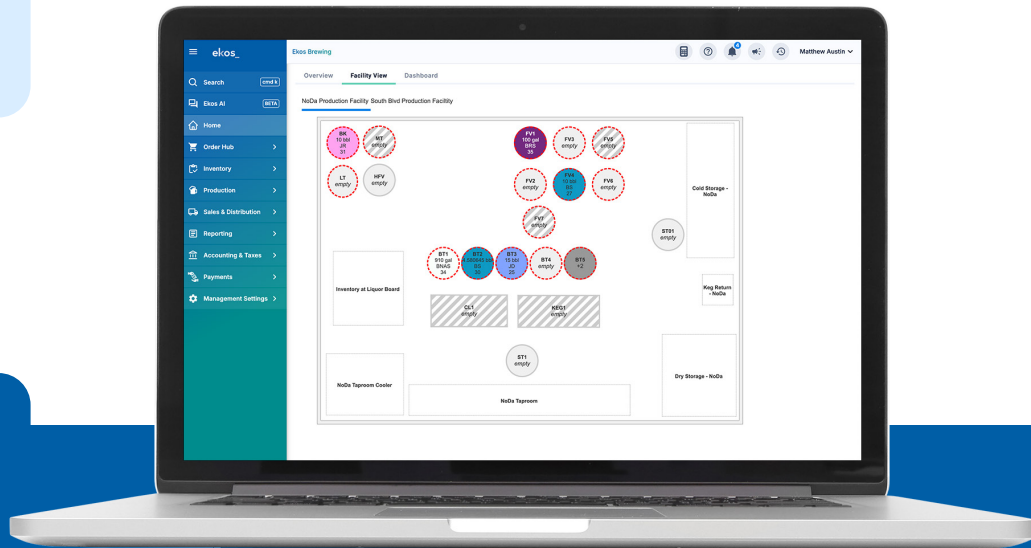
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Ekos is the leading supply chain management software platform for craft beverage producers, offering an end-to-end system to manage inventory, production, sales, and accounting. Founded in 2014, Ekos delivers a streamlined software solution to replace spreadsheets, clipboards, and other manual methods used to manage day-to-day operations for craft beverage producers. Now with over 1,200 active producers using its software, Ekos is the industry-leading software platform for beer, wine, spirits, and cider producers.

Ekos's backbone is inventory and production management along with other key functionality for sales, B2B ordering, and finance. Ekos also automatically generates pre-built reports (including COGS and TTB) that are simple and easy to understand. Its software integrations - notably with VIP, QuickBooks, Xero, and Square - and partnerships help maximize the benefits of its all-in-one platform.

From craft breweries and distilleries to cideries, wineries, and cannabis beverage producers, Ekos is a comprehensive software solution that streamlines production, manages inventory, and enhances sales efforts. By powering every aspect of a beverage producer's operations, the software boosts efficiency, reduces costs, and enables businesses to scale revenue with ease.



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