# Gilded Goat Brewing Company's Collaboration is Hopping with Teamwork Projects

## The Company

Gilded Goat Brewing Company is a craft brewery specializing in small batch beers. They brew seasonal beers, traditional styles, and experimental batches. The brewing has started as the team builds its location in downtown Fort Collins, so as you'd imagine they rely heavily on being organized to make it from concept and test brews to grand opening and creating happy customers.

In 2013, the idea to take home brewing to the next level with a full-blown brewery took form and what were once a collection of home recipes were about to become community favorites. Fort Collins itself is nicknamed the "Napa Valley of Beer" with many stellar breweries located there. In fact, six of the 50 top breweries in America are located in Colorado. This creates an inspiring community for brewers and a tasty destination for beer lovers.

## The Challenge

Charlie Hoxmeier, Vice President and Brewmaster at Gilded Goat Brewing Company needed transparency and organization in a system that helps them manage projects with so many tasks and moving parts while maintaining a repository of resources that could be accessed anywhere.

Their initial efforts to manage their work took the form of stacks of notes, paper calendars, and other manual approaches. This was not working for Charlie's team. Members were moving in different directions and often duplicating efforts, which was an ineffective use of both their time and the small business' budget. The team needed a system in place that was inherently transparent so all members could be aware of different aspects of the work and preparations of opening the brewery. Team-wide awareness was essential to work cohesively toward the same goal. Charlie wanted auto-generated reminders and alerts about project and task statuses so he could stay abreast without interrupting team members for frequent updates.

**GILDED GOAT**
BREWING COMPANY
FORT COLLINS • COLORADO

**Company name:**
Gilded Goat Brewing Company

**Primary Industry:**
Food/Beverage

**Secondary Industry:**
Restaurant/Hospitality

**Headquarters:**
Fort Collins, Colorado

**Employee count:**
5–50

**Website link:**
gildedgoatbrewing.com

# The Solution

Teamwork Projects allowed Charlie and his team to monitor the progress and status of various elements of starting the brewery, with efficient UI at a price that was reasonable. They had two main goals for the implementation of Teamwork Projects: Transparency and Organization.

## Transparency

One of Gilded Goat Brewing's main drivers is transparency. As a small business with a small team, any problem with collaboration and teamwork has the potential to have a huge impact. Encouraging transparency opens up communication among the team's different areas. This new system helps people working in the front of house to be aware of what is occurring in the brewhouse, while the brewhouse team is aware of traffic patterns and regular customer schedules in the taproom. Unifying it all is Teamwork Projects and the management team who are available to discuss daily and weekly goals together with front and back of house team members.

Even if team members were not involved in a specific part of the business, transparency is team-wide so there is an acute awareness of everything involved in the business. This transparency carries over to all tasks and projects in Teamwork Projects. Every member is now able to see what the others are working on, including projected timelines for completion. Previously, their organizing efforts were paper-based and inefficient without the accessibility of information team-wide. The new open lines of communication make everyone even more personally invested in the business because they can see their impact throughout the business. Teamwork Projects keeps everyone on track and accountable.

## Organization

Teamwork Projects allows Gilded Goat Brewing Company to organize and monitor many moving parts related to opening a small business. Every last detail necessary for the launch and running of the business, from licenses to inventory, is tracked in tasks and projects, allowing everyone to be on the same page while increasing awareness about outstanding and difficult projects. Teamwork Projects also allowed them to set milestones and alert various team members about deadlines, which kept everyone on-task and up-to-date. Their favorite feature for this is the auto alerts because a quick reminder about a deadline or follow-up makes all the difference.

The features within Teamwork Projects allow the team to manage the business in a more proactive and organized manner. Submitted their federal brewing license was a lengthy and detailed process which was organized in Teamwork Projects. Team members were able to check the various sections for completion while using it as a repository for everything needed, including easy links to online resources. This level of organizing centralized resources carried over to all elements, including:

- Equipment orders
- Record keeping of brewing batch QC
- Recording batch sensory data
- Creating raw material inventory
- Setting up an ordering system
- Customer organization and tracking

## User Onboarding

Charlie and his leadership team provided an overview of the Teamwork Projects UI and implemented easy-to-follow processes for project organization and reporting. This helped team members understand the purpose and benefits of the product before being required to use it. The early buy-in by the entire team assured commitment. Charlie believes an invested employee has ideas for improving the business and are the first point of contact with their customers.

# IN THEIR WORDS

*"Teamwork.com has allowed our small brewery to organize our projects and effort to make the most of our tight funding. Starting a new business is challenging; There are always so many moving parts. Teamwork Projects helped us keep everyone on track and accountable. It allowed management to efficiently monitor the progress of start-up tasks. It also improved our communication and awareness of both successes and failures."*

*"Teamwork Projects allowed us to monitor the progress and status of various aspects of starting the brewery, at a price that was reasonable. We had two goals for the implementation of Teamwork Projects: Transparency and Organization. Every team member was able to see what the others were working on, including projected time lines for completion. Teamwork Projects also allowed us to set milestones and alert various team members about deadlines, which kept everyone on task and up to date."*

*"Teamwork Projects is a very user-friendly and easy to manage product. Most people these days are well-accustomed to the type of organization and reporting used by Teamwork Projects, which makes its implementation even easier; It feels like something you can jump right into."*

*"I think the UI is the best aspect of Teamwork Projects. Clearly, a lot of thought has gone into the UI design to make using the product most efficient."*

*"One of the best things about running a brewery are the beer tasting sessions, not just sitting in the taproom and having a beer, but focused tasting sessions and discussions. These meetings create an open environment for staff to discuss what they like and don't like about the product and bring up issues related to customer service and management."*

*"In order to make this process most efficient, we organized the whole process in Teamwork. Everyone was able to check the various sections for completion and it provided a repository of everything we needed, included easy links to online resources."*

*"The best way to get the best use out of Teamwork Projects is to have everyone participating."*

*"Teamwork Projects has helped us to organize and monitor many moving parts related to opening a small business. From licenses to inventory, Teamwork Projects helped to get everyone on the same page and increase awareness about outstanding and difficult projects."*

– Charlie Hoxmeier, Vice President and Brewmaster, Gilded Goat Brewing Company

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