



CASE STUDY: Schoolhouse Brewing



Schoolhouse Brewing Taps **LocatorX** to Streamline Keg Management and Sell More Beer

When Thomas Monti, a middle school science teacher in Georgia decided to leave the classroom to make a living brewing beer, he teamed up with fellow science teacher Justin Waller to open Georgia's first open-source, rotating brewery. Together they founded Schoolhouse Brewing, an establishment committed to never brewing the same beer twice.

Dubbed a brewery "where education meets recess," Schoolhouse's latest brew can be sampled in its large, inviting taproom where patrons have access to games, live music, local food trucks and special events. The brewery also shares its award-winning recipes with homebrewers who can purchase the ingredients and equipment needed to make their own homebrew directly from the brewery.

Word of the new Schoolhouse brewery quickly spread to beer lovers across the state. In 2019 the brewery was voted Georgia's best new brewery by Beer Guys Radio, and nominated for best beer in Cobb County in 2020.

SOLUTION

LocatorX keg tracking software

RESULTS

- Increased sales effectiveness
- Reduced costs
- Improved keg management
- Increased visibility
- Optimized cycle returns
- Increased control over keg fleet

THE CHALLENGE

As Schoolhouse Brewing grew it became more challenging for the brewery to manage its keg fleet. Once their distributor picked up their kegs, Schoolhouse had no visibility into where their kegs were and found themselves constantly buying more kegs to keep up with demand.

"Our kegs weren't coming back fast enough, and we weren't sure why," said Justin Waller, Assistant Brewer and Co-owner, Schoolhouse Brewing. "Were they sitting empty in a warehouse? Where were they?"

Not knowing where its kegs were and how many they had in inventory was adding an unnecessary layer of complexity to Schoolhouse's operations. To operate more efficiently and sell more beer, they needed more control over their keg fleet.

Contact Claire Hawkins at +1.678.595.3652 or claire.hawkins@locatorx.com.

LocatorX

“LocatorX is a valuable partner,” said Waller. “They have worked alongside us to ensure their solution solves our keg tracking problems and works for our brewery.”



Justin Waller | Assistant Brewer & Co-owner

THE SOLUTION

Schoolhouse implemented LocatorX's keg tracking solution to improve its keg management capabilities, enabling the brewery to track the location of its kegs, optimize return cycles, and reduce the costs associated with keg replacement.

LocatorX's keg tracking solution leverages an innovative SmartTag called a Certified QR Code which was easily attached to Schoolhouses' kegs enabling them to monitor each kegs movement through production, storage, sales, and delivery with a smartphone or tablet.

THE RESULTS

The LocatorX keg tracking solution increases Schoolhouse's sales effectiveness by enabling the brewery to let its distributor know how long their kegs have been at any location ensuring kegs don't sit empty in a warehouse, restaurant or bar for extended periods of time. The solution also eliminates the brewery's unnecessary keg replacement expenses, while giving Schoolhouse the visibility and information it needs to enhance operational planning and scheduling.

“The LocatorX team is excellent,” said Waller. “They are extremely reliable and helpful anytime we have to troubleshoot and work through things. Any issues we have are quickly resolved.”



LocatorX

LocatorX provides accurate, cost-effective keg tracking software enabling breweries to track the location of its kegs with a smartphone or tablet.

For more information contact Claire Hawkins at +1.678.595.3652 or claire.hawkins@locatorx.com.