

crisp.

# Brew Dr.'s KeHE sales surge with Crisp insights



## → Situation: Overcoming a data bottleneck

Born out of a chain of Portland-based teahouses, Brew Dr. Kombucha has bubbled into a nationwide favorite, combining refreshing flavors with everyday convenience.

However, this nationwide success brought a growing challenge: managing the flood of raw data from retail and distributor partners. While this data held valuable insights, extracting them was a difficult and time-consuming process. To gain sales and inventory intelligence from KeHE, raw data from their vendor portal required manual processing and complex pivot tables. "Only a couple of us understood the data reporting process," explained Alyssa Domek, Sales Planning Manager at Brew Dr., "which created a bottleneck that slowed down sales planning."

Furthermore, their existing processes offered limited visibility into inventory across distribution centers (DCs) and individual stores, forcing the team to rely on outdated information for forecasting. With a major rebrand and exciting new product launches on the horizon, Brew Dr. Kombucha sought a streamlined data solution.



## → Solution: Finding a new data culture

To overcome manual processes and support their fast growth trajectory, Brew Dr. Kombucha turned to Crisp for real-time distribution insights. Crisp automates and transforms KeHE data, providing clear visibility into Brew Dr.'s supply chain, and enabling the team to seamlessly, visually follow their product journey from warehouse to DC to store shelf.

With Crisp, Alyssa and her team can ensure DCs are always stocked with top-selling SKUs and new products like Sipjoy Probiotic Refresher seltzers. "We can see when on-hand inventory is running low in Crisp, and promptly adjust POs with our buyers and logistics team," she says. The logistics team also then leverages Crisp's data to optimize delivery routes and save costs.

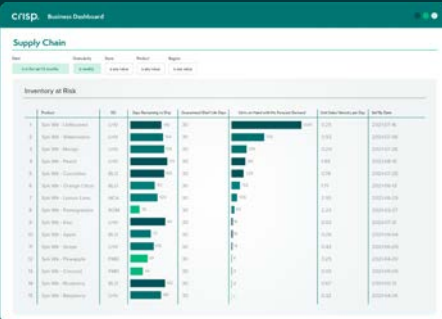
Beyond supply chain efficiency, Crisp supports the Brew Dr. marketing team with heat maps illustrating points of distribution (PODs). These insights fuel targeted digital campaigns on platforms like Instacart, for example, boosting velocity in strong markets and elevating brand awareness in growth regions.

## Rising results:

- + 30% YOY KeHE sales increase and a 41% rise in points of distribution (PODs)
- + Unlocked distribution at HEB (41% sales growth) and Meijer (696% sales growth)
- + Clear Mind, Superberry, and Island Mango kombuchas all saw double-digit YOY growth (16%, 32%, 22% respectively)
- + Launched Sipjoy in December 2023, quickly picked up 992 PODs.

## Favorite Insight:

**"KeHE On-Hand Inventory"**  
The team stays ahead of demand, keeping DCs stocked with top-selling SKUs and new products



“

“With Crisp, we get a holistic view of what's going on with our business by seeing our granular data visually, all in one spot.”

Alyssa Domek  
Sales Planning Manager