



Expansion of online sales to cover wholesale/B2B use cases has helped company manage surging sales

THE CHALLENGE

Athletic Brewing Co. needed a B2B-focused solution to complement their existing B2C solution, which was launched previously on SquareSpace. Their goal was to serve audiences through eCommerce they previously couldn't, such as their wholesale and direct to retail programs.

NEEDING A NEW SOLUTION

Athletic Brewing Co. is a relatively new business, growing quickly, and decided it was time to expand their eCommerce support to include segments they couldn't under their current B2C eCommerce store.

That store, powered through SquareSpace, was taking care of their direct consumer sales, but they knew that other channels would benefit from an eCommerce solution.

With sales already up and running in nine states and growing rapidly, it was time to expand their technological solutions to cover more sales scenarios.

"We had thought this was going to be a very promising segment of our business," said Derek Sellhausen, head of eCommerce for Athletic Brewing Co. "We wanted to go direct to retail; the type of product we sold led us to wanting to deal directly with retailers."

Athletic Brewing Co. was doing something different in the craft beer industry with their non-alcoholic beer offerings, so they knew that it would benefit them to be able to connect with retailers, and so the search began for a new eCommerce solution. They had a few requirements going into it that they wanted to support.

THE COMPANY

ATHLETIC BREWING CO.
NON-ALCOHOLIC BREWS

Athletic Brewing Co.

Founded in 2017

Approximately 15 employees

www.athleticbrewing.com

WHAT MAKES THEM SPECIAL

Athletic Brewing is going in a different direction with craft brewing by developing a line of non-alcoholic brews that allows those who would love to enjoy craft beer but avoid the alcoholic content have better options than those on the market today.

- **Pricing segmentation** based on customer type was an important facet of any solution they picked. “What we were looking for was having different prices for different tiers of customers,” Sellhausen said. “Whether it was a retail chain, small stores, stores that require different wholesale pricing, we could offer that.”
- **Access restrictions** that allowed the company to only provide any access to the store to those the company has approved. “We wanted to make sure we were vetting who was ordering before we gave access,” Sellhausen said.
- **Easy site customization** could be managed within a small, but growing, company. “We wanted to have a storefront we could manage easily,” Sellhausen said. “Ideally it could be pretty much run by someone and not a team, and pretty much increase our capacity.”

DISCOVERING ZOEY

While researching options, Sellhausen discovered Zoey, and the progress was organic to determining how Zoey would be a good fit.

“As I saw that Zoey had the requirements we needed, I dove deeper into the levels of plans you guys had, to determine what would make sense for our business,” Sellhausen said. “From there, after reaching out, I was in contact with customer service. Then I started the free trial. I began building out our storefront, getting familiar with the website platform. Once I was comfortable with it, moved to the regular plan and then launched our website.”

Sellhausen said the flexibility of the Zoey Visual Design Editor allowed him to experiment with different design options before settling on their final choice for the live site.

“I am not what you would call a website developer or design-oriented person,” he said. “But I was developing the website, getting it set up, putting content on it, making sure the marketing was appropriate and related to our brand. I found that intuitive.”

Sellhausen added, “It took me a few versions. I built six different versions of our website using the themes Zoey had to see which we liked most and picked the one I like. It was helpful to use the different themes to organize it to make it look the way we were happy with.”

PROPELLING GROWTH

Zoey has proven to be a helpful tool in their growth. Sellhausen said, “The success has been great. We saw the promise in the business early, but just didn’t have the tool to direct retailers to. Zoey was able to get that part of our business off the ground.”

IN THEIR WORDS

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WHAT THEY LIKE ABOUT ZOEY:

1. A wholesale solution that allows for managing prices by customer type, which makes it easier to leverage one portal for all customer buyer types.
2. The site can be easily managed, without requiring an entire team or outside development partner to maintain it.
3. The platform is easy - another person can be ramped up quickly as sales and the company grows
4. Real-time data can be provided to salespeople to make decisions about what to recommend for purchasing.
5. Access restrictions allow them to decide who can access the wholesale portal, and properly vet and set those customers up before they begin ordering.

Along with segmenting customers and having an online portal where they can order, they've found order management and invoicing to be helpful parts of the solution for the business.

Sellhausen said, "Invoicing has been made simple, making sure payments are taken care of. Issuing refunds for damaged items has been easy. I found it pretty intuitive on the platform. Shipping has been made very easy, with the process of marking shipped and moving and order out of the queue."

Sellhausen added that it's been easy to manage by one person inside the company as things continue to build. "It's been easily managed by myself. It hasn't needed a team to watch it. I print out orders and have others package it. Managing the orders and customers, it's been easy for one person to do it." That efficiency allows the company to deploy resources elsewhere instead of managing their eCommerce operations.

Sellhauser said Zoey's reporting capabilities have helped him keep track of business trends. "I've been using the reports frequently to keep track of orders and see how month to month sales have been, and week over week."

READY FOR THE FUTURE

Zoey has helped Athletic Brewing Co. as their growth has surged, giving them the tools they needed to ensure they can manage that growth.

"We're seeing more volume than we were expecting, which was good," Sellhausen said. "All of our channels have been experiencing a surge in interest both from consumer side and businesses and retailers. So having this platform has allowed us to funnel those inquiries and retailers to a place where they can order easily. It's helped us manage many leads and many contacts into a platform to manage orders. In that way, it's been a success."

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ABOUT ZOHEY

Zoey is a powerful eCommerce solution for B2B and wholesale businesses. Our suite of B2B capabilities includes quote generation, customer groups, access restrictions, quick order capabilities and more. B2C-standard capabilities are also included to empower merchants to let their customers self-serve common needs like reordering, order status and account maintenance.



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