

# case study: snitching lady distillery

HOW A HIGH-MOUNTAIN DISTILLERY PROVED  
YOU'RE NEVER TOO SMALL TO NEED DISTILL x 5

## OVERVIEW

In an effort to minimize startup costs, Snitching Lady Distillery ignored advice and began operations without a distillery management software. They quickly found they were spending more time on paperwork than making their spirit, and partnered with FIVE x 5 Solutions to get back to doing what they loved.

Between managing inventory levels, keeping track of up to sixteen distillation runs per week, putting together monthly state and federal reporting, and trying to run a tasting room operation, Dave Nelson and Tom Williams were stretched thin. Instead of coming up with new products based on Tom's granddad's moonshine recipes, they were so overwhelmed by the day-to-day of running a craft distillery that they had almost lost sight of the passion that started the business.

By implementing DISTILL x 5, Snitching Lady was able get back to working in the business, rather than on it. With their software solution in place, they've been able to invest in tours and product development and in building relationships in their community to spur organic growth. They've also used the insights gained from batch costing and sales management to buy their distillery's building, paving the way for future growth.



*"Time equals money, and what it came down to was that regardless of the price, it was worth it. ... Without [DISTILL x 5], we wouldn't have been able to increase our production and sales as much as we have in the last couple of years."*

**Dave Nelson**  
Co-Founder, Snitching Lady Distillery

# THE SOLUTION

## GET OUT OF SPREADSHEETS

Compiling reports for up to sixteen distillation runs per week left Tom and Dave dreaming (or having nightmares) of Excel spreadsheets, and worrying about how complete their records truly were. With DISTILL x 5, “instead of writing everything down, we just point and click, and it’s done.”

## CREATE NEW PRODUCTS

One of the reasons Tom and Dave started distilling (long before they had a distillery) was a love of creating nuanced products based on Tom’s family recipes. With so much wearing on them day-to-day, they nearly lost sight of that passion. DISTILL x 5 gave Snitching Lady the freedom to develop new products.

## BUILD COMMUNITY

Although the distillery is in a tiny town, Snitching Lady relies entirely on word-of-mouth for growth. With Dx5 handling everything, “now you’re getting to talk to your customers that come in and hear their feedback about your product and be involved in the community.”

## CONSOLIDATE RECORDKEEPING

Keeping records in spreadsheets meant there was never a unified, easy way to find what they needed, like sales history to support a loan to buy their building. To compile everything by hand would require a separate accountant, but “there’s no accountant that’s going to work for what [DISTILL x 5] costs.”

# THE RESULTS



**78%**

REDUCTION IN  
TIME PER BATCH



**300%**

INCREASE IN  
BARRELS FILLED



**5**

NEW PRODUCTS  
CREATED

# CONCLUSION

To grow, innovate, and succeed, distilleries of all sizes need the right tools in place. From inventory management, to dynamic batch costing, to sales order management, to reporting and compliance, DISTILL x 5 gives distilleries – no matter their size – the ability to get back to working in the business, rather than on it.

