



Seamless software integration for the Southeast's largest independent brewery

The Situation

Highland Brewing is a regional brewery whose craft beers are distributed in North Carolina, South Carolina, Virginia, Tennessee and Georgia. Founded in 1994, it's the largest independent, family-owned, and operated brewery native to the Southeast. As Highland Brewing continued to grow, it started looking around for a software package that could be easily integrated into its accounting software, plus a more simplified way to store recipes and track raw material consumption and finished goods production. Highland Brewery found VicinityBrew 17 years ago and was VicinityBrew's first brewing customer.



Megan McArthur, Highland Brewing's Accounting & Production Data Specialist, caught up with us to talk about the benefits she's seen with VicinityBrew's software tools.

The Solution

“VicinityBrew has streamlined our raw material and finished goods tracking and keeps our inventory levels up to date, which saves us on labor to track that manually. It also allows us to track batch yields and identify/troubleshoot variances in our production processes, which helps us to continue to improve our production efficiency.”

Some of the benefits of the VicinityBrew software include:

- Streamlined data entry
- Batch yield tracking
- Brewing/packing formula storage
- Improved costing analysis
- Increased inventory accuracy with real-time material usage capability
- Centralized recipe management



The Success

The most important factor Highland Brewing considered when choosing a software company is the seamless integration into its accounting software, Microsoft Dynamics GP. Over the years, Highland has periodically looked at other software options but has not found other ERP software that integrates as easily as VicinityBrew.



“Vicinity offers a comprehensive brewery software solution that can be tailored to your specific needs. Vicinity has been a great partner to Highland over the past 17 years.”





The personalized service that VicinityBrew offers to Highland also contributes to the software’s success. Since Vicinity is a smaller, more nimble company, it’s easy for Highland to reach out to anyone on the Vicinity team whenever assistance is needed. Vicinity’s annual FOCUS Event allows end-users from all over the country to come together to learn, share tips & tricks, network and have a great time together.

“Vicinity is constantly working to improve their software experience and releases new updates quarterly based on actual end user feedback. That attention to the end user experience and continual improvement really makes Vicinity stand out among our suppliers.”

