



BERO Brewing - The New Gold Standard

With expert guidance from Luxent, BERO selected, implemented, and went live with NetSuite to meet the needs posed by its incredible and exponential growth

BERO BREWING

BERO is a premium, non-alcoholic beer created by Tom Holland. BERO believes well-being is holistic—it's not about compromise, but about striking the perfect balance between pleasure and moderation. Inspired by the founder's own journey, BERO is an invitation to experiencing life's richness, fully, and without holding back.

BUILDING A BRAND WITH NETSUITE

Building a brand that represents the gold standard in lifestyle beverage requires an incredible degree of operational excellence to ensure customers feel a premium experience with the product from day one. To meet the challenge of a high-profile product launch with a vision for tremendous international growth, brands like BERO turn to expert technology solutions that can support their businesses now and into the future. BERO, a non-alcoholic beer brand that hails as 'born in London and crafted in America,' wanted to ensure its operational side had the right infrastructure to deliver high-quality products around the world. They needed complete visibility and control throughout the entire manufacturing and distribution process built from day



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*-Neha Soi
Senior VP of Operations*

one on an operational foundation that had the ability to scale and grow alongside a fast-moving team. To realize its vision, BERO reached out to Luxent, Inc., a NetSuite Solution Provider that specializes in the food and beverage industry. Luxent recognized BERO's constraints as a startup and immediately started building the blueprint for BERO's initial launch of NetSuite, a cloud-based ERP platform that's easy to implement, customize, and scale.

"Launching with the right infrastructure like NetSuite, not only provided a solid foundation for our operations, it also enabled us to scale rapidly without incurring excessive overhead costs," explained Neha Soi, BERO Senior Vice President of Operations. "Launching with the right partner, Luxent, ensured we were successful."

The BERO and Luxent teams worked together to efficiently and effectively implement exactly what BERO needed to move forward on a tight budget and tighter timeline.

"We have worked with food and beverage startups for decades and we understand the unique challenges they face," said Vivian Keena, Luxent CEO. "Getting product from concept to a customer's hand is the only path to success, so for a company like BERO, it's all about getting the essential technology soundly in place and continuing to grow from there."

BERO faced many challenges businesses in the food and beverage industry encounter, including:

- **Inventory Management** – Integrating inventory with other operational processes such as receipts, work order builds, and shipments rather than static disconnected spreadsheets.
- **Order Management and Inventory Allocation** – Understanding committed versus available inventory for customer orders.
- **Supply Chain Management and Planning** – Avoiding stockout issues, shipment delays, and missed sales.
- **Bills of Material** – Flexibility with recipes, formulas, and ingredients used within the manufacturing of products.
- **Financial Reporting and Profitability** – Real-time insight of financial data by product lines, including cost of goods and profitability.
- **Traceability** – The capability of identifying specific product lots throughout their movement within the supply chain.
- **Quality Management** – Ensuring the premium standards for the product are free from defects or potential recalls.

With a solid foundation built in NetSuite, BERO has the flexibility to grow into new channels and markets, including international expansion. These growth prospects can be achieved without having to upgrade the software, re-implement, or dramatically hire and onboard additional resources.

"With Luxent and NetSuite, we are ready to take on a successful product launch," said Soi.