



SCEDC Testimonial

3 SHEEPS BREWING CO.
SHEBOYGAN, WISCONSIN

- Second Stage Business Development
- Non-traditional Finance Solution
- Business Plan Development



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Business is Barreling Along

With cutting-edge marketing, a creative approach and a renowned product, 3 Sheeps Brewing Co. rose to the top of micro-brew markets in southeastern Wisconsin, Madison, Minneapolis and Chicago. With that success, the microbrewery outgrew its rented facilities, and owner Grant Pauly consulted the Sheboygan County Economic Development Corporation (SCEDC) about acquiring a new building and additional equipment.

“Our growth exceeded anything we could have hoped for. As exciting as this was, it meant that we had to figure out how to expand much sooner than we anticipated,” said Pauly. “We wanted to keep everything in-house, which meant we had to figure out how to raise the money to do so.”

3 Sheeps had invested heavily in strong marketing, which offered great potential to achieve economic gain, but as a stage-two company, they needed a boost to get them to the next level. Chuck Brys, Business Development Specialist from the Small Business Development Center (SMDC), and Jim Schuessler, Business Development Manager at SCEDC worked with Pauly to formulate a business plan.

“The SBDC and SCEDC were instrumental in helping us put

together a plan,” Pauly said. “They helped us see all of our options, a few of which we did not even know existed. Together, we were able to put together a plan that all parties (our bank, the SBA, and the City of Sheboygan) could agree on so that we could continue moving forward.”

Pauly found an ideal site: the former Coca-Cola facility on the north side of Sheboygan. Senior debt for the relocation project came from Investors Bank coupled with a loan from the City of Sheboygan’s revolving loan fund. SCEDC facilitated the development of the business plan narrative as well as the loan process with the city.

Today, 3 Sheeps is on an impressive growth trajectory. The taproom is popular with beer aficionados from near and far and is a favored site for meetings, beer yoga classes and trivia nights.

“I recommend that anyone interested in growing reach out to the SCEDC,” said Pauly. “From big projects to small, they bring a depth of experience that most companies do not have internally, and they work tirelessly to find the best solutions for business. They are a resource that far too many people do not know about. Hopefully we can change that and keep Sheboygan County growing.”



Grant Pauly, President/CEO, 3 Sheeps Brewing Co.

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