

How Red Barn Brewing is crafting a smarter business with Google AI



Challenge

Located in the heart of Ontario's agricultural "Golden Acres," Red Barn Brewing Company is a family-owned craft brewery and agritourism destination. Within a few short years of opening, the business had grown beyond all expectations. But for co-owner Denny, who manages the brewery alongside multiple different side jobs, time was a precious commodity. Red Barn's operations were highly fragmented, with inventory, sales data, event planning, and staff communication scattered across "spreadsheets galore in many different folders," leading to severe decision fatigue and administrative bottlenecks that pulled energy away from strategic growth and his personal life. It became clear to Denny that they needed an internal operating system to help manage the increasing complexity of running the business.

Solution

With zero traditional software development background, Denny used Google Gemini and Google Workspace to design and build "BarnKeepr," a unified internal operating system. By describing his business workflows in plain language, Denny used Gemini as a collaborative partner to write the code and refine the application step-by-step. Today, BarnKeepr centralizes all of Denny's real-time inventory tracking, staff performance data, marketing ROI, and event coordination, enabling data-backed decision-making on the fly.

Impact

By automating manual workflows, BarnKeepr has streamlined operations across the farm. The inventory tracking tool saves Denny's wife six hours a month on complex beer tax calculations, while overall sales reconciliation time has been cut by multiple hours each week. These efficiencies helped Red Barn grow its sales by 24% year-over-year, completely defying a 4% global industry decline. Crucially, their well-managed Google Business Profile drew 97,000 visitors to the farm last year, allowing them to reach entirely new audiences without spending a single dollar on paid advertising.

"What Google tools have done is remove a lot of mental clutter. It's not just about saving time, it's about shifting where my energy goes."

Denny, Co-owner



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