

Hawkstone Unifies DTC, On-Trade & Off-Trade Data with Kleene.ai

Hawkstone is a premium UK beer and cider brand. Now operating across DTC, on-trade, and off-trade channels.

Results

AI-ready

scalable data foundation now in place

100% KPI alignment

across teams

30h saved

reporting through automated dashboards

Challenges

Originally DTC, Hawkstone's expansion into on-trade and off-trade created data fragmentation and scalability challenges.

- Performance data spread across e-commerce, retail partners, hospitality venues, and distributors
- Inconsistent formats and reporting cadences made consolidation manual and unreliable
- Heavy reliance on Excel limited visibility and trust in KPIs
- No single source of truth for sales, stock, or channel performance as volumes scaled

Solution

Kleene.ai partnered with Hawkstone to create a central, scalable data foundation built for multi-channel growth.

- Unified all e-commerce, on-trade, and off-trade data into one cloud data warehouse
- Automated data pipelines to remove manual reconciliation
- Delivered shared dashboards across sales, inventory, marketing, and operations



Kleene has given us a reliable, central source of truth across all our channels. We now have faster, more accurate insight into performance, which has completely changed how we make decisions. Just as importantly, they've grown with us as our needs have evolved.

– Dayna Beckwith, Hawkstone