

A dark, moody photograph of various beer-related items including a bottle, hops, and bottle caps on a wooden surface, serving as the background for the title.

Taproom Design Best Practices for Startups

BYO NanoCon Online
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Hauck Architecture
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- Practicing Architecture since 1996.
- QUAFF homebrew club member since 2004.
- Designing breweries since 2011.
- +245 craft brewery projects to date.
- Licensed in 26 states.
(AR, AZ, CA, CO, CT, FL, HI, ID, IN, MD, MI, MO, NC, NE,
NJ, NY, OH, PA, SC, SD, TN, TX, VA, WA, WV, & WY)





Location

What to look for when choosing a location for your taproom. How much space do I need?



Equipment & Layout

What equipment do I need what what is the best layout to optimize efficiency?



LOCATION

What to look for when choosing a location for your taproom.
How much space do I need?

Municipal Codes

Zones

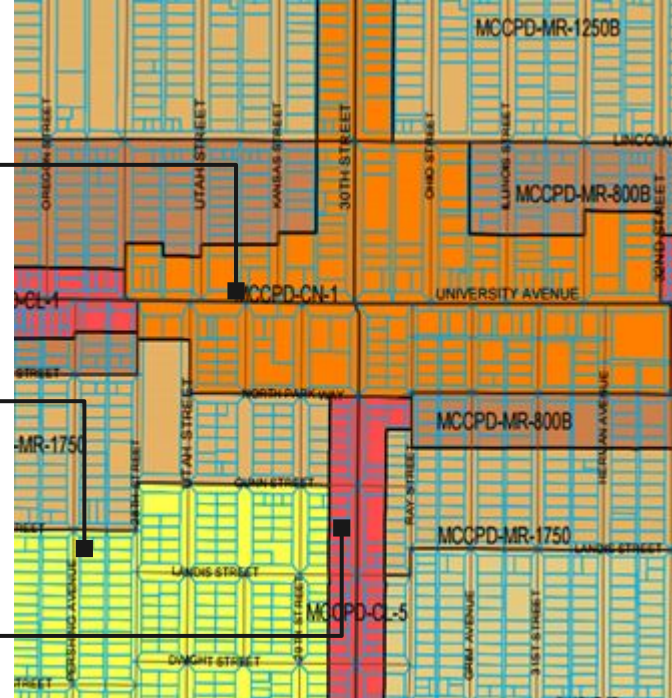
What zone are best for a taproom?

Permits

What permits do I need?

Parking

How spaces are required?



How much space do I need?



Front of House

BA estimates 3-5 BBLs per seat
per year in sales



Back of house

Bar, cold box, restrooms,
storage, etc.

Pints per Seat

The Brewer's Association estimates 3-5 BBLs per seat per year, depending on your market

Assumptions

1-1.25 beers per person on busy days & 100% occupancy: Thu.-Sat.
0.5-0.75 beers per person on slow days & 60% occupancy: Sun.-Wed.
50% less in Winter

Pints per Seat

Day of the week	Occupancy	Pints per hr	Pints per Seat
Monday	60%	0.5-.75	0.3-0.45
Tuesday	60%	0.5-.75	0.3-0.45
Wednesday	60%	0.5-.75	0.3-0.45
Thursday	100%	1-1.25	1-1.25
Friday	100%	1-1.25	1-1.25
Saturday	100%	1-1.25	1-1.25
Sunday	60%	0.5-.75	0.3-0.45
		Average	0.60-0.79 (0.50 Considering 3 months winter)

Pints per Seat

Average 0.50 pints per seat per day

Open 5 hours per day (4:00 pm - 9:00 pm), 7 days a week

50 seat tap room

$0.50 \times 5 \times 7 \times 50 = \sim 875$ pints per week = ~ 3.5 BBLs

= 183.5 BBLs per year

$183.5 / 50$ seats = **~ 3.7 BBLs per seat per year**

Brewer's Association estimate: 3-5 BBLs per seat per year.

Seats per Square Foot

Per the Building Code

1 person per 15 S.F. for **Tables and Chairs** areas.

1 person per 7 S.F. for **Fixed Seating** (booths, fixed stools, etc.)

1 person per 5 S.F. for **Standing Area**

Seats per Square Foot

$$50 \text{ seats} \times 15 \text{ S.F.} = 750 \text{ S.F.}$$



Fire Sprinklers

50 or 750

PERSONS or S.F.



Threshold for a taproom to trigger fire sprinklers or 1-hour separation between it and the brewery.

100 or 5,000

PERSONS or S.F.



Threshold to trigger fire sprinklers for an A-2 occupancy.



LAYOUT

What do I need and what is the best layout to optimize efficiency?

Customer Experience



Seating

Comfortable
Encourage dialog



Restrooms

Design & Branding
Marketing



Service

POS, Cuing, Menus



Branding

Merchandise



Event Space

Adaptable



Accessibility

Inclusivity



Outdoor Space

Seasonality, Comfort



Food?

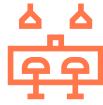


Kids?



Pets?

Back of House



Bar Layout

Service Efficiency
& Storage



Storage

Merch., Decorations,
furniture, Misc. Stuff



Bar Equipment

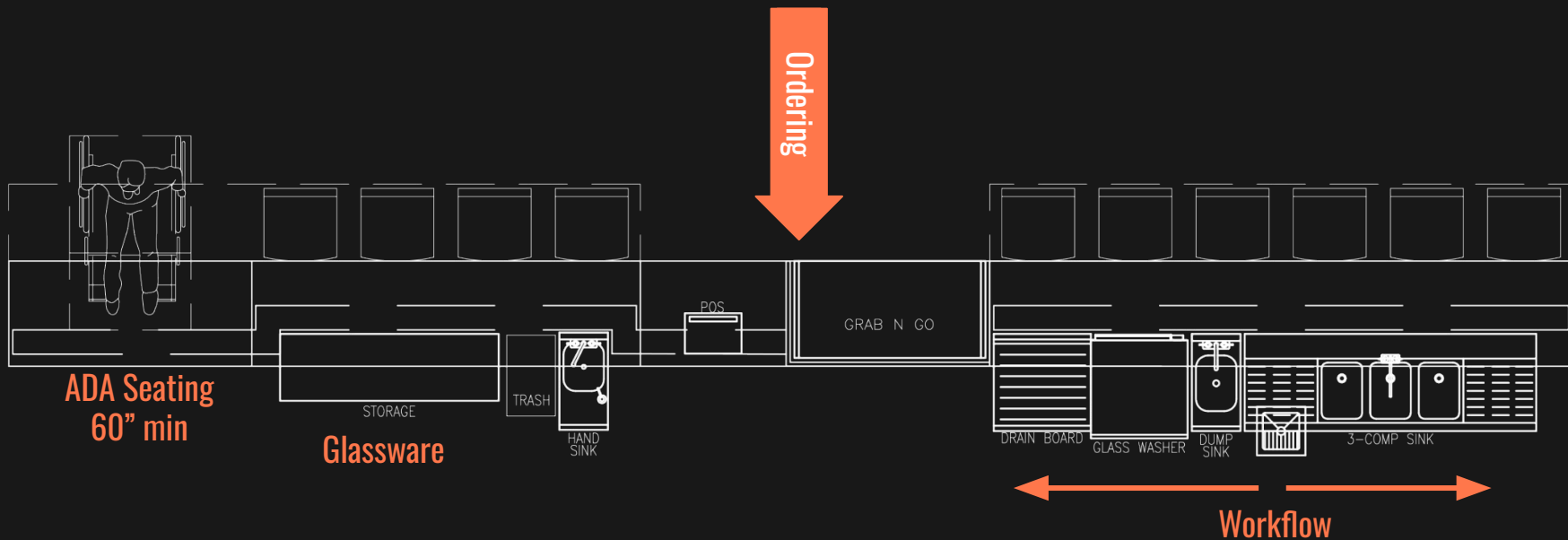
Dump sink, hand sink,
3-comp. sink



Employees

A place to escape
Lockers, Restroom

Bar Layout



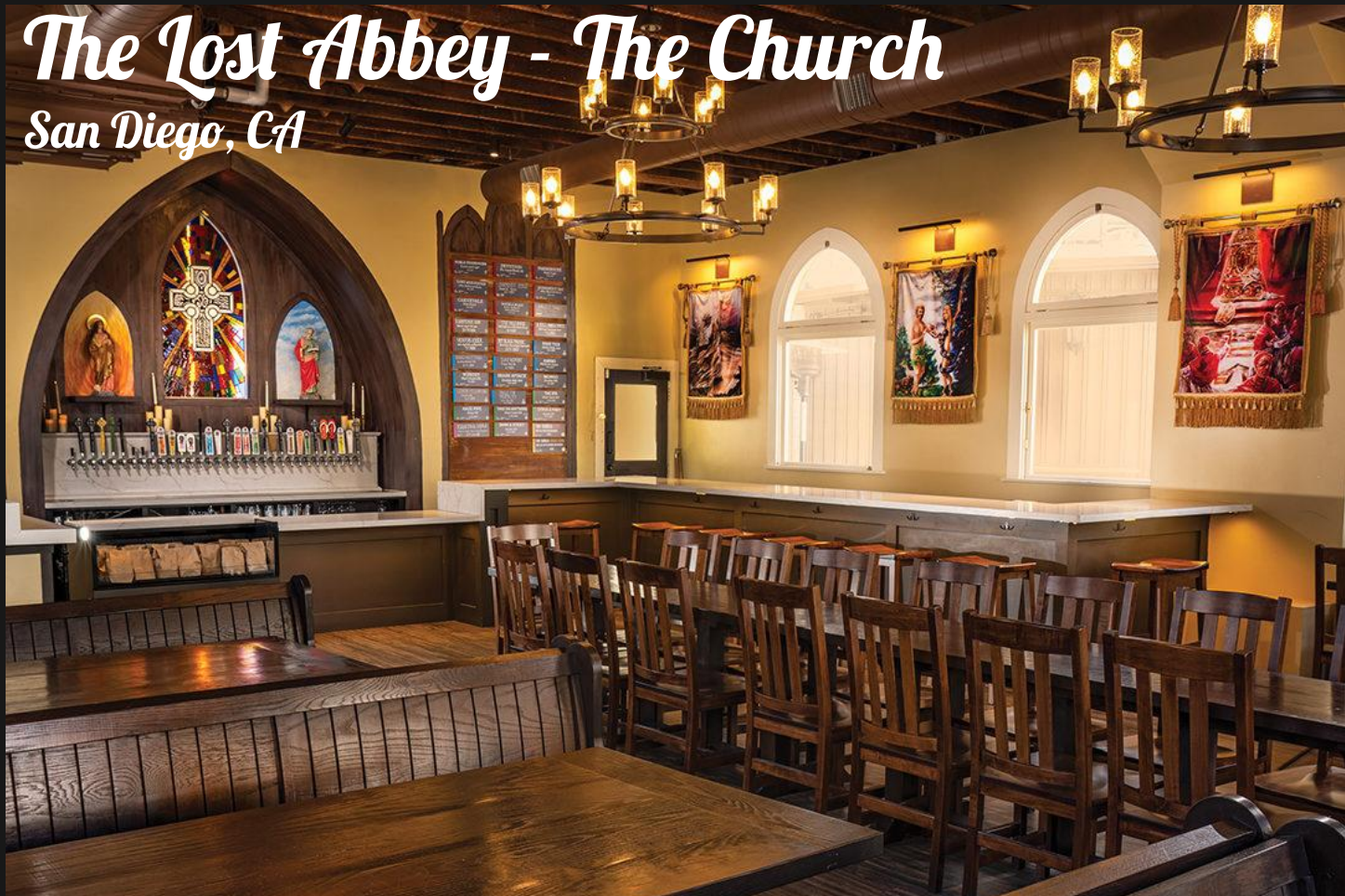
Paperback Brewing Co.

Glendale, CA



The Lost Abbey - The Church

San Diego, CA



Transmission Brewing Co.

Ventura, CA



Melvin Brewing Co.

San Diego, CA



Cheers!

Questions?

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