



# LESSONS LEARNED FROM 12 YEARS RUNNING A NANO



# A Little History



2000-2005



2011-Present



2005-Present



# A Little History



2011-2014



# A Little History



2014-Present





# Before you open...

- Join a Homebrew Club

# Before you open...

- Join a Homebrew Club
  - Can help refine your brews
  - Incredible ambassadors for your brewery
  - Huge pool of volunteers



# Before you open...

- Join a Homebrew Club
- Find a Mentor

# Before you open...

- Join a Homebrew Club
- Find a Mentor
  - You don't need to reinvent the wheel
  - Respect their time
  - Tom Hennessy - <https://tomhennessy.substack.com/>
  - Pass it on, be a mentor



# Before you open...

- Join a Homebrew Club
- Find a Mentor
- Consult a Lawyer



# Before you open...

- Join a Homebrew Club
- Find a Mentor
- Consult a Lawyer(s)
  - What is a buy-sell agreement?
  - TTB paperwork
  - Trademarks



# Before you open...

- Join a Homebrew Club
- Find a Mentor
- Consult a Lawyer
- Work with a Commercial Realtor



# Before you open...

- Join a Homebrew Club
- Find a Mentor
- Consult a Lawyer
- Work with a Commercial Realtor
  - Help find the right property
  - Help negotiate a lease or sale
  - Protect your interests
  - Get you \$\$\$ for build out



# Before you open...

- Join a Homebrew Club
- Find a Mentor
- Consult a Lawyer
- Work with a Commercial Realtor
- Find a **Knowledgeable** General Contractor



# Before you open...

- Join a Homebrew Club
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- Consult a Lawyer
- Work with a Commercial Realtor
- Find a **Knowledgeable** General Contractor
  - Ask around, get multiple referrals
  - Best to find one that's built a brewery
  - Should have a good relationship w/city



# Lease or Own?

Monthly Lease on 1800sf at \$15/sf is about \$2250/mo

- After 10 years, that's **\$309,000** w/ 3%+ per yr

Mortgage on \$600,000 building at 7% is about \$4275/mo

- Yes it's almost double, but you're building equity
- Any improvements belong to YOU
- Even if brewery fails, you still have your equity



# Plan to wear MANY hats!

- A Brewery Owner needs to be:
  - brewer, bartender, plumber, welder, electrician, janitor, PT Barnum, CPA
- Figure out what you're good at
- Have a partner? What are they good at?
- Assign duties BEFORE you open! Write them down!



# Every Ounce is Sacred!

- Control waste. Don't pour money down the drain.
- Simple tools, design, and tweaking saves \$\$\$.



Beer gun for Growlers



Fill Tube for Crowlers



Coldroom Keg Lines



# Know what your beer costs!

- It's not just COGS plus Labor

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D12																							
Sales Price for 6-Packs										Sales Price for Kegs													
Pint Price		Canning Costs								Pint Price		1/2 Barrel Keg Sales Price				5 Gallon Keg							
\$2.66		72 oz. Conversion		\$11.97		equate 22 oz. to 16 oz. @ pint cost						\$2.66		Keg Conversion		\$329.84		\$109.95					
Direct Costs		Canning Cost		\$1.13		(See below for cost breakdown)						Direct Costs		Delivery Cost		\$3.00		\$3.00					
		Delivery cost		\$0.28		per bottle								Handling		\$4.00		\$4.00					
		Overhead Cost		\$1.83		130%		Current Overhead rate						Cleaning		\$5.00		\$5.00					
Desired Profit %		Subtotal		\$15.21										Total direct cost		\$12.00		\$12.00					
10%		Profit Amount		\$1.69										Overhead		\$15.60		\$15.60					
														Total uptick on cost of keg		\$27.60		\$27.60					
Bottle		6-pk Sales Price		\$16.90		\$15.21		Breakeven Price				Breakeven Price		\$357.44		\$137.55							
Case		Case Sales Price		\$67.61		\$60.85		Breakeven Price				Desired Profit %		10.0%		\$397.16		\$152.83					
		Beer Type		Material		Labor		COGS		Overhead		Total Costs		BBLS		Pints				BE Pint Price			
		1000 Barrels IPA		\$1,102.78		\$500.00		\$1,602.78		\$2,083.61		\$3,686.39		5.5		1364				\$2.70			
		Cherry Kriek		\$2,464.71		\$600.00		\$3,064.71		\$3,984.12		\$7,048.83		10		2480				\$2.84			
		Breakfast Grapefrt		\$838.70		\$500.00		\$1,338.70		\$1,740.31		\$3,079.01		10		2480				\$1.24			
		SB Norg Farm		\$689.20		\$500.00		\$1,189.20		\$1,545.96		\$2,735.16		10		2480				\$1.10			
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- Better to sell “To-Go” in your Taproom

# Mugclub – DO IT!!

- \$100 per year to join
- \$10,000-\$15,000 every year in January
- 20oz Mug filled for price of 16oz
- New Tappings the day before the public
- Thursdays Mugclub Happy Hour - \$1 off Mugs
- 20% off Crowlers & Merch
- Loyal Ambassadors – Kept us open during Covid!





QUESTIONS?

Tim Myers

[Tim@Strangetcraft.com](mailto:Tim@Strangetcraft.com)

