



Help find the right property

Protect your interests

Get you \$\$\$ for build out

Help negotiate a lease or sale





- Join a Homebrew Club
- Find a Mentor
- 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 \$\$\$.



Beergun for Growlers



Fill Tube for Crowlers

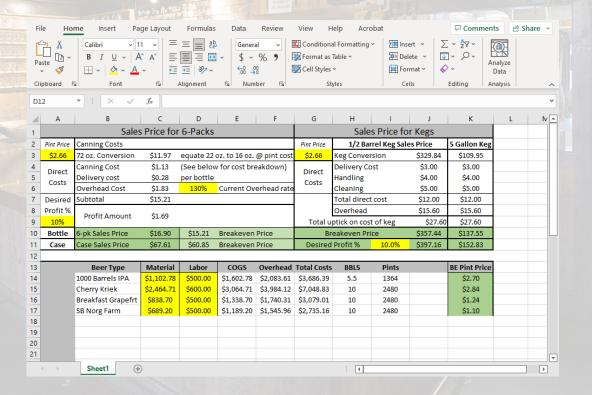


Coldroom Keg Lines





It's not just COGS plus Labor









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- Twice the labor and complexity, half the return





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Packaging and Distribution – DON'T DO IT!

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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!



