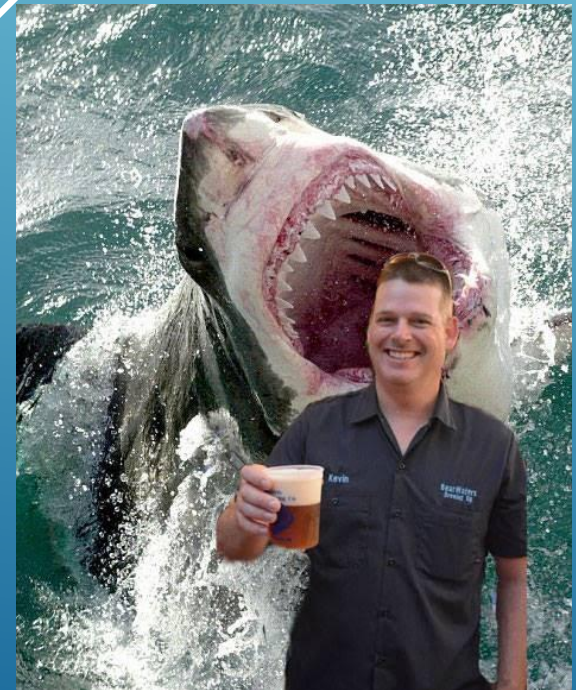


STARTING AND GROWING A SUCCESSFUL NANO BREWERY

SMALL FISH IN A BIG OCEAN

Presented by Kevin Sandefur



□ So you want to be a craft brewery owner....?

- Nano vs Micro
- Know your competition
- Business planning 101
- Knowing your budget
- Selecting a location
- Selecting your equipment
- Developing best practices
- Gotchas
- Product and brand development
- Going to market
- Preparing for Growth



□ Nano vs Micro Brewery

- Definition of a Nano Brewery.
- Key differences in Nano vs Micro
 - Brewers License/TTB Requirements
 - Insurance and regulatory coverage
 - Material suppliers
- Why nano?
- Statistical data on nano brewery success rates.

HONEY I SHRUNK THE
BREW HOUSE!



Knowing your competition

- Doing the appropriate market research
- How to find helpful resources
- Don't be afraid to ask questions
- Organizing your research
- Acting on what you have learned

I AM GOING TO NEED A
BIGGER BOAT!



Business planning 101

- The value of a good business plan
 - Using the plan to plan
 - Developing cost effective repeatable processes
 - Using the plan to finance your venture
 - Using the plan to monitor success
 - You can't manage what you can't measure
 - Using the plan to plan for growth

NO ONE SAID THIS WAS
EASY!



Knowing your budget

- Startup costs
- Equipment costs
- Fixed vs Variable overhead expenses
- Reserve/ rainy day fund

HOW DO YOU MAKE A MILLION DOLLARS IN THE CRAFT BEER INDUSTRY? **IT'S EASY!**
YOU START WITH THREE MILLION.



Selecting your location

- ❑ Location is the first step in developing your brand identity
- ❑ Know your local regulations
- ❑ The balance of visibility vs affordability
- ❑ Leasing vs owning
- ❑ Is there scalability for your brewery?



Selecting your equipment

- How to properly size your system
- Key features of nano equipment
 - Control measures
 - Parts availability
 - Form over function
- Consistency is key
 - Process repeatability

NANO = ½ BBL- 7 BBLs



Developing best practices

- Corporate Documents
 - S.O.P.S
 - MSDS
 - Emergency Plan
 - Policies and procedures
 - Employee job descriptions
 - Product tracking
 - Brewer's reports
 - Excise taxes



“GOTCHAS”

- “You can’t plan for everything or you never get started in the first place” (Jim Butcher)
- Mitigating Risk
 - Having good legal support
 - Employees vs Interns
- Things that no one told you about
 - Sesac,ascap,BMI
 - Legal issues (trademarks, copyrights)
- All those “do hickies” needed to make beer
- How to recover when a “Gotcha” gotcha

THIS WASN'T ON THE
HONEYMOON BROCHURE!



Product and brand development

- Product delivery (Taproom)
- Who are your customers
- What customer problems are you solving
- What sets you apart from competition
- What are your company values
- Montra vs mission statement



Going to market

- ❑ Am I ready to go?
- ❑ How do you introduce yourself to the market place?
- ❑ Wholesale vs Retail
- ❑ What the market place says in return
- ❑ Adjustments and improvements
- ❑ Do more with less
- ❑ Confidence is key.



Preparing for growth

- “If your not growing, your dying” (Anthony Roberts)
- It’s never too soon to plan for growth
- Growth comes in many forms
- Healthy roots provide for healthy fruit
- Scalability is critical to successful growth
- Challenges of growing into a larger company
 - Financial
 - Personnel
 - Individual

