

[Online library] Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series)

Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series)

Corie Brown

ebooks | Download PDF | *ePub | DOC | audiobook



 Download

 Read Online

#294280 in eBooks 2015-06-22 2015-06-22File Name: B00PSSG0OE | File size: 54.Mb

Corie Brown : Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series):

2 of 2 people found the following review helpful. Good starting groundBy Sandra NavarroGreat reference to start with literature about building a business in brewing or distilling. Thought it leaves some loose ends its pretty good and gives you the grounds to look for complementary info plus it advices more literature on the topic for further reading. It also gives you a good idea on how the market looks right now for anyone wanting to start a business in craft related industries2 of 2 people found the following review helpful. Easy read, contained lots of pertinent informationBy Noel A. Garcia Jr.Easy read, contained lots of pertinent information. Will apply knowledge gained when I start the process

to open my distillery. 2 of 2 people found the following review helpful. Five Stars
By Steve Norlock
It was a gift for someone, they are enjoying it.

Start Your Own Microbrewery, Distillery, or Cidery and Craft Your Success Story
Growing each year, this multi-billion dollar industry, driven by consumer preferences, shows no signs of slowing down giving you the perfect opportunity to start up. Corie Brown of Zester Daily and our experts introduce you to more than 30 craft producers, including pioneers like Ken Grossman of Sierra Nevada Brewing Co., Jouml;rg Rupf creator of Hangar 1 Vodka, Kent Rabish owner of Grand Traverse Distillery, and Mike Beck co-owner of Uncle John's Cider Mill. You'll gain an insiders' look at how to:
Analyze craft products, their distinct challenges, and dynamic market
Write a winning business plan that promotes growth and secures funding
Keep overhead low and margins high with options like self-distribution
Capture customers and create evangelists with the story behind the brand
Enhance the brand experience with events, taprooms, tastings, and tours
Develop invaluable relationships with distributors and restaurants

From the Back Cover
Start Your Own Microbrewery, Distillery, or Cidery
Craft alcohol has come out of the garage and into the limelight. Growing each year, this multi-billion dollar industry, driven by consumer preferences, shows no signs of slowing down giving you the perfect opportunity to start up. Our experts, teamed with food and beverage writer and enthusiast Corie Brown of Zester Daily, introduce you to more than 30 craft producers, including pioneers like Ken Grossman of Sierra Nevada Brewing Co., Jouml;rg Rupf creator of Hangar 1 Vodka, Kent Rabish owner of Grand Traverse Distillery, and Mike Beck co-owner of Uncle John's Cider Mill. Brown and team deliver an in-depth review of these thriving industries and coach you in identifying ideal business models, best practices for launching a new craft product, valuable regulation information, and more. Gain an insiders' look at how to:
Analyze craft products, their distinct challenges, and dynamic market
Write a winning business plan that promotes growth and secures funding
Keep overhead low and margins high with options like self-distribution
Capture customers and create evangelists with the story behind the brand
Enhance the brand experience with events, taprooms, tastings, and tours
Develop invaluable relationships with distributors, retailers, and restaurants
Packed with priceless insights, advice, checklists, worksheets, and valuable resources, this guide details what you need to know to go from alcohol enthusiast to entrepreneur. Start brewing your own business today!