

**FREE VERSION OF GROWTHINK'S
ULTIMATE BREWERY BUSINESS PLAN
TEMPLATE**

[Company Logo]
(if applicable)

[Company Name]
BUSINESS PLAN
[Current Month], [Year]

[Name]
[Title]
[Company Name]
[Address 1]
[Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []
Website: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growththink's Ultimate Brewery Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

The real version of Growththink's Ultimate Brewery Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Brewery Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

To upgrade to the full, paid version of Growththink's Ultimate Brewery Business Plan Template, please go to <https://businessplantemplate.growthink.com/Brewery/>

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

Sample from Growthink's Ultimate Brewery Business Plan Template:

[Company Name], located at [insert location here] is a brand-new craft brewery specializing in experimenting with unusual ingredients not typically used in the beer brewing process. We brew high quality popular styles like Ambers, Pales, Stouts, and IPAs, as well as unique styles with unusual ingredients like asparagus, or real cherry pie. Our brewery produces a range of brews for wholesale distribution, and retail distribution for consumption on-site or to go. We also offer a full-service restaurant.

Products and Services

[Company Name] will provide wholesale and retail distribution of its beers in bottles and cans.

Beer styles produced by [Company Name] include:

- IPA
- Seasonal
- Belgian Witbier
- Pale ale
- Amber ale
- Lager
- Fruit
- Other

[Company name] will also operate a tasting room that will have an extensive range of beer on tap, and a full food menu.

II. Company Overview

Company Profile

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

Company Vision/Mission Statement

- *What goals is your company trying to achieve?*

Past Accomplishments

- *What successes has your company already achieved?*

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[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been brewing craft beer for some time, it was in [month, year] that he decided to launch [Company Name]. Specifically, during this time, [Founder] enjoyed a vacation in upstate New York. During his trip, [Founder's Name] found himself at a craft brewery that enjoyed tremendous success. After discussing the business at length with the owner, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown.

Specifically, the customer demographics and competitive situations in [location] and in his hometown were so similar that he knew it would work. Furthermore, after surveying local residents, this theory was proven.

III. Industry Analysis

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Sample from Growthink's Ultimate Brewery Business Plan Template:

The following industry statistics bode well for [Company Name].

According to the recent report entitled, "Craft Beer Production in the U.S." by Beer Institute, the industry's annual revenue is approximately \$7.3 billion, with an estimated gross profit of 4.2%. What's more, the following trends are driving the wedding industry:

Market-level trends:

- **Wholesale demand.** While demand from beer wholesalers is likely to increase, many craft breweries only have local distribution agreements.
- **Competition from distilleries.** Craft breweries are facing increasing competition from producers of other alcoholic beverages – namely, spirits are growing in popularity, which poses a potential threat to craft brewers.

Customer-level trends:

- **Disposable income.** Changes in per capita disposable income affect demand for more expensive craft beer. Consumers with higher levels of income are more likely to consume higher-priced beer.
- **Per capita expenditure on alcohol.** Alcohol consumption patterns influence industry sales. Consumer income, cultural preferences, and personal taste all affect demand for beer, and the Beer Institute expects beer expenditures to increase.

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers? Give a detailed demographic profile.*

Sample from Growthink's Ultimate Brewery Business Plan Template:

[Company Name] will serve consumers who are aged 21 and over in [company location] and the surrounding areas.

The area we serve is populated mostly by the middle class; as a result, they have the means to pay for more and higher quality beverages.

The precise demographics of the town in which our location resides is as follows:

V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

Sample from Growthink's Ultimate Brewery Business Plan Template:

The following breweries are located within reasonable driving distance of [Company Name], thus providing either direct or indirect competition for customers:

Triumph Brewing Company

Established in 1996, Triumph Brewing Company is craft brewer that sells its products in 36 states and 10 countries and operates three brewpubs. The Triumph Brewing Company in [place] is a 144-seat restaurant and 70-foot bar. They have a full menu and offer online ordering and merchandise.

Triumph Brewing Company is a popular brewpub in the area, and will likely continue to attract loyal customers. However, we will offer more adventurous beer flavors along with traditional styles at a more competitive price point.

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate Brewery Business Plan Template:

The Marketing Plan describes the type of brand [Organization Name] seeks to create and the Organization's planned promotions and pricing strategies.

The [Organization Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Offering a convenient location
- Familiar, regular beer specialists
- Competitive prices
- High-quality and inventive beer offerings

Promotions Strategy

[Company Name] expects its target market to be customers living within a 100-mile radius of the brewery. The Company's promotions strategy to reach these individuals includes:

Local Publications: [Company name] will announce its opening several weeks in advance through publicity pieces in multiple local and regional newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.

Direct Mail: [Company Name] will blanket the surrounding areas with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for people to visit the brewery.

Ongoing Customer Communications: [Company Name] will maintain a website and publish a monthly email newsletter to tell customers about new events, new beer flavors, and more.

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

Business Milestones

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

Sample from Growthink's Ultimate Brewery Business Plan Template:

[Company name] will carry out its day-to-day operations primarily on an appointment basis.

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

Sales Functions

- Wholesale contract negotiations
- Packaged beer retail sales
- Counter service in the tasting room

Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing ingredients
- Hiring and training staff
- Customer service

Miscellaneous

- Maintenance personnel

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

Sample from Growthink’s Ultimate Brewery Business Plan Template:

[Company Name] is led by [Founder’s Name] who has been brewing craft beer for 20 years. While [Founder] has never run a brewery himself, he has spent most of his adult life experimenting with and perfecting various brewing techniques. As such [Founder] has an in-depth knowledge of beer, and working knowledge of the operation of a brewery (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

[Founder] graduated from xyz University with a major in Business Administration.

[Other person’s name] will serve as the customer service manager. He/she has extensive experience the hospitality industry.

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/Brewery/> for the paid template that automatically generates your 5-year financial projections

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Sample from Growthink's Ultimate Brewery Business Plan Template:

Revenue and Cost Drivers

[Company Name]'s revenues will come primarily from sales of beer.

The major cost drivers for the company's operation will consist of:

- Purchases of raw materials and supplies
- Salaries
- Location Lease

Moreover, ongoing marketing expenditures and cost of goods sold expenses are also notable cost drivers for [Company Name].

Capital Requirements and Use of Funds

[Company Name] is seeking a total funding of \$300,000 to launch its brewery. The capital will be used for funding capital expenditures and location renovation, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- **Facility redesign/renovation:** \$250,000
- **Working capital:** \$50,000 to pay for initial marketing, salaries, and lease costs until [Company Name] is cash-flow positive

Key Assumptions & Forecasts

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years. Please see the Appendix for more detailed financial forecasting information.

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues/Donations					
Individual Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Corporate Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Total Revenues	\$200,000	\$300,000	\$400,000	\$500,000	\$600,000
Expenses & Costs					
Cost of goods sold	\$0	\$0	\$0	\$0	\$0
Lease	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153
Marketing	\$0	\$0	\$0	\$0	\$0
Salaries	\$136,390	\$189,030	\$208,406	\$218,826	\$229,767
Other	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$0	\$0	\$0	\$0	\$0
Total Expenses & Costs	\$176,390	\$230,030	\$250,431	\$261,901	\$273,920
EBITDA	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Depreciation	\$0	\$0	\$0	\$0	\$0
EBIT	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Interest	\$0	\$0	\$0	\$0	\$0
PRETAX INCOME	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$38,125	\$55,455	\$149,569	\$238,099	\$326,080
Income Tax Expense	\$13,344	\$19,409	\$52,349	\$83,334	\$114,128
NET INCOME	\$10,266	\$50,561	\$97,220	\$154,764	\$211,952
Net Profit Margin (%)	5.1%	16.9%	24.3%	31.0%	35.3%

X. Appendix

Sample from Growthink's Ultimate Brewery Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

"Finish Your Business Plan Today With Growthink's Fully Customizable Brewery Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

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