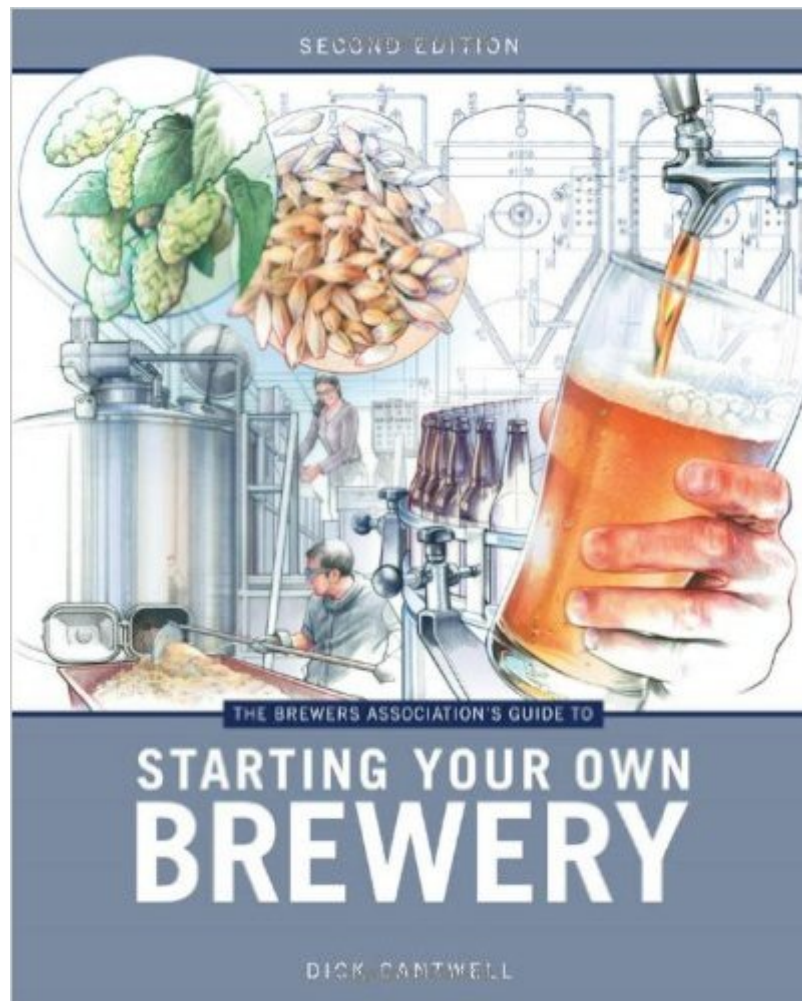


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# The Brewers Association's Guide To Starting Your Own Brewery



## Synopsis

Starting a successful brewery takes more than heart. The Brewers Association's Guide to Starting Your Own Brewery delivers essential industry knowledge to brewers aspiring to chart their own course. While America's craft beer renaissance continues, emphasis must remain on producing the highest quality beer or the success of the entire industry is jeopardized. This comprehensive guide will help you plan and open a thriving, quality-oriented brewery. It reviews everything that matters, from site selection and branding to regulatory requirements, flooring choices and equipment considerations. Industry veteran Dick Cantwell of Elysian Brewing adeptly covers ingredients, financing, business plans, quality assurance, distribution, wastewater, sustainability practices and more, for prospective brewpub and packaging brewery owners alike. Cantwell walks the reader through the planning and execution required to turn craft brewing dreams into reality.

## Book Information

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## Customer Reviews

I'm not sure that "Guide" is the correct description for this book. It reads more like a narrative of the author's experiences, experiences of others in the industry, and history of the craft brewing industry. A very enjoyable read, but far from detailed enough or specific enough to be a primary reference for opening a brewery. It is, however, full of practical advice which the author shares from his personal experiences and/or examples from other breweries.

I am a big proponent of all the resources The Brewers Association provides and was hoping for that same level of publication and resources in this book. Unfortunately, this book is unorganized and not well thought out. I feel like it is a collection of a persons thoughts that were thrown into a book without actually thinking how the information should be presented. I am currently past the business plan process and moving into raising money, so I have a good amount of experience. That being said, this book is backwards and does not outline the steps correctly. Don't waste your money. Your best resource is other local breweries that have gone through the process until a better book hits the market.

If you know how to use Google, this book isn't worth much. Lots of anecdotes and stories which are fine, but if you want any detail or real guidance look to the Internet. The entire chapter on finding a property could be summed up as make sure you have room to grow, hopefully; the rest is fluff (all 4 useless pages). Wanted something that gave more detail about starting a brewery, but for the most part it's just a vague account of what it took to start a brewery in the 1980s. Good read, but don't expect it to answer (or even help ask) tough questions. This book reads like someone trying to fill the word limit on a paper. Very disappointed. Better info on probrewer forums.

It's difficult to read, rambles and seems to never go into sufficient details. Almost as if the author is using flowery prose to hide from getting into hard specifics. Found very little of us.

I found this book at the library, which was a good thing because I was considering forking over 60 bucks for this volume of fluff. This is nothing more than rambling anecdotes, if you are looking for technical how-to then look elsewhere.

The book works great to provide an outline for the planning of a brewery. Do not expect it to be an all inclusive solution to the problems associated with setting up a business. I give it 4 stars because I would have liked more technical know how in the book, particularly regarding the machines / steelware required for a brewery. Still a recommended read for anyone toying / committed with the idea of a brewery.

Hard to be too critical of a book providing guidance on such a cool business. Most, not all of what I read was not earth shattering having owned and run several businesses in my life. I was hoping for more detailed guidance around financial and operating ratios that could help me in developing

realistic proformas for starting or evaluating the purchase of a brewery..

This is THE book to get if you're thinking about opening a brewery/brewpub. Author is an experienced brewer who is the headbrewer at Elysian Brewing Co. This book covers everything from the early planning stage to the Legal/Regulatory info., to Branding/Marketing/Sales. Covers the equipment and technical side pretty well. Easy to read and follow. Each chapter ends with a summary which is very helpful.

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