

# Start Your Own Microbrewery Distillery or Cidery Your Step-By-Step Guide to Success StartUp Series

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## BOOK DETAILS

- Author : The Staff of Entrepreneur Media
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## BOOK SYNOPSIS

Entrepreneur Press has partnered with Zester Media and its network of experienced journalists and authors to deliver an in-depth review of the craft brew industry, paired with telling facts and statistics for those considering starting, running, and growing a successful craft brewery or distillery. Readers are guided by real stories from craftspeople who share the details, secret ingredients, and special equipment that create a formula for success. They learn how to: analyze the industry with market research and identify a niche; calculate startup costs, secure funding, find the right equipment, and develop a solid business plan that promotes growth; abide by industry standards while complying with state and federal legislation, laws, and taxes; determine overhead fees, payroll, and price points, as well as business, personal, and consumption taxes; find, hire, and keep the perfect team; develop invaluable relationships with distributors, retailers, and restaurants; use low-cost online and offline marketing tactics; create promotions and gain a following through social media. The 20+ companies profiled include: Greenstar Brewery in Chicago, Rolling Meadows in rural Illinois, Leopold Brothers Distillery in Denver, Anchor Brewing in San Francisco, and Widow Jane and Cacao Prieto Distillery in Red Hook, NY.

### **START YOUR OWN MICROBREWERY DISTILLERY OR CIDERY YOUR STEP-BY-STEP GUIDE TO SUCCESS STARTUP SERIES**

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