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Autore	Reeves D. C.
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ISBN	1-119-59805-2 1-119-59803-6
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Descrizione fisica	1 online resource (xvi, 252 pages)
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Soggetti	Microbreweries Beer industry New business enterprises
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Nota di contenuto	Before you begin -- How to use this book -- State of the industry (for now) -- Focus on your taproom first -- How to differentiate your brewery -- Industry Q&A : Sam Calagione -- Tips to start your business plan -- Figuring out your financials -- Finance Q&A with Audra Gaiziunas -- Find the dollars to get started -- Sizing up the brewery / by Reed Odeneal -- The wonderful world of permitting & zoning -- The questions to ask your architect and contractors -- Best practices Q&A : Jester King founder Jeffrey Stuffings -- The start to a successful brewery : keys to strong leadership -- How to hire well and eliminate turnover in three steps -- How to have happy employees : keep them engaged -- Common barriers to a strong company culture -- Employee engagement Q&A : Quint Studer -- Customer service tips -- How to program your taproom to build revenue -- Keys to improving day to day taproom operations -- The value of finding and preserving mentorship -- Best practices Q&A : Burial Beer Co. co-founder Doug Reiser -- Why branding matters -- Tips for improving your social media presence -- How to get the local media on your side -- Love your community, and it will love you back -- Community Q&A : Matt Stevens, Creature Comforts.

"We all know that the dream of opening a microbrewery starts with making great beer. But this day in age, the point many hopeful brewery owners miss is that great beer is merely the price of entry. Now it's required to create a sense of place. It's required to do your research, understand financing and cash flow and how you measure success. It's required to construct a well-run company that attracts the right employees and makes them your biggest advocates on and off the clock. Culture matters. Marketing matters. Becoming a community anchor matters. Now it's required to understand how to operate a craft beer business. And for an industry that's on the rise as more and more leave corporate America to start their own craft brewery, a 'how to' book is badly needed. This book is an unprecedented, and updated, look at all the facets now required to successfully start or grow a microbrewery in a much more competitive world. It's so much more than beer now. In The Microbrewer's Handbook, DC Reeves shares the success story from Perfect Plain Brewing Co. in Pensacola, Fla., which opened in November 2017. Despite being located in the least populated region of Florida, Perfect Plain became one of the state's busiest taprooms with heralded product, immediate financial success and the potential for bigger things ahead. This book will teach you how to replicate that by sharing the lessons a successful microbrew owner has learned about banking, investment and debt. We'll discuss the ways you can truly create a unique experience for your customers, employees and your city -- and how to tactfully share that great story with your community -- all musts to set yourself apart"--
