

Checklist For Starting a Brewery

Market Research

- Identify target market
- Analyze competition
- Develop a unique selling proposition
- Craft a brand identity

Product Development

- Create original recipes
- Test batch brewing
- Focus on consistency and quality
- Plan for seasonal releases

Business Planning and Legal

- Write a comprehensive business plan
- Register the business
- Obtain alcohol manufacturing license
- Ensure compliance with local laws

Sales and Distribution

- Develop a sales strategy
- Establish distribution channels
- Set up a tasting room
- Implement direct-to-consumer sales

Location and Facilities

- Choose a strategic location
- Secure a suitable facility
- Design brewery layout
- Comply with zoning requirements

Marketing and Branding

- Build a professional website
- Utilize social media platforms
- Create promotional materials
- Organize launch events

Equipment and Supplies

- Purchase brewing equipment
- Source quality ingredients
- Establish relationships with suppliers
- Set up storage solutions

Staffing and Operations

- Hire experienced brewers
- Train staff thoroughly
- Implement safety protocols
- Manage production schedules

Go-to Resources for Starting a Brewery

Brewing Equipment

- [BrewBids](#)
- [GW Kent](#)
- [Blichmann Engineering](#)

Ingredient Suppliers

- [Yakima Valley Hops](#)
- [Country Malt Group](#)
- [MoreBeer](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Logo Generator](#)
- [Lean Canvas](#)
- [SWOT Analysis](#)

*All of the resources are clickable links