

The book was found

Start Your Own Microbrewery, Distillery, Or Cidery: Your Step-By-Step Guide To Success (StartUp Series)



Synopsis

Start Your Own Microbrewery, Distillery, or Cidery and Craft Your Success Story Growing each year, this multi-billion dollar industry, driven by consumer preferences, shows no signs of slowing down—giving you the perfect opportunity to start up. Corie Brown of Zester Daily and our experts introduce you to more than 30 craft producers, including pioneers like Ken Grossman of Sierra Nevada Brewing Co., Jrg Rupf creator of Hangar 1 Vodka, Kent Rabish owner of Grand Traverse Distillery, and Mike Beck co-owner of Uncle John’s Cider Mill. You’ll gain an insider’s look at how to: Analyze craft products, their distinct challenges, and dynamic market Write a winning business plan that promotes growth and secures funding Keep overhead low and margins high with options like self-distribution Capture customers and create evangelists with the story behind the brand Enhance the brand experience with events, taprooms, tastings, and tours Develop invaluable relationships with distributors and restaurants

Book Information

Series: StartUp Series

Paperback: 282 pages

Publisher: Entrepreneur Press (June 30, 2015)

Language: English

ISBN-10: 1599185652

ISBN-13: 978-1599185651

Product Dimensions: 6.9 x 0.5 x 8.9 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars — See all reviews (14 customer reviews)

Best Sellers Rank: #76,237 in Books (See Top 100 in Books) #37 in Books > Business & Money > Industries > Restaurant & Food #66 in Books > Cookbooks, Food & Wine > Beverages & Wine > Beer #88 in Books > Cookbooks, Food & Wine > Beverages & Wine > Wine & Spirits > Spirits

Customer Reviews

Not nearly as comprehensive as it claims to be. There are some good case studies and there is plenty of basic knowledge that can easily be found on the internet or in any other book on starting ANY business. Too much generic (standard) Entrepreneur Mag information and not enough insider/industry-specific advice, particularly in areas of marketing, legal, etc. To their credit, SOME ibis report info was included - which isn’t as easy to acquire - but not nearly enough. My ibis reports are each about 38 pages long and this book included only a few paragraphs. While the title says,

"microbrewery, distillery, or cidery," the book is about 75% brewery oriented. Almost every interview, case study, reference, or resource is related to microbreweries. The info is still helpful since there is plenty of crossover but it still comes off as lazy in my opinion. With so many great distilleries and cideries out there, it's really disappointing that so few were referenced. I suspect the author doesn't really have any passion for the industry or even a sincere interest in the products they are writing about. If they did, I believe there would have been much better content. Overall, I'd say this book is about as good as watered-down well whiskey.

I am working on opening a small cidery. This book is a quick read and is chock full of practical knowledge as well as real life stories from the folks at some bigger distilleries, breweries, or cideries. A must read for anyone looking to dive into the business.

Mostly about micro brewery which makes sense since the micro brew movement has been going longer. Some good stories of other places and their journeys though. A decent read but not much on distilleries.

Great reference to start with literature about building a business in brewing or distilling. Thought it leaves some loose ends its pretty good and gives you the grounds to look for complementary info plus it advises more literature on the topic for further reading. It also gives you a good idea on how the market looks right now for anyone wanting to start a business in craft related industries

I have found this book accurate and most useful. This is how all the handbooks should be written, straight facts, with real examples. Nice and elaborate work. The topics - micro brewing, cider production and micro distilleries are in the described with technical facts and real advices. This book is a must-have for new artisan brewers, distillers.

Still working on this one but I believe I will love it by the time I am done. Exactly what it claims to be with plenty of advice but was defiantly written with the intention of getting another entrepreneur to make the leap.

This is a well researched books, gives you a great deal of information on how to get started in the brewery business. Craft breweries are the new hot entrepreneurial craze , but there is not much information out there, and the book does a good job of delivering it. Does not have enough

information on distilleries though.

[Download to continue reading...](#)

Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series) Start Your Own Construction and Contracting Business: Your Step-by-Step Guide to Success (StartUp Series) Start Your Own eLearning or Training Business: Your Step-By-Step Guide to Success (StartUp Series) Start Your Own Personal Training Business: Your Step-By-Step Guide to Success (StartUp Series) Start Your Own Freight Brokerage Business: Your Step-By-Step Guide to Success (StartUp Series) Start Your Own Import/Export Business: Your Step-By-Step Guide to Success (StartUp Series) Start Your Own Wholesale Distribution Business: Your Step-By-Step Guide to Success (StartUp Series) How to Start an Online Business: A Step by Step to Make Money from Your Computer Even If Your Starting from Scratch! (How to start an Online Business, ... Startup, Online Business for Beginners) Crowdfunding Success: The New Crowdfunding Revolution: How to raise Venture Capital for a Startup or fund any dream with a successful Crowdfunding Campaign ... Venture Capital, fundraising, , startup) How to Start Your Own Real Estate Photography Business!: A Step-by-Step Guide to Show You How to Begin Your Own Real Estate Photography Business in 14 ... for real estate, photographing houses) Start and Run Your Own Record Label, Third Edition (Start & Run Your Own Record Label) Start Your Own Food Truck Business: Cart • Trailer • Kiosk • Standard and Gourmet Trucks • Mobile Catering • Bustaurant (StartUp Series) Rich Dad Advisor's Series: Own Your Own Corporation: Why the Rich Own Their Own Companies and Everyone Else Works for Them (Rich Dad's Advisors) Crowdfunding: How to Raise Money for Your Startup and Other Projects! (Crowdfunding, Funding, Raise, Business, Money, Startup, Guide, Capital) Start Your Own Business, Sixth Edition: The Only Startup Book You'll Ever Need Startup 101: How to Build a Successful Business with Crowdfunding. A Guide for Entrepreneurs. (Crowdfunding, Startup, Starting a Business, Entrepreneurship, ... Crowdfunding Real Estate, Investing) The Startup Equation: A Visual Guidebook to Building Your Startup Small Time Operator: How to Start Your Own Business, Keep Your Books, Pay Your Taxes, and Stay Out of Trouble (Small Time Operator: How to Start Your ... Keep Yourbooks, Pay Your Taxes, & Stay Ou) Start Your Own Law Practice: A Guide to All the Things They Don't Teach in Law School about Starting Your Own Firm (Open for Business) Kidz Bop: Be a Pop Star!: Start Your Own Band, Book Your Own Gigs, and Become a Rock and Roll Phenom! (Kidz Bop (Paperback))

[Dmca](#)