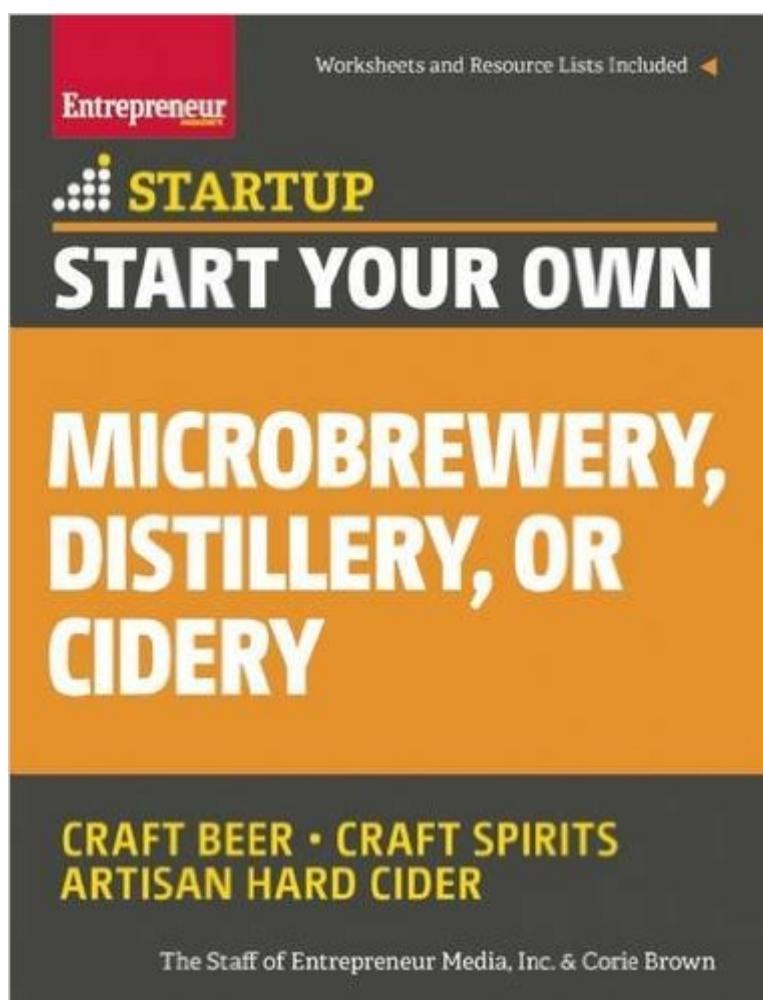


The book was found

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., Jörg 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

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

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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 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 book, 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.

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