



How to Start a Brewery (Checklist)

1. Choose a Name and Trademark It ___

- a. Decide on a name ___
- b. Search for similar business names ___
- c. File for a trademark with the USPTO ___

2. Write a Business Plan ___

- a. Executive Summary ___
- b. Company Description ___
- c. Products and Service ___
- d. Marketing Plan ___
- e. Management ___
- f. Operational Plan ___
- g. Financial Plan & Projections ___

3. Find a Location ___

- a. Talk to real estate agents ___
- b. Decide how much space you need ___
- c. Sign a lease or purchase a property ___

4. Form a Legal Entity ___

- a. Choose between a partnership, corporation or LLC ___
- b. Appoint officers/members ___
- c. File articles of incorporation ___

5. Hire Employees ___

- a. Determine what positions are required ___
- b. Write job descriptions ___
- c. Post jobs on a job site ___

- d. Interview candidates ___
- e. Hire qualified applicants ___

6. Get a License from the TTB

- a. Fill out Brewer's Notice application form ___
- b. Keep a copy of your Brewer's Notice upon approval ___

7. Get Applicable State Licenses/Permits

- a. Search permits on your State's small business website ___
- b. Apply and pay for applicable permits/licenses ___
- c. Display permits in brewery ___

8. Choose Distributors

- a. Contact local restaurant owners ___
- b. Meet with retailers ___
- c. Negotiate wholesale prices ___

9. Create a Brewery Production Schedule

- a. Use a spreadsheet with columns for dates, ingredients, notes, etc. ___
- b. Share the schedule with brewery employees ___