



Can You Make a Living In Beer?

**Blood, Sweat and Beers: A
Homebrewer's Life and a Beer Career**



Own Your
Own

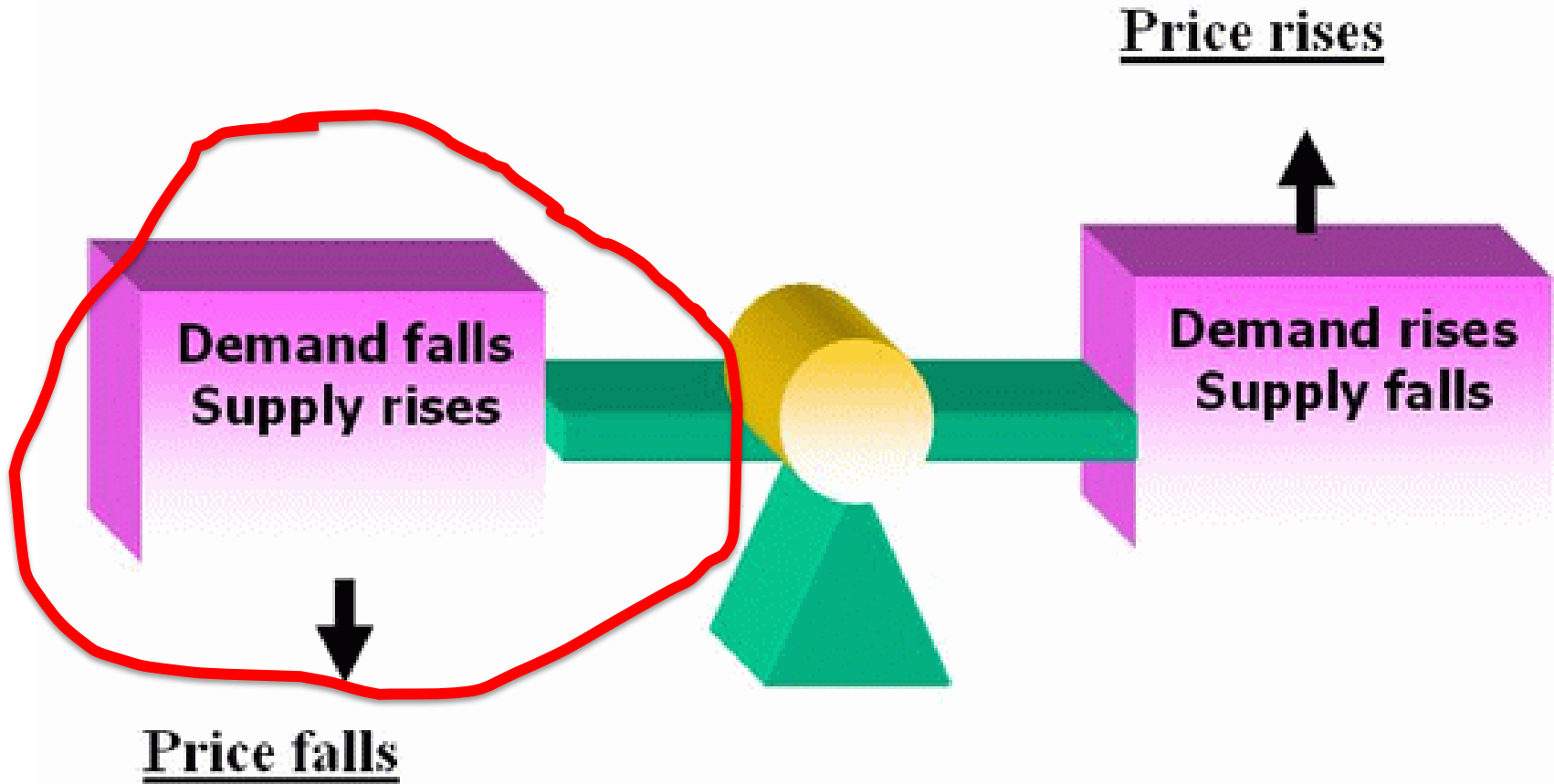
Head Brewer/Manager

Asst Brewer/Worker

You Want to Go Pro?

- Not “Homebrew done bigger”
- Pub brewer can be pretty close
- Making same recipes over and over
- Lots of cleaning, safety, paperwork
- Packaging is a Pain (Guess where new employees start!)

Everyone Wants to Work in Beer



What Does Brewer Make?

- Assistant Brewer: \$18,000 - \$32,000
 - Same for entry level at production brewery
- Head Brewer: \$40,000 - \$75,000
 - About the same for sales/marketing

- If you want to switch careers

Working for a Brewery

- Hours: long/erratic/weekends
- Pay is not great
- There are rules:
 - Business conduct
 - DUIs, public behavior
- No matter what your title: you represent the brand

Getting in the Door

- Resume avalanche
 - Demanding interviews
 - Have to perform
-
- How do you get noticed?!?

**Own Your
Own**

Head Brewer/Manager

Asst Brewer/Worker

Volunteer/Learn

Getting In the Door

Beer People:

- Like to Hire Beer People
- Like to Hire People They Know
- Volunteer! – Festivals, brewery, etc.
- Hang Out
- Be Patient

Getting In the Door

Education/Credentials

- Demonstrate Your Dedication/Intention
- Set You Apart from the Crowd

- Take classes – online or live
- Get certification
 - TIPS/BASSETT, Cicerone
 - Institute of Brewing & Distilling

My Tortured Career

- Homebrewer/Organizer - 1991
- Siebel Institute Diploma in Brewing - 1995

1996 – All Beer All The Time

- Big City Brewing Co.
- Beer Writer
- Real Ale Festival
- Teaching about Beer/Brewing

2000 – Actual Job in Beer

- Zymurgy/New Brewer Editor
- BA Manager (publishing/marketing)

2008 - Founded Cicerone

You Don't Have to Work for a Brewery to be in the Beer Business!

- Distributors
- Retailer
- Suppliers (malt, hops, yeast, supplies, equipment)
- Associations, Guilds
- Festival/Event Organizer
- Caterer
- Publishing/Website/Advertising
- Tour Guide
- Woodworking

Do What You Already Do ...

- Peter Whalen Insurance
- Graphic Design – Randy Mosher
- Legal – Glenn Rice
- Web Development – Jonathan Surrat
- Safety Engineer – Matt Stinchfield
- Marketing/Sales – Joanne Carilli, Julia Herz
- Writer/Publisher – Me, Stan H

Multiple Jobs May be Needed

- Teach classes
- Run Real Ale Festival
- Write for various publications
- Write books

I am still doing this today!



Running a Successful Brewery

- Is hard!
- Lots of knowledge needed
 - Brewing science
 - Brewing business
 - Restaurant too?
- Regulated Fed, State & Local
- Unique businesses
- Josh Deth, Revolution

Running a Successful Brewery

- Requires \$\$\$.
- Not a cookie cutter operation
- Years of hard work
- And then it will require more \$\$\$.

Running a Successful Brewery

- **Understand working capital! (Tony)**
- **Contingency Fund (Chicago Brewing Company).**
- **Keg Float (Ghost River)**

Assess Your Personal Assets

- Intellect
- Experience
- Work Ethic
- People Skills, Charm!

Assess Your Personal Assets

- Have you ever
- ... spent more than \$10,000 on something -- that fewer than 5,000 people have EVER done?
- ... owned your own business?
- ... been responsible for a project that was 10-times bigger than your annual paycheck?

Assess Your Personal Assets

Options:

- Do it for someone else first!
- Do it small (Nano)
- Do it part-time

Nano Brewery

- Small \$ requirement
- Keep your day job
- Draft Only
- Tap room is key
- Long-term side business ...
- Or decide you LIKE the beer business and expand.
- **Just remember**
Just because you are selling all the beer you can make doesn't mean you are succeeding!

Nano Brewery

- **Just remember**
- Just because you are selling all the beer you can make doesn't mean you are succeeding!

Doing Your Own Business

- Expand Your Existing Business in to Beer/Brewing
- New Entity following Existing Beer Business Model
 - Bar, restaurant
 - Distributor
 - Supplier
- Apply Business Model from Another Business to Beer
 - Keg Rental
 - Beer Tours
 - Untapped
 - DIY Kits

Doing Your Own Business

- Equipment / supply sales
- Line Cleaning
- Events, tours, classes

A Word of Caution

- **Shipping Beer**
 - Not Easy
 - May be Impossible!
- **Don't Build a Business Around Interstate Shipment of Beer!**

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