

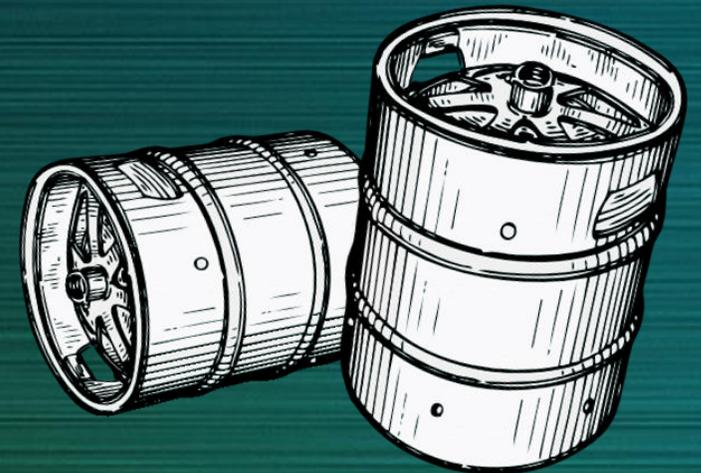
Brewing on Premise: The Evolution of the Revolution

*Adding Brew on Premise
to a Homebrew Store or
Brewery*



Introduction

- Started Homebrewing in 1995 while attending College in MN
- My Better Half Lisa surprised me with a Brew on Premise Birthday Party in 2003
- Had up to 10 Beers on tap at home in Clearwater, FL in 2007
- Started Blogging about Craft Beer in 2010
- Co-Founded Coppertail Brewing Co. in 2013 Served as VP & Director of Beer Development
- Developed the Tampa Bay Beer Syndicate website in early 2014
- Began work on HiFi Homebrew & BBQ Supply in August 2014
- Opened HiFi in February 2015
- Applied for our Federal Brewers Notice in March 2016



HiFi Homebrew & BBQ Supply

- Opened in February 2015
- Music Themed
- Homebrew and BBQ Supplies
- Classes
- Brew on Premise- Beer, Wine, & Cider
- Grindhaus Brew Lab Opening in September



Brew on Premise Defined

- Customers Brew-Ferment & Package at a BOP facility under guidance of a "Brew Coach"
- Usually they choose from facility's recipes
- Federally looked upon as homebrewing occurring in a business setting
- Beer cannot be used for commercial use or sold by individual
- No special Federal License needed as long as TTB guidelines are followed

Brew on Premise Defined Con't

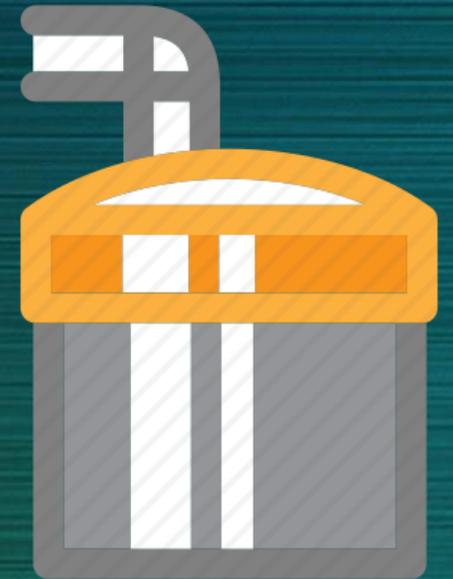
- Employees cannot Rack, Transfer, Treat, or Package Beer
- Facility can furnish Unfermented Wort-hands off after yeast is pitched
- Employees can move fermenters, clean and sanitize, check gravity, & perform quality control functions
- State and Local Laws Vary

The Brew on Premise Attraction

- A fun and unique activity requiring no experience
- Aspiring homebrewers can test-drive the hobby without buying equipment
- Educational- a great way to learn about brewing and craft beer
- An Entertaining Group Activity- Birthdays, Corporate Outings, Batchelor(ette) parties
- Tasty Beer for a reasonable cost

The Brew on Premise Attraction Con't

- Brewing is usually done in a climate controlled environment
- Perfect as a Gift
- Satisfaction of creating their own and ability to customize recipe- DIY Crowd
- Brewing for Special Events- Weddings, Birthday Parties etc.- custom labels



Brew on Premise History

- Big in the 1990's- followed the Craft Beer Boom: 8 in 1995, 55 in 1997
- Many were stand-alone BOP facilities
- Declined in the late 90's and early-mid 2000's



Brew on Premise History Con't

- Started to rise in 2010's
- Most today are multi-faceted with other revenue streams under one roof
- Innovation is on the rise



Benefits of Adding BOP

- Additional Revenue Streams
- A Unique Service to set business apart from competitors
- A Chance to Educate and Create new brewers
- Press for the store/brewery
- BOP helps to push other revenue streams
- Brings customers in who wouldn't normally come to store
- Word of mouth advertising

Challenges of Adding BOP

- Cost
- Space
- Drainage
- Managing different worts
- System Design
- Recipes
- TTB Regulations
- State & Local Laws
- Zoning & Fire Code Issues
- Marketing
- Trash

Steps to Adding BOP

- Review TTB Guidelines
- State & Local Laws
- Decide what you want it to be
- Set a Budget
- Space Analysis
- Decide on System Size
- Type of Brewing
- Recipes
- Theme/Style
- Seating
- Aesthetics

Steps to Adding BOP Con't

- Kettle Heat Source
- Chilling Method
- Water & Electric/Gas Requirements
- Cleaning & Prep Areas
- Fermentation Area & Climate Control
- Fermentation Vessels
- Bottling/Packaging Area
- Labeling
- Drainage/Cleanup Requirements

Space Requirements

- Brewing Area
- Prep Tables
- Cleaning- Sinks
- Fermentation Room
- Tables and/or Bar
- Seating
- Storage Space
- Bottling/Packaging

System Size

5 Gallons:

- 5 Gallons a Popular option
- Lower Cost Appeals to wider audience

10 Gallons +:

- Allows brewer groups to brew multiple batches- mix & match
- 10 or 12.5 Gallons more traditional and also common
- Higher Cost is more profitable per brew
- Price can be a hindrance to customers

Kettle Power

Steam, Gas, or Electric?

Steam:

- Used in Price-Schonstrom Systems (Ontario)
- External Boiler Required
- Explosion Risk
- Kettles look great
- Expensive
- Valves Control Heat
- Difficult to Clean



Kettle Power

Steam, Gas, or Electric?

Natural Gas or Propane:

- CO Risk
- Gas Line or Tank Needed
- No Boiler Required
- Kettle Modification not needed
- Flame Risk-Liability
- Can be Loud
- May need to be Outdoors
- Inexpensive
- Easy to Install

Kettle Power

Steam, Gas, or Electric?

Electric:

- Elements or Induction
- High Power Requirements
- Electrician Could be Needed
- Whisper Quiet
- Element Cleaning Difficult
- No Boiler or Tank Needed
- Inside Brewing not a Problem
- Induction is Expensive

Water Concerns

Chilling-Heating-Cleaning

Water Concerns:

- Heating
- Chilling
- Drainage
- Filtering
- Piping
- Hoses
- Sinks
- NSF Hoses
- Pumps
- Silicone Hosing

Water Concerns

Chilling-Heating-Cleaning

Chilling:

- Immersion
- Counter-Flow
- Plate
- Drainage
- Ice Requirements



Water Concerns

Chilling-Heating-Cleaning

Heating:

- Traditional or Instant-On
- Needed for Cleaning
- Gas or Electric
- High Temp Hosing



Water Concerns

Chilling-Heating-Cleaning

Cleaning:

- Three Compartment Sink
- Mop Sink
- Hand-Wash Sink
- Flooring
- Drainage
- Cleaning Chemicals
- Chemical Storage
- Cleaning System
- Bottle Washer/Sanitizer

The Look

Bars & Tables

Prep Tables:

- SS, Stone, or Other?
- How Many are needed?
- Equipment Tables
- Product Storage Areas
- Scales etc.
- Equipment Storage



The Look

Bars & Tables

Seating:

- Bar
- Tables
- Chairs & Barstools
- Other Seating
- Separating Prep Area
- Comfort & Function



The Look

Bars & Tables

Aesthetics:

- Theme
- Design Style- Industrial
- Materials
- Walls
- Flooring
- Furniture
- Inviting
- Memorable
- Comfortable

Fermentation

Vessels- Plenty of Options:

- Buckets- Liners
- Carboys- Glass or Plastic
- Plastic Conicals
- SS Conicals



Fermentation

Fermentation Space and Temperature Control

Economy:

- Basement Level Room
- Keeping Room at Fermentation temperature

Intermediate:

- Temp controlled room AC (Window or Portable)
- Chest Freezer or Refrigerator w/ Temp Controller

Advanced:

- Glycol-Jacket Fermenters
- Walk-In Coolers
- Ideal for Lagers

Packaging

TTB Rules:

- Customers Must Package
- Employees Cannot Carbonate
- Employees Cannot Rack or Transfer Beer
- Employees Can Move Fermenters
- Employees Can Clean & Sanitize

Packaging *Package Types*

Bottles:

- 22 OZ or 12 OZ
- Bottle Exchange
- Bring in own bottles

Kegs:

- Customer's Personal Kegs
- Ball Lock Keg Rental

Other:

- Crawlers?



Bottling

Bottling- Two Methods

Bottling Bucket:

- Fermenter to Bottling Bucket
- Customer adds Priming Sugar
- Stir, Fill, & Cap

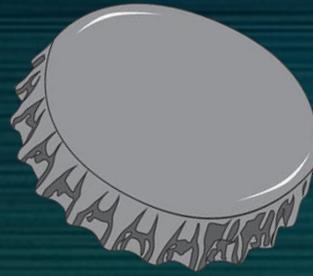
Keg & Counter-Pressure Filler:

- Customer needs to transfer to keg in advance
- Customer needs to operate Counter-Pressure Filler



Bottling *Capping*

- Hand Capper
- Bench Capper
- Different Cap Colors



Bottling *Labels*

- Usually Optional
- Stock Labels per Recipe
- Opportunity to Upsell

Custom Label Options:

- In-House
- Outsource- GrogTag etc.



The Flow

Prep: Pre-arrival

- Water Preheated
- Prep-Tables Cleaned
- Equipment Cleaned
- Ingredients Ready
- Staggering Times?



The Flow

The Arrival

- Introduction by Brew Coach
- Ingredient Gathering
- Milling



The Flow *Brewing*

- Steeping Grains or Mashing
- Adding Malt Extract
- Boil
- Hop Additions
- Cool Down
- Pitch Yeast
- Schedule Bottling Appointment



Marketing-Advertising

Marketing Message:

- Clear- Brew Your Own Beer
- Anyone Can Do It
- A Unique Experience
- Fun- It's a Party
- Great for Groups
- High Quality Beer
- Educational
- Affordable

Challenges

Facility:

- Funding
- State & Local Laws
- Space
- Drainage
- Utilities



Challenges

System:

- System Design/Setup
- Back-Up Pumps Etc.
- Proper Fermentation Temp.
- Infection Risk
- Documentation: Brewer-Beer-OG-Date
- Bottle Stock
- Cleaning & Sanitizing Bottles

Challenges

Marketing:

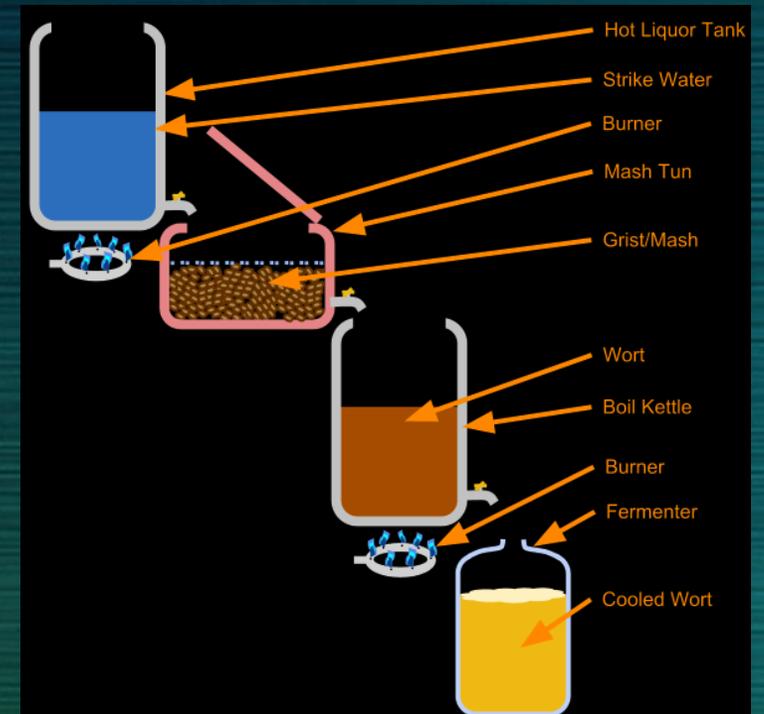
- Education
- Small Group Events
- Event Planning
- SM Posting
- Newsletters
- External Events



Today's BOP

System Diversity:

- Smaller & More Electric
- More Batch Size Diversity
- All-Grain Options



Today's BOP

Business & Product Pairing:

- Brewery
- Homebrew Store
- Bar
- Restaurant/Brewpub
- Wine/Cider/Mead
- Soda



The Future of Brew on Premise

- More Variety & Diversity
- An Increase in Number
- Additional Business Pairings
- More Product Choices
- Experimentation: Sours & Barrel Aging
- Recipe Customization
- Dry-Hopping and Treatment Options
- More Innovative Small Group Classes