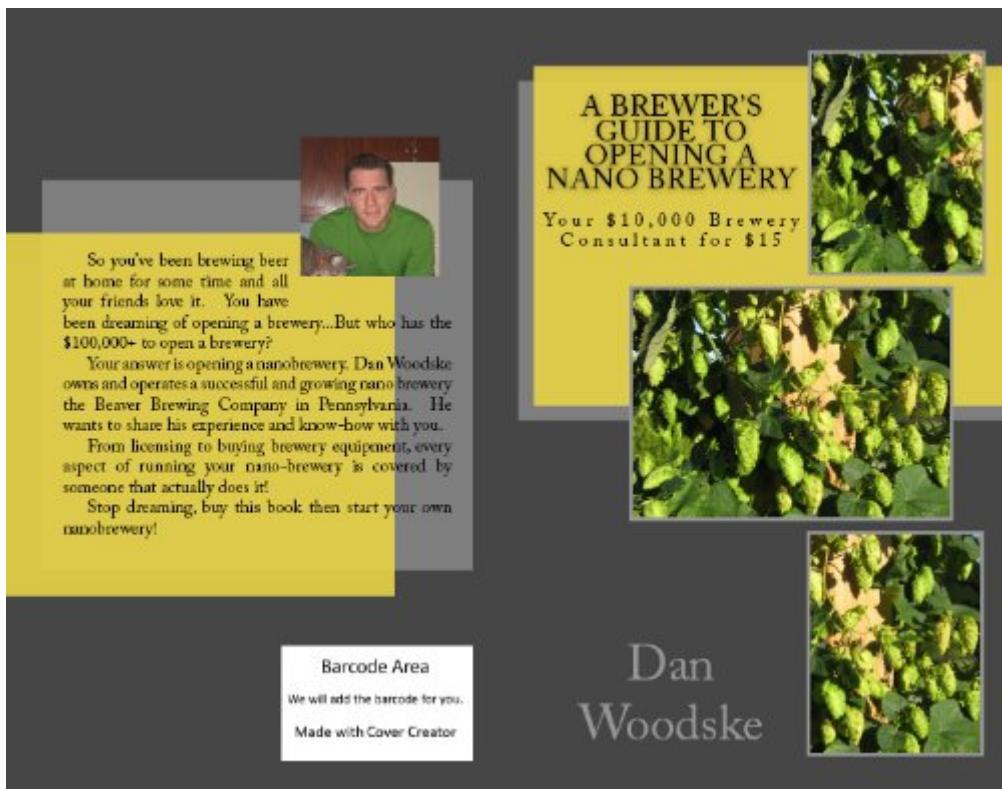


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# A Brewer's Guide To Opening A Nano Brewery: Your \$10,000 Brewery Consultant For \$15



## **Synopsis**

Dan Woodske is the owner and operator of his own nanobrewery, Beaver Brewing Company in Beaver Falls Pennsylvania. Starting as an avid homebrewer he wondered why there wasn't a brewery within an hour drive of his home...that's when he decided to take his passion for brewing to the pro level. This book describes everything you need from buying brewery equipment, marketing your beer, licensing, running your brewing, and finding that perfect space. The process of opening a brewery can seem daunting, but in under 100 pages you will find brewing good beer is the hard part, the rest seems easy once it is all laid out for you. You want details on the licensing process? You want to learn how to sell your beer? You want real life examples on how a nanobrewery works and how it can be profitable? Then buy this book. Don't spend \$10,000 on a consultant, spend \$15 and get info from someone that actually owns and operates a nano-brewery...and does it successfully.

## **Book Information**

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## **Customer Reviews**

Researched the heck out of starting a nano, the specifics of some things were out of my reach and I

didn't think I could spend any more time digging through forums finding conflicting information. What I really liked: 1. Dan takes what was a confusing crap storm of "do this but sweet fancy moses don't do that" and turns it into simple steps 2. The book is concise, I would say short but that implies that it doesn't hit the mark. 3. I live in PA, and Dan Woodske started and operates his brewery in PA - so what works for him (legally speaking) should work for me. 4. What is here is both specific enough to help most people and generic enough to make sure it's solid advice for any body looking into the possibility of a nano. 5. The nano idea is doable, and can be done - according to the author - without spending all your gold plated latinum - he outlines ways to go about this. 6. This is the third release of the book - with new questions the author adds new info - something that is nice to see. What could have been different: 1. There were a few typos and grammar mistakes 2. A link to a resource for on site sale legality/cost by state would have been nice 3. The one picture in the book - an image of an example beer label - is grainy and hard to see. I should note that I sent Dan an email this morning and he was nice enough to answer the few questions I had - mostly concerning item 2 under "What could have been different". I got his email about an hour after sending mine.

I found this to be a sound resource of information. It had practical knowledge of getting your endeavor started, with good advice and common sense. The author goes out of his way to tell you that most of this IS indeed common sense. He responds to every e-mail he receives, and if you have a question that is not "loaded" (e.g. How much should I charge for my beer? How much money do I need to open?), he will answer it to the best of his knowledge. And you should take that knowledge for what it is worth...this is a man that is operating a successful nanobrewery in a current microbrew-saturated market where "experts" on the Internet will tell you it cannot be done. If you are looking for someone to "hold your hand" in the process of opening a nano or microbrewery, you will not find that here. Instead, the author draws on his own experiences, what worked and what didn't, and points you in the right direction. This is NOT a step-by-step guide. The author clearly states this. Instead, it gives you helpful information drawn upon the author's own business model, that is operating at a profit in his market. I too am an engineer, and I sincerely did not need a step-by-step guide, nor did I need anything technical. The author points you in the right direction, but the work is YOURS to accomplish. You won't find brewing knowledge, equipment purchasing, recipe formulation, yeast recovery, lab work, or anything like that in this book...there are plenty of other publications out there that cover that. Nor will you find every single legal document or state/federal form you will need to fill out...that differs from state to state, and the information is easily found on your state's website. Instead, this book breaks down what you need to get done to open. No more,

no less. Spend less than \$20 for practical information on opening your business, or spend \$10,000 on a "consultant" to help you along the way...the choice is clear. Save that \$10k for your grain and hop inventory, your licensing, your bonds (yes, chances are you need a brewer's bond), equipment and whatnot. This book was worth the money I spent.

I enjoyed this read. The style was personal enough that it kind of felt like you discussed it with a friend. The information provided is given from the perspective of having done it and are still doing it. The author could continue updating the original with much needed information for as long as he keeps the business going. In this book are a good deal of things that anyone considering a nano-brewery or any brewery operations would find useful.

I only wish this book was longer, I finished it in about 2 hours. A very light read but nonetheless important. The info found in this book may seem like common sense, but it will help you get in the right mindset to properly set up a micro brewery. I feel better off already after reading this book. I highly recommend it!

I purchased this book in hopes of one day opening my own nano brewery. After looking at online message boards about the topic as well as blogs, it seemed like an impossible pipe dream reserved only for some one with millions of dollars laying around and nothing better to do. However after reading through Dan's book he has given me hope that one day with enough hard work I can start my dream of having my very own nano brewery. This book is not how to guide and Dan makes that very clear from the get go. Everyone has a different approach and different needs in order to get their brewery off the ground. However this book does offer a quick guide of what you can expect and what twists and turns you will need to prepare yourself for. Dan did a great job relating his experience with starting his own brewery.

I'm in the infant stages of home brewing and by that I mean I have most of the tools, some of the knowledge, and a lot of inspiration. I don't see myself opening a brewery anytime soon but the information and manner in which it is presented in this book makes me feel like anything is possible. I do not have much experience in business and marketing so Dan's perspective and advice feels grounded and makes the whole venture sound obtainable. Now I just need to brew some good beer. I recommend the read. It is concise, informative and short enough I will likely read through it multiple times as I grow as a brewer.

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