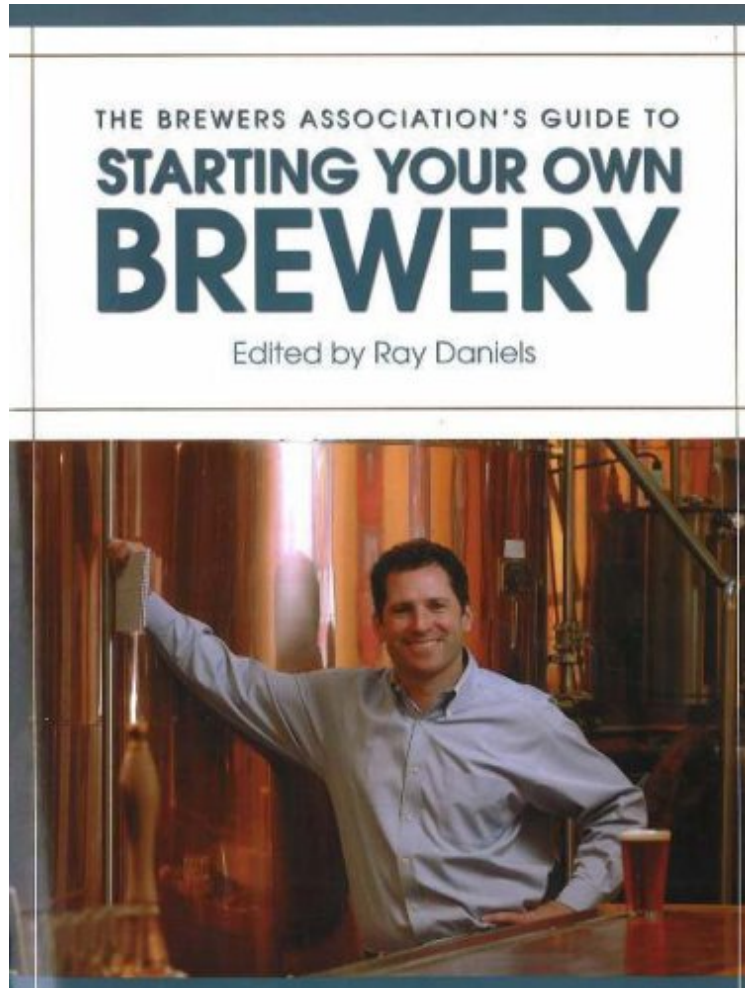


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The Brewers Association's Guide to Starting Your Own Brewery

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From Brewers Publications : **The Brewers Association's Guide to Starting Your Own Brewery** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Brewers Association's Guide to Starting Your Own Brewery:

15 of 15 people found the following review helpful. Good Information, but an Incomplete GuideBy G. G.The Brewers Association's Guide to Starting Your Own Brewery is, as other reviewers mention, a collection of articles and not so much a manual.A person who is serious about starting a brewery will need to buy more books and learn a lot more after reading this book, but it's a good start for an outsider. Anyone who ever worked in a brewery before, or has experience running (not working in, but running) a restaurant, you could probably skip most this book and move on to more detail oriented books.However, there is a lot of very good information in this book, and it has a lot of uses. This is a great place to start for anyone considering opening a brewery or brewpub, but has no experience in either industry. This isn't about brewing beer, it's about the industry and some of the logistical headaches associated with a

brewery. Chapters include topics like choosing the right flooring for the brewery, waste water, TTB regulations and more. If nothing else, you should buy this book only to learn about all of the things that you haven't considered when you think about opening a brewery. The Brewers Association's Guide to Starting Your Own Brewery also provides a few good numbers and spreadsheets to give you some idea of how the money goes. 5 of 5 people found the following review helpful. Useful Resource, not for everyone By George I. Thornton I read a lot of the reviews before making the choice to buy the book. I am now about 1/2 way through, and although I would not recommend this book as a one stop resource, I have found the articles to be informative and useful in their function as a series of things to keep in mind as you plan your brewery. Some of the reviewers have the wrong expectation. If you are surprised by the fact that a book this broad cannot tell you every single step to open up in your specific neighborhood, city, county, state, then you are seriously underestimating how detailed and cumbersome opening a business of this scale can be. The book does point out the main process for most people, and has a useful list of regulatory agencies to check with. The chapters on floors was useful, and if that sounds boring to you, then you are not going to take from this book what it is trying to provide, again, that is a useful list of very specific details that people are likely to over look. Of course there are several other chapters and bits of info here than floors. Also, if you think that there is a one stop resource for this sort of thing, then at least this will help you realize that there isn't, there can't, and there probably shouldn't be. otherwise this is a nifty resource. if you are in any stage of thinking about this, then you should grab this book, so that you are that much more prepared for what might come up. 1 of 1 people found the following review helpful. Save your money...totally not worth it. By zeth1560 I bought this book in hopes of leaning more about what it would take to open up a very small production brewery. This book taught me absolutely nothing new. It may be of some use to someone wanting to open up a brew-pub, but not likely. The book was printed in 2006, and is very much out of date with current industry and brewing trends. The few prices that it provides are off, and pre-dates many of the marketing tools currently available to brewers. One of the main reasons I was excited to buy this book (and why I was able to justify the outrageously high price tag) was that it included survey information from existing breweries. I thought this information would be interesting and useful. At first glance it was, but then after taking two seconds to really look at it, I realized that it was not. The sample sizes were too small. And the groupings that respondents were broken into are far too wide to really be useful. Nothing in this section was at all dependable or scientific. It was just a random sampling at best. Who knows if the data presented is worth the paper it was printed on? Beyond that, the book fails to address the current nano-brewing trend. This is a huge missing piece. I know that this is a fairly new trend, but I find that it is absurd and half-assed that even in 2006 that they opted to lump all brewers who brew less than 5,000 BBL a year into the same category. Not saying that the entire book needed to be dedicated to guys running a 3.5 BBL system, but it would have been nice to have at least a chapter that acknowledged this group. On the plus side, some of the articles contained were enjoyable, but there seemed to be many contradictions in approaches throughout. Everything was presented in broad terms. No specifics. Ultimately, I would have been happy with this book if it only cost me \$15. Sadly, it did not. At \$50 it was a total disappointment. Save your cash.

A practical how-to guide for those interested in entering the craft beer business as a pub brewer, micro brewer, contract brewer or distributor. Includes financial and regulatory information, success stories from those already in the business and a clear description of each business type.