

How to Start a Microbrewery or Brewpub Business. Nano Brewery Business Plan

Description:

A microbrewery or craft brewery is a brewery that produces small amounts of beer, typically much smaller than large-scale corporate breweries, and is independently owned. Such breweries are generally characterized by their emphasis on quality, flavor and brewing technique. As the movement grew and some breweries expanded their production and distribution, the more encompassing concept of craft brewing emerged. A brewpub is a pub that brews its own beer for sale on the premises. Although the term “microbrewery” was originally used in relation to the size of breweries, it gradually came to reflect an alternative attitude and approach to brewing flexibility, adaptability, experimentation and customer service.

Although the trend of microbrewing had been quite popular in other countries, India is quite a new entry in craft beer. However, India is ranked 3rd in the world with 55% growth in alcohol consumption in last two decade. 30% of Indian population consume alcohol and it is growing with the growing middle class.

Microbreweries are primarily known for their “specialty beers.” They are typically small-batch “boutique” beers, which might be made only for a certain season or theme, or designed to showcase special ingredients. Microbrewers also love to experiment with different styles of beer, different ingredient proportions or different fermentation processes. Every day is a delicious science experiment at a microbrewery.

Because microbreweries are so small, their options for getting their names out there are limited. Most microbreweries have a tasting room. If they are ambitious, they are attached to a ‘brew pub,’ a pub or restaurant that’s attached to the brewery so that patrons can get to know and appreciate their craft. The other option is beer festivals. Beer festivals allow microbreweries to seek recognition and set themselves apart.

For more details download PDF file.

Keywords: How to Start a Microbrewery, How to Start Your Own Microbrewery, How to Open a Brewpub or Microbrewery Business in India, How to Start a Successful Craft Beer Brewery, How to Start a Craft Brewery, How to Start a Microbrewery in India, Starting a Microbrewery, How to Start a Nanobrewery, Starting a Brewery Business Plan, Beer Brewing & Setting up Own Microbrewery, Want to Start a Craft Brewery, How to Open a Brewpub or Microbrewery, How to Open a Brewery, Starting a Brewery, How to Start a Small

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