

Brewery and Taproom Business Plan

Sample plan for Copper Kettle Brewing Co. (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Copper Kettle Brewing Co. is a new brewery and taproom business based in [City, State]. We will serve local craft beer drinkers and tourists and beer travelers, offering taproom pints and flights, crowlers and growlers to go and draft accounts. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$700,000, growing to \$1,006,000 by year three. Startup costs are estimated between \$242,000 and \$1,340,000. We are seeking \$791,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Breweries require serious capital and long licensing timelines, so plans are reviewed carefully by lenders and investors. Show the brewhouse size, the mix of taproom and distribution sales, and how long federal and state licensing will take before the first pint is sold.

Item	Details
Legal name	[Copper Kettle Brewing Co. LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Taproom pints and flights	[Describe]	[\$]	[\$]
Crowlers and growlers to go	[Describe]	[\$]	[\$]
Draft accounts	[Describe]	[\$]	[\$]
Canned beer for retail	[Describe]	[\$]	[\$]
Event space rental	[Describe]	[\$]	[\$]

Revenue streams:

- Taproom sales (highest margin)
- Wholesale and distribution
- Events and merchandise

4. Market Analysis

Target customers:

- Local craft beer drinkers
- Tourists and beer travelers
- Bars and restaurants on draft
- Retail stores for cans

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Taproom events and trivia
- Mug clubs
- Food truck partnerships
- Seasonal release launches

Channel	Monthly budget	Goal
Taproom ...	[\$]	[#]
Mug ...	[\$]	[#]
Food ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- TTB brewer's notice [] obtained
- State manufacturer and retail licenses [] obtained
- Local zoning and health permits [] obtained
- Wastewater permits [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Barrels produced	Production volume.	[Target]
Taproom share of sales	Higher share means higher margins.	[Target]
Revenue per barrel	Blends taproom and wholesale pricing.	[Target]
Tank utilization	Capacity in use.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Long licensing timelines	[Your plan]
High capital needs	[Your plan]
A crowded craft beer market	[Your plan]
Distribution laws	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Brewhouse and fermentation tanks	\$100,000	\$600,000	[\$]
Building lease and build-out	\$50,000	\$400,000	[\$]
Taproom furniture and bar	\$20,000	\$80,000	[\$]
Federal and state licensing	\$2,000	\$10,000	[\$]
Canning or kegs	\$20,000	\$100,000	[\$]
Opening ingredients and supplies	\$10,000	\$30,000	[\$]
Working capital reserve	\$40,000	\$120,000	[\$]
Total	\$242,000	\$1,340,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$700,000	\$875,000	\$1,006,000
Cost of sales	\$245,000	\$306,250	\$352,100
Gross profit	\$455,000	\$568,750	\$653,900
Operating expenses	\$432,250	\$475,475	\$513,513
Net income before tax	\$22,750	\$93,275	\$140,387

Example assumptions: 65% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$791,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Brewhouse and fermentation tanks	[\$]
Building lease and build-out	[\$]
Taproom furniture and bar	[\$]
Federal and state licensing	[\$]
Canning or kegs	[\$]

Opening ingredients and supplies	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a brewery and taproom plan:

- Show the licensing timeline and carrying costs.
- Separate taproom and wholesale revenue.
- Include production capacity by month.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.