

Brewery Business Plan Template

When crafting your brewery's business plan, there are a few elements that should always be included. But it's important to remember that while there are general templates to follow, your business plan is for your brewery, which means you can customize it however you see fit. This one-pager will guide you through the basics. For all of the details, check out [this post](#).

What to Include

Executive Summary

How would you describe your brewery's history, mission, team, location(s), growth goals, and financial goals?

Company Description & Analysis

What makes your brewery unique in today's market? What was your motivation behind opening your doors?

Market Analysis

How many beers are your competitors offering? What kind of benefits (like space, events, etc.) are they giving customers? Are they distributing to local markets?

Product Inventory

How will you track inventory? What should team members do if they run out of an item?

Marketing & Sales

What is your current marketing strategy to drive new business? How do you plan to make a new customer a repeat customer? What will you do to stay top of mind with your existing customers?

Organizational Structure

Clearly lay out your team's organizational structure — this will provide everyone with much needed transparency.

Finances

Bank statements, income statements, loan information, funding requests — we could go on. Gather all of your essential financial documents and prepare them for a centralized home in your plan.