Starting a Brewery/Distillery:

1. Market Research:
   * Conduct thorough market research to understand the demand for gin/sake/beer/whisky in your target area.
   * Identify your target audience and their preferences.
2. Business Plan:
   * Create a detailed business plan outlining your goals, budget, and timeline.
   * Include a SWOT analysis to assess your strengths, weaknesses, opportunities, and threats.
3. Legal Requirements:
   * Research and comply with all legal requirements for operating a distillery in your location.
   * Obtain the necessary licenses and permits.
4. Location:
   * Choose a suitable location for your distillery, considering factors like accessibility, proximity to suppliers, and visibility to potential customers.
5. Equipment and Ingredients:
   * Invest in quality distillation equipment, including stills, fermenters, and bottling machinery.
   * Source high-quality botanicals and other ingredients for your gin/sake/beer/whisky recipes.
6. Recipe Development:
   * Develop unique and appealing gin/sake/beer/whisky recipes that set your distillery apart from competitors.
   * Experiment with different [botanical] combinations to create signature flavors.
7. Branding and Marketing:
   * Create a memorable brand name and logo.
   * Develop a strong online and offline presence through a website and social media.
   * Consider offering tastings and tours to attract visitors.
8. Distribution:
   * Decide whether you'll sell your gin/sake/beer/whisky directly to consumers, through distributors, or both.
   * Explore partnerships with bars, restaurants, and retailers to expand your reach.
9. Sustainability:
   * Implement sustainable practices in your distillery, such as recycling, using renewable energy, and minimizing waste.
10. Quality Control:
    * Implement rigorous quality control measures to ensure consistency and excellence in your gin/sake/beer/whisky production.
    * Invest in staff training to maintain high production standards.
11. Packaging:
    * Design attractive and eco-friendly packaging for your gin/sake/beer/whisky bottles.
    * Consider offering various bottle sizes and packaging options.
12. Collaborations:
    * Explore collaborations with local businesses or influencers to promote your gin/sake/beer/whisky.
    * Create limited-edition or special releases to generate excitement.
13. Events and Promotions:
    * Host events, tastings, and workshops to engage with your community and promote your gin/sake/beer/whisky.
    * Run promotions and loyalty programs to encourage repeat customers.
14. Expansion:
    * Plan for future expansion if your business is successful. This could include increasing production capacity, opening additional locations, or exporting your gin/sake/beer/whisky.
15. Compliance and Sustainability:
    * Stay updated with changing regulations and compliance requirements in the alcohol industry.
    * Continuously work on making your distillery more sustainable and environmentally friendly.

Concepts:

1. **Local Botanicals:** Emphasize use of locally sourced botanicals and herbs to create distinct regional flavors. Supporting local farmers and foraging for unique ingredients
2. **Food Pairing Experience**
3. **Artistic Collaboration:** Partner with local artists to create limited-edition labels and bottle designs.
4. **Seasonal Releases:** Release seasonal gin/sake/beer/whiskeys that incorporate ingredients and flavors associated with specific times of the year.
5. **Gin/sake/beer/whisky Aging Experiment:** Experiment with aging gin/sake/beer/whisky in different types of barrels
6. **Gin/sake/beer/whisky and Farm Experience:** farm-to-glass experience

Volume calculations… how much work would it be to run this place?:

* A microbrewery is defined as a brewery that produces less than 15,000 barrels of beer annually.
* The American Craft Spirits Association defines a "craft distillery" as a distillery that produces fewer than 750,000 gallons per year; is independently owned and operated (with a greater than 75% equity stake, plus operational control), and is transparent regarding its ingredients, its distilling and bottling location; its distilling and bottling process, and its aging process.

Rough revenue calculation:

15000 barrels of beer sold at [$5/6-pack to a distributer?] 🡪 15000 barrel = 465000 gal = 59520000 oz = ~826000 6 packs = ~$4M Rev

15000 gal spirit sold @ $15/750 ml bottle 🡪 (56 781 177 ml) / 750 = 75 708.236 bottles \* 15 = ~$1.1M

Translate these into production needed per day:

@250 production run days per year we would need to produce ~1860 gal of beer and 60 gal spirits per day to hit revenue calculations.

Remaining days/year are ~30 days off, 70-80 days of sourcing ingredients, preparation etc.

Names / taglines

Crop and Cask: Farm to Flask

Sunrise Barrel Craft

Antique Alchemy

Agrarian Elixirs

Just a hobby

**Market Research for Toledo, OH Distillery**

**Executive Summary**

Provide a brief overview of the market research, highlighting key findings and insights.

**I. Introduction**

* Purpose of the Market Research
* Scope of the Research
* Objectives

**II. Market Overview**

A. Demographics

* Population of Toledo, OH
* Age distribution
* Gender distribution
* Household income levels
* Education levels

B. Market Trends

* Current trends in the distillery industry
* Consumer preferences for spirits and craft beverages
* Competitive landscape (existing distilleries or alcohol producers in Toledo)

**III. Target Audience**

Identify and define your target audience within Toledo, OH.

* Age group
* Gender
* Income level
* Lifestyle and interests

**IV. Competitor Analysis**

A. Direct Competitors

* List of distilleries in Toledo, OH
* Products and services offered by competitors
* Pricing strategies
* Market share

B. Indirect Competitors

* Breweries, wineries, and other alcohol producers in Toledo
* Similar products and target audience

**V. SWOT Analysis**

Conduct a SWOT analysis to assess your distillery's strengths, weaknesses, opportunities, and threats.

Strengths

* Unique selling points
* Quality of products
* Brand reputation

Weaknesses

* Areas for improvement
* Potential challenges

Opportunities

* Market growth potential
* Expansion possibilities
* Partnerships or collaborations

Threats

* Regulatory changes
* Economic downturns
* Competitive threats

**VI. Consumer Behavior**

A. Purchasing Behavior

* How often do consumers purchase spirits?
* Preferred shopping channels (liquor stores, bars, online)
* Factors influencing purchase decisions (price, brand, quality)

B. Consumer Preferences

* Preferred types of spirits (e.g., whiskey, vodka, rum)
* Flavor profiles
* Packaging preferences
* Local vs. non-local product preferences

**VII. Regulatory and Licensing Requirements**

* State and local regulations for distilleries in Ohio
* Licensing process and costs
* Compliance requirements

**VIII. Marketing and Promotion**

* Effective marketing strategies for distilleries in Toledo
* Online and offline promotional channels
* Marketing budget estimation

**IX. Financial Projections**

* Revenue projections for the first three years
* Break-even analysis
* Initial investment and operating costs

**Conclusion**

Summarize the key findings and insights from the market research, and outline the next steps for your distillery in Toledo, OH.

This template can serve as a starting point for your market research efforts for a distillery in Toledo, Ohio. Be sure to customize it to your specific needs and update the information with the most current data available. Conducting thorough market research will provide valuable insights to guide your business strategy and decision-making.