



# Niche Pitch: Homebrewing

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# Homebrewing

- 1.2 million homebrewers in the United States
- Most major companies started with homebrewing
- Appreciated by craft beer enthusiasts, including Obama
- Not appreciated by people who don't experiment with crafts
- Mississippi and Alabama legalized homebrewing in 2013 so they might be a little late to the game
- Hundreds of craft beer festivals occur per year, Oktoberfest being the largest in 2017 with 7.3 million liters of beer served

# Idea One: Virtual Recipe App

- Select what qualities you like in a beer, select from different IBU/ABV/SRM scales, select from a list of beers you like and the app will use this information to find a recipe specific to your taste
- When adjusting IBU/ABV/SRM scales, the app provides examples on what each scale number tastes like by comparing it to another beer (Ex: set IBU scale to 7 and it will say “This is similar to the bitterness of Budweiser” below it)

# Idea One: Virtual Recipe App

- Provides information on where to get the ingredients
- Provides information about what each ingredient will do if you add or remove it from your virtual recipe
- Will assist homebrewers by allowing them to experiment with unique recipes without the risk of creating a failed batch

# Idea Two: Craft Beer Festival Kiosk

- Kiosk for a beer festival or brewery
- Starts with the choice of a map or “Suggested Brews”
- Map has the choice of showing which beer styles or vendors are found where and provides information about each

# Idea Two: Craft Beer Festival Kiosk

- “Suggested Brews” asks you questions about what kind of styles you enjoy
- Provides a map of where to find top five-ten suggested beers at a festival
- Gives information on each vendor's history, beers, and styles
- Read reviews from each vendor
- Beneficial for homebrewers because you can easily find where to go to find the best beer of your specific taste while providing information you may not have known

# Idea Three: How To Brew

- Step by step process of how to brew each recipe
- Includes a list of popular and upcoming recipes from well known brewers
- Review and rate each recipe
- Gives you detailed step by step instructions, reminds you when to check up on it and when to bottle
- Informs you on how the ingredients add to the taste
- Helpful to startup homebrewers