

## Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series)

The Staff of Entrepreneur Media, Corie Brown



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# Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series)

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**Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series)** The Staff of Entrepreneur Media, Corie Brown Start Your Own Microbrewery, Distillery, or Cidery and Craft Your Success Story

Growing each year, this multi-billion dollar industry, driven by consumer preferences, shows no signs of slowing down—giving you the perfect opportunity to start up.

Corie Brown of Zester Daily and our experts introduce you to more than 30 craft producers, including pioneers like Ken Grossman of Sierra Nevada Brewing Co., Jörg Rupf creator of Hangar 1 Vodka, Kent Rabish owner of Grand Traverse Distillery, and Mike Beck co-owner of Uncle John's Cider Mill.

You'll gain an insider's look at how to:

Analyze craft products, their distinct challenges, and dynamic market Write a winning business plan that promotes growth and secures funding Keep overhead low and margins high with options like self-distribution Capture customers and create evangelists with the story behind the brand Enhance the brand experience with events, taprooms, tastings, and tours Develop invaluable relationships with distributors and restaurants

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