



How to Start a Microbrewery or Brewpub Business.

Nano Brewery Business Plan

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Introduction

A microbrewery or craft brewery is a brewery that produces small amounts of beer, typically much smaller than large-scale corporate breweries, and is independently owned. Such breweries are generally characterized by their emphasis on quality, flavor and brewing technique. As the movement grew and some breweries expanded their production and distribution, the more encompassing concept of craft brewing emerged. A brewpub is a pub that brews its own beer for sale on the premises. Although the term “microbrewery” was originally used in relation to the size of breweries, it gradually came to reflect an alternative attitude and approach to brewing flexibility, adaptability, experimentation and customer service.

Although the trend of microbrewing had been quite popular in other countries, India is quite a new entry in craft beer. However, India is ranked 3rd in the world with 55% growth in alcohol consumption in last two decade. 30% of Indian population consume alcohol and it is growing with the growing middles class



Microbreweries are primarily known for their “specialty beers.” They are typically small-batch “boutique” beers, which might be made only for a certain season or theme, or designed to showcase special ingredients. Microbrewers also love to experiment with different styles of beer, different ingredient proportions or different fermentation processes. Every day is a delicious science experiment at a microbrewery.



Because microbreweries are so small, their options for getting their names out there are limited. Most microbreweries have a tasting room. If they are ambitious, they are attached to a 'brew pub,' a pub or restaurant that's attached to the brewery so that patrons can get to know and appreciate their craft. The other option is beer festivals. Beer festivals allow microbreweries to seek recognition and set themselves apart.



A micro-brewery typically uses between a 30 to 60 barrel brew system. The brewery typically only has one brew system, unlike Craft breweries which can have several brewing systems. At a micro-brewery the system will produce about one batch of beer a day to one batch of beer every other day. Several micro-breweries still produce beers on a 15barrel system at the rate of one batch every other day for a total of 3,000 barrels a year. This is 3,000 barrel output is close to the output of a nano-brewery. A nano-brewery usually uses a 7.5barrel systems (1/3 to 1/10th the size of a microbrewery) and produces beer at the rate of a few batches a week. This puts the total output of a nano-brewery at 1,000 barrels per year.

There are no strict guidelines set on the techniques or ingredients a micro-brewery uses to produce their beer. A micro-brewery is classified as such according to the amount of beer it produces annually.

Although the term microbrewery originated in the United Kingdom in the 1970s, many of the beers they made became so successful that they outgrew their statistical category. Because these small breweries pay particular attention to ingredients and monitor the entire brewing process, the term craft beer is descriptive.

Using the traditional brewing process, the beer starts with the sugars from a form of malted grain, either barley or wheat, added to hop flowers and water. The mixture is aged and generally not pasteurized. The difference in the process occurs after the initial fermentation.

Taste Aroma: Microbrewers spend the majority of their time focused on the quality of their product rather than on marketing campaigns and cutting costs. Each craft beer is brewed using hand-selected ingredients, specifically picked with certain flavour characteristics in mind and brewed with the end goal of creating a flavorful, high-quality beer. As a result, these beers are never 'watered down' like many of the products which come from larger, more corporate companies.

Preferential Selection: With 1600 microbreweries in the United States alone, the choice availability of craft beers is astronomical. Even better is that no craft beer ever tastes the same: every microbrewery produces its own unique product with its own specific and delicious flavor.

Health Benefits: The high quality of craft beers means they are often packed full of nutrients such as B vitamins, silicon and fiber, possessing incredible health benefits.



Today, more than 350 million Indians are below 35 years of age, and this section is growing at 3.4% every year. Besides, their careers are taking them travelling to areas that are traditionally beer geographies adding to their awareness and aspirations. All this is a potent mix for the surging demand for craft beer and breweries in India. This is evident from the growth of beer consumption as a whole. Today there are about 95 Microbrewery/Restaurants, which will grow to 175-180 by end 2017. Geographically, the division is 51 in the North Region, 26 in the south, 18 in the west and 2 in the east region.

The cult around microbreweries and craft beer is growing. The craft beer brewing fraternity from Mumbai and Pune swore to fight for independence from boring ‘industrial beer’ and introduce people to the flavours of real beer made by real people. Microbrewery revolution is sweeping across India. A microbrewery consists of small brewery that makes wide range of handcrafted beers in small batches.

Food is the second anchor of the microbrewery experience. It is important to note that a typical microbrewery abroad makes close to 40 per cent of its revenue from food sales.

The success of these microbreweries is due to the open-mindedness of young Indian consumers, as well as their desire to eat out. The beer market in India is growing as well, and imported beer is starting to make a splash in the country. These factors are contributing to the growth of microbreweries and creating opportunities for this niche segment. Microbreweries are growing in popularity in India, taking on the traditional giants that have dominated the industry for decades.



Craft beers and microbreweries are niche concepts in India which have been growing for past few years and are beginning to take shape now. They are mushrooming in many parts of the country. This is an emerging trend that is certainly attracting middle class Indians, particularly in urban areas. The craft beer market in India is pegged at Rs. 280 crore and may grow to Rs. 4,400 crore by 2020.



Few Indian major players are as under:

- **Appollo Distilleries & Breweries Pvt. Ltd.**
- **Arthos Breweries Ltd.**
- **Aurangabad Breweries Ltd.**
- **Castle Breweries Ltd.**
- **Devans Modern Breweries Ltd.**
- **Doburg Lager Breweries Ltd.**
- **Doon Valley Brewers Ltd.**

Project at a Glance

PROJECT AT A GLANCE

(in lacs)

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	85.00	85.00	Capital	0.00	99.18	99.18
Buildings	0.00	56.90	56.90	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	170.50	170.50	Other Type Share	0.00	0.00	0.00
Motor Vehicles	0.00	6.00	6.00	Capital	0.00	0.00	0.00
Office Automation Equipments	0.00	32.00	32.00	Reserves & Surplus	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	15.00	15.00	Cash Subsidy	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Internal Cash Accruals	0.00	0.00	0.00
Preliminary & Pre-operative Exp	0.00	1.50	1.50	Long/Medium Term Borrowings	0.00	297.54	297.54
Provision for Contingencies	0.00	16.00	16.00	Debentures / Bonds Unsecured	0.00	0.00	0.00
Margin Money - Working Capital	0.00	13.82	13.82	Loans/Deposits	0.00	0.00	0.00
TOTAL	0.00	396.72	396.72	TOTAL	0.00	396.72	396.72

Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS	Per Share		Per Share	Per Share		%		No.of Times	%
1-2	2.25	6.16	12.25	24.00	0.00	100.00	2.25	0.00	2.25	1.00	0.00
2-3	4.42	7.81	16.67	18.00	0.00	100.00	4.42	0.00	4.42	1.00	0.00
3-4	6.54	9.48	23.21	12.00	0.00	100.00	6.54	0.00	6.54	1.00	0.00
4-5	8.59	11.15	31.80	6.00	0.00	100.00	8.59	0.00	8.59	1.00	0.00
5-6	10.55	12.78	42.34	0.00	0.00	100.00	10.55	0.00	10.55	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / Equity - Deposits Debt	Equity as-Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.02	1.02		1.96	1.96	2.19		28.26%	8.46%	7.69%	260.54	89.63%	0.78	0.49
2-3	1.21	1.11		1.08	1.08	1.27		34.13%	18.53%	12.92%	292.71	86.31%	0.93	0.71
3-4	1.44	1.21	1.44	0.52	0.52	0.67		38.06%	25.57%	16.73%	334.26	86.24%	1.03	1.09
4-5	1.72	1.32		0.19	0.19	0.32		40.68%	30.56%	19.54%	375.81	86.19%	1.07	1.60
5-6	2.05	1.44		0.00	0.00	0.10		42.39%	34.11%	21.59%	417.36	86.15%	1.06	5.23

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	54.65%
Total BEP (% of Installed Capacity)	59.95%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	12.93%
Payback Period of the Project is (In Years)	3 Years 2 Months
Fixed Assets Coverage Ratio (No. of times)	2.047

Major Queries/Questions Answered in the Report?

- 1. What is Microbrewing Industry?**
- 2. How has the Microbrewing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Microbrewery Project ?**
- 4. What are the requirements of Working Capital for setting up Microbrewery Business?**

- 5. What is the structure of the Microbrewing Business and who are the key/major players ?**
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Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Microbrewery.” provides an insight into Microbrewery market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Microbrewery project. The report assesses the market sizing and growth of the Indian Microbrewery Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Microbrewery sector in India along with its business prospects. Through this report we have identified Microbrewery project as a lucrative investment avenue.

Tags

How to Start a Microbrewery, How to Start Your Own Microbrewery, How to Open a Brewpub or Microbrewery Business in India, How to Start a Successful Craft Beer Brewery, How to Start a Craft Brewery, How to Start a Microbrewery in India, Starting a Microbrewery, How to Start a Nanobrewery, Starting a Brewery Business Plan, Beer Brewing & Setting up Own Microbrewery, Want to Start a Craft Brewery, How to Open a Brewpub or Microbrewery, How to Open a Brewery, Starting a Brewery, How to Start a Small-Scale Microbrewery, Starting a Microbrewery Business, How to Set Up Your Own Micro Brewery, How to Start A Profitable Brewpub Business, Setting Up Profitable Microbrewery, Indian Micro brewing Industry, Start Your Own Craft Brewery or Distillery (Startup), Microbrewery Project Report India, Cost of Setting up Microbrewery in India, Microbrewery in India Business Plan, Brewpub & Microbrewery in India, Microbrewery Plant, Brewery Investment Opportunity, How to Start a Beer Company, How to Start a Beer Factory in India, Beer Manufacturing Plant, Microbrewery project ideas,

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Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.



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The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,

Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)



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Niir PROJECT CONSULTANCY SERVICES

An ISO 9001:2015 Company



www.entrepreneurindia.co

Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.



We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.



What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Contact us

NIIR PROJECT CONSULTANCY SERVICES

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