



THE FINANCIAL BLUEPRINT OF A PROFITABLE BREWERY

Operational levers, capital requirements, and
the roadmap to \$600k+ owner income.

THE ECONOMICS OF CRAFT BREWING

INCOME SCALE



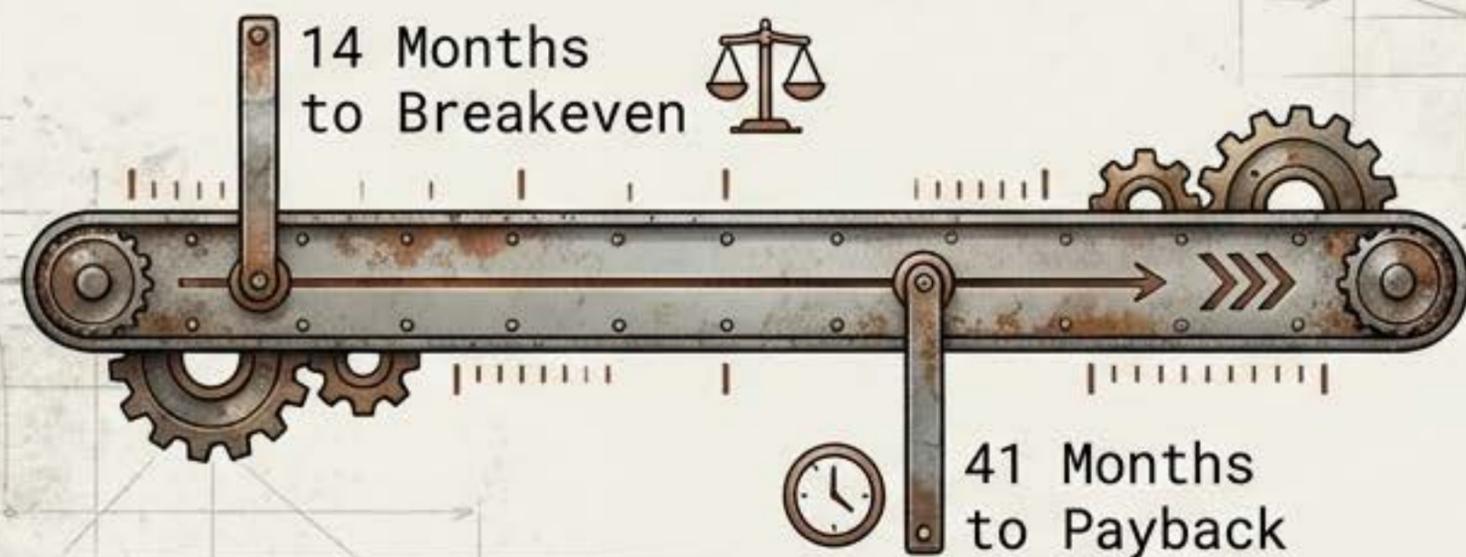
Start: \$75,000 → Maturity: **>\$600,000**

CAPITAL REQUIREMENT



~\$620,000
Initial CapEx

THE GRIND



THE STRATEGY

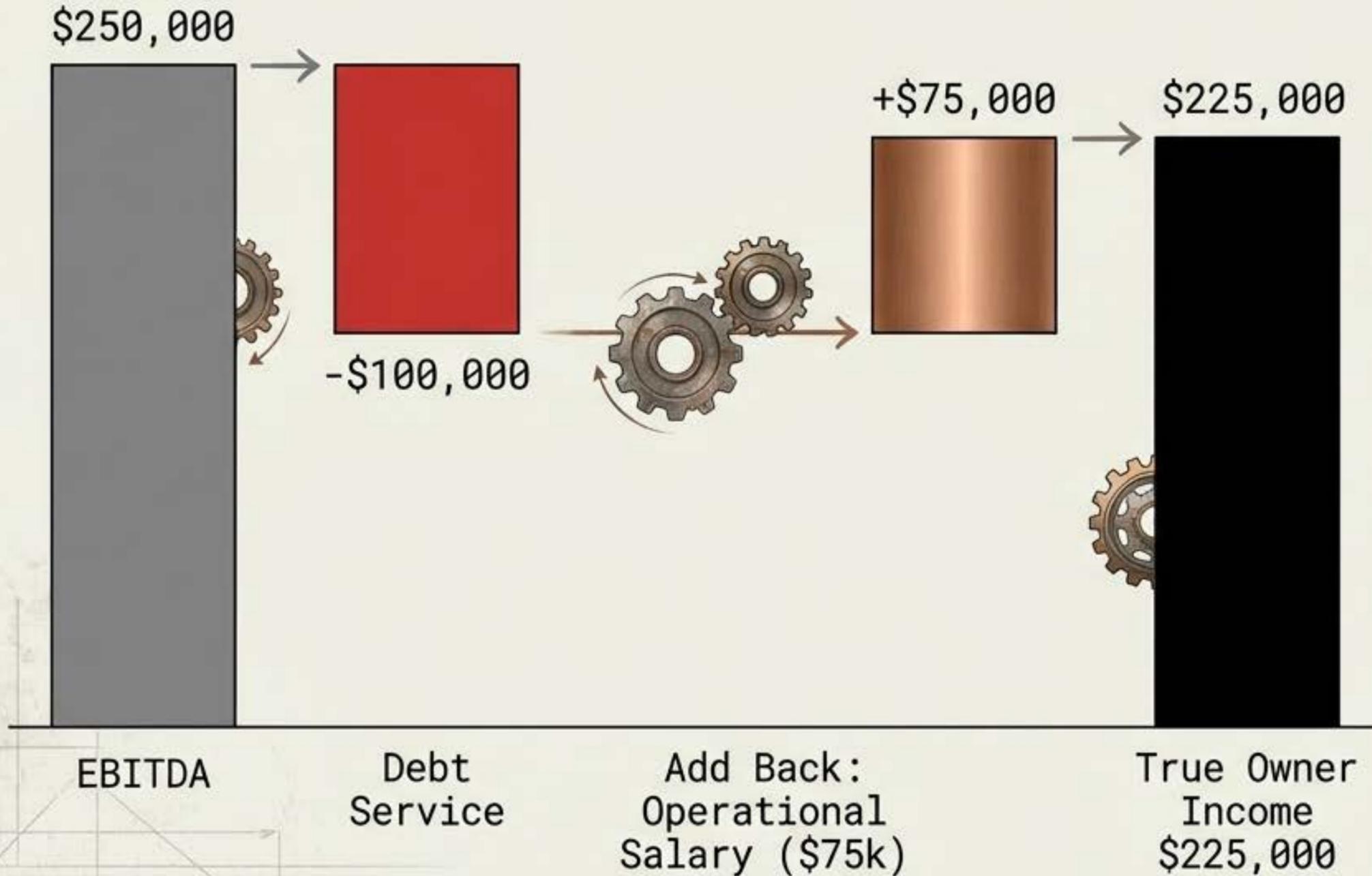
Volume Scale



Sales Mix

Cost Discipline

HOW OWNERS ACTUALLY GET PAID



INSIGHT:

The \$75,000 Head Brewer salary is an operational expense, not a profit distribution. True financial independence comes from the residual income after debt service.

THE COST OF ENTRY IS FRONT-LOADED

Brewhouse:
\$150,000

Canning Line:
\$120,000



Total CapEx:
>\$620,000

Debt service claims cash flow first. The strategy is to minimize the impact of debt by generating aggressive early revenue to service the principal without starving operations.

THE 14-MONTH CLIMB TO BREAK-EVEN



CHURN RISK: If onboarding takes longer than expected, cash flow executes a "churn," increasing risk of failure. Reserves must account for delays beyond the 14-month target.

MILESTONE 2:

**FULL CAPITAL
PAYBACK**

Roboto Mono

VOLUME IS THE ONLY WAY TO CRUSH FIXED COSTS

YEAR 1



600 BBLs

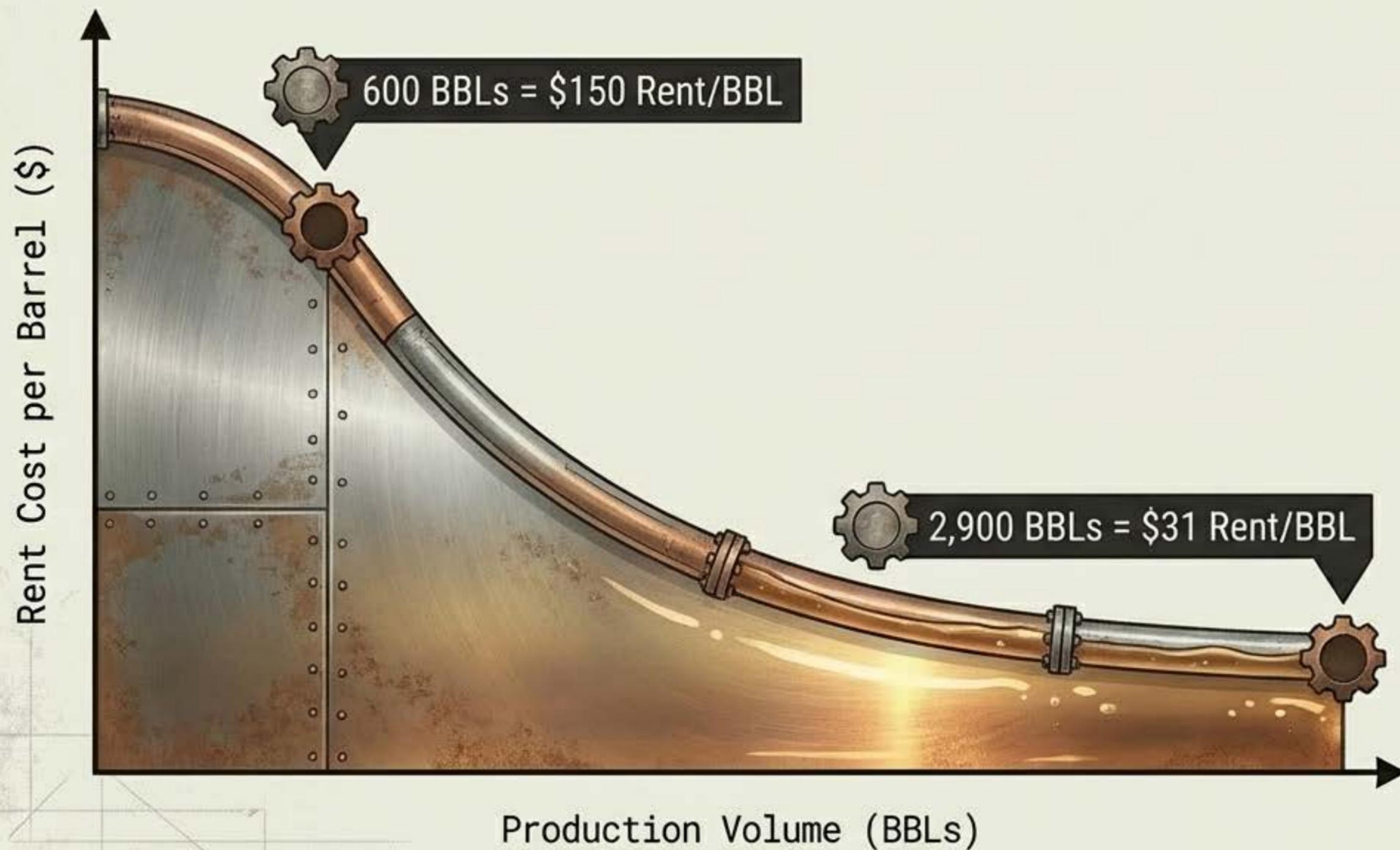
YEAR 5



2,900 BBLs

Fixed costs don't change, but efficiency does.
You must spread overhead across more barrels.
Revenue must grow 383% to realize operating leverage.

THE BURDEN OF THE FIXED COST BASE



Annual Fixed Overhead:
\$177,600

Monthly Nut:
\$14,800

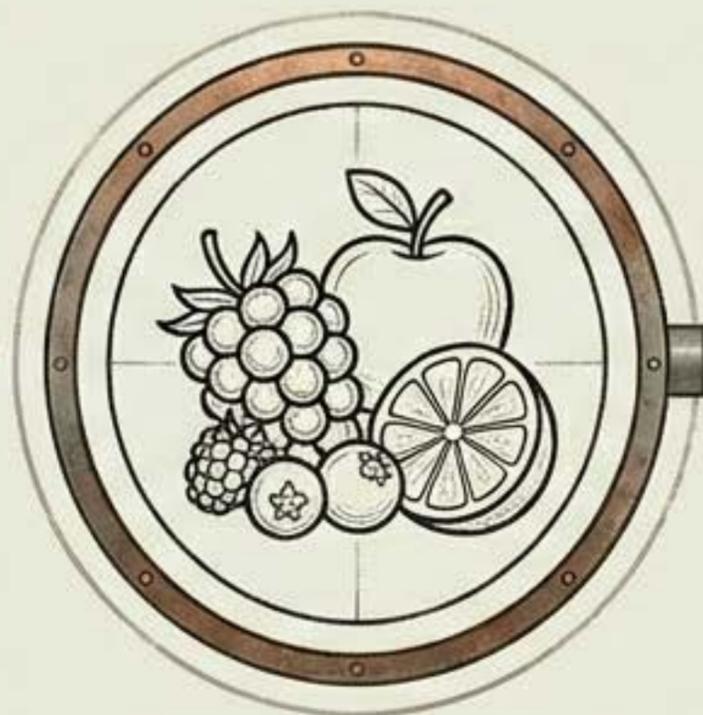
Insight: At low volume, rent eats your margin. At 2,900 BBLs, rent becomes a manageable line item.

PROTECTING THE MARGIN PER BARREL



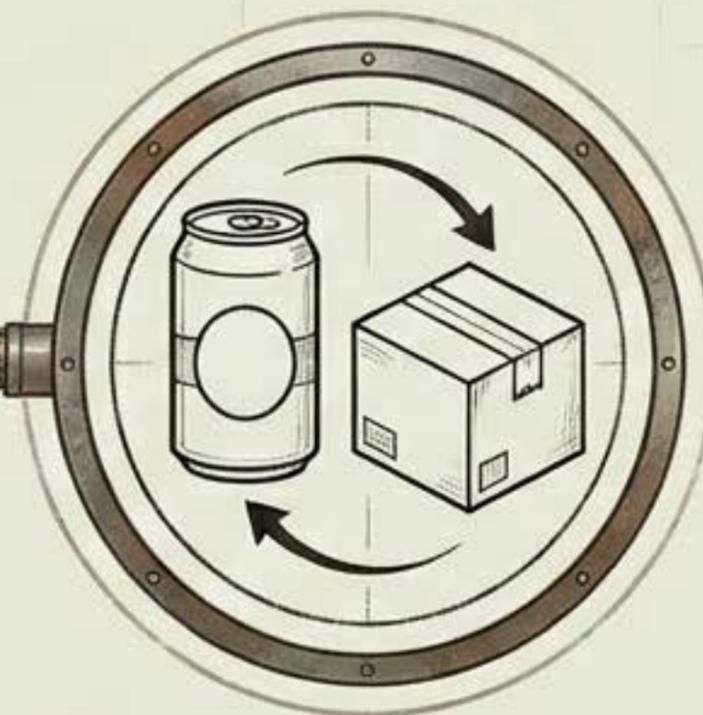
HOPS

Target **\$47/unit**



FRUIT PUREE

Target **\$55/unit**



PACKAGING

Target **~\$34/unit**

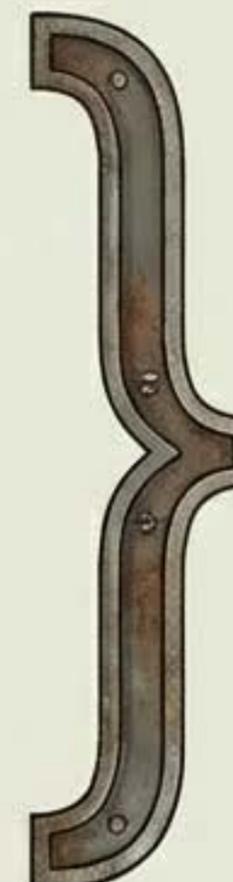
Aggressively negotiate volume purchasing for core ingredients and strictly track waste. Small shifts in input pricing swing monthly results significantly.

PRICING STRATEGY DICTATES THE TOP LINE



\$1,100
Price Per Barrel

\$850
Price Per Barrel



High P/BBL is the primary profit driver.

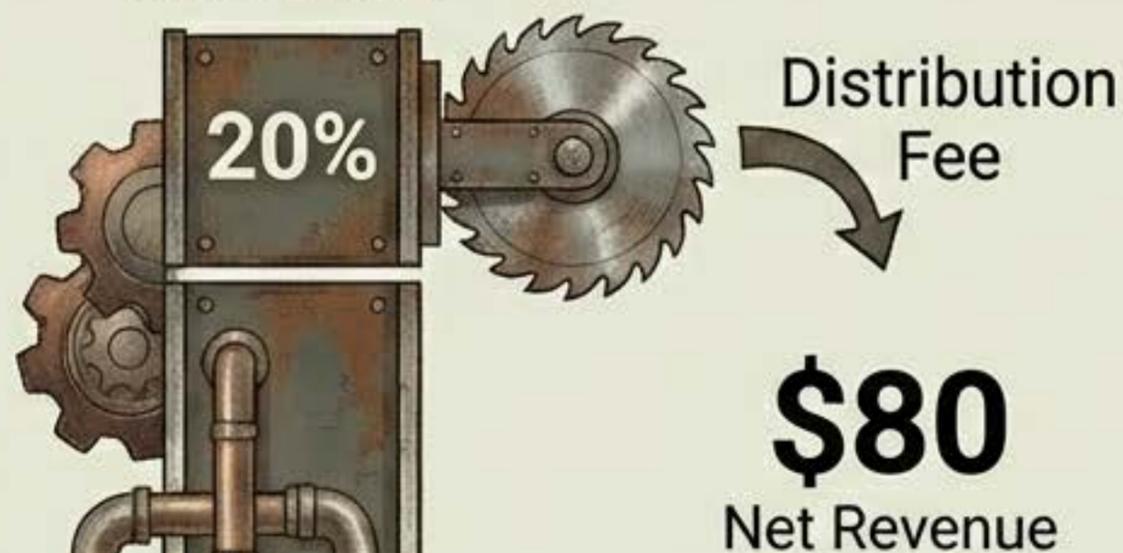


Prioritize high-margin seasonal offerings. Every dollar above the breakeven P/BBL flows efficiently to gross profit.

DIRECT-TO-CONSUMER WINS THE MARGIN WAR

THE \$100 SALE

Wholesale



A large chunk (20%) is cut off labeled "Distribution Fee". Resulting: "\$80 Net Revenue".

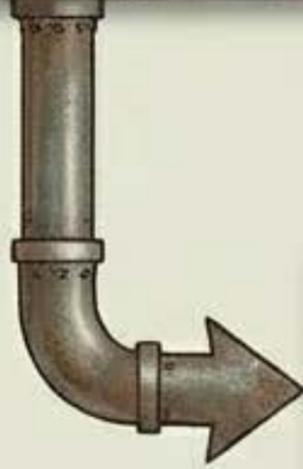
Taproom/DTC



A sliver is cut off labeled "Processing Fee". Resulting text: "\$97 Net Revenue".

Despite processing fees, DTC yields significantly higher effective margins by eliminating the middleman.

SMART LABOR GROWTH



THE TRAP: Hiring Sales Rep before volume justifies it. Ensure new hires generate more revenue than their fully loaded cost within 6 months.

THE OWNER'S OPERATIONAL CHECKLIST

1. Secure \$620k+ CapEx; anticipate 14mo breakeven.
2. Scale to 2,900 BBLs to drop rent cost to \$31/BBL.
3. Shift volume to Taproom (+\$17 margin per \$100).
4. Target \$34 packaging costs & negotiate inputs.
5. Delay Sales Rep hire until revenue milestones met.
6. Track Unit Economics (Cost per BBL) monthly.

Systematic Execution for Operational Efficiency and Financial Health.

FROM PASSION PROJECT TO PROFITABLE ENTERPRISE



Your profitability is not determined by the quality of the beer alone, but by your discipline in managing the spread between Price per Barrel and Fixed Cost per Barrel. The levers are in your hands.