



NameSnack

#1 Business Name Generator

How to Start a Brewery (Checklist)

1. Choose a Name and Trademark It •

- a. Decide on a name
- b. Search for similar business names
- c. File for a trademark with the USPTO

2. Write a Business Plan •

- a. Executive Summary
- b. Company Description
- c. Products and Service
- d. Marketing Plan
- e. Management
- f. Operational Plan
- g. Financial Plan & Projections

3. Find a Location •

- a. Talk to real estate agents
- b. Decide how much space you need
- c. Sign a lease or purchase a property

4. Form a Legal Entity •

- a. Choose between a partnership, corporation or LLC
- b. Appoint officers/members
- c. File articles of incorporation



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5. Hire Employees •

- a. Determine what positions are required
- b. Write job descriptions
- c. Post jobs on a job site
- d. Interview candidates
- e. Hire qualified applicants

6. Get a License from the TTB •

- a. Fill out Brewer's Notice application form
- b. Keep a copy of your Brewer's Notice upon approval

7. Get Applicable State Licenses/Permits •

- a. Search permits on your State's small business website
- b. Apply and pay for applicable permits/licenses
- c. Display permits in brewery

8. Choose Distributors •

- a. Contact local restaurant owners
- b. Meet with retailers
- c. Negotiate wholesale prices

9. Create a Brewery Production Schedule •

- a. Use a spreadsheet with columns for dates, ingredients, notes, etc.
- b. Share the schedule with brewery employees

