

Craft Brewery Startup Workshop-Portland

Spring 2015

***NOTE to prospective students:** This syllabus is intended to provide students who are considering taking this course an idea of what they will be learning. A more detailed syllabus will be available on the course Blackboard site for enrolled students and may be more current than this sample syllabus.*

This workshop will cover the fundamentals of brewery business startup, growth management and building a company culture. The course was designed by individuals, regulators, suppliers and brew masters from breweries throughout the United States.

The first two weeks of the workshop will focus on the business and entrepreneurial aspects of planning and starting a craft brewing enterprise. The online portion of the course will revolve principally around guided readings and online lectures.

The goal of this course is to provide attendees with the necessary knowledge and framework to create a personalized business plan. Students will also learn the basics of financing and accounting for their brewery start-ups. The workshop will also focus on ingredients sourcing and equipment management. Through learning about licensing, distribution and location, students will learn about the practical aspects of running a brewery. The objective of this workshop is to help students to understand and successfully execute the many steps it takes to open a brewery, whether it be a nano-brewery or a large brewpub.

The course will be highly interactive with small group activities, one-on-one coaching and time to do hands-on research. Various case studies of planned and existing breweries will be used throughout the course. Upon completion of the workshop, participants should have a realistic startup plan based on input from instructors and course materials.

Note: if you have a personal laptop, you are encouraged to bring it to class for certain activities.

Instructors:

Aaron Brodniak

Duke Tufte

Martha Tebbenkamp

David Richter

Tad Fisco

Joe Watzig

TBA

Director of Quality, Diamond Knot Craft Brewing

Partner, Wyse Kadish LLP.

Field Investigator, Alcohol and Tobacco Tax and Trade Bureau

Brew West Division Manager, Briess Malt and Ingredients Co.

Founder, Portland Kettle Works

Marketing and Sales, Portland Kettle Works

Siteworks Design and Build

Syllabus:

Schedule:

Online Portion

Apr. 22-May 6

First Week Online:

- Discussion Topic: Introductions
- Assigned Readings
- Assignment: Executive Summary

Second Week Online:

- Discussion Topic: Your Strengths
- Assigned Readings
- Assignment: Business Plan Outline

Onsite Portion

<u>Date</u>	<u>Topics</u>	<u>Instructor</u>
5/9/2015	State of the Industry Business Plan Overview/Outlines What's Your Market? What Type of Brewery? Accounting	<i>Brodniak</i>
5/10/2015	Creating a Brand Operations Financing Legal, Licensing, Taxation Exit Strategy	<i>Brodniak</i>
	Brewery Building Basics Considerations before purchasing/leasing a location Permitting, system development charges, zoning Designing a space Architecture, construction, branding, interior design	<i>Siteworks</i>
5/11/2015	Licensing/Regulations Basic laws governing beer production Qualification Documents and bond requirements Tax Structure Keg/Bottle/Can Labeling Common Operational Problems	<i>Tufte/Tebbenkamp</i>

Syllabus:

5/12/2015	Brewing equipment supply Purchasing, planning, and building Lunch Brewers Panel-open forum	Fisco/Watzig TBA
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Blackboard:

This course will be delivered via the Blackboard Learning Management System as well as an on-site workshop. Through Blackboard, students will complete readings as well as assignments before the beginning of the on site portion of the course. Within the course Blackboard site students can access the learning materials, tutorials and syllabus; discuss issues; submit assignments; take quizzes; email other students and the instructor; participate in online activities; and display projects. To preview how the online portion of this course works, visit the Ecampus link Course Demo. For technical assistance, Blackboard and otherwise, see <http://ecampus.oregonstate.edu/services/technical-help.htm>

Student Learning Outcomes:

- Understand and successfully execute the many steps it takes to open a brewery
- Have a realistic startup business plan based on input from instructors and course materials
- Learn which trends are coming in the malt and hops markets
- Gain an understanding of the best equipment for your brewery
- Know which permits you'll need as well as how to handle any legal issues that may arise.
- Develop your industry network

Required Materials:

- Students must have a way to document their work and post it to the Internet.
- Students will be producing business plans, which requires them to obtain a computer with Internet access.

Learning Resources:

- Learning resources will be found on the Blackboard course site.
- **No extra purchases of books are required.**

Course Policies:

Incompletes — Take this course only if you plan to finish it in the time allotted.

Attendance:

Due to the intensive nature of the workshop, it is to your benefit to show up on time everyday in order to stay on track with the rest of the class. If something comes up and you are unable to attend all or part of a class day, please let the workshop coordinator know in advance if possible: Johanna Lounsbury (johanna.lounsbury@oregonstate.edu)

Policy on Class Participation:

It is up to you to actively participate in this course via the completion of readings, assignments and participation in class discussions. The assignments and class discussion are optional, and you will only be graded on the final business plan that you submit at the end of the workshop. However, you are likely to acquire and retain more knowledge, and to enjoy your learning experience more, if you are actively engaged in the course.

Conduct in the Classroom:

In an academic community, students and instructors each have responsibility for maintaining an appropriate learning environment. Students and instructors have the responsibility to treat each other with understanding, dignity, and respect. Students and instructors are expected to conduct themselves in the course in compliance with the Oregon State University's regulations regarding civility (<http://oregonstate.edu/studentconduct/regulations/index.php>). Each of us will be expected to treat all others with the same respect as they would want afforded themselves. Disrespectful behavior to others (such as harassing behavior, personal insults, inappropriate language) or disruptive behaviors in the course (such as persistent and unreasonable demands for time and attention) is unacceptable and can result in dismissal from this course.

Refund Policy:

See <https://pace.oregonstate.edu/student-resources-getting-started-pace> for the cancellation and refund policy for this course.