Craft Brewery Startup Workshop
Winter 2018

Course Description
This workshop will cover the fundamentals of brewery business startup including licensing and regulations, equipment sourcing, growth management and building a company culture.

The first portion of the workshop will focus on the business and entrepreneurial aspects of planning and starting a craft brewing enterprise. The goal is to provide attendees with the necessary knowledge and framework to create their own business plan. After this, specialists from across the brewing industry will share their expertise on ingredient sourcing, equipment sourcing, and licensing and regulations. We will use various case studies of planned and existing breweries throughout the course. Upon completion of the workshop, attendees should have a realistic startup plan based on input from instructors and course materials.

During the final portion of the workshop, the founding brewer and founding CEO from Ninkasi Brewing Company will share insights about their company’s origins and growth. Along with a group of current employees, they will lead several interactive sessions and end the workshop with a panel discussion. The workshop objective is to help students understand and successfully execute the many steps it takes to open a brewery, whether it be a nano-brewery or a large brewpub.

Instructors
Aaron Brodniak - Director of Quality, Diamond Knot Craft Brewing
Owen Lingley - Owner, Craft Bottling and Canning
Jason Hartley Barker - Senior Counsel, Holland & Knight LLP
John Hartman – Owner & Founder, I Have Robots – A Media Strategy Lab
Tanner Davies - Territorial Sales Manager, The Country Malt Group
Thad Fisco - Founder, Portland Kettle Works
Joe Watzig - Sales Manager, Portland Kettle Works
Jamie Floyd - Founding Brewer, Ninkasi Brewing Company
Cheryl Collins - CEO, Ninkasi Brewing Company
Nigel Francisco - CFO, Ninkasi Brewing Company
Locations
Class is scheduled Saturday, February 24 through Wednesday, February 28 in Eugene, Oregon. Class runs from 8:30 a.m. – 4 p.m. each day.

Saturday, Sunday, and Monday (February 24, 25, 26) will take place from 8:30 am to 4:00 p.m. at Lane Community College’s Center for Meeting and Learning – Downtown at 101 W. 10th Avenue Eugene, Oregon 97401. When you walk into the entrance to the Center, there will be signs directing you to the classroom. You can find a LCC Downtown Campus Map and more details on parking here.

Tuesday and Wednesday (February 27 & 28) will take place from 8:30 am – 4 pm (Tues.) and 8:30 am – noon (Wed.) at Ninkasi Brewing Company administration building at 155 Blair Blvd, Eugene, OR 97402. You are welcome to park for free in their parking lot. Note: this is not the Ninkasi tasting room.

Happy Hour:
Saturday, February 24 Happy Hour event will take place at Tap & Growler (207 E 5th Avenue Eugene, OR 97401) from 4:30 – 6:30 p.m. Appetizers and first two draft drinks will be covered by course fees.

Itinerary
Saturday, February 24
8:30 a.m. – 12 p.m. Aaron Brodniak, Diamond Knot Craft Brewing
Introductions
State of the industry
Business plan overview, resources, timelines
What type/size of brewery?
What’s your market?
Conducting a SWOT
How to start quickly

12 – 1 p.m. Lunch

1 – 3 p.m. Owen Lingley, Craft Bottling and Canning
Packaging
Bottling and canning
Yeast considerations

3 – 4 p.m. Aaron Brodniak
Operations
Ingredients
Distribution

5:00 – 7:00 p.m. Happy Hour at Tap & Growler
Sunday, February 25
8:30 – 10 a.m.  **Aaron Brodniak**  
Financing and budgeting  
Legal, licensing, taxes  
Exit strategy

10 a.m. – 12 p.m.  **Jason Barker, Holland & Knight, LLP**  
Historical overview  
Laws governing beer production  
Labeling and packaging  
Survey of laws governing operations  
Corporate law considerations  
Other legal issues  
Business proposition

12 – 1 p.m.  Lunch

1 – 4 p.m.  **John Hartman, I Have Robots – A Media Strategy Lab**  
Craft beverage marketing: telling your story

Monday, February 26
8:30 a.m. – 12 p.m.  **Tanner Davies, The Country Malt Group**  
Malt, hops, and other ingredients used in making beer  
Ordering practices  
Choosing a supplier

12 – 1 p.m.  Lunch

1 – 4 p.m.  **Thad Fisco and Bose Watzig, Portland Kettle Works**  
Introduction  
How does your business plan influence space and equipment?  
How to select adequate brewery space?  
Brewery layout considerations  
Hot side and cold side  
Grain handling  
Considerations on efficiency

Tuesday, February 27
8:30 a.m. – 12 p.m.  **Jamie Floyd, Ninkasi Brewing Company**  
History of Ninkasi/startup  
Ingredient and material sourcing  
Onboarding and performance management  
Building a company culture

12 – 1 p.m.  Lunch

1 – 4 p.m.  Nigel Francisco and Cheryl Collins, Ninkasi Brewing Company  
Managing growth & strategic planning  
Brewery tour
Wednesday, February 28
8:30 – 11 a.m.   Nigel Francisco and Cheryl Collins, *Ninkasi Brewing Company*
                Trends and opportunities
11 a.m. – 12 p.m. Lunch with Panel
1:30 – 4 p.m. Optional brewery tour – TBD

**Attendance**
Due to the intensive nature of the workshop, it is to your benefit to show up on time every day 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:
Katie Klump, PACE Program Manager
[katie.klump@oregonstate.edu](mailto:katie.klump@oregonstate.edu)
541-737-3113

**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](https://pace.oregonstate.edu/). 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/refund-policy](https://pace.oregonstate.edu/refund-policy) for the cancellation and refund policy for this course.