

The Business of Brew Day





**Brew
smarter.
Build your
business.**



What started as an operation to earn a little extra beer money on weekends has grown into a company that I couldn't be more proud of. Spike Brewing is all about quality, customers and the Brew Day—and we adhere to that in everything we do and sell.

That's what this business is all about. We're not just here to provide you with the best equipment (I mean, don't get me wrong, we definitely want to do that!)... we want to provide you with the best Brew Day over and over again. As a homebrewer, Brew Day means fun and brewing with friends. As a professional, Brew Day means creating products to sell. Brew Day is your livelihood, and I get that, because that's what it is for me, too.

So, why did you get this in the mail?

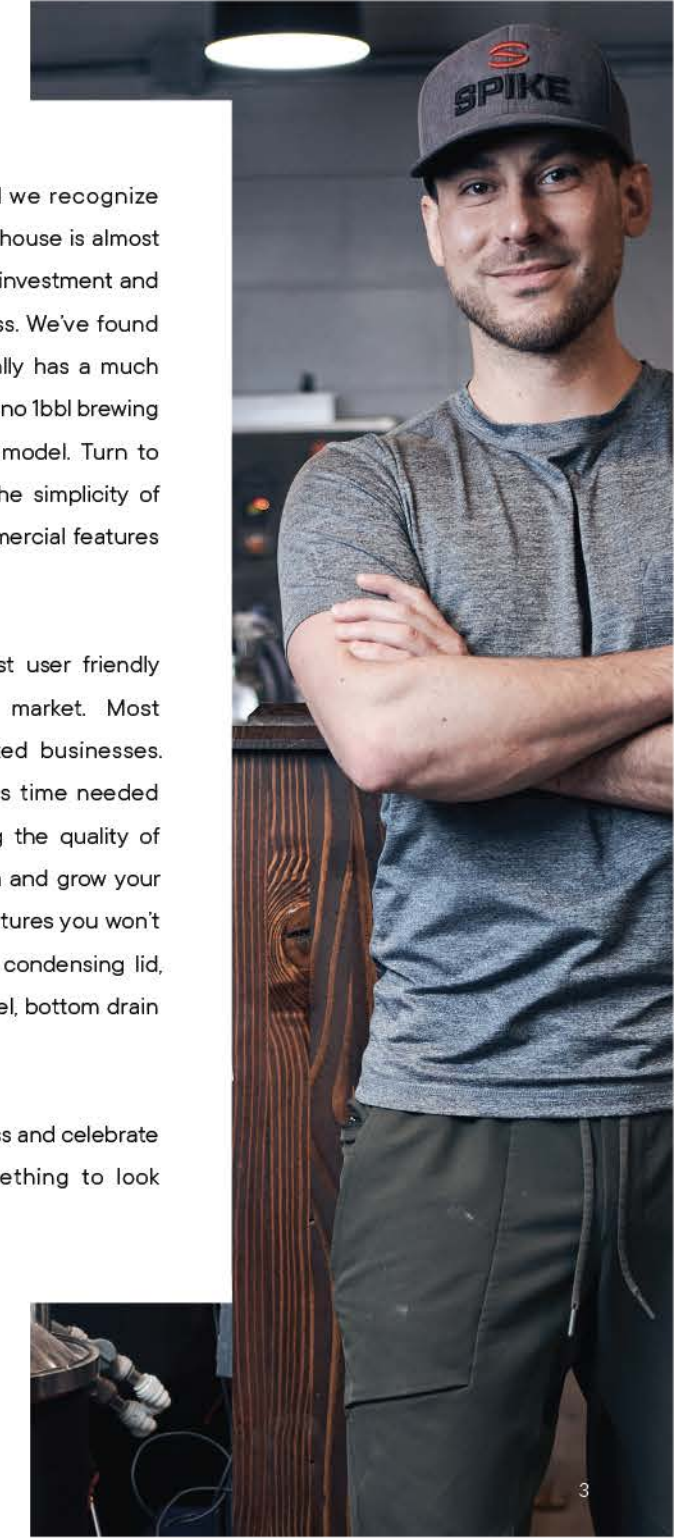
The purpose of this book is to give you an in-depth look at owning and running your own brewery. Starting on page 4, you'll hear from James and Bernard, two guys making names for themselves (and their beer!) in small town USA. I applaud them for turning a dream into a reality, and being a (relatively) small business owner myself, I know how daunting this whole process can be. They have also very graciously agreed to go 'open book' with their finances to give others making the leap a good model to base their business plan off of.

The brewing industry is changing, and we recognize that. Starting with a 10, 20 or 30bbl brewhouse is almost certainly doomed to fail due to the initial investment and cashflow needed to support the business. We've found that starting small and growing organically has a much higher likelihood for success. The Spike Nano 1bbl brewing system was designed for this business model. Turn to page 8 to see how this system takes the simplicity of homebrewing and combines it with commercial features and the quality of a full-scale brewery.

The Nano was designed to be the most user friendly and feature packed system on the market. Most Nano breweries start as owner operated businesses. The Nano was designed so there is less time needed to brew and clean (while not sacrificing the quality of your beer) so you have more time to run and grow your business. It also has a combination of features you won't find on any other systems like a steam condensing lid, full length drip tray, UL listed control panel, bottom drain tanks and full size mash door.

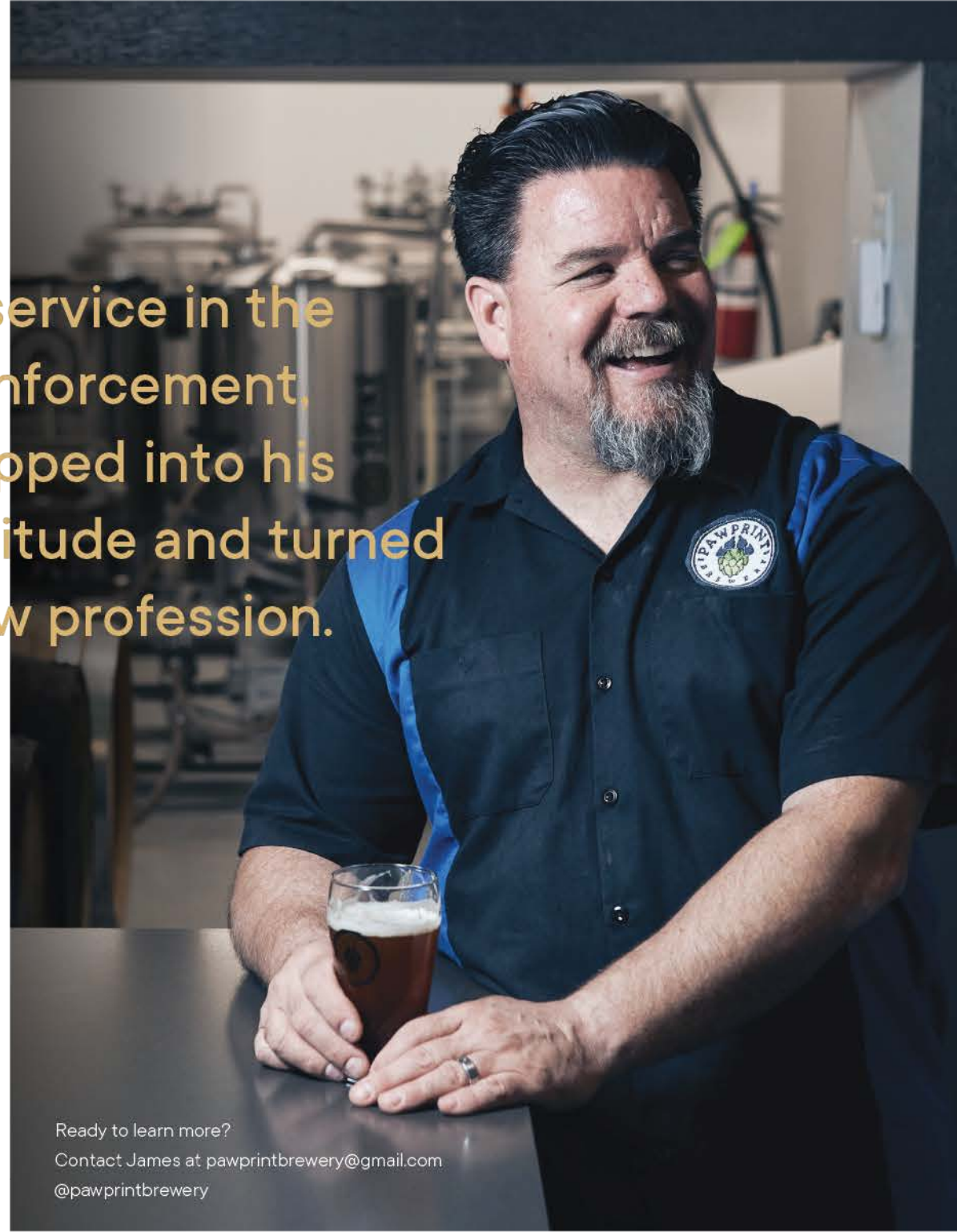
So from our team to yours, let's raise a glass and celebrate everything that makes Brew Day something to look forward to time and time again.

Ben Caya, Founder



After 25 years of service in the military and law enforcement, James Kenison tapped into his never-give-up attitude and turned a hobby into a new profession.

JAMES



Ready to learn more?
Contact James at pawprintbrewery@gmail.com
[@pawprintbrewery](https://www.instagram.com/pawprintbrewery)



PawPrint Brewery

Veteran Owned & Operated

CHATFIELD, MN
POP. 3,000

SQ FT OF BUILDING: 3,000
NUMBER OF TAPS: 16
BARRELS BREWED PER YEAR: 312

My whole brewing philosophy has always been keeping things simple.

BUSINESS

I'm a one-man show. When I opened PawPrint, I didn't have employees or a partner, which isn't necessarily a bad thing, but if I were to redo it, I would have brought someone in with me. It's definitely a lot of work to brew and run the business side of things, but it's the people I get to enjoy the beer with who keep me going. Currently, I have one full-time employee and four part-time workers who help out behind the bar or in the back. It's better to have a team. So when I say "we," I mean all of us.

It's ideal to own your space. You also have to factor in the overhead cost of rent, utilities and all your local licenses. It's not terribly expensive, but it does add up.

The first year, money was always going toward buying what we wanted, and that list was extensive. Now we switched to buying what the business actually needs, which is a great spot to be in only two years in.

In my opinion, it's only a matter of time before every small town in America has a brewery. Chatfield has a population of 3,000, but it's also on a major highway that leads to more breweries – so for me, the 1-barrel system works great.

BREWING

My whole brewing philosophy has always been keeping things simple. That said, you're going to want to invest in good equipment. Don't sacrifice quality for quantity. The Nano looks beautiful and delivers a strong performance on Brew Day.

From a business sense, you don't need a ton of extra equipment to make great-tasting beer. My whole brewery and taproom cost just \$100k in equipment, including the Nano, seven 2 barrel fermenters, and two chillers.

With the Spike 1-barrel system, you can brew a beer and then just put it on tap. Simple as that, after the fermentation process of course. You can also pump out more styles and flavors across the board because of the size. 1 barrel = 2, 15.5 gallon kegs. If we brew a double batch, we get four kegs out of it. We brew double batches on beers that really move, like our hazy IPA.

If we happen to brew a bad batch (and it does happen) it doesn't hurt my pocketbook that much because there's room for some trial and error. We play our sad song and watch that batch go down the drain...and then we get back at it. The better the beer, the better the business.

This is a system you can grow with over time – you need to walk before you run.

We brew six barrels a week. Monday - Wednesday are Brew Days, and PawPrint is open for business Thursday - Sunday. We do put our beers in local liquor stores, and we're on a small wholesale distribution system. We're not pumping out a lot of volume...it's just to get the name out there.



This is a system you can grow with over time. If you upgrade to a 3, 5, or 7 barrel, you can keep the Nano for testing, barrel aging projects, or recipe development. Moral of the story - you need to walk before you can run.

When you buy a slew of brewery equipment, you are also buying that company's customer service. Spike is quick to respond, which allows me time to focus on what makes this job so rewarding – watching one of my customers take a sip of my beer and say, "man, that is good."

SPIKE EQUIPMENT

1
Nano System

2
Glycol Chillers

P&L

Sales

Beer	\$275,000
Food	\$ -
Merchandise	\$ 37,000
	\$312,000

Cost of Goods Sold

Ingredients	\$16,800
Food	\$ -
Merchandise	\$ 15,000
	\$31,800

Operating Expenses

Advertising	\$700
Equipment Expense	\$21,200
Insurance/Licenses	\$5,200
Misc	\$3,500
Rent	\$48,000
Repairs and Maintenance	\$1,200
State Tax/TTB Tax	\$16,800
Utilities	\$3,200
Wages	\$110,900
	\$210,700

PROFIT \$69,500





Spike Nano

When homebrewing becomes more than a hobby

The Spike Nano is a professional-grade system that's perfect for a start-up brewery, brew pub, or pilot system for more established brewers. The Nano is fully equipped with bottom-draining kettles and a full-length drip tray that makes clean up a breeze. Its commercial-grade, UL-approved control panel provides up to 27,000 watts of heating power, with configurations that allow for half, full, or double batches.

The intuitive, user-friendly design of the Nano allows for far less employee training compared to more complex brewing systems. 90% of the Nano's parts are sourced and assembled in the United States, with a customizable logo plate that provides the perfect finishing touch for your new setup.

1 BBL TC ⚡ 208v ⚡ 240v





As Owner and Director of Operations of a property management company, Bernard Peterson knows what it means to “pour” your heart and soul into a business venture.

BERNARD

Got more questions?

Contact Bernard at bernard@runawayburlington.com

[@runawayburlington](https://www.instagram.com/runawayburlington)

BUSINESS

When the storefront across from our property management company opened up, I talked my wife, Michelle, into opening up a brewery. The building was built in the 1890's and is part of historic downtown Burlington. During the horse and buggy days, there were stories of runaway horses breaking loose and galloping throughout the town. So when it came time to pick a name, Runaway was the favorite.

I finished the business plan in June 2019, and opened one year later. We started with to-go curbside orders and patio service, which really saved us since we opened during the pandemic. If you've got the space, get a patio.

We're open Thursday-Saturday. It costs money just to unlock the door and turn the lights on, but three days a week works great with the supply and demand of our town. At any given time we have about nine part-time employees, and that includes our five-man brewing team, which I'm a part of.

Our tap room is about 1,000 sq. feet and can fit 45-50 people comfortably. There are no TV's or digital menus. We wanted a cozy and electronic-free space for people to come and hang out. We have a panini maker and make craft mac and cheese, giant pretzels, homemade french onion dip, and a hummus plate. We partner with a local chef who



makes ready-to-assemble sliders, and a bakery down the street gives us desserts to sell. We also sell dog treats.

I looked at similar systems from other companies and no one came close to Spike.

The Runaway

Micropub & Nanobrewery

BURLINGTON, WI
POP. 11,000

SQ FT OF BUILDING: 2,000
NUMBER OF TAPS: 10
BARRELS BREWED PER YEAR: 200

BREWING

I've been a homebrewer for almost 15 years. My first piece of Spike equipment was a stainless steel conical fermenter. I still keep it around for test batches. Since we own our space, the biggest costs were fixtures, furniture and obviously brewing equipment. I looked at systems in similar categories from other companies, all ranging from 1 to 3 barrels. There was ample opportunity for another company to come in as the front runner, but no one even came close to Spike.

Because of the Nano's small footprint, we maximized our brewing space by having a walk in cooler, small kitchen and 12 fermenters all lined up downstairs. We brew double batches twice a week. This allows us to have at least 10 different beers on tap at all times. Some beers last six weeks, while a milkshake IPA or a light lager will be completely tapped out in two weeks.

We've used the hell out of this system. To date, we've brewed 200 double batches. You can make a really good IPA from start to finish in three weeks. With the 1-barrel system, you can brew fun flavors on a smaller scale and experiment more.



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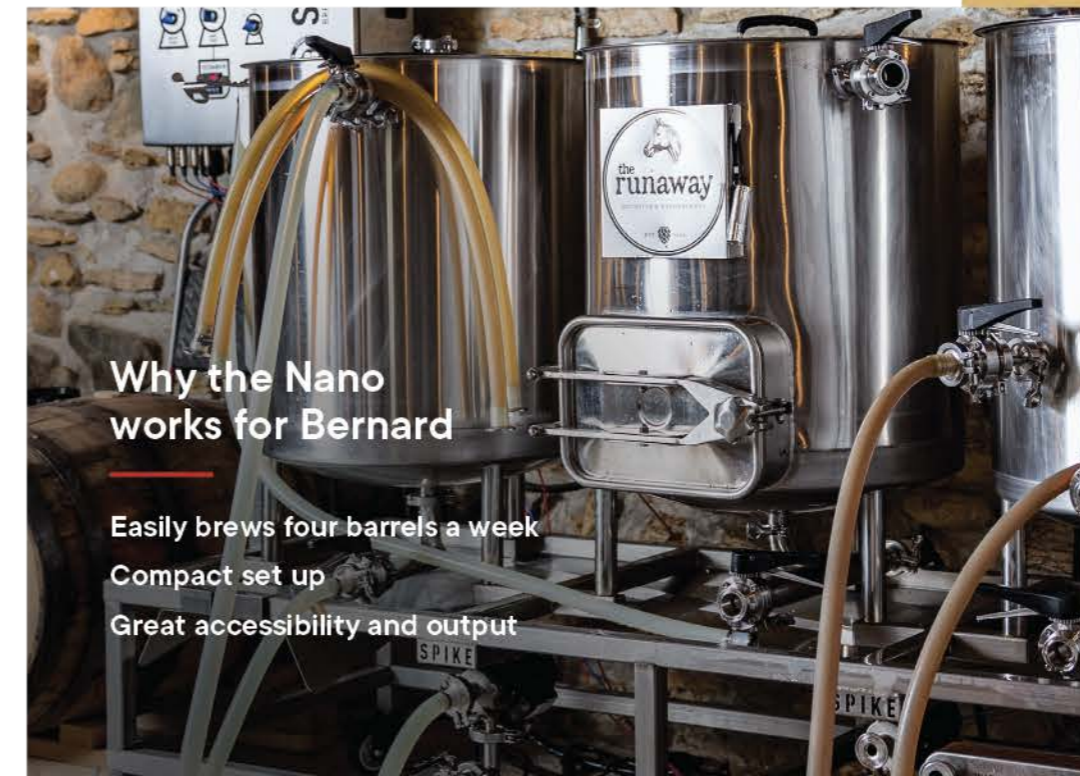
Runaway is a family business. Michelle loves sours and fruity beers, so we've always got some of those on tap. She oversees the decor and flower arrangements inside and outside. My daughter, Mave, is six and loves everything about beer: how you make it, what it looks like, how it smells and tastes. My son, Finn, is more interested in what goes on in the kitchen.

Is owning a brewery worth it?
Absolutely. We just sell one beer at a time.

SPIKE EQUIPMENT

1
Nano System

12
1 bbl Fermenters



Why the Nano works for Bernard

Easily brews four barrels a week
Compact set up
Great accessibility and output

P&L

Sales	
Beer	\$250,000
Food	\$33,400
Merchandise	\$9,000
	\$292,400

Cost of Goods Sold	
Ingredients	\$27,400
Food	\$22,000
Merchandise	\$2,102
	\$51,502

Operating Expenses	
Advertising	\$3,800
Equipment Expense	\$16,000
Insurance/Licenses	\$4,550
Misc	\$34,400
Rent	\$9,600
Repairs and Maintenance	\$1,800
State Tax/TTB Tax	\$1,400
Utilities	\$1,400
Wages	\$90,400
	\$163,350

PROFIT	\$77,584
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Greater control. More flexibility. Endless possibilities.

Fermentation might be the most crucial stage of the brewing process. Tons of variables can be manipulated during this phase to deliver a wide variety of flavor profiles, aromas, and clarity. Our conical fermenters give you the ability to clean more effectively and manage fermentation temperatures, compared to a plastic or glass carboy. It also gives you more flexibility, with 20+ add-on accessories that allow you to upgrade and customize your fermentation process over time.

If you're looking to take an immediate next step in your brewing journey, our conical fermenters are the go-to option. These unitanks can handle up to 15psi, allowing you to carbonate in your conical without having to wait days for your beer to ferment in kegs or bottles. It's a scaled-down version of what you'll find in any large scale brewery.

5 GAL 10 GAL 15 GAL 1 BBL TC



Fermenters



Tap into our team of experts.

We understand all the work that goes into opening your own brewery. That's why our customer service team is always here to provide any guidance you might need and troubleshoot any issues that pop up.

info@spikebrewing.com



We're the experts, because we can be.

The Nano is 90% locally sourced and manufactured. Our team of in-house welders takes pride in the meticulous attention to detail that goes into delivering products you can count on time and time again. We like to think our commitment to craftsmanship sets us apart from the competition. Some might say our quality speaks for itself.



Brew now. Pay later.

**As low as 0% interest.
Up to 36 months.**

With Spike Financing by Klarna, you can start building your new setup today and slowly pay it off over time with low monthly payments.

Interested? Scan the QR code to learn more.

