



**Successful strategies for locating, and establishing
your kombucha brewery.**





No Plan - No Story





Production

Taproom



Find a Broker and a Lawyer, Negotiate your Lease



Commercial Brokers

- Understand your needs
- Advocate and sell you and your concept to potential Landlords
- Develop your Letter of Intent
- Help to negotiate the best deal for you

Real Estate Attorney

- Advocate and negotiate on your behalf
- Make deals happen

Make sure your space is entitled for your intended use

Understand the zoning restrictions

Ask a lot of questions





What building fits your business



What kind of operation?

Retail:

- Bring the clients into the process
- Sacrifice efficiency for experience

Distribution:

- Process, Process, Process
- Plan for expansion

How much sqft do I need for brewing operations?

- Retail 15gal (annual production) per sqft
- Distribution 10gal (annual production) per sqft



What to look for in a building



Access

- Equipment In/Out
- Deliveries
- Shipments

Floors & Drains

- They will get wet
- New vs Existing

Tenant Improvements

- Negotiate w/ Landlord
- Forecast install costs

Utilities

- Water line size and flow rate
 - 1" min, 2" preferred
 - 20 gpm min
 - City pressure (~60 psi)
- Electrical supply
 - 200 amp min
 - 3-phase preferred
- Gas supply
 - Commercial supply
 - Match the load to the supply





Equipment Planning and Layout



Know your process

- Artisanal meets manufacturing
- Make a flow chart with timing
- Develop SOPs

Layout

- Raw materials in/out
- Throughput efficiency
- Identifying bottlenecks
- Saving time through equipment selection

Equipment Sourcing

- Do your homework
- Local vs Import
- Required Utilities Upfront





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