

# A TALE OF TWO *Breweries*

## Two ways to start a microbrewery

San Diego's potent craft beer community thirsts to create and launch the next great brew. But microbrewery startups consume a lot of capital before the first pint is even poured. See how they can fall flat or flourish depending on the approach—the traditional way or **Brewery Igniter**, a serious set of turnkey brewing facilities designed for serious beer artisans.

### TRADITIONAL WAY



#### SETUP



Finding adequate space before purchasing and installing a complete brewery system is a frustrating process that takes months to complete.



Brewery Igniter provides all the equipment and space needed to launch a microbrewery, which minimizes start up risk for entrepreneurs.

#### RISK



Purchasing costly brewing equipment outright, signing a long-term lease and going over half a year before selling a single beer is often too risky for investors.



Having a complete brewing system already in place when leasing at Brewery Igniter eliminates construction risk and drastically reduces upfront capital investment.

#### COST



It would take at least \$400,000 to build a brewhouse of this size and innovation from scratch.



Initial startup capital is significantly lower, which stretches the value of each dollar.

#### TIME



Can take between 6-9 months before a brewery is ready to sell a single pint. Then they have to build a tasting room.



Brewery Igniter allows brewers to begin selling their product from their own tasting room in as little as two months.

#### PROFIT



More debt is incurred and a brewer would go almost an entire year before making money with the traditional approach.



With minimal debt and less dependency on outside investors, the path to profit is much faster.



## Where passion meets profit!

Facilities are available to lease now in multiple locations

Email [interest@breweryigniter.com](mailto:interest@breweryigniter.com)

[www.BreweryIgniter.com](http://www.BreweryIgniter.com)