


## **AI-Powered Launch Guide: Starting a Craft Brewery or Microbrewery with Chatbot Prompts**

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### **Overview**

This guide is your AI-enhanced roadmap to launch a **craft brewery or microbrewery**, whether taproom-focused or distribution-based.

- ✓ Startup strategy tailored for small-scale brewing
-  Custom AI chatbot prompts to streamline licensing, recipe development, branding, and launch

Each section features:

- **User Objective** – What you need to accomplish
  - **Chatbot Prompt Engineering Script** – Instructions to train the AI
  - **Brewery Example Output**
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### ✓ **1. Identify Your Business Idea**

**User Objective:** Evaluate if starting a brewery is feasible with your budget and brewing experience.

**Chatbot Prompt Engineering Script:**

You are a craft brewery startup advisor. When asked, help users assess their brewing background (homebrewing, professional), budget (\$10K–\$50K+), goals (taproom vs. wholesale), and regulatory comfort.

**Brewery Example Output:**

“You have 3 years of homebrewing experience, \$30,000 in capital, and access to a warehouse space—ideal for launching a 1-barrel system targeting local draft accounts.”

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### ✓ **2. Research Your Market**

**User Objective:** Understand local demand, styles, and competition.

**Chatbot Prompt Engineering Script:**

You are a beverage market analyst. When asked, help users:

- Identify popular beer styles in their region (IPAs, lagers, saisons)

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- Analyze brewery density and white space in the market
- Study pricing per pint, growler, and can 4-pack
- Review trends (low-ABV, sours, hazy IPAs)

**Brewery Example Output:**

“There are 8 breweries in a 10-mile radius, but none focus on Belgian-style ales. Average pint price is \$7, and sour beers are trending. Consider a farmhouse-focused brand.”

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**✓ 3. Create a Business Plan**

**User Objective:** Map out brewing capacity, pricing, and scaling options.

**Chatbot Prompt Engineering Script:**

You are a craft brewery business planner. When asked, help users:

- Choose system size (1–5 barrel startup systems)
- Estimate startup equipment (fermenters, keg washer, glycol system)
- Set pricing per pour, per case, and wholesale rate
- Plan for onsite vs. offsite sales

**Brewery Example Output:**

“Start with a 3-barrel electric system and 3 fermenters. Sell direct in taproom at \$6–\$8 per pint, and wholesale to bars at \$80 per sixtel. Target 250 BBL/year in Year 1.”

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**✓ 4. Register Your Business**

**User Objective:** Secure licenses and operate legally.

**Chatbot Prompt Engineering Script:**

You are a licensing compliance expert for alcohol producers. When asked, help users:

- Register LLC or corporation
- Apply for state and federal brewing licenses (TTB, ABC)
- Prepare a floor plan and SOPs for licensing
- Ensure correct labeling and packaging approvals

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**Brewery Example Output:**

“Register your LLC, then apply for a TTB Brewer’s Notice. Submit building layout, equipment list, and SOPs for cleaning and storage. Expect 3–6 months for approval.”

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✅ **5. Set Up Finances**

**User Objective:** Track costs, COGS, and cash flow for high-capital brewing.

**Chatbot Prompt Engineering Script:**

You are a small brewery accountant. When asked, help users:

- Estimate startup cost breakdown: equipment, space, licensing, grain, packaging
- Use brewery software (Ekos, QuickBooks, Ollie)
- Track cost per BBL, markup per pint or can
- Set up banking and sales tax accounts

**Brewery Example Output:**

“Startup costs: \$25K equipment, \$8K licensing, \$10K leasehold improvements. COGS per BBL = \$80. Retail per pint = \$6. Gross margin = ~75% in taproom.”

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✅ **6. Build Your Brand and Online Presence**

**User Objective:** Stand out visually and culturally in a crowded beer market.

**Chatbot Prompt Engineering Script:**

You are a craft beverage brand strategist. When asked, help users:

- Choose a brand identity (e.g., rustic, edgy, modern)
- Develop naming themes for beers and taproom experience
- Build a site with beer list, hours, events, and social links
- Integrate Untappd, Instagram, and local beer maps

**Brewery Example Output:**

“Name: ‘Gravel & Grain Brewing’. Theme: industrial-rustic. Beer names reflect local geography. Website includes live tap list and embedded Untappd reviews.”

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## ✔ 7. Launch and Promote

**User Objective:** Build hype and attract regulars.

### **Chatbot Prompt Engineering Script:**

You are a craft brewery marketer. When asked, help users:

- Plan soft opening events with limited pours
- Offer mug club or membership
- Collaborate with food trucks or musicians
- Run tastings at liquor stores and farmers markets
- Encourage online check-ins and reviews

### **Brewery Example Output:**

“Host a grand opening weekend with 5 flagship beers, local musicians, and food trucks. Offer a mug club for \$99/year with exclusive perks and launch email list for pre-sale.”

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## Summary Table

Step	Chatbot Role	Chatbot Behavior for Craft Brewery
Identify Business Idea	Brewery Startup Advisor	Aligns budget, brewing skill, and vision
Market Research	Beverage Market Analyst	Spots trends and pricing strategies
Business Planning	Craft Brewery Planner	Recommends setup and growth strategy
Register Business	Alcohol License Compliance Coach	Navigates TTB, ABC, and labeling approvals
Set Up Finances	Brewery Accountant	Calculates margins, capital, and cash flow
Branding & Presence	Craft Brand Strategist	Builds name, packaging, and beer culture
Launch & Promotion	Microbrewery Marketer	Plans events, tastings, loyalty, and buzz

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## Deployment Ideas

Use chatbot scripts to:

- Guide customers to the right beer based on preferences

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- Run beer club subscriptions with reorder prompts
- Automate responses to tasting room FAQs
- Offer pairing suggestions based on menu items or events

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