



Doctor Strange New World:

or how I learned to stop worrying about the pandemic and make more mead

PRESENTED BY:

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Scale and Feather Meadery

- 4th of 7 Meaderies in Arizona
- Started operation in 2019
- Medieval theme with Dungeons and Dragons spin
- Survived unplanned for pandemic



Agenda

- ▶ So you want to open a meadery...
- ▶ Opening Tips and Tricks
- ▶ Survival of the pivot
- ▶ Mead: Back in Glass





Business Plan and Opening Timeline

- ▶ Largest piece of **fiction** you will write but essential to do and...
- ▶ Absolutely do your research!
- ▶ SCORE and SBDC Assistance
- ▶ Get good at math – or better at least
- ▶ Initial projections can find new sources of revenue later
- ▶ Your timeline may vary

Timeline Part I

Stage 1 -- Initial information & Planning: 2 years before open

- ❖ Business Plan
- ❖ Business Structure – Sole, Partnership, LLC, S or C Corp
- ❖ Investors
- ❖ Analysis of possible locations
- ❖ Initial mead recipes tested/evaluated

Stage 2 – Site Selection & Due Diligence: 1 year before open

- ❖ Meet with your Economic Development Department
- ❖ Learn Your Zoning – utilities, parking, permits, local alcoholic beverage license requirements, etc.
- ❖ Formation of business structure
- ❖ Select and protect names
- ❖ Obtain tax ID numbers
- ❖ Obtain financing and investors
- ❖ **Acquire site**

Timeline Tips

- Get quotes from multiple contractors!
- Visit other meaderies and breweries BEFORE you open for ideas and even help later
- Whatever they tell you, add a few months or more (& more money!) to completion...
- Look for ways to get furniture/fixtures cheaper and/or do it yourself!

Timeline Part II



Stage 3 – Construction and Permits: 9-12 months before open

- ❖ Start design process – hire architect and engineers
- ❖ Decide on meadery layout – remember the floor drains!
- ❖ Apply for and obtain local approvals
 - ✓ Conditional use permit
 - ✓ Local alcoholic beverage permit (issued on buildout and final inspections)
 - ✓ Design review of building and signage
 - ✓ Historical building remodel approval (if needed)

Stage 4 – Construction and Permits: 8-5 months before open

- ❖ Apply for permits
 - ✓ Building permit – Final plans submitted
 - ✓ Power, Water and sewer connections confirmed
 - ✓ Health department and food service permits
- ❖ Order meadery and restaurant equipment, furnishings, fixtures

Timeline Tips

- Get friends and family onboard early to help you – you WILL need them!
- If timing seems slow – see if your state representative can help
- Start your mead batches when you can
- Get ready to pay some rent without customers while you wait for permits/construction

Timeline Part III



Stage 5 – Construction and Permits: 6 - 1 months before open

- ❖ Apply for TTB, state and local alcoholic beverage licenses
 - ✓ Collect information and submit applications
 - ✓ These kinda go together once build out is mostly complete
- ❖ TTB brewery inspection (if required/needed) once equipment is installed, and secured areas are completed
- ❖ Local and state inspections
- ❖ Fire, police, safety and health inspections
- ❖ Final building inspections

Stage 6 – Construction and Permits: 30 to -60 days

- ❖ TTB makers license
- ❖ State makers license
- ❖ Local alcoholic beverage permit (TTB is needed first typically)
- ❖ Certificate of occupancy
- ❖ Food service/health permits

Murphy's Law – Applied to Opening Our Meadery

Anything that can go wrong - will go wrong.

- ▶ 1st contractor estimate doubled... for no reason
- ▶ The great government shutdown of 2019 – 3 days after we submitted TTB paperwork
- ▶ Surprise permits and added costs/delays
- ▶ Choose your partners carefully...have a signed lawyer drafted contract amongst all of you
- ▶ 10 months being open AND THEN.....





Survival of the Pivot





Pivoting Tips and Tricks for Your Business Survival

- ❖ State and city support – reach out for resources available
 - ❖ Including SBA, SBDC and Score

- ❖ Go back to your business plan to mine ideas/opportunities
 - ❖ Distribution harder focus
 - ❖ Power of social media
 - ❖ Custom orders
 - ❖ Mead Club
 - ❖ Online ordering
 - ❖ Events

- ❖ Take the time to reflect, increase efficiencies and recharge



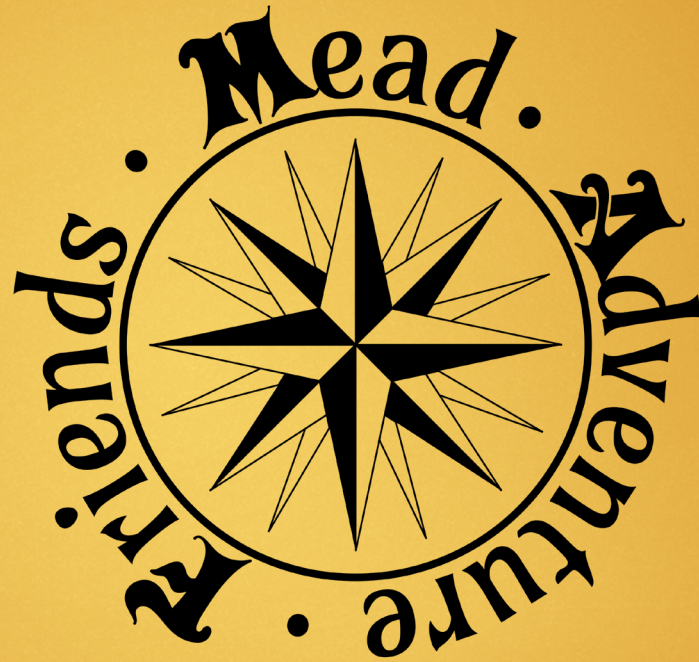
Pivoting Tips and Tricks for Your Business Survival



MEAD: Back In Glass!



“Always give them a reason to come in.” ~Alex Gonzales, Honey Pot Meadery



Thank You!

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