

# JVNW Sizing Guidelines

## Craft Brewing Systems

### ASSUME:

|                  |           |
|------------------|-----------|
| Total Investment | \$750,000 |
| Desired ROI %    | 30%       |
| Desired ROI \$   | \$225,000 |

### ASSUME:

|                           |           |
|---------------------------|-----------|
| Overhead - \$60,000/mo    | \$720,000 |
| Total Overhead and Profit | \$945,000 |

|               |     |
|---------------|-----|
| Food Costs    |     |
| Labor Portion | 20% |
| Food Portion  | 35% |
| <b>TOTAL</b>  | 55% |

Food Contribution Margin ..... 45%

|                         |     |
|-------------------------|-----|
| Beer Costs              |     |
| Labor, Material & Taxes | 15% |
| <b>TOTAL</b>            | 15% |

Beer Contribution Margin ..... 85%

### ASSUME:

50% Food Sales, 50% Beer Sales

|                                      |         |
|--------------------------------------|---------|
| Food Contribution Margin 45% x 50%   | = 22.5% |
| Beer Contribution Margin 85% x 50%   | = 42.5% |
| Weighted Average Contribution Margin | 65%     |

|                               |                 |
|-------------------------------|-----------------|
| OH + Profit                   | \$945,000 Sales |
| Weighted Average Contribution | 65%             |

|            |             |
|------------|-------------|
| Sales      | \$1,453,846 |
| Food Sales | \$726,923   |
| Beer Sales | \$726,923   |

### ASSUME: \$3.00/pint

|                       |                 |                      |                  |
|-----------------------|-----------------|----------------------|------------------|
| <u>\$726,923</u>      | = 242,307 Pints | <u>242,307 Pints</u> | = 30,288 Gallons |
| \$3.00                |                 | 8 Pints/Gallon       |                  |
| <u>30,288 Gallons</u> | = 977 BBL's     | <u>977</u>           | = 19 BBLs/week   |
| 31 Gallons/BBL        |                 | 52                   |                  |

### RECOMMENDATION:

7 BBL System - 3 Brews / week  
10 BBL System - 2 Brews / week

This is an example of a typical pro-forma. Please be aware there are many variables that affect actual performance. Use your own figures to estimate projected revenues and margins.

