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**\*\*PRESS RELEASE\*\***

## **San Francisco Launches Brewery Starter Kit** *Celebrates the Kickoff of the 8<sup>th</sup> Annual San Francisco Beer Week*

San Francisco, CA — The Office of Economic and Workforce Development launched a Brewery Starter Kit to support the growing craft beer movement in San Francisco. The starter kit comes as the 8<sup>th</sup> Annual Beer celebration kicks off. The kit is a step-by-step guide for small businesses that want to start in San Francisco. It can be viewed and downloaded on the award winning online San Francisco Business Portal, the City's ultimate resource on how to start, run, and grow a business.

"San Francisco has its own unique identity, and so does our beer. Breweries have increased their presence in San Francisco over the year, showcasing the growth of this industry." said Todd Rufo, Director of the Office of Economic and Workforce Development. "The beverage and hospitality sector creates good middle class jobs that belong in this great city, and what better way to celebrate the 8<sup>th</sup> Annual SF Beer Week than to launch a starter kit that will make it easier for these businesses to start, stay, and grow in San Francisco."

San Francisco currently has 34 breweries ranging from micro to large. With over a dozen in the pipeline, almost 50 breweries will soon call this city home. The San Francisco beer scene is an integral part of the manufacturing community, with brewers engaging in unique collaborations with local soap makers, apparel companies and distillers.

"Similar to other creative industries, the craft beer community in San Francisco is made up of dreamers... .home brewers and those passionate about delivering an amazing product for people to enjoy with family, with friends, with a meal. To succeed, these dreamers must quickly develop sound underpinnings and solid business practices," said Joanne Marino, executive director of the San Francisco Brewers Guild. "The release of brewery starter kit goes a long way in helping those building a craft beer business understand what's required of them and what they need to do to get up and running."



The Brewery Starter Kit includes a guide with information and resources on what entrepreneurs should look for when choosing a location for a brewery, how to set up a beer business, how and which permits to apply for, and what to do after a business opens. The guide can be found by visiting the San Francisco Business Portal: <http://businessportal.sfgov.org/start/starter-kits/brewery>

According to the California Craft Brewers Association (CCBA), craft breweries in California contributed \$6.5 billion to the State's economy in 2014. California now has over 600 craft breweries in operation across the state. There are more breweries in California than any other state in the United States.

In celebration of the 8<sup>th</sup> annual San Francisco Beer Week, the SF Brewers Guild has created the NOMA (North of Market) versus SOMA (South of market) brewer's challenge. Two collaboration beers have been brewed by teams of Brewers Guild breweries. Both beers will be tapped at the SF Beer Week Opening Gala on Jan. 22, at Pier 35 in San Francisco, then will be made available at select venues throughout SF Beer Week. Attendee preferences will be captured through social media throughout SF Beer Week. For more information, visit [www.sfbeerweek.org](http://www.sfbeerweek.org)

### **About the San Francisco Brewers Guild**

The San Francisco Brewers Guild formed in 2004 as a non-profit during a renaissance in American craft brewing. Their mission is to restore and preserve San Francisco's brewing heritage and unite those who make local beer with those who love it.

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