

Sample Business Plan to Help You Start a Kombucha bar Venture

BrewRev Kombucha Bar, LLC (founded 2024) is a Boulder, CO-based kombucha taproom targeting health-conscious consumers aged 25-45 with \$60k+ household income. We sell house-brewed kombucha at \$5.50/12oz pour (vs. competitor average \$5.00) with 60% gross margins, projecting \$650,000 Year 1 revenue. Founder Elena Martinez scaled GT's Living Foods' retail distribution to \$120M revenue in 3 years.

SECTION 1: EXECUTIVE SUMMARY

330,000 Boulder County residents spend \$1.8M annually on kombucha taproom experiences (Nielsen 2023), yet only 3 competitors serve 53% of demand. BrewRev solves inconsistent product quality (68% of consumers cite digestive health as primary purchase driver per Mintel) through patent-pending 7-day brewing (vs. industry 10-14 days) and real-time flavor customization. We achieve 60% gross margins via \$7.00 average ticket (16oz pour + snack) and 35% lower ingredient costs from Colorado suppliers.

Revenue comes from taproom sales (80% at \$5.50-\$7.00/pour), retail bottles (14% at \$9.00/32oz), and catering (6% at \$250/event). Year 1 requires \$62,400 rent, \$180,000 payroll for 5 FTEs, and \$15,000 marketing to hit \$650,000 revenue. We break even at 145 daily transactions (53,000 annual) by Month 9 with 10% net margin (\$65,000).

We seek \$325,000: \$75,000 owner equity, \$150,000 SBA 7(a) loan (7.5% interest, 10-year term), \$100,000 angel convertible note (20% discount, \$1.5M cap). Funds cover \$120,000 build-out, \$95,000 brewing equipment, and 6 months' \$30,000 working capital. This enables Q2 2025 opening, 35% gross margin, and \$1.15M Year 3 revenue with 18% net margin (\$207,000).

SECTION 2: COMPANY OVERVIEW

BrewRev operates as Colorado LLC (formed Q3 2024) at 1237 Pearl Street, Boulder. We chose Boulder due to #1 US per capita kombucha consumption (Nielsen) and 22,000 daily foot traffic on Pearl Street. Ownership: Elena Martinez 60% (ex-GT's Living Foods brand manager), Jordan Lee 30% (ex-Jamba Juice operations), angel investor 10% via convertible note.

Elena Martinez grew GT's retail distribution from \$45M to \$120M revenue in 3 years. Jordan Lee reduced Jamba Juice labor costs by 18% through scheduling optimization. Dr. Rebecca Tran (brewmaster) developed KeVita's probiotic line generating \$85M annual revenue.

Date	Milestone	Status	Next Steps
2024-08	Lease signed (1,200 sq. ft. @ \$5,200/mo)	Complete	Finalize build-out specs
2024-10	SEC Reg D filing for angel round	In Progress	Close \$100k by 2024-11-15
2025-01	SBA 7(a) loan approval	Planned	Submit docs by 2024-12-01
2025-02	Build-out completion	Planned	Hire staff by 2025-02-15
2025-04	Grand opening	Planned	Achieve 100 daily transactions by 2025-06
2025-09	Break-even point	Planned	Launch subscription model
2026-01	5% market share in Boulder	Planned	Expand catering to 10 gyms
2026-06	DENVER location site selection	Planned	Secure \$200k expansion capital

SECTION 3: MARKET ANALYSIS

U.S. kombucha market: \$2.1B (2023), 12.4% CAGR to \$4.9B by 2030 (Grand View Research). Western U.S. taproom segment (SAM): \$145M. Boulder SOM: \$1.8M annually (0.1% penetration of 180,000 target demographic in 330k population, \$100 annual spend per person).

Target customers: 25-45yo, \$60k+ income, 72% female (Nielsen), spending \$85/month on functional beverages. 42% prefer taproom purchases (Beverage Marketing Corp), with 68% citing digestive health as primary driver. Average transaction: \$8.50.

Key trends: 1) 12.4% market CAGR (2023-2030); 2) 42% of consumers buy draft kombucha (vs. 35% bottled); 3) 68% prioritize digestive health benefits; 4) Boulder has 3x national average kombucha consumption.

Segment	Size (\$)	Growth Rate	Our Share Target	Rationale
Downtown residents	620,000	8.2%	15%	330k pop, 18% target demo, \$100/yr spend
University students	380,000	14.1%	8%	35k students, 22% target demo, \$50/yr spend
Tourists	520,000	10.3%	5%	5M annual visitors, 2% target demo, \$75/visit
Wellness professionals	280,000	16.7%	12%	12k practitioners, 40% target demo, \$230/yr spend

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. kombucha sales	2,100,000,000	-	-	Grand View Research 2023
Western U.S. taprooms	-	145,000,000	-	42% of SAM from BMC data
Boulder County	-	-	1,800,000	330k pop x 18% demo x \$100/yr spend

SECTION 4: COMPETITIVE ANALYSIS

Direct competitors: Bucha Bar (\$480k revenue est., 12 taps, \$7.50 avg ticket), Wild Culture (\$1.2M revenue est., strong online), Kombucha Spot (\$320k revenue est.). Indirect: Juicebox (\$2.1M revenue), Ozo Coffee (\$1.8M revenue). No competitor offers on-site brewing with nutritionist-designed snacks.

Competitive advantages: 1) 7-day brewing cycle (vs. 10-14 days) reduces COGS by 15% (\$0.85/gallon savings); 2) Real-time flavor customization drives 22% higher ticket (\$8.50 vs \$7.00); 3) Nutritionist snack pairings increase attach rate to 65% (vs. industry 40%); 4) Community events drive 30% repeat visits (vs. competitor 18%).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Bucha Bar	480,000	\$7.50 avg	Prime location	No food offerings	Snack pairings + on-site brewing
Wild Culture	1,200,000	\$7.25 avg	Online sales	20-mile distance	Hyperlocal sourcing (100% CO suppliers)
Kombucha Spot	320,000	\$6.75 avg	Low prices	Limited seating	30-seat capacity + patio
Juicebox	2,100,000	\$8.00 avg	Brand recognition	No kombucha focus	Probiotic education + SCOBY workshops
Ozo Coffee	1,800,000	\$6.50 avg	Coffee loyalty	Limited wellness focus	Dedicated gut health positioning

Strengths	Weaknesses	Opportunities	Threats
Patent-pending 7-day brew	Unproven brand awareness	Denver expansion by Y3	SBA loan approval risk
CO-sourced ingredients (35% cost advantage)	Limited initial seating (38 seats)	Wholesale to 50 gyms by Y2	Bucha Bar price war
Ex-GT's/KeVita team	No delivery infrastructure	Subscription model (25% revenue by Y2)	TTB compliance issues
30% repeat rate target	\$325k funding dependency	Corporate wellness partnerships	Organic tea shortage

SECTION 5: PRODUCTS & SERVICES

We serve 10 rotating kombucha flavors brewed on-site in 200-gallon tanks (3 batches/week). Each 16oz pour contains 5g probiotics (vs. industry 3g) from proprietary SCOBY. Snacks include avocado toast (\$6.50) with chia seeds and turmeric cold brew (\$7.00) with 200mg caffeine. All products USDA Organic and Non-GMO verified.

Pricing: 12oz pour \$5.50 (45% gross margin), 16oz pour \$7.00 (52% margin), flights \$12.00 (60% margin). We price 10% above Bucha Bar due to nutritionist-designed snacks (65% attach rate) and faster brewing (7 days vs 10). Bottled sales at \$9.00 (32oz) target \$90k Year 1 revenue (14% of total).

Tier	Price	Features	Target Customer	% Revenue	Gross Margin
16oz Pour + Snack	11.00	Custom flavor + nutritionist pairing	Core (70%)	52%	58%
16oz Pour	7.00	Single flavor	Casual (20%)	28%	52%
Flight (4x4oz)	12.00	4 flavors + tasting notes	Tourists (10%)	14%	60%
Bottled (32oz)	9.00	Take-home	Wholesale (6%)	6%	45%

Metric	Value	Calculation/Notes
Price per unit	8.50	Average ticket (16oz pour + 0.65 snack)
COGS per unit	3.40	\$1.68 (kombucha) + \$1.72 (snack)
Gross Profit per unit	5.10	\$8.50 - \$3.40
Gross Margin %	60%	\$5.10 / \$8.50
CAC	23.44	\$1,500 monthly ad spend / 64 customers
LTV	306.00	(\$8.50 x 1.8 visits/mo x 20 mos) x 60% margin

LTV:CAC	13.06	\$306 / \$23.44
Payback Period	0.8 months	\$23.44 CAC / (\$5.10 GP x 1.8 visits)

SECTION 6: MARKETING & SALES

Go-to-market: Google Local Service Ads (\$800/mo) targeting "kombucha bar Boulder" (1,200 monthly searches, \$4.20 CPC), Meta ads (\$700/mo) targeting 25-45yo within 5 miles (1.2% CTR). Partnerships with 8 yoga studios (CorePower) drive 200 referrals/month at \$0 CAC. Loyalty program targets 30% repeat rate.

Sales cycle: Awareness (social media) -> Trial (\$2 discount) -> Conversion (email capture) -> Retention (BrewPoints). Conversion rate: 11.6% from ads, 22% from partnerships. Sales cycle: 7 days from first visit to second purchase.

Retention: BrewRev Rewards app (10 visits = free drink), monthly "Fermentation Friday" events, subscription model (\$25 for 10 pours). Target churn: 4.2% monthly (vs. industry 7%). Expansion revenue: Catering (\$250/event) targets \$40k Year 1.

Channel	Monthly Budget	Expected CAC	E Conversion L Rate	Expected Customers/Mo	ROI	
Google Ads	800	24.24	2861.6%	33	11.3x	
Meta Ads	700	22.58	368	8.5%	31	12.1x
Yoga Partnerships	0	0	2005.0%	30	Unlimited	
Email Marketing	150	3.75	4025.0%	10	34.0x	
Total	1,650	23.44	9041.5%	104	13.1x	

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	800	700	500	1,000	500	3,500	1,200	138
2	800	700	300	500	300	2,600	904	104
3	800	700	200	300	200	2,200	804	92
4-12	800	700	150	200	150	2,000	754	86

SECTION 7: OPERATIONS

Daily: Brew 200 gallons (3 batches) at 6am. Open 8am-8pm with 4 staff: 1 brewmaster monitors fermentation (pH/ABV logs), 2 baristas serve, 1 kitchen attendant preps snacks. Square POS tracks inventory in real-time; Upserve flags low stock. Capacity: 120 customers/hour (8 taps x 15 customers/hour).

Key suppliers: Rishi Tea (\$1,200/mo, 12-month contract), Stahlbush Farms (\$1,800/mo, 6-month min), Colorado Keg (\$500/mo). Backup: Numi Tea (CA), Nature's Path (CO). Technology: Square (\$99/mo), Mailchimp (\$299/mo), FreshBooks (\$15/mo).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Rishi Tea	Organic tea	1,200	12 months, 30-day cancel	Numi Tea (CA)
Stahlbush Farms	Fruit/veg	1,800	6 months, 60-day cancel	Nature's Path (CO)
Colorado Keg	Kegs/taps	500	Month-to-month	KEGnitor (CO)
Eco-Products	Compostable cups	300	Month-to-month	World Centric (CA)

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Square for Restaurants	POS/inventory	99	5	Toast (rejected: \$299/mo)
Upserve	Inventory mgmt	149	2	MarketMan (rejected: \$199/mo)
Mailchimp	Email marketing	299	2	Klaviyo (rejected: \$45/mo but no free tier)
FreshBooks	Accounting	15	1	QuickBooks (rejected: \$30/mo)

SECTION 8: MANAGEMENT TEAM

5 FTE structure: CEO (\$72k), COO (\$68k), Brewmaster (\$62k), 2 Baristas (\$43k each). Salaries at 90th percentile for Boulder food service to reduce 75% industry turnover. No bonuses until Year 2 profitability.

Advisory board: Dr. Alan Shaw (ex-KeVita CTO, 0.5% equity), Maria Chen (ex-Whole Foods regional buyer, 0.3% equity). Compensation: \$1,500/month stipend + equity.

Month	Role	Salary	Priority	Source	Onboarding Time
2025-01	Brewmaster	62,000	High	Industry referral	30 days
2025-02	Baristas (2)	43,000	High	Craigslist	14 days
2025-03	COO	68,000	High	Internal promotion	0 days
2025-06	Marketing Manager	55,000	Medium	LinkedIn	21 days

SECTION 9: FINANCIAL PLAN

Key assumptions: Month 1 revenue \$35,000 (5,000 drinks), 5% monthly growth to \$55,000 by Month 12. Average ticket \$8.50. Monthly churn 4.2%. COGS 40% of revenue. Payroll \$15,000/month (5 FTEs). Rent \$5,200 fixed. Marketing \$1,650 variable. SBA loan payment \$1,750/month.

Revenue model: 80% taproom (\$5.50-\$7.00/pour), 14% retail (\$9.00 bottle), 6% catering (\$250/event). Growth drivers: Subscription model (launch Month 7, targets 15% revenue by Year 2), catering expansion (2 events/week by Month 6).

Cost structure: 65% fixed costs (\$27,000/mo: rent \$5,200, payroll \$15,000, loan \$1,750, insurance \$833), 35% variable (COGS 40% of revenue, marketing 2.5% of revenue). Variable costs scale at 0.35:1 revenue ratio.

Funding: \$325,000 covers \$295,000 startup costs + \$30,000 working capital. Runway: 8.2 months post-launch.

Milestones: Month 3 - 100 daily transactions, Month 9 - break-even, Month 12 - \$55k monthly revenue.

Category	Item	Cost	Notes
Legal/Formation	LLC filing	500	Colorado state fee
Licenses/Permits	Food license	2,500	CO Retail Food Establish
Licenses/Permits	TTB Brewer's Notice	1,000	Federal fermentation permit
Equipment	200-gallon tanks (2)	4,000	New SS brewing system
Equipment	Kegs (8)	2,400	Colorado Keg & Brewing
Equipment	Refrigeration	15,000	2 reach-ins, 1 walk-in

Technology	Square POS setup	1,500	Hardware + software
Initial Inventory	Tea supplies	15,000	2 months' stock
Marketing Launch	Grand opening	25,000	Event, ads, samples
Working Capital	6 months OpEx	30,000	\$5,000/m buffer
Insurance	Annual premium	10,000	Liability + property
Professional Fees	Food safety consultant	5,000	TTB/FDA compliance
Website	Development	1,000	Shopify + booking
Branding	Logo packaging	4,000	Local designer
Contingency (10%)	Unplanned costs	29,500	10% of subtotal
Total		295,000	

Category	Monthly Cost	Annual Cost	Notes
Rent	Fixed 5,200	62,400	Incl. CAM fees

EBIT	-8,958	-7,008	-5,505	-4,148	-2,932	-1,656	-316	1,091	2,569	4,120	5,749	7,459	-21,971
Interest	938	924	909	895	880	865	850	835	820	805	789	774	10,500
Taxes (25%)	0	0	0	0	0	0	0	0	0	829	1,637	2,465	4,831
Net Income	-9,896	-7,932	-6,414	-5,043	-3,812	-2,521	-1,166	256	1,749	2,486	3,323	4,220	-17,302

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	325,000	310,104	297,172	285,758	270,715	252,903	230,382	209,216	209,472	211,221	213,707	217,030
Cash In	35,000	36,750	38,588	40,517	42,543	44,670	46,904	49,249	51,711	54,297	57,012	59,862
Funding	0	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	35,000	36,750	38,588	40,517	42,543	44,670	46,904	49,249	51,711	54,297	57,012	59,862
Cash Out	49,896	44,682	44,550	45,560	46,355	47,191	48,068	48,993	50,052	51,811	53,689	55,642
Total Cash Out	49,896	44,682	44,550	45,560	46,355	47,191	48,068	48,993	50,052	51,811	53,689	55,642
Net Cash Flow	-14,896	-7,932	-5,962	-5,043	-3,812	-2,521	-1,164	256	1,659	2,486	3,323	4,220
Ending Cash	310,104	297,172	285,758	270,715	252,903	230,382	209,216	209,472	211,131	213,617	216,940	221,250

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	536,399	183,750	202,125	222,338	244,571	269,028	295,931	325,524	358,076	1,248,559
COGS	214,560	73,500	80,850	88,935	97,828	107,611	118,372	130,210	143,230	499,423
Gross Profit	321,839	110,250	121,275	133,403	146,743	161,417	177,559	195,314	214,846	749,136
OpEx	314,310	85,000	85,000	85,000	85,000	95,000	95,000	95,000	95,000	380,000
EBITDA	7,529	25,250	36,275	48,403	61,743	66,417	82,559	100,314	119,846	369,136
Net Income	-17,302	12,625	21,765	32,642	44,243	49,813	65,047	82,736	101,885	300,481
Ending Cash	221,250	253,875	305,640	388,282	502,525	602,338	734,885	887,621	1,049,506	1,049,506

Metric	Value	Calculation
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Monthly Fixed Costs	27,000	Rent \$5,200 + Payroll \$15,000 + Loan \$1,750 + Insurance \$833 + Software \$562 + Benefits \$2,250 + Professional \$417
Variable Cost per Unit	3.40	COGS \$3.40/unit
Price per Unit	8.50	Average ticket
Contribution Margin per Unit	5.10	\$8.50 - \$3.40
Contribution Margin %	60%	\$5.10 / \$8.50
Break-Even Units per Month	5,294	\$27,000 / \$5.10
Break-Even Revenue per Month	45,000	5,294 units x \$8.50
Expected Break-Even Month	9	Month 9 revenue \$51,711 > \$45,000
Safety Margin	14.7%	(\$51,711 - \$45,000) / \$51,711

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	60.0%	63.5%	60.0%	55-65%
Operating Margin %	-3.2%	15.0%	24.1%	5-15%
Net Profit Margin %	-3.2%	15.0%	24.1%	3-10%
Current Ratio	1.8	2.4	3.1	1.5-2.0
CAC Payback	0.8 mo	0.7 mo	0.6 mo	6-18 mo
LTV:CAC	13.06	14.2	15.8	3:1
Monthly Burn Rate	14,418	-	-	-

Runway (months)	8.2	-	-	-
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SECTION 10: RISK ANALYSIS

Top risks: 1) Regulatory non-compliance (probability 3/5) - 12% of new Boulder food businesses fail initial health inspections (2023 city data); 2) Ingredient shortages (probability 4/5) - 2023 organic tea prices rose 18% due to drought; 3) Low customer adoption (probability 2/5) - Bucha Bar took 11 months to reach 100 daily transactions.

Mitigation: 1) Hire food safety consultant (\$5k) for monthly ABV testing; 2) Maintain 6-week tea inventory buffer (\$7,200); 3) Pre-launch surveys with 200 yoga studio members to validate pricing.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
TTB compliance failure	3	5	15	Monthly ABV testing + HACCP training	Switch to non-alcoholic recipes	Tran
Organic tea shortage	4	4	16	Diversify to 3 suppliers + 6-wk buffer	Use conventional tea (margin -8%)	Martinez
Low foot traffic	2	5	10	Pre-launch surveys + \$25k marketing reserve	Launch delivery via DoorDash	Lee
SBA loan denial	1	5	5	Secure angel commitment first	Reduce build-out scope by \$40k	Martinez
Bucha Bar price war	2	3	6	Lock in 100 loyalty members pre-launch	Introduce \$4.50 small pour	Lee
SCOBY contamination	3	4	12	Sterile protocols + backup SCOBY bank	Source from Kombucha Kamp (\$200)	Tran
Staff turnover	4	3	12	90th percentile wages + profit sharing	Cross-train all staff	Lee
Recession impact	3	4	12	Subscription model (25% revenue by Y2)	Introduce \$35 meal deal	Martinez

SECTION 11: IMPLEMENTATION TIMELINE

Priority 1: Secure \$250k funding by 2024-11-15 to avoid construction delays. Critical path: TTB permit approval (120-day lead time). Dependency: SBA loan requires signed lease.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
2024-10	Angel round close	\$100k wired	SEC Reg D docs	100% of target raised	Martinez
2024-11	SBA loan application	Complete package	Financial projections	Submission by 11/15	Martinez
2024-12	TTB permit approval	Brewer's Notice	Facility diagrams	Permit issued	Tran
2025-01	Build-out completion	Inspection passed	\$120k budget	On schedule	Lee
2025-02	Staff hiring	5 FTEs trained	\$15k recruitment	100% positions filled	Lee
2025-03	Menu testing	10 flavors approved	200-gallon tanks	90% customer satisfaction	Tran
2025-04	Grand opening	500+ attendees	\$25k marketing	\$8,500 Day 1 revenue	Martinez
2025-05	100 daily transactions	7,000 monthly sales	POS data	Sustained for 30 days	Lee
2025-06	2 yoga studio partnerships	200 referrals/mo	Commission structure	15% conversion rate	Martinez
2025-07	Subscription launch	50 subscribers	App development	\$1,250 monthly revenue	Lee
2025-08	Break-even revenue	\$45,000 monthly	Cash flow report	Positive EBITDA	Martinez
2025-09	Break-even point	5,294 units sold	Financial audit	Verified by CPA	Martinez

SECTION 12: APPENDIX

Supporting documents: Boulder foot traffic study (22,000/day), TTB compliance checklist, supplier LOIs, 36-month financial model with sensitivity analysis. All assumptions documented in FreshBooks audit trail.