Mind Map - What a Brewery/Brew Pub Should Be*

A Successful Brewery is...

Feels/Looks Like — Artistic, Rustic, Local, Natural

Good Beer — Wide Selection, Unique Taste (Unique Ingredients, Unique Process), Great Taste

For the Patron — Social (Relaxing, Not Rowdy, Welcoming, "Family" atmosphere), Fun (Friends (New/meeting people, Old), Alcohol (Welcoming, Alcholic Effects), Games (Table Top RPGs, Darts, Pool (Billiards), Board Games, Beer Pong), Music (Recorded, Live))

For the Brewer — Business Success (Keeping the Lights On, Distribution, Expansion, Busy Taproom, Happy Patrons, Making Great Beer), Realization (Winning Awards, Work is Not Work, Living my Passion), Personal Success (Happiness, Being Able to Experiment, Doing What I Love, Making Different Beer)

An Inviting Environment — People Feel Welcome, Shows Personality, Unique/One of a Kind Place

*Data extrapolated from patron and brewer interviews, observations and survey answers