

**Business Plan**  
**Luscious Nectar Mead**

contact: Shane Sims

## **I. EXECUTIVE SUMMARY**

*Summarizes your entire business plan in a concise way. Make sure to explain how your business meets an opportunity for import-replacement.*

Luscious Nectar takes the wholesome sweetness of honey and turns it into mead, an alcoholic beverage of impeccable character. Mead invites consumers to re-discover lost roots and ancient tradition while providing versatility of flavor that appeals to a modern sensibility. Local apiaries, orchards, and gardens will provide all the necessary ingredients to craft several varieties of this naturally gluten-free beverage. Two varieties will have less alcohol and be sold in four-packs of twelve ounce bottles and one variety will be stronger and sold in corked glass bottles. Selling at farmer's markets and developing relationships with package stores to offer tastings will build awareness. Mead's simple recipe can utilize local ingredients to offer a beverage more interesting than cider and more friendly than beer for affluent young millennials who want to have it all.

## **II. THE BUSINESS**

A. Description of Business: *What are you selling? Who are your suppliers (local & non-local)? Why will people buy it? What is the form of your business?*

Luscious Nectar sells bottled mead, an alcoholic beverage made from honey with a long and rich history of human enjoyment. Three varieties of mead will be produced: Razzmatazz, Wyldflower, and Lavender Love-Machine. Razzmatazz and Wyldflower are lighter effervescent drinks akin to a hard cider, will be sold in twelve ounce bottles in four-packs, and rotate with other fruits and herbs on a seasonal basis. Lavender Love-Machine will be a stronger, heavier beverage and will be sold individually in 25 oz. wine bottles. The mead will be made with honey from Warm Colors Apiary, and fruits by season from local farms (Taft, Windy Hill, Blueberry Hill, Bug Hill). People will buy Luscious Nectar mead because they will be intrigued and pleased by the combination of novelty, ancient tradition, and friendliness of flavor. Luscious Nectar will be a sole-proprietorship which sells to package stores such as Domaney's as well as at the Great Barrington Farmer's market.

B. Target Market: *Who is your target customer? Be specific. Can you describe where they go, what they read, what they listen to? How do you reach your customer? How will you distribute your product or service?*

The target customer for mead is an affluent millennial above 21 years of age. Mead-drinkers will share characteristics with cider-drinkers: they will be from younger generations and crave more varied and unique flavors. Luscious Nectar will appeal equally to people of all genders. Luscious Nectar capitalizes on the appeal of one of the most natural and delightful flavors known to mankind; honey, accented with fruits or hops to add a depth that can appeal to any palette. The Seasonal varieties are ideal for a light drink after work or paired with a nice meal, while the Wyldflower bottles are perfect as a

dessert wine to sip with friends. Farmer's Market appearances will build visibility and tastings at liquor stores will help reach additional potential customers. As consumers express flavor preferences through liquor store and farmer's market sales, Luscious Nectar will reach out to restaurants to increase distribution.

C. Competition: *Are there similar businesses nearby? How will you distinguish your business?*

The Artisan Beverage Cooperative in Greenfield Massachusetts is a direct competitor that also produces several varieties of mead. However, the largest source of competition will likely be producers of hard-cider and (to a lesser extent) beer. Luscious Nectar will distinguish itself by offering both small bottles in four-packs and large bottles for individual sale which will invite new consumers to discover which mead they prefer. The market has seen an incredible diversification of flavor in recent years and mead is poised to accommodate the growing thirst for variety better than cider or beer. Finally, seasonal variation in flavors provides opportunity to branch away from mead varieties already on the market. The number of unique and incredible flavor combinations is nearly endless, which gives mead great flexibility for adapting to ever-changing tastes.

D. Team: *Who will you work with? Will you hire employees?*

Luscious Nectar is an artisanal product appropriate to begin as a home-based and individual enterprise. Shane Sims will oversee all elements of production, marketing, and sales to the general public as well as distribution to outlets such as package stores. As a new producer of a relatively unknown product, it is necessary to build mutually beneficial relationships with suppliers and distributors who have little-to-no framework for a business relationship with a mead-maker. Once the business grows it will be necessary to bring on a small team of additional employees to handle sourcing, fermentation, packaging, and marketing as appropriate to scale.

E. Skills & Experience: *What experience do you have in this field? What skills do you bring to the table?*

Shane Sims has recently completed a multi-disciplinary liberal arts B.A. which has developed and strengthened his flexible problem-solving and research skills. Shane's diverse experience ranges from managing a student-volunteer farm and basic carpentry to hiking across Spain. This demonstrates his independence, hands-on ability, and willingness to take risks, all of which are characteristics essential to starting a successful business. He has conducted research into mead-making and has already begun to develop a network of fellow producers and experts in the field. Experimentation with many batches over the course of several months will provide production and recipe testing experience.

### III. FINANCIAL DATA

#### A. Start Up Expenses: *What is your up-front investment?*

Equipment	Type/Name	\$/Unit	Units	Total
Primary Fermenter	6.7 Gallon Primary Fermenter	18	1	18
Stirring Spoon	Stainless Steel Spoon	12	1	12
Airlock	Airlock Twin Bubble	2	1	2
Thermometer	Floating Thermometer	10	1	10
Hydrometer	3 Scale w/Tube	10	1	10
Racking Cane	Rack and Fill Kit	12	1	12
Secondary Fermenter	Better Bottle 5 Gallon Carboy	30	2	60
Corker	Plunger Corker	13	1	13
Capper	Capper-Twin Lever	23	1	23
Bottle Brush		5	2	10
Funnel	8" with filter screen	10	1	10
<b>Licensing</b>				
Farmer Brewers License	<a href="http://www.mass.gov/abcc/pdf/forms">http://www.mass.gov/abcc/pdf/forms</a>	22	1	22
Farmer Brewers Surety Bond		3000	1	3000
<b>Total Start-up</b>				<b>3202</b>

#### B. Budget:

Income/10 Gallons	Type	\$/Unit	Units	Total
4 Packs Variety	Seasonal Simple Variety 12 oz.	12	10	120
4-Packs Variety 2	Seasonal Fruit Variety 12 oz.	12	10	120
Large Bottles	25 oz. Honey-Focused Variety	10	14	140
<b>Total Income (\$)</b>				<b>380</b>

Expenses/10 Gallons	Type/Name	\$/Unit	Units	Total
Corks	#8x1.5 Bag of 30	7	1	7
Caps	144 Caps plain gold	6	1	6
Cleaner	B-Brite Cleanser 8 oz.	4	1	4
Bottles	12 oz. Bottles, case of 24	18	4	72
Bottles	25 oz. case of 12	25	1	25
Sanitizer	BTF Iodophor 4 oz.	7	1	7
Yeast	White Labs Sweet Mead	10	2	20
Honey	12 lbs.	75	2	150
Blueberry	Frozen blueberries 1 oz.	0.45	50	22.5
<b>Total Expenses</b>				<b>313.5</b>

Note: Although the above budget is based on projected income for 10 gallons of mead, certain expenses listed will cover more than just the production of 10 gallons. For example, caps, corks, cleaner, bottles will all be purchased in bulk, and so the cost will be spread out over the income from future production.