

## INSIGHTS + NEWS

## AiVi Nguyen Writes “10 Things I Know About Opening a Brewery” for the Worcester Business Journal

BY AIVI NGUYEN • MARCH 19, 2018

AiVi Nguyen represents craft brewers regularly, so she knows what it takes to open a brewery. Here are some of her tips:

- 10) Choose your name and logo carefully. The end goal is to be able to trademark your identity. In order to do that, you have to be distinguishable from others. Do your research and be creative.
- 9) Size. Be Goldilocks. Like the three bears' beds, successful breweries come in all different sizes. Be honest with yourself about how big you want to get and how big you think you'll get.
- 8) Location. What are the zoning restrictions at the location you are looking at? Is there room to grow? Is there enough parking? Pick a city or town keen on the idea of a new brewery.
- 7) Lease or own. There are pros and cons to each. If you opt to lease, go over the lease with a fine-toothed comb. Make sure the landlord is someone you can get along with, someone you can imagine working with for five to 10 years.

Continue reading “[10 Things I Know About Opening a Brewery](#)” on the *Worcester Business Journal* website.