

## INSIGHTS + NEWS

## Mark Borenstein Writes “10 Things I know about ... Pub brewery conversions” for the Worcester Business Journal

BY MARK A. BORENSTEIN • AUGUST 21, 2023

Massachusetts farmer breweries are often looking for new ways to increase their appeal to customers. One option is to convert their farmer brewery license to a pub brewery license to provide more alcoholic beverage options in their taprooms. Mark Borenstein, who recently completed one of the first farmer brewery to pub brewery conversions in the state, discusses what he knows about making the transition in his *Worcester Business Journal* article “10 Things I know about ... Pub brewery conversions.” Here is an excerpt:

- 8) **Self-distro.** Pub breweries may only distribute through a wholesaler. Farmer breweries may self-distribute up to 50,000 gallons per year.
- 7) **To-go sales limitations.** Pub breweries’ to-go sales are limited to two gallons of beer per transaction. Farmer breweries have no limit.

Continue reading the full article “[10 Things I know about ... Pub brewery conversions](#)” on the *Worcester Business Journal* website.