

The Homebrewer



Economic Impact:

- Capital Infusion: \$288,000
- Owner Investment: \$110,000



Location:

San Diego, CA 92104



SBDC's Assistance:

- Obtained Financing
- Business Plan
- Financial Projections



Owner George Thornton

Summary:

The Homebrewer team are excellent brewers themselves. Thornton launched a fully licensed brewery and tasting room to make and sell the company's own beer under the name The Home Brewing Co., which operates inside The Homebrewer.

In addition to homebrew supplies, they also offer a full slate of popular classes that help local homebrewers get hands-on experience with the myriad of brewing types, techniques and ingredients.

Description of Business:

Founded in 2012 by owner George Thornton, The Homebrewer is one of San Diego's best-loved brewing supply stores for the beer lover who wants to make their own beer (www.facebook.com/thehomebrewersd/).

Use of Capital Infusion Funds:

The financing was utilized for construction costs, new employees and working capital.