

CONNYS CREEK BREWING COMPANY



OPEN Th:3-10 F: 3-11
Sat: 12-11 Sun: 12-8

"The SBDC's counseling refined our business plan giving us the confidence to approach lenders and push forward to opening."

Lee Layton

Client Name: Lee & Erin Layton
Company Name: Conny Creek Brewing
Address: 4323 Shearsburg Road
Lower Burrell, PA 15068
County: Westmoreland County
Phone: 878-302-3052

Facebook:
<https://www.facebook.com/ConnyCreekBrewing/>

Industry: Brewing/Hospitality

Year Founded: 2017

SBDC Assistance: financing, planning, marketing

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Background

The vision for Conny Creek Brewing began when Lee Layton started homebrewing. After graduating with a degree in Biology/Chemistry, Lee worked various jobs and knew he'd never be completely happy unless he was running his own company. Over the past seven years Lee has kept brewing as his main hobby and knew that one day he could turn it into a business.

The challenges of learning how to operate a brewery kept Lee intrigued and busy. He entered and placed in a number of brewing competitions as he perfected his brew skills. Simultaneously he and his wife, Erin, were evolving their plan to open a brewpub, which they did on October 21, 2017. Initially, Erin has been engaged on the management and staffing side of the business, but plans to initiate simple, yet gourmet food offerings during their first year of operations.

The Problem

Lee & Erin brought a number of the building blocks of a successful business to the venture. These included excellent beer brewing skills, strong friendly personalities and native intelligence. They also had the good sense to know this was a significant undertaking & some outside counsel could be helpful. In 2015, they first worked with us at IUP through our Small Business Institute Program, which did an initial competitor matrix and plan. Subsequent to that effort they began searching for a suitable building to house their envisioned brew pub. This effort proved tougher and took longer than envisioned, but after a time they found a suitable space.

At that point they were looking for assistance with all the following:

- Raising financing for equipment and working capital

SBDC Assistance

We provided the following assistance.

- Initial plan and competitor matrix through the SBI Program
- Worked extensively with Lee on the revenue and cost-of-goods projections
- Created two scenarios for the building they had in mind: one on a lease basis and a second for an outright purchase
- Acted as a sounded board on myriad of issues

Results

The client has:

- Obtained financing for the outright purchase of a building to house the operation
- Undertook equipment purchases & building renovations
- Offers a selection of up to 15 craft brews
- Launched the brewery, including brewpub
- Started direct distribution to restaurants and bars
- Developed a loyal clientele