Background

Blackberries are notable for their high nutritional contents of dietary fiber, vitamin C, and vitamin K.
- 100g blackberry contains 4.9 g sugar, less than grape (15.5 g sugar/100g grape).
- 0.4 million pounds of blackberry produced per year. 4.03 Million pounds were sold as fresh berries and the remaining 4.92 million sold as processed product.
- The U.S. market beverage alcohol size is 9.48 gallons and $197.88 in retail sales dollars.
- Spirits share 36% of $197.88 in retail sales dollars, a $72.1 Billion market.

Economic Analysis

The economic analysis for this project assumes that the building is air conditioned and no winery currently exists. Costs involved will allow production of wine as well as spirits. Each bottle of Blackberry Brandy will be $25 (750mL). We will sell 655 bottles per year. The fixed capital investment is $315,296 and working capital is $5,608.90. Total calculated capital investment will be $320,904.96.

Market Analysis

Purposes:
- Identify emerging trends and demographics for fruit-based blackberry to capitalize on underserved market demand.

Methods: Analysis of surveys and market research including: local distribution facilities, news sources and specialty websites.

Findings: Increasing demand for local and small-production products in the Lafayette region. Increased demand exists for fruit based products, including blackberry brandy.

Alternatives Solutions

Fermentation:
Fermentation requires 600 liters of fermented liquid per week.
1. Number of vessels:
- 2 Vessels, cost = $2,600
- 3 Vessels, cost = $3,900
- 4 Vessels, cost = $5,000
2. Distillation:
- Heat exchanger to preheat fluid before distillation entry
- Reduce work done by the distillation column. 2. Double condenser to decrease reflux
- Increase cost of distiller but decrease of operation costs.

Threats:
- New venture in Lafayette area
- Can bring further business for other fruit based products

Opportunities:
- Unique product
- Processed with current technology
- Economies of scale: large scale production dramatically reduces costs

Strengths:
- Can change the interests of consumers in the market
- Can bring further business for other fruit based products

Weaknesses:
- Generally can only be a seasonal product
- Barriers to entry: wine and other types of brandy
- Blackberry production varies yearly

References: