

INSIGHTS + NEWS

Rory Fazendeiro to Discuss Lessons in Selling, Merging or Closing a Brewery

Running a brewery is a passion—but it's also a business. As the industry faces tightening margins, shifting consumer preferences, and market saturation, more brewery owners are confronting hard questions: Should we scale back? Merge? Sell? Or walk away before it's too late?

During this panel at the Mass Brewers Guild's (MBG) Technical Brewing & Business Conference, [Rory Fazendeiro](#), a versatile corporate and real estate attorney with deep experience guiding clients through sales, mergers, and strategic transactions, and the panel will unpack how to assess your business's viability, recognize red flags, and prepare for an exit on your own terms—whether that's through a sale, merger, or orderly wind-down. This panel will run from approximately 3:10-4:10pm.

NOVEMBER 3, 2025

8 AM – 5 PM

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