

# BEACON



## How to launch a Microbrewery

From plants to products  
O blanhigion i gynhyrchion

### A One Day Seminar

*Learn about the commercial & logistical aspects of starting a brewery  
or launching a craft beer*

**Friday 3rd October 2014**

It's an exciting time to be brewing, selling and drinking beer. Craft beers have become the runaway success story of UK pub land—over a quarter of pubs now serve cask ales and independent ales are the fastest growing drinks market in the country. If you'd like to join the micro brewing revolution, this comprehensive one day primer is a must.

#### Guest Speakers...

##### Pete Brown

Writer, consultant and broadcaster specialising in Beer, Pubs & Cider

##### Duncan Sambrook

Managing Director, Sambrook's Brewery

##### Gazza Prescott

Director, Hopcraft Brewing

##### Buster Grant

Founder, Brecon Brewing

##### Sue Hayward

Managing Director, Waen Brewery

**guardianmasterclasses**  
What will you *master*?

**£99.00** \*

Please note, this seminar is **FREE** if you are based in the convergence area of Wales.

**Date:** Friday 3rd October 2014

**Time:** 09:00 to 18:00

#### Venue:

Liberty Stadium, Swansea, SA1 2FA

**R.S.V.P:** 26th September 2014



**This intensive seminar features an enviable panel of brewing experts, including Cask Reporter Pete Brown, Duncan Sambrook of the acclaimed Sambrook's Brewery, cuckoo brewing pioneer Gazza Prescott, brewer and SIBA board member Buster Grant, and Waen Brewery head Brewster Sue Hayward.**



The event begins with an overview of the craft brewing scene, including the opportunities that currently exist within it, and the lessons you can learn from those who've already been successful. Over the course of the day, you'll discover expert insider tips on how to design and create a new beer, and how to make it stand out from the crowd—essential in a market where quality remains the biggest driver of sales. You'll also explore international brewing trends, the finer points of sourcing ingredients, and the commercial essentials of brewing, so you can stop stressing about finances and start concentrating on the fun stuff.

### Course Description

This large-scale seminar features a panel of expert speakers from all aspects the craft brewing industry, providing a comprehensive overview of the creative, technical and business elements of establishing a microbrewery. Topics covered on the day include:

- The craft beer revolution, what craft beer is, and why this is such an exciting time for microbreweries
- How to make your brewery stand out from the crowd
- How to design and produce new beers
- Creating recipes: spotting market trend, and developing your own new ideas
- How to choose and source hops and malt
- Brewery finances: the cost of brewing your first pint

This Master class is run in partnership with the **BEACON Biorefinery** project, an innovative research project developing new chemicals and materials from plants, and new fermentation techniques to create renewable energy sources and products. Beacon is supported by the European Regional Development Fund via the Wales European Funding Office and Welsh Government.

### This course is for you if...

- You already brew your own craft ales and want to scale up your operation
- You're a big fan of craft beer and want to get involved in the industry yourself
- You're a microbrew drinker and want to know more about what makes them special