

Midland Craft Brewers Meeting – Notes for presentation

Twisted Barrel Ale

History

- July 2013: set up company
- July – December 2013: Registering for duty, opening bank account, ordering equipment, researching etc
- January 2014: Commenced commercial production
- March 2014: Launch event
- July 2014: Commenced discussions with FarGo Village
- July-September 2014: Prepared business case for investment
- October-December 2014: Raised investment
- November 2014: Placed order for equipment
- January-March 2015: Negotiated lease with FarGo, finalised planning permissions, personal licence, premises licence etc
- April 2015: Commenced fit out of premises and installed new equipment
- May 2015: Commenced brewing on new equipment

Beers for tasting

Wake Up Juice – 8.4% Belgian Tripel

Malts – Pilsner 80%, Wheat 7%, Aromatic 3%, Candi sugar 10%
Hops – Bittering: EKG 100g; Aroma: Hallertau Hersbrucker 100g, Spalt Select 100g; Dry hop: Citra 200g (4 g/l)
Yeast – White Labs WLP550 Belgian Ale – 3 step starter to reach 920bn cells (pitch rate 99% due to high OG)

Aim: traditional Tripel with slight twist of Citra dry hop, as Citra and yeast combination brings out mango-like flavour

Saison From Another Place – 6.7% Saison

Malts – Pilsner 68%, CaraRed 12%, Wheat 12%, Munich 8%
Hops – Bittering/Aroma: Nelson Sauvin; Dry hop: Saaz 100g (2 g/l)
Spices – Orange peel, Pink and black peppercorns, Elderflower
Yeast – White Labs WLP565 Saison I – 2 step starter (pitch rate 75%)

Aim: Marry spices with yeast characteristics (spicy) and balance with floral (elderflower) and bittersweet (orange peel) flavours

Corpus Christ – 5.5% IPA

Malts – Maris Otter 89%, CaraPils 7%, Torrified wheat 4%
Hops – No bittering hops; Aroma: Ahtanum, Nelson Sauvin, Simcoe, Cascade; Dry hop: Huell Melon
Yeast – White Labs WLP007 Dry English Ale – 2 step starter (pitch rate 75%)

Aim: Simple, easy drinking, one off IPA recipe for sale in Drapers Bar in Coventry (asked to provide a spring IPA)

Brewing techniques

Water treatment

- Utilise Murphy & Sons free water analysis once per year
- Provide water report from sample and suggested adjustments using their products. Expensive products but last a long time
- Use mineral salts to balance water, and carbon reducing solution to balance alkalinity
- Need to improve this area of my knowledge

Yeast

- Use liquid yeast only, rarely used dry yeast (personal preference)
- White Labs yeast
- Ensure to use a yeast appropriate to the style and recipe
- Practice good sanitation when preparing yeast starters
- Ensure pitch rate (million cells per millilitre of wort per degree Plato) is appropriate to style and ABV, most ales fine with pitch rate of 0.75 but high OG beers and lagers need much higher rates
- Remember to drain off excess wort prior to pitching
- Pitch at an appropriate temperature – ales we pitch at 21C until signs of fermentation then adjust to temperature profile suitable to the beer
- Practice good, consistent temperature management during fermentation
- Don't let temperatures fluctuate wildly
- Brewers Friend have an excellent calculator that can calculate likely yeast cell count up to 3 steps

Hops

- Use US hops for most pale ales and IPAs
- Use noble hops for English and Belgian style ales – Saaz, EKG, Spalt, Hallertau
- Use Hallertau Magnum as sole bittering hop (cheap, reliable, high AA, clean flavour)
- Forward contracting (if going commercial)

Equipment

- Commercial equipment – market place, cost etc
- Our equipment – original 60 litre kit from Home Brew Builder in Bristol (£800), new 6 barrel kit from Brewing Vessels Limited (£49k plus VAT)

Consistency of product

- High levels of cleanliness and sanitation
- Diligent note taking
- Controlled fermentation
- Minimise transfers
- Leave the beer alone!
- Monitor gravity frequently, use a closed method such as fermentor tap, rack when ready
- When adjusting recipes, change one variable at a time to assess impact

Going commercial

How to get registered with the relevant authorities:

- 1) Decide how you want to structure your venture - limited company or sole trader? Limited company provides protection for you but has some extra requirements. You need to decide this first as if it's a limited company you need to set that up... **impact re bank account**
- 2) Decide where the brewery will be based - if it's in your own home you'll need to own it, it's highly unlikely a landlord will allow you to run a business from their property. Failing that, rent a small unit somewhere **NB: assuming choose to do so from own property**
- 3) Register as a limited company (if choosing this option)
- 4) Set up personal/business bank a/c (sole trader - personal a/c, limited company - business a/c)
- 5) Read the HMRC Beer Duty document and then complete your brewery registration and send to HMRC - ignore the bit saying you need a financial guarantee from a bank, it's not true, just complete the DD form and send it in. They process application in 15 working days
- 6) Get insurance
- 7) Register with environmental health in your area. There's no need to notify the council that business is taking place on private premises (as far as we're aware and we haven't had any issues, councils vary massively though).
- 8) Notify water company

How are you going to sell the beer?:

Sell the beer to licensees i.e; off licences, pubs etc - nothing to do, by far the easiest method, you do not need any licensing to sell to a licensee and don't let anyone tell you otherwise!

Selling the beer in person direct to public or through an online store:

- 1) Obtain personal licence qualification
 - 2) Apply for personal licence
 - 3) Apply for premises licence (you'll need your personal licence to do this) - if you're Internet selling the place the beer is dispatched from must have a premises licence, I presume this would be your own property so it would need a premises licence with you as the designated premises supervisor. This is costly (circa £750) and involves adverts in the local area, will likely attract complaints and opposition - do not recommend
- OR sell from farmers markets etc