




# 'MANY HANDS MAKE LIGHT WORK'

FUNDRAISING NEIPA 6%



BACK IN 2022 WE LAUNCHED A SIX WAY COLLAB BEER TO RAISE MONEY FOR MACMILLAN CANCER SUPPORT. A YEAR OR TWO BEFORE THIS WE WERE ASKED TO BE INVOLVED IN A BEER PROJECT WITH THE INTENTION OF DOING SOMETHING SIMILAR HOWEVER THIS ENDED WITH THE BREWERIES INVOLVED NOT BEING PAID. MONEY NOT BEING DONATED AND WAS IN SHORT A MESS. SO I SAID SOD IT I'LL DO IT MYSELF AND SO 'MANY HANDS MAKE LIGHT WORK' CAME TO BE. I RANG UP EACH BREWERY THAT WAS INVOLVED IN THAT PROJECT AND TOLD THEM I WANTED TO PUT THINGS RIGHT SOMEWHAT. THE SIX BREWERIES CAME TOGETHER TO BREW A 6% NEIPA WITH 50P FROM EVERY CAN AND £15 BEING DONATED DIRECTLY TO MACMILLAN CANCER SUPPORT AND TO MAKE SURE IT WAS ALL DONE ABOVE BOARD AND PROPERLY WE DONATED THAT BEER AT THE POINT OF PACKAGING NOT AT THE POINT OF SALE AS WELL. WE WENT ON TO RAISE...

# £3,788

# THE BREW DAY/LAUNCH

WE BREWED THREE BATCHES OF THE NEIPA (60HL IN TOTAL) BREWING THREE DAYS ON THE TROT, THE THIRD BREW WAS DONE ON A FRIDAY AND WE INVITED ALL THE BREWERIES AND A FEW SUPPLIERS DOWN FOR THE DAY. WE ALL SHARED A DAY OF PRETENDING TO BREW BEER AND CATCHING UP OVER A FEW PINTS AND WE INTEND TO DO THE SAME AGAIN THIS YEAR. WE HAD SOME GUYS FROM MACMILLAN OVER FOR THE EVENING RAISING MONEY AND AWARENESS AND WE DONATED A PORTION OF THE TAPROOM TAKINGS FROM THE EVENING TO THE CAUSE AS WELL. WHEN IT CAME TO LAUNCHING THE BEER WE ALL DECIDED ON A LAUNCH DATE AND EACH BREWERY TOOK A PORTION OF THE KEGS/CANS (WITH A 20% COLLAB DISCOUNT) AND SOLD THIS OUT TO THEIR CUSTOMER BASE WITH THE IDEA THAT WE'D HAVE A BUNCH OF BARS/SHOPS ALL RELEASING THE BEER ON THE SAME DAY. SOME BREWERIES TOOK TWO KEGS SOME TOOK 24 THERE WASN'T AND NOR WOULD THERE BE ANY OBLIGATION TO TAKE A CERTAIN AMOUNT JUST WHATEVER EACH BREWERY FEELS COMFORTABLE IN SHIFTING. THE BEER TURNED OUT TO BE A POPULAR CONCEPT/IDEA AND WE HAD 70+ VENUES ACROSS THE UK LAUNCHING THE BEER ON THE SAME EVENING. AS YOU CAN SEE HERE...











# CAN & KEG



FARM  
YARD  
BREWING CO.

LOCH  
LOMOND  
BREWERY

NEONRATOR  
Brewing Co.

OLD STREET  
BREWERY





MANY HANDS MAKE  
LIGHT WORK

FUNDRAISING  
NEIPA 6%





# WE WANT YOU!



PROBABLY WONDERING WHAT THE POINT OF ALL THIS WAFFLING IS AREN'T YA? BASICALLY WE ENJOYED DOING THIS BEER SO MUCH AND HAD SUCH A GOOD RESPONSE BOTH COMMERCIALY AND CRITICALLY THAT WE WANT TO DO IT AGAIN ONCE A YEAR RAISING MORE MONEY IN THE PROCESS. THIS YEAR WE'D LIKE TO MIX UP THE BREWERIES WE WORK WITH AND WE'D LOVE FOR YOU TO BE A PART OF IT.



## WHAT DO I NEED TO DO?



IF YOU'RE KEEN TO GET INVOLVED THERE'S ACTUALLY VERY LITTLE YOU NEED TO DO. WE'D LOVE FOR AS MANY BREWERIES INVOLVED TO GET DOWN ON THE BREW DAY FOR A KNEES BUT UNDERSTAND GETTING 6 WORK CALENDARS LINED UP AIN'T EXACTLY EASY SO THERE'S NO OBLIGATION TO ATTEND. WE'D LOVE FOR YOU TO TAKE A PORTION OF THE BEER TO SELL TO YOUR CUSTOMERS (YOU'LL GET A 20% DISCOUNT ON LIST PRICE) BUT AGAIN THERE'S NO OBLIGATION TO TAKE A CERTAIN AMOUNT YOU'RE WELCOME TO TAKE WHATEVER YOU LIKE.








I'LL HAVE PLENTY OF SOCIAL ASSETS TO GIVE BREWERIES AND CUSTOMERS INVOLVED TO PROMOTE AND USE FOR THE LAUNCH. THE HARDEST BIT OF ALL THIS IS TRYING TO GET SIX LOGOS ON ONE TIN.

# WHAT'S DIFFERENT THIS YEAR?





SO AS I SAID LAST YEAR WAS THE FIRST TIME WE DID THIS AND I WAS BLOWN AWAY WITH THE RESPONSE SO THIS YEAR I WANT TO MAKE THE MOST OF IT. I DIDN'T WORK WITH ANY WHOLESALERS ON THE PROJECT LAST YEAR BUT I FULLY INTEND TO GET THEM ON BOARD TO SPREAD THE BEER FAR AND WIDE. EQUALLY I DIDN'T WORK WITH ANY SUPPLIERS LAST YEAR SO HOPEFULLY WE'LL BE ABLE TO HAVE SOME CONVERSATIONS WITH SOME OF OUR SUPPLIERS AND GET SOME INGREDIENTS DISCOUNTED OR DONATED TO HELP US RAISE MORE MONEY AND GET GOOD PEOPLE DRINKING GOOD BEER.




# WHAT'S THE BEER THOUGH?



JUST REALISED I'VE BEEN TRYING TO ASK YOU TO COME AND BREW A BEER WITH US WITHOUT TELLING YOU WHAT IT IS HAVEN'T I? SO I'M VERY KEEN TO KEEP IT AS A 6% NEIPA AGAIN WHICH IN MY MIND IS A STYLE THAT'S SUPER APROCHABLE FOR THE MAJORITY OF OUR CUSTOMERS. THE FAILED BEER PROJECT WE WERE INVOLVED IN TRIED TO SELL 4 DIFFERENT IMPERIAL STOUTS TO BEGIN WITH WHICH OBVIOUSLY ALIENATES A MASSIVE CHUNK OF THE MARKET STRAIGHT AWAY. COMPLETELY OPEN TO WHAT KIND OF HOPS, MALT BILL, YEAST WE GO WITH AND OPEN TO SUGGESTIONS BUT I'LL TAG IN NATALIE WITH REGARDS TO ALL THAT BECAUSE THERE'S NO POINT ME PRETENDING I KNOW WHAT I'M TALKING ABOUT.



## FANCY IT?



SO THAT'S IT. IT'S A PROJECT WE'RE SUPER PASSIONATE ABOUT ON A PERSONAL LEVEL AS MUCH AS A PROFESSIONAL ONE. WE'LL BE LOOKING TO BREW THE BEER EARLY/MID OCTOBER AND LAUNCHING IT MID NOVEMBER. LET ME KNOW IF YOU'RE KEEN BUT IF IT DOESN'T WORK FOR YOU NO DRAMA WE'LL STILL LOVE YA ALL THE SAME!

