

The logo features a stylized blue hand icon pointing to the right, positioned to the left of the text. The text 'Find it' is in a large, bold, dark blue font, and 'in Worcestershire' is in a smaller, lighter blue font below it.

Find it
in Worcestershire

Welcome to
FinditinWorcestershire

Lorna Jeynes
Business Growth Manager
Worcestershire County Council

Scott Whittaker
Branch Manager
Waitrose Worcester



Local Lines

the **friday**
BEER Co.



Me!



- Supportive
- Guidance
- Contacts



- Not a buyer
- Cannot Agree to sell

Waitrose

- Quality
- Provenance and Integrity
- Presentation
- Point of Difference
- HACCP
- Traceability
- SALSA

Summary

- Waitrose supports local foods
- Branch managers will support
- Contact your local branch
- Good Luck

The Business of Brewing Beer

www.thefridaybeer.com

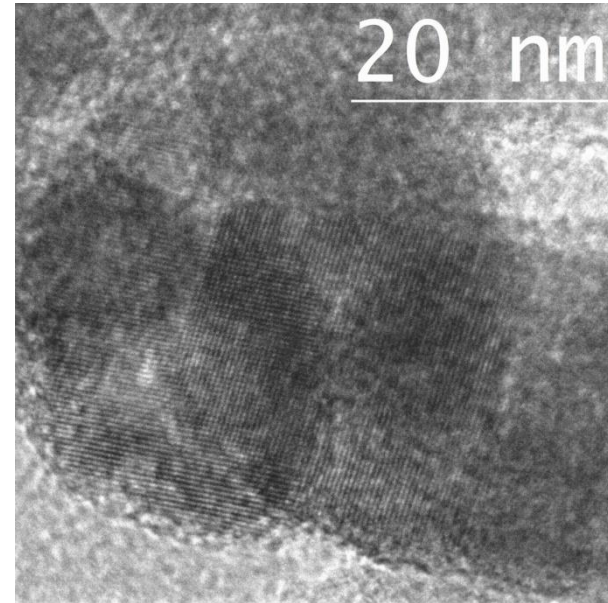
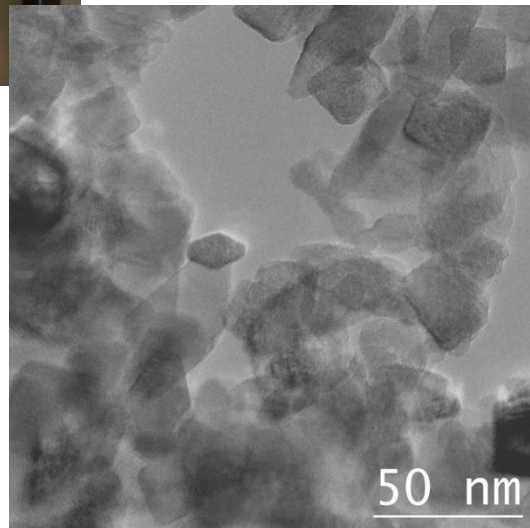
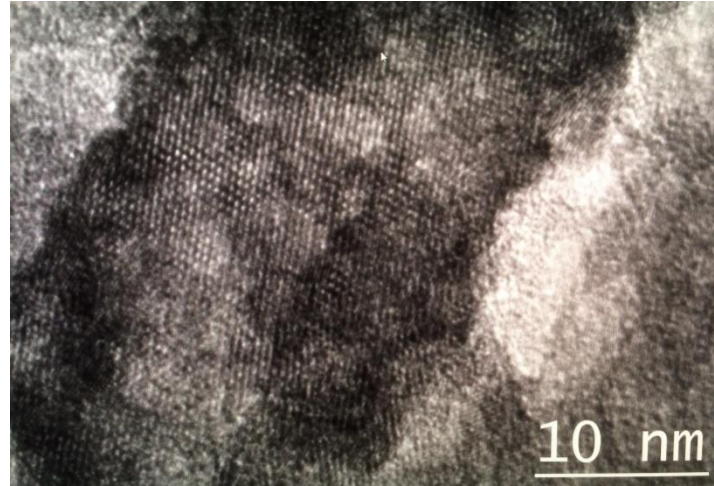


Andrew Keir – Head Brewer and Director

Perry Jackson – Technical Director

Gerald Williams – Sales and Marketing Director

Lester Pyatt – Sales and Marketing Consultant



Advanced Analytics



Friday Beer was Born 2011

The History of Beer / Ale

The history of ale and beer goes back thousands of years.

This is a topic in its own right.

Ale is made from just malt and water.

Beer incorporates hops in the recipe



Ancient Egyptian stone, Saqqara, 2600-2300 BC

The stone features a carved relief of a brewing scene with the inscriptions "filling jugs with beer" and "placing residual ingredients into the boiler". The stone was purchased by Alfred Heineken in the late 1950s.

Loan from Heineken N.V., Collections Department, Amsterdam

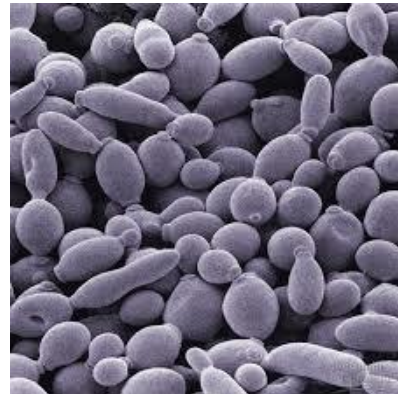
Sales Potential for bottled Beer

- The UK bottled beer sales are currently at approximately £0.5b / year.
- In 2016 the sales of bottled beer for drinking at home exceeded the sale of beer in pubs for the first time.
- Bottled beer sales are growing by 10% to 15% per year.



Main Ingredients of Beer

- Water
- Malted Grains
- Hops
- Yeast





Beer Types 1

- Fundamentally all beers are made with the same basic ingredients.
- Different malts, hops and yeasts result in a variety of flavours.
- In 2016 87% of the bottled beer sales were Pale or Golden beers.
- The UK bottled beer sales were approximately £0.5B.
- Sales are increasing by 10% to 15% per year.

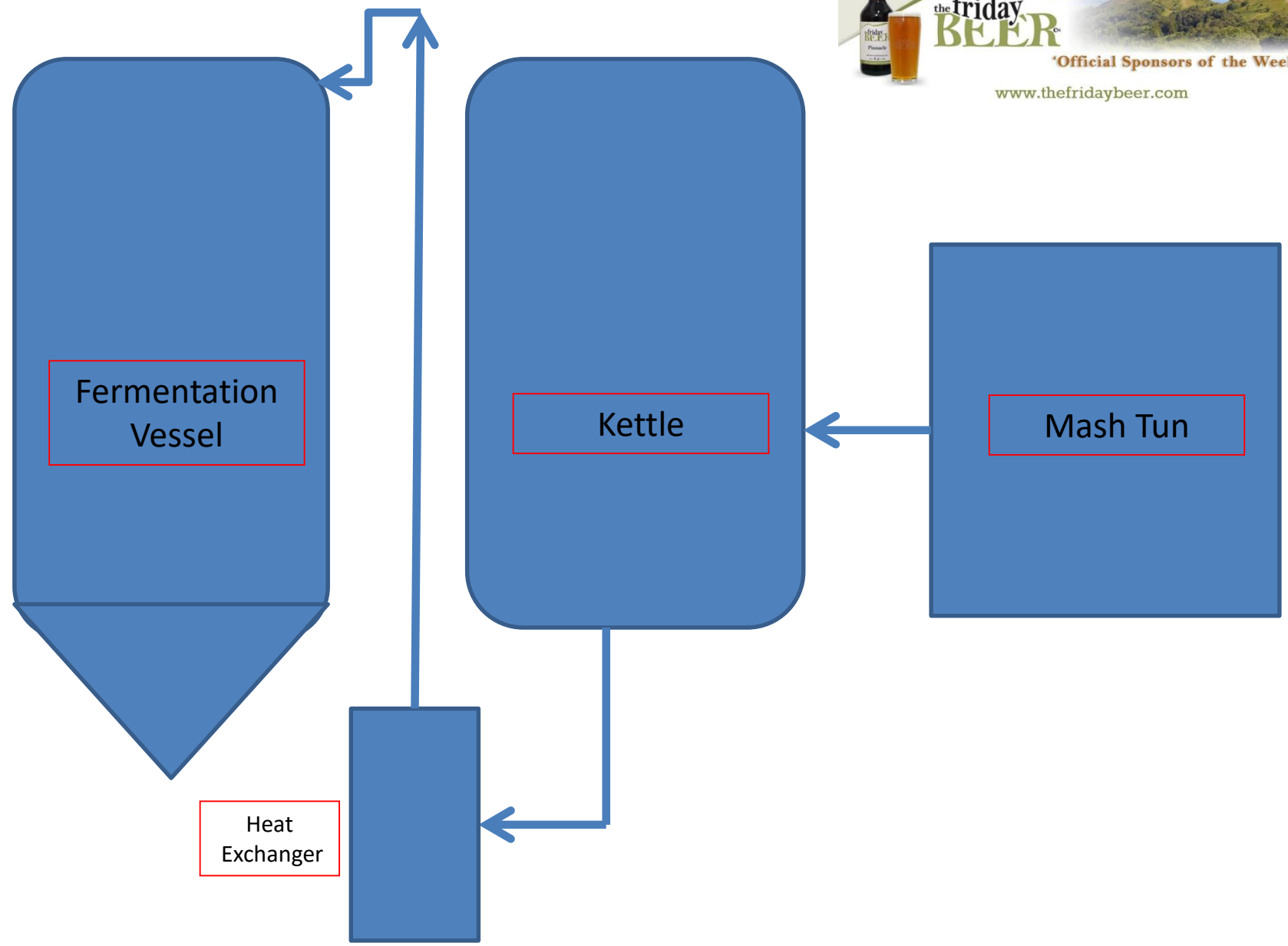


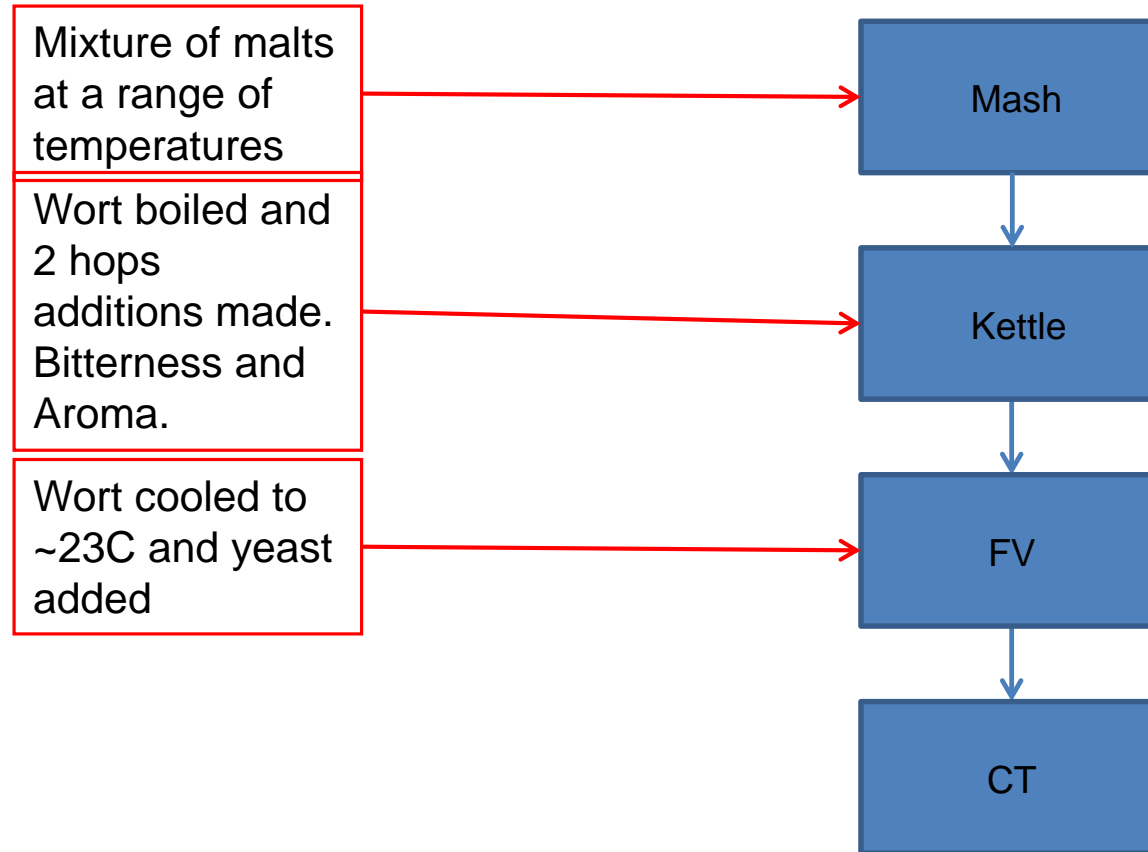
Beer Types 2

- There are a wide range of recipes of beer.
- Golden, Blonde, Bitters, IPAs, Stouts etc..
- Each produced by simply varying the ingredients.



The Process of Brewing



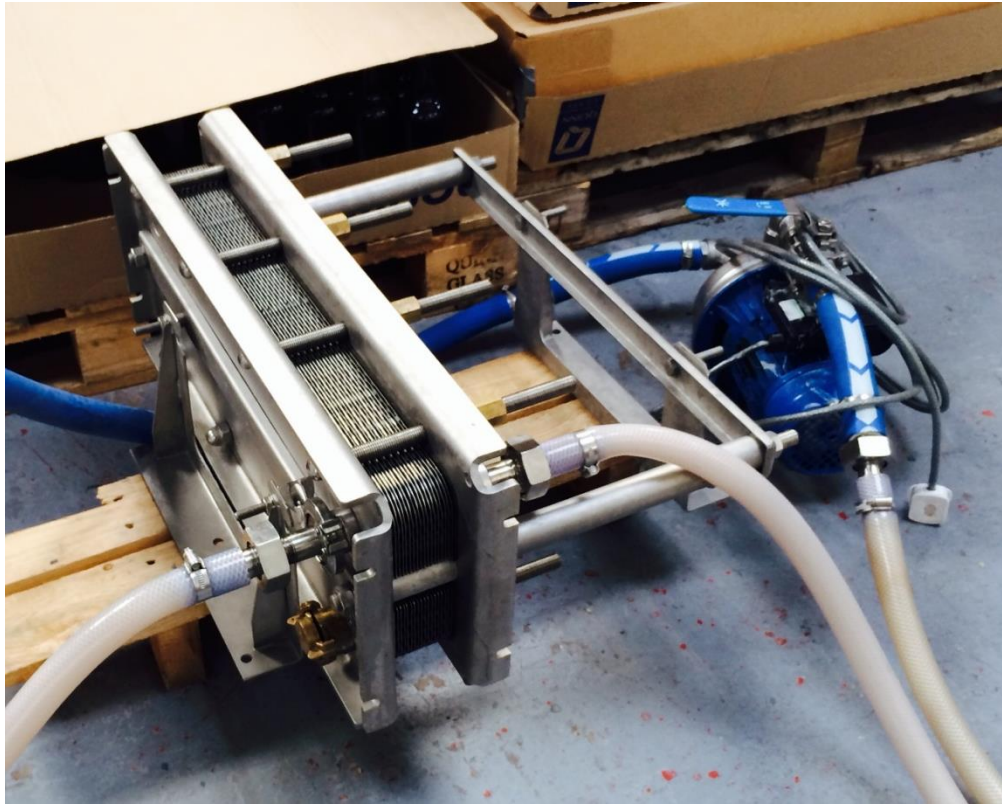




Mash Tun



Kettle



Heat Exchanger

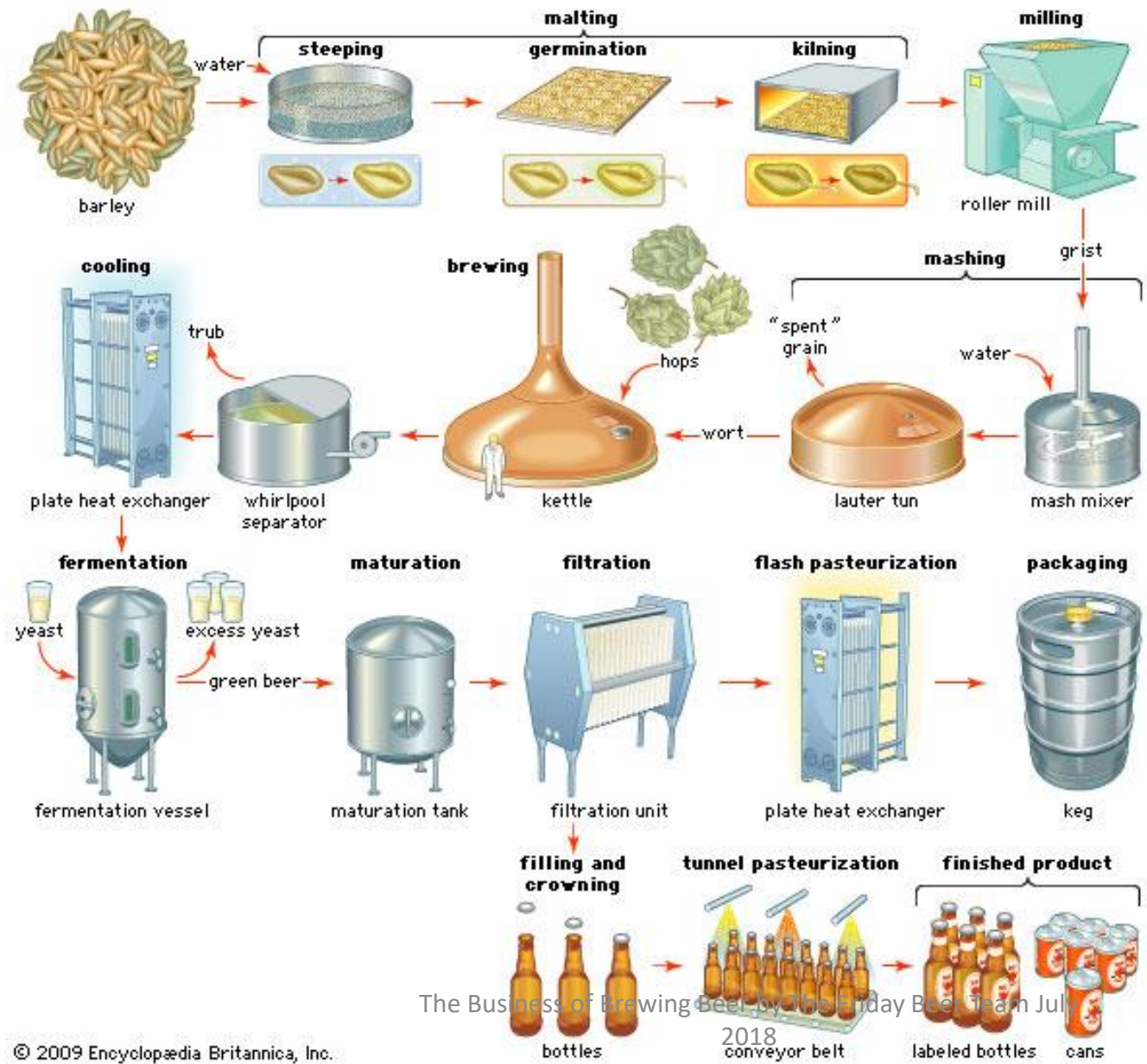


Fermentation Vessel



Brewing Chemistry

Chemistry of brewing

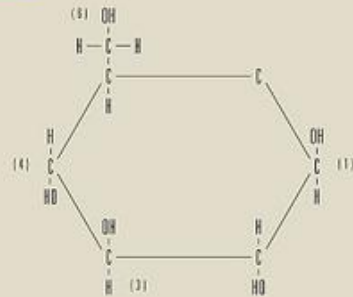


The Business of Brewing Beer, by The Friday Beer Team July

Chemistry of brewing

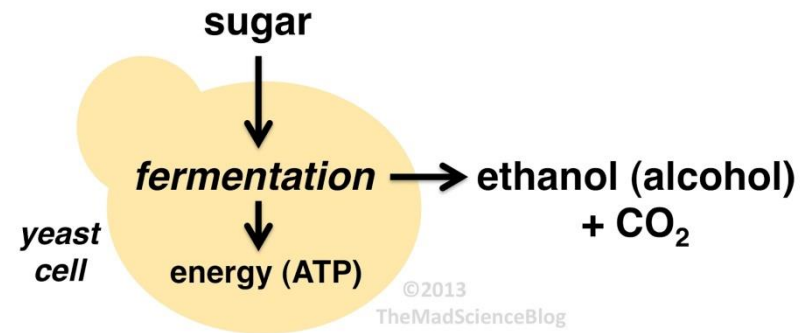


THE ROLE OF GLUCOSE IN BREWING BEER



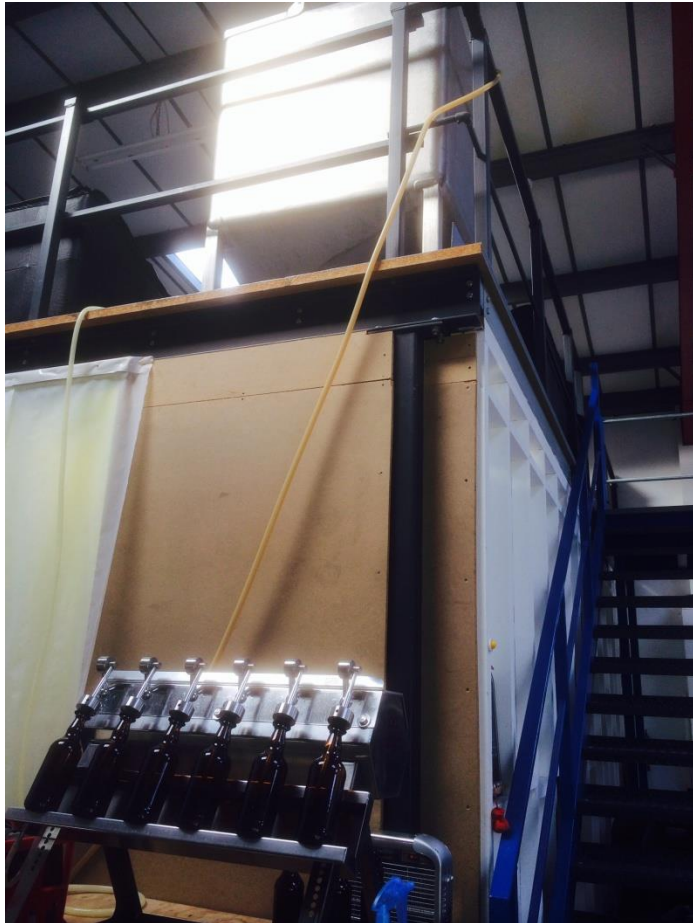
GLUCOSE IS A SIMPLE SUGAR THAT plays an important role in the brewing of beer and creation of most types of alcohol. It is basically a ringed structure made up of carbon, oxygen, and hydrogen. Brewers yeast breaks down brewing sugars using an enzyme called invertase. These sugars are broken down into their simplest forms (monosaccharides) before being completely utilized by the yeast.

WHAT HAPPENS DURING FERMENTATION?





The Process of Packaging



Bottling and Packaging in-house





Bottling and Packaging in-house



Contract Bottling and Packaging



New £6m Brewing and Contract Bottling Facility at West Berkshire Brewery



Recipes and Ingredients

- The different styles of beers are brewed by varying : -
- The type and combinations of malts. (Barley, Oats, Wheat, Rye etc).
- Roasted malts are available to add colour and flavour such as “chocolate”.
- The variety of Hops (over 200 varieties available each with distinct aromas and flavours)
- The yeast (several types available each affecting the flavour)
- Potentially endless combinations but there are some fundamental styles that dominate.

Developing a Recipe



RED AND BROWN BEERS

NOTE:
Medium- to dark-caramel and black malts best for red-colored beers.

CARAMEL MALTS:

- Pale (10 to 20°L) for creamy caramelliness
- Medium (50 to 60°L) for caramel, raisin aromas
- Dark (65 to 120°L) for toasted raisin, burnt-sugar aromas

ROASTED MALTS: (<5%)

- Black Malt, Carafo for color, especially reddish tones

ADJUNCTS:

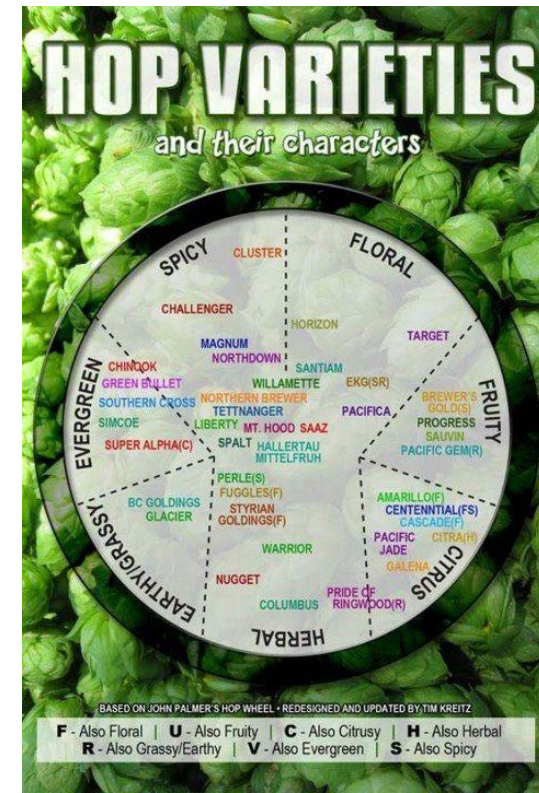
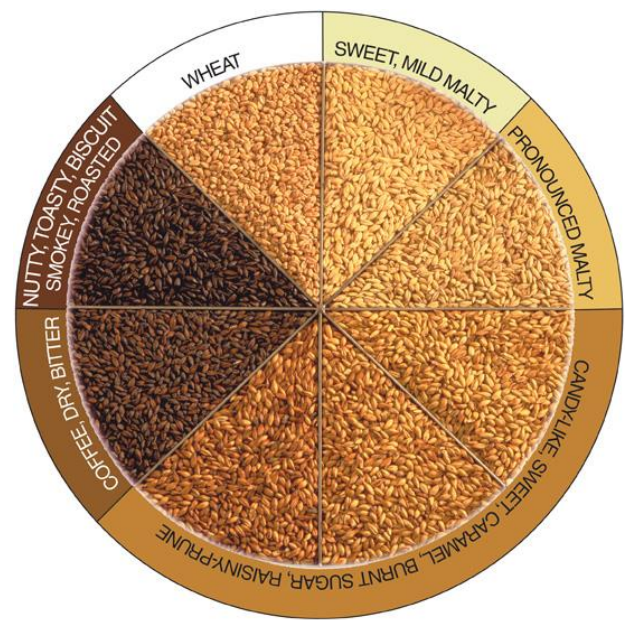
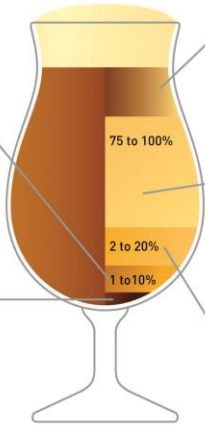
- Unrefined Sugar lightens body, complex aromas
- Brewers' Caramel lightens body, deep caramel flavors, rich color
- Wheat, Rye for creamy mouthfeel, spiciness (rye)

BASE MALT:

- Pale Ale Malt for crisp, nutty flavors
- Vienna and/or Munich Malt for clean or toasted caramelliness

COLOR MALTS:

- Melanoidin/Aromatic for cake, cookie aromas
- Amber/Biscuit Malt for crisp, brown, toasty flavors
- Brown Malt for crisp, brown, toasty flavors



BASED ON JOHN PALMER'S HOP WHEEL - REDESIGNED AND UPDATED BY TIM KREITZ
F - Also Floral | **U** - Also Fruity | **C** - Also Citrusy | **H** - Also Herbal
R - Also Grassy/Earthy | **V** - Also Evergreen | **S** - Also Spicy



Testing of beer during and after Brewing process

- Samples are taken at various stages to check the progress of fermentation.
- This is achieved by measuring the “Specific Gravity” of the liquor.
- From this we can measure the ABV at a number of stages of the process.

- Taste testing of the final product is done prior to shipping.
- This confirms the flavour profile, gas content, clarity and colour of the beer.

- Every month a selection of samples are shipped to an off-site laboratory for testing.
- These samples confirm the ABV, microbiological content, bitterness etc.



SALSA
Safe and Local Supplier Approval



Audit Certificate

The Friday Beer Co

(Salsa site code: 4290)

**Unit 4 Link Business Centre
Howsell Road
Malvern
Worcestershire
WR14 1UQ**

This Certificate confirms the above business and site has been audited against:

The SALSA plus Beer Standard

Issue 2, January 2017

and has demonstrated satisfactory compliance for the following scope of production:

'The brewing of beer and lager for bottles and cask. Some contracted bottling (Holden's).'

Anniversary Date: 09 August

Audit Date: 03 August 2017

Next audit due between: 14 June and 09 August 2018

Certificate No: 7157

Issued: 26 September 2017

Expires:

03 October 2018

Jon Poole
Chair to Governance

Chris Grimes
Scheme Director

Paul Nunney
Cask Marque Director



This certificate is the property of SALSA and must be returned immediately on request.
To check its validity you may check www.salsafood.co.uk or write to
SALSA, Bloxham Mill, Barford Road, Bloxham, Banbury. OX15 4FF



Quality Standards



ANALYSIS REPORT

REPORT NUMBER 104D

CUSTOMER: Friday beer company	DATE 21.12.17
SAMPLE TYPE: DD 2017	

Table: Full Chemical results

If requested ABV samples have been analysed by the approved method as set out in Excise Notice 226

Sample -9140	Sample Beer 4 - Friday Gold ABV 5.6% Gyle PROG17-7A
Chemical Parameter	Result
O.G.	1053.56
P.G.	1008.8
ABV	5.83 %
pH	4.27
Colour (EBC)	21.15
Bitterness (EBU)	27.92

Sample -9141	Sample Beer 5 - Masg ABV 4.7% Gyle PROMAG17-1B
Chemical Parameter	Result
O.G.	1049.85
P.G.	1009.61
ABV	5.22 %
pH	4.26
Colour (EBC)	10.35
Bitterness (EBU)	28.63

Sample -9142	Sample Lager 1 - Malvern Pils ABV 4.6% Batch L729214:31
Chemical Parameter	Result
O.G.	1046.7
P.G.	1009.37
ABV	4.83 %
pH	4.52
Colour (EBC)	10.4
Bitterness (EBU)	21.9

Table : Microbiological analysis of brewery samples. All counts are cells per ml.

B'lab No.	SAMPLE	WLN/ WLD/LYS/Cu	RAKA - RAY
9143	1st Worts PROB17-6A 09.11.17	Nil growth	Nil growth
9144	Wort ex FV pre pitch PROB17-6A 09.11.17	Nil growth	Nil growth
9145	Yeast PROB17-7 Head Collected 02.12.17	Nil growth	Nil growth
9146	Beer ex Cask PROP17-4B cask 023 05.12.17	Nil growth	Nil growth
9147	Soak Bath pipes overnight soak 23.11.17	Nil growth	Nil growth
9148	Hygiene Swab Cone P2 05.12.17	Nil growth	Nil growth



**Analysis of beer / yeast etc
at various stages of brewing**



Marketing and Sales

Marketing



A vibrant and full flavoured, extra-pale, summer ale.

Contains malted barley, malted rye, malted oats and malted wheat.

Serving: Best served cooled or slightly chilled. Store upright in a cool dark place. Contains a deposit of yeast.

Ingredients: Water, Barley, Rye, Oats, Wheat, Hops & Yeast
Allergens: As in Bold Above

the friday BEER Co.

Bagnères Blonde

Bottle Conditioned Ale
 ALC **4.3** % VOL

'Official Sponsors of the Weekend'

Brewed by:
 The Friday Beer Company Ltd,
 Unit 4, Link Business Centre,
 Malvern, Worcestershire, WR14 1UG
 www.thefridaybeer.com
 http://facebook.com/thefridaybeerco

2.2 UK Units
 500ml e

Lot#
 Best Before End:

UK Health Department recommends adults do not drink more than 2-3 units daily. Women 2-3 units daily. **AVOID ALCOHOL IF PREGNANT**

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Marketing

Marketing



Friday Beer Retweeted

 **Oz Clarke** @ozclarke · 21h

Had a rollicking (!) good evening with Armonico Consort at Malvern greatly eased by draughts of utterly refreshing local brew Friday Gold..

1 2 10

Marketing



the Friday BEER

Based in the world famous Victorian Spa town of Malvern, the Friday Beer Company have utilised one of the town's greatest resources, its spring water, to produce a pilsner style craft lager.

By combining the water from Holywell Spring with European malts and hops, we have crafted a truly delicious and unique drink.

Irresistible Beers Brewed in the Malvern Hills

'Official Sponsors of the Weekend'

'Malvern Pils' is a unique pilsner style craft lager brewed by the Friday Beer Co using the world famous Malvern Spring Water. This Czech style of pilsner is particularly special because of the smooth texture brought to it by the use of one of the world's purest spring waters.

The water is sourced from the Holywell spring on the slopes of the granite hills of Malvern. It is thanks to our collaboration with The Holywell Malvern Spring Water Co that we can produce this outstanding product.

Unusually for a lager, a small percentage of malted oats is included along with the barley. This results in a particularly complex and satisfying malt profile in the flavour.

This unique craft-lager offers a fabulously refreshing alternative to many other lagers. Served chilled, it is great with food or on its own. We are confident you will relish Friday Beer's latest offering which perhaps is destined to be another 'world famous' Malvern product?

the Friday BEER

The Friday Beer Company Ltd, Unit 4, Link Business Centre, Malvern, Worcestershire, WR14 3NS
 www.thefridaybeer.com @thefridaybeer
 01691 514 545 info@thefridaybeer.co.uk

Marketing



Sales



Types of outlets for bottles :-

Beer Shops, Farm Shops, Small Corner Shops, Bars, Theatres, Music Venues, Own Label Customers, Larger Store, Supermarkets, Mobile Bar Companies, Market Stalls,



Sales



Types of outlets for bottles :-

Beer Shops, Farm Shops, Small Corner Shops, Bars, Theatres, Music Venues, Own Label Customers, Larger Store, Supermarkets, Mobile Bar Companies, Market Stalls,



Sales

Waitrose



Volume business. To grow we needed to sell to “multiples”.

Currently expanded to selling to: - CoOp stores /
Morrisons / Waitrose / Wholesalers

In talks with several other larger customers.

Key to all these is the SALSA certification mentioned earlier.

Great Taste Award is also a USP and gets the attention of buyers.

Sales

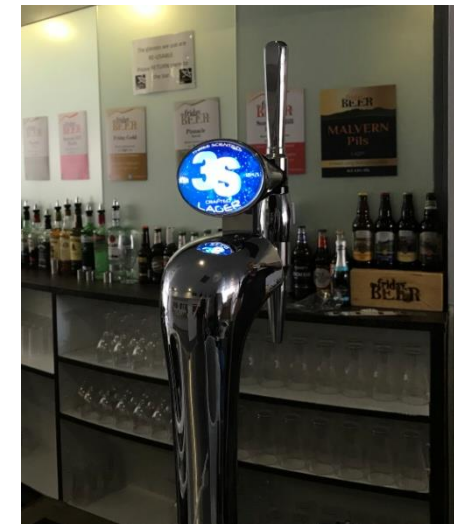


New products.

Essential to differentiating our product line.

Latest development is “Keg” Craft Lager.

“3S” 4.2% lager sold at shows and now at Huntington Hall bar. Other customers in discussion.





worcestershire
county council

Funding your Food and Drink Business

Angie Preece and Lorna Jeynes

No viable business left unsupported.

We believe in you. You can believe in us.

SME businesses are at the  of what we do. We believe in what they do.

We genuinely love helping small businesses achieve their goals. Seeing them  > .

Supporting the  who work there and the communities they serve.

And with no shareholders to support and with people who really understand the business of business , we can support them in ways few other funders can.

With  . With advice and understanding. With real belief.

For us, no viable business should go unsupported.

BCRS. WE BELIEVE.



Why does your business need funding?

- Start up
- Business Growth
- Stock Purchase
- Asset purchase
- Cashflow/working Capital
- Purchase new premises
- Merger or acquisition
- Protecting against late payments/ bad debts
- Taking on new staff
- Diversifying or bringing a product to market?



So, where can I access finance ?

- The Bank
- Alternative lenders – e.g. BCRS
- Peer to Peer e.g. Crowd Funding
- Grant Funding
- Equity investors – Dragons Den
- Cashflow lenders
- Payday lenders/Loan sharks!
- Own or family



Alternative Lender – BCRS

The Friday Beer Company CASE STUDY

Gerald's goal:



To increase brewing capacity to be able to stock its bottled beer range in local supermarkets

Solution:

A loan from BCRS helped Gerald secure the company's cashflow situation while they outsourced the bottling process to produce 4,500 bottles per day.



So, where can I access finance ?

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Peer to Peer Lending

- Internet matched lenders and borrowers
- Quick Process
- Can be expensive
- Trading record and financial info required



Crowd Funder - Waylands




- Crowd Funded £10,000 in 2016
- Worcester City Start Up Grant £1,500
- Set up and fitted out café
- Coffee culture and community feel
- Dog Friendly!
- Expanded in 2017 – Yard area and yoga studios
- New Site 2018 - Birmingham

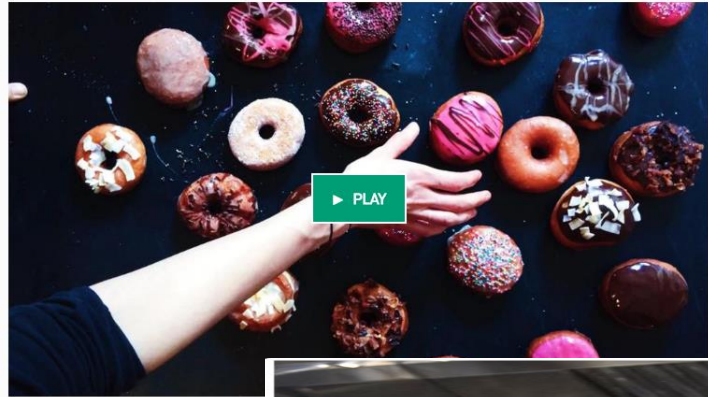


Kickstarter — For Foodies and Creatives




 **Relish Co. Grows**
By Abbigail Hansel
First created

Relish has grown so much in such a short time, and there's no sign of stopping. We've moved into our own space to make more magic!



▶ PLAY

£7,557 
pledged of £7,520 goal

137
backers

4
days to go

[Back this project](#)




[Remind me](#) [Facebook](#) [Twitter](#) [Email](#) [Share](#)

All or nothing. This project will only be funded if it reaches its goal by the deadline.

[Project We Love](#) [Vegan](#) [Pitts](#)



So, where can I access finance ?

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Grant Funding

- LEADER Grant
- Manufacturing Growth Programme
- DEFRA – Rural Development Programme
- Local District Council Grants e.g. Redditch
- ERDF – Enterprising Worcestershire for Start Ups



So, where can I access finance ?

- The Bank ✓
- Alternative lenders – e.g. BCARS ✓
- Peer to Peer e.g. Crowd Funding ✓
- Grant Funding ✓
- Equity investors – Dragons Den
- Cashflow lenders
- Payday lenders/Loan sharks!
- Own or family



Asset Based Finance – Invoice Financing / IF/Factoring

- Funding against outstanding debt
- Grows with the business
- Only available B2B
- Effective controls needed
- Can be hard to leave

KICKSTARTER

Search Q Sign

SUPER POP: Your New Healthy Snack Obsession!

Yep, we have created the snack bar you have been dreaming about! Our bar is creamy, crispy, healthy & DELICIOUS! Tastes like a cookie!



£4,259

pledged of £8,016 goal

72

backers

10

days to go

Back this project

So, where can I access finance ?

- The Bank ✓
- Alternative lenders – e.g. BCRS ✓
- Peer to Peer e.g. Crowd Funding ✓
- Grant Funding ✓
- Equity investors – Dragons Den ✓
- Cashflow lenders ✓
- Payday lenders/Loan sharks! ✓
- Own or family ✓



How to prepare to access finance...

- Application form
- Business Plan
- Statement of Assets and Liabilities
- Trading Accounts
- Management Info
- Cashflow Forecasts
- Credit Search
- Engage with broker/accountant



What makes BCRS different?

We are a not-for-profit lender

We support viable SMEs that are looking to grow and create jobs, but are struggling to access finance from traditional lenders.

Why SMEs come to us:

- *Projection-led*
- *Previous losses*
- *Poor personal credit history*
- *Weak balance sheet*
- *Lack of relationship with bank*
- *Insufficient security for traditional lender.*



Our business loan funds in a nutshell



Loans ranging from
£10,000 to £150,000



Terms from
1 – 7 years



Support for SMEs in West
Midlands & environs



Relationship based
approach to lending



No early repayment
charges



Speedy loan process



We deliver business loans for



**MIDLANDS
ENGINE**
Investment Fund



Delivered by British Business Bank
Financing growth for Midlands businesses

in the West Midlands



Staffordshire & Stoke-on-Trent Business Loan Funds



European Union
European Regional
Development Fund

Supported by the
Regional Growth Fund

Worcestershire Business Loan Fund



Feel free to contact us

Angie Preece

Business Development Manager

e: Angie.Preece@bcrcs.org.uk

m: 07539 371 517

Our mission

Providing affordable finance.

Realising the dreams and aspirations of businesses.

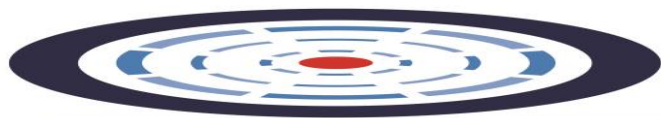
Increasing our socio-economic impact.

Future proofing your business and ours.

w: www.bcrs.org.uk

e: enquiries@bcrcs.org.uk

t: 0345 313 8410



**MIDLANDS
ENGINE**
Investment Fund



Delivered by British Business Bank

SAFE AND LOCAL SUPPLIER APPROVAL



The UK food safety certification scheme for the smaller producer



WHAT IS THE SALSA SCHEME?

- Recognised as the food safety certification scheme for the UK's smaller, specialised food & drink producers
- A scheme (not only a standard) with growing lists of members (suppliers) and registered Buyers
- Provides a support structure to see Members through to Approval, offering integrated guidance, advice and training services
- Affordable for the smaller/micro-sized business
- For Buyers, a credible alternative to BRC

SALSA – OUR CREDENTIALS

- Launched in 2007 following small food & drink producers' demands for a more appropriate alternative to the **BRC Global Standard**
- Joint Venture between four industry partners: **NFU, FDF, BHA and BRC**
- The IFST operates SALSA on behalf of Scheme owners
- Self-funding, not-for-profit organisation



SCHEME STRUCTURE



SALSA VALUES

- **Safe food first** – above all else, the SALSA scheme exists to ensure food from small and micro businesses is consistently safe
- **Affordability** – We will always aim to provide solutions that are affordable and also of the highest value for its members
- **Supportive & constructive relationships** – We pride ourselves on the supportive nature of the relationships we build with our businesses. Our aim, is to support, nurture and develop small businesses as they grow
- **Practical & focussed guidance** – Through our broad base of mentors we aim to provide specific, practical and relevant advice to businesses, not general or theoretical answers.

SALSA AUDITORS & MENTORS

What background and training do they have?

- Independent food safety professionals
- Current cohort: 63 Auditors/Mentors
- All approved through IFST-RPFAM
- Sector-specific qualifications and experience
- Compulsory induction training and annual training workshops
- Consistency, calibration and routine monitoring by SALSA Operations



KEY NUMBERS

End of December 2017:	
Active buyers	981
Active members	1547
Approved members	1311



WIDE RECOGNITION & ACCEPTANCE



Waitrose.com



ocado



BOOTH'S



National Trust



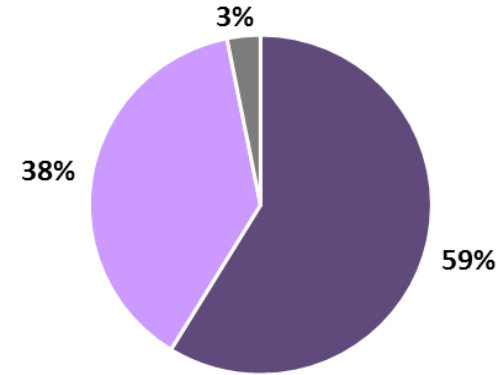
SALSA MEMBERSHIP

How the Scheme works for producers

SALSA MEMBERS

Who is eligible to become a member?

- ✓ UK-based small food and drink businesses
- ✓ Must operate from a commercial kitchen or dedicated production unit
- ✓ Suppliers whose products are made or packed in the UK



■ Micro <10 FT ■ Small <50 FT ■ Medium <250 FT

Top three categories in 2017

- Bakery products
- Dairy chilled & frozen
- Ready to eat or heat products

THE SALSA STANDARD

Where does it fit?

- Between legal and BRC requirements – where BRC may be a step too far
- Includes ‘best practice’ proportional to scale of activities of the smaller producer
- Written by experienced food safety professionals
- Revised and updated every 3-4 years



SALSA 'DEDICATED' AUDIT STANDARDS



SALSA *plus* Beer

Specific module designed for the expanding craft beer market



SALSA *plus* Cheese (with SCA)

SALSA member must be Specialist Cheesemakers' Assn member



SALSA & Soil Association Dual Audit*

Joint initiative for SALSA members wishing also to be certified Organic. *Significant savings for Suppliers.

THE SALSA STANDARD

What it covers:

- **Pre-requisite controls;**
includes cleaning, temperature control, training, pest control, labelling
- **HACCP;**
includes HACCP Team, documentation, verification, review
- **Management Systems and Documentation**
includes specifications, complaint handling, traceability, procedures
- **Premises**
includes site location, facilities, condition of building

SALSA SCHEME RESOURCES



Download for free and use as a working document



An explanation as to why each clause is important



Practical guidance for implementation – templates and examples



Capped rates for members, sector specific expertise



Labelling Training courses
All you need to label with confidence



HACCP Training courses
National courses or at your premises

THE SCHEME OF CHOICE



The benefits for Members:

- **AFFORDABLE & ACHIEVABLE** even for micro producers
- **TECHNICAL SUPPORT** for the business which cannot afford this as an in-house resource
- **CONFIDENCE** to go out and seek and secure new contracts
- **PROVEN CREDENTIALS** to put in front of prestigious buyers

SUCCESS WITH SALSA

*'Without SALSA it would have not been possible to **grow** the business as we have since launch in 2010.'*

Lucy Jackson, Cheshire Farm Chips



*'Gaining SALSA has helped us to secure new contracts; we've seen a **23% growth** year on year over the last five years.'*

Lynne Mallinson, Country Puddings, Cumbria



SALSA

Safe and Local Supplier Approval

The UK food safety certification scheme
for the smaller producer



What events are coming up?

Festival of Business – 14 September Early save the date available
Book @ www.business-central.co.uk/events/worcestershire-festival-of-business

WINN Save the Date – 19 September – Free Networking – It's all about me –
Marketing and engagement
More details @ www.winn-hub.com

Thank you for attending today

Please stay and network and visit our exhibitors:

Feedback forms – please take the time to complete as your opinion really matters to us

See you in September.