

Phantom Brewing Co. Operations Statement

Introduction

Formed in 2017, Phantom Brewing Co was created due to a passion for craft beer and the brewing process. Having developed our own recipes and enjoyed them with family and friends at home, we were encouraged to take the step into professional brewing.

What started as a passion project at home soon led to a business plan that we are currently looking to execute. We believe our recipes can be brewed on a commercial scale and enjoyed in pubs and bars. With this in mind, we volunteered at other breweries to learn more about the industry, before taking the step to launching Phantom Brewing Co.

Business Plan

We have a core range of beers that we plan on brewing 2 x 1200 litre batches of on a weekly basis, coupled with smaller experimental batches that we intend to release as limited edition beers, in order to evaluate the ever changing market with a smaller commercial liability to the business.

We intend to sell these beers via distribution networks to pubs and bars in the South East region initially, with a view to expanding to other regions in the UK as demand locally is increased.

We initially expect to brew a total output of 96,000 litres of beer. We anticipate that by year three, we would have increased our brewing output to double this, producing a total output of 192,000 litres.

We expect a small amount of revenue to comprise of taproom sales on site, with the majority of our revenue being raised through sales to trade.

Brewing Operations

This premises will be our production facility. We have the area furthest from the shutter door as our designated brewing area. This is due to the fact that our equipment is best served away from the shutter to prevent any potential dust or debris causing contamination to our product.

In the brewing space, we will have equipment including:

- Hot Liquor Tank
- Copper
- Mash Tun
- Fermenting Vessels
- Cold Liquor Tank

On the right hand side of the unit, we will have a cold store area. This will be used to store our fresh ingredients and product to be stored and sold.

On brewing days, the entirety of the ground floor will be required for production of beer and storage of stock, ingredients and equipment.

Ancillary Facilities

We will be using the space highlighted for two ancillary functions.

Primarily, this area will be used as an office space for administrative work. On non-brewing days, this space will be occupied by sales staff, accounting, brewing schedule management and planning, human resources and communal recreation area. Staff will also take designated breaks in this space, as well as consuming any food for lunch.

The secondary ancillary use of the first floor will be used as the tap room. The tap room will have limited opening hours as below:

Wednesdays: 17:00 – 20:00

Thursdays: 17:00 - 20:00

Fridays: 15:00 - 22:00

Saturdays: 13:00 - 22:00

The function of this tap room will be to allow customers to try our product before deciding whether or not to purchase cans of beer to take home. We also feel this gives customers an opportunity to try the product before purchasing at an alternate location at a later date. We will also be selling small amounts of merchandise, such as branded t shirts in the tap room.

Turnover and Employment

Both directors of the company will be the sole employees initially, with a view to employing further staff subject to the financial strength of the company.

Our roles will almost entirely consist of brewing, sales and administrative work when we officially begin working in the unit. This will allow us to build up stock and a strong channel for ongoing commercial sales. We intend to open our taproom at a later date to allow consumers the opportunity to taste our product on site.

We are expecting to hire a brewing assistant in our second year, who will be trained to brew our recipes and in brewing practice. We will also be expecting to hire a sales representative in year three, to push our product beyond the region we are currently selling in, to ensure we have a wider reach for our brand.

Revenue Projections :

We anticipate the following performance during our first year of business.

Tap room revenue will be no more than 15% of the total revenue of the business. The majority of revenue will be sales to trade.