

SEVEN BRO7HERS

BREWING CO.

MEET THE



BRO7HERS

Our journey into brewing started many years ago. As children, we'd help our dad make homebrew beer in the cellar of our family home.

In 2014 SEVEN BRO7HERS brewery was born, a brewery dedicated to creating the best beer for everyone.

Since then, our beer has reached the hands of thousands of customers. We have around 2500 investors after three very successful rounds of crowd funding.

We've won loads of awards and accolades for our beers and brand along the way... Now, it's time our beers were NEXT GENERATION!

OUR HOME



The start of 2017 saw our biggest growth to date and our move into our new brand-new brewery. With state of the art digital technology, that only a limited few craft breweries in the country have, our engineering knowledge and skills have allowed us to develop a unique system that can work with us as we accelerate our expansion.

Our major transition to our new facility has enabled us to double brewing capability and quadruple brewing capacity and we now brew 1 million litres of beer a year.



THE NUMBERS

40,000

SOCIAL MEDIA FOLLOWERS

2,500

INVESTORS

3

**MORE
BERRHOUSES**

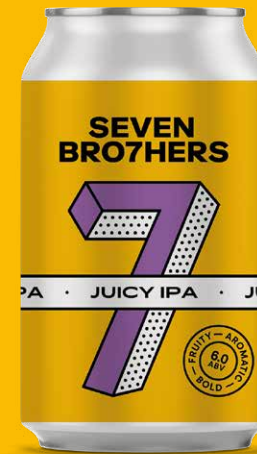
1 MILLION LITRES BREWED IN 2019

OUR MISSION

#CLEARWITHBEER

Months of market research led us to understand that a definite beer fear existed. We found beer drinkers wanted clarity about what they were about to purchase. We developed our branding to appeal to a wider demographic, not just to the beer geek! Our mission is to create craft beer for everyone. Craft beer for YOU!

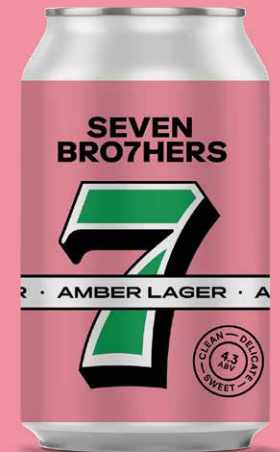
SEVEN
BRO7HERS

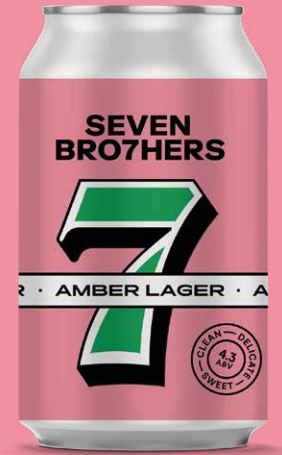
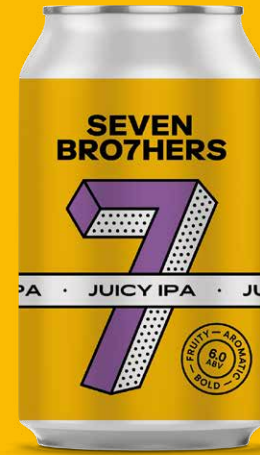


**SLEEK
AND
MODERN**

• SAY HELLO TO OUR FRESH LOOK •

**CLEAN
AND
CLEAR**





• WHY HAVE WE CHANGED OUR LOOK? •

As our journey started 7 years ago, we felt it was time for an update - after all 7 years is a long time (and our lucky number)

This decision wasn't made alone, we listened to our extended family, our investors, our loyal punters and the craft beer community.

We know that they want to grab one of our cans and instantly know what it is, how it will taste, with no bells and whistles attached - containing the same incredible beer.

We've kept these important values and evolved them to be cleaner, clearer and sleeker than ever before.

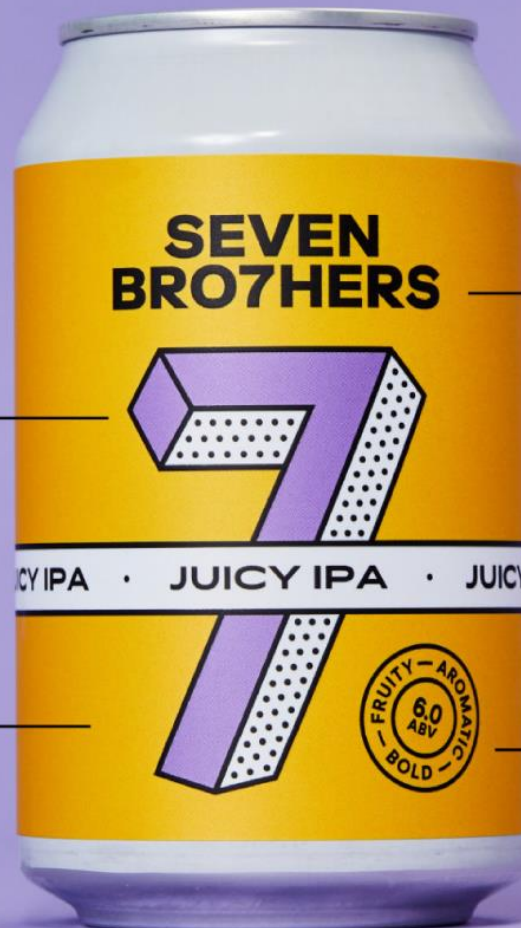
This updated look is unmistakably US. We are '7' and we are taking ownership of that.

So, meet our family of beers with an updated aesthetic and some new members.

THE DESIGN

The uniquely designed 7's are bespoke to each of the various beers.

Vibrant base colours reflect the taste and differentiate the beer type.



**SEVEN
BROTHERS**

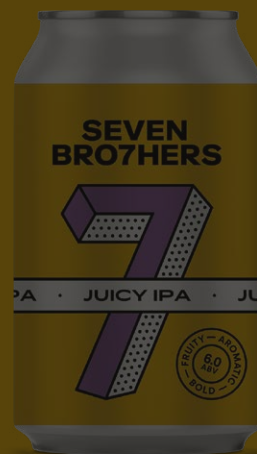
The bold, clean logo incorporates the number 7 in place of the letter 'T'.

JUICY IPA · JUICY IPA · JUICY

Clear and easy to read band device, describes the type of beer.

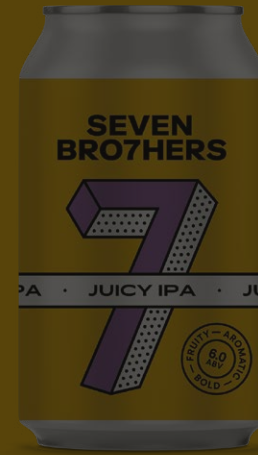


Informative stamp outlines the flavour, taste and ABV percentage of the beer.



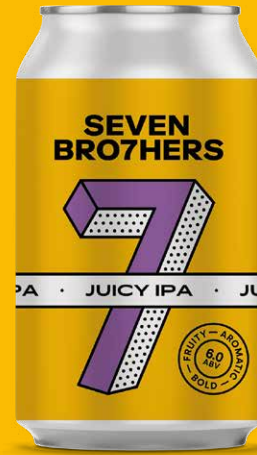
EASY IPA · EASY IPA · EASY IPA · EASY IPA · EAS

Our take on a classic with a modern twist.
Inspired by our mates from across the pond,
we use American hops that provide fruity aromas
and a slight bitterness, making a super easy
drinking, session IPA



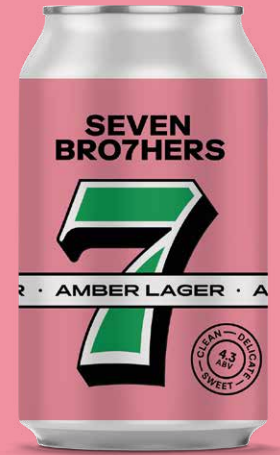
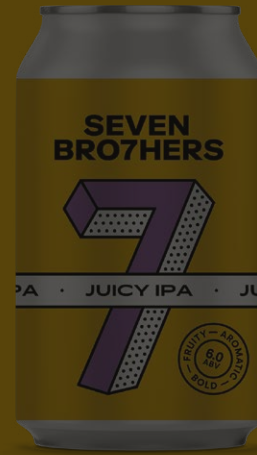
HOPPY PALE · HOPPY PALE · HOPPY PALE · HOP

A delicious and thirst quenching session pale ale that delivers massive citrus aromas and tropical flavours. This will hit your palate and leave you wanting more.



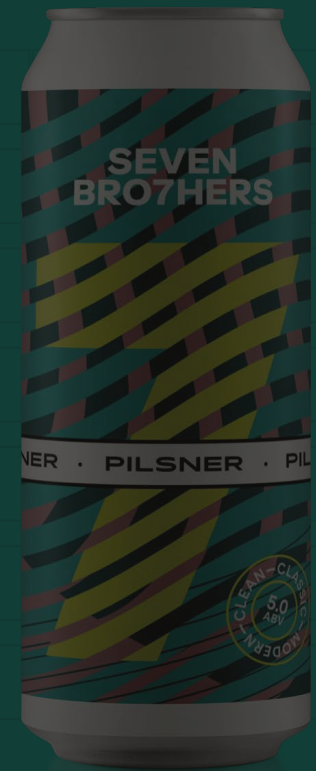
JUICY IPA · JUICY IPA · JUICY IPA · JUICY IPA · JUICY IPA

A hazy, hoppy, fruity IPA. Brewed with oats and torrefied wheat for a full body with residual sweetness and dry hopped for tropical, stone fruit and citrus aromas.



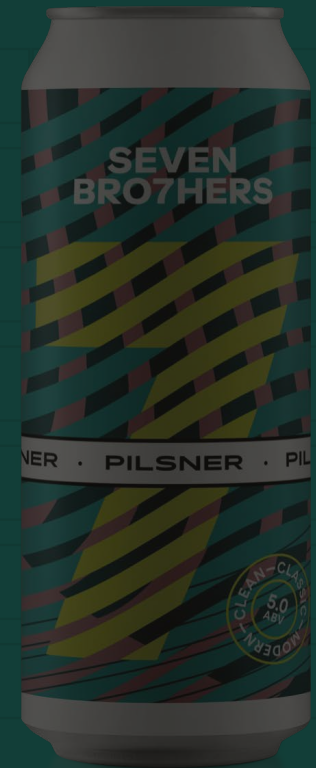
AMBER LAGER · AMBER LAGER · AMBER LAGER ·

This is a lager that tastes as it should, full of flavour and aroma. A slight malt sweetness is followed by a distinct dry finish, this isn't your average Vienna Lager.



• HONEYCOMB PALE ALE •

A Crunchie in a can!
This beer packs a punch
of sweet honey flavour.



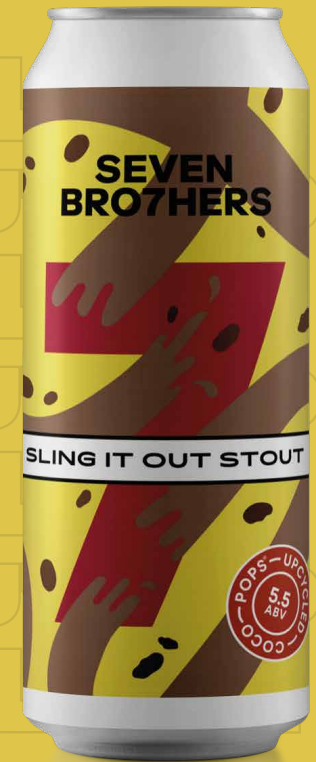
• WATERMELON WHEAT BEER •

Thirst-quenching and summery, our wheat beer has a subtle infusion of organic watermelon combined with a mellow aroma of strawberry and pineapple.



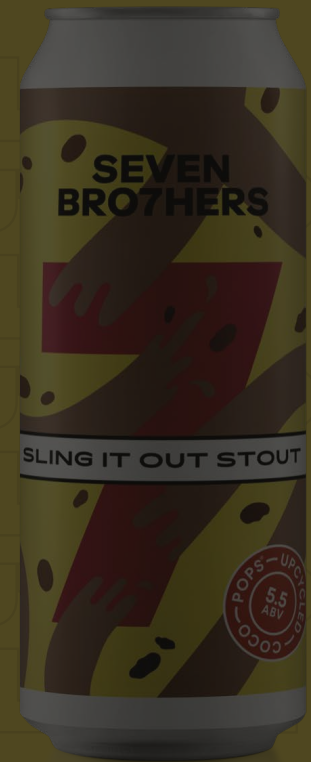
• PILSNER •

This amazing craft beer took a year to perfect, but we did it! A classic, crisp thirst-quenching Pilsner.



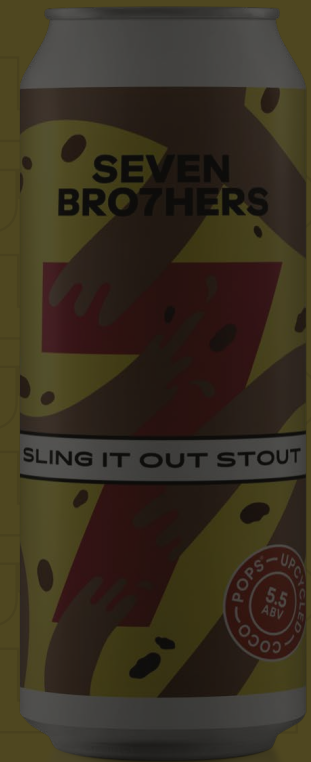
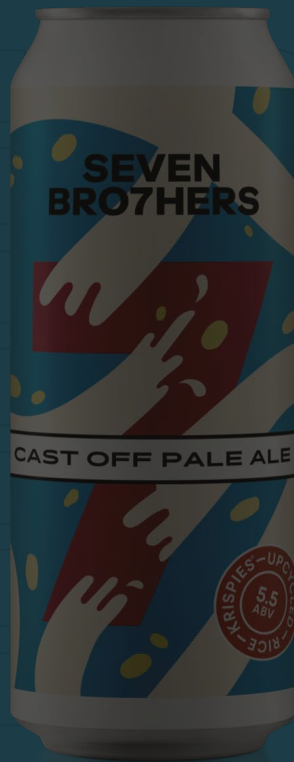
• MEET OUR SUSTAINABILITY RANGE •

We partnered with Kellogg's to use their cereal that didn't make it into the box. The flavours of the cereal has added something special to these great tasting beers!



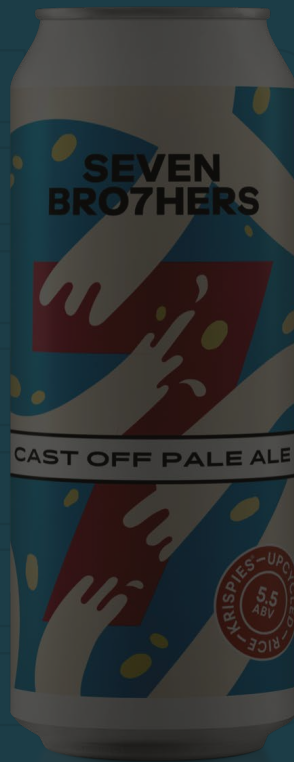
• **CAST OFF PALE ALE** •

Full of snap, crackle and pop, this is a double dry hopped pale brewed using upcycled Kellogg's Rice Krispies.



• THROW AWAY IPA •

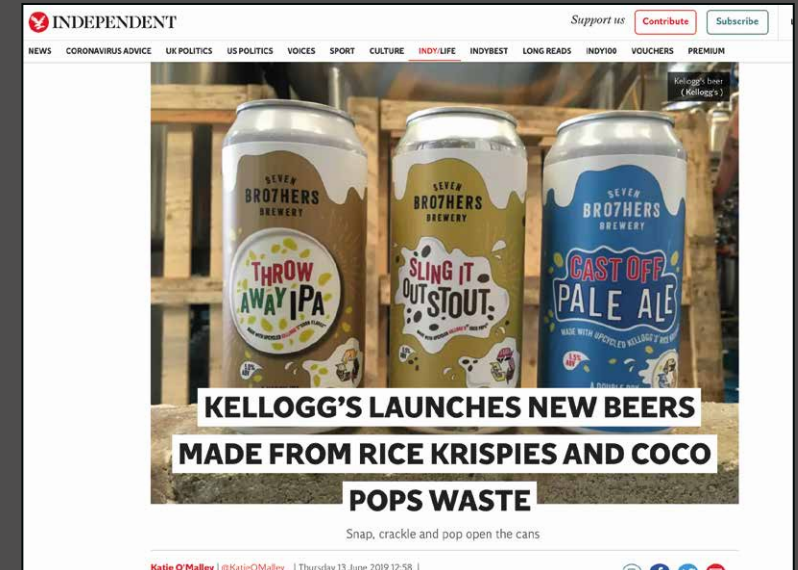
A hoppy IPA using
upcycled Kellogg's Corn Flakes.



• SLING IT OUT STOUT •

A chocolate stout brewed using upcycled
Kellogg's Coco Pops.

SUSTAINABILITY



Our sustainability project has generated fantastic media coverage over the last couple of years. This includes an article in the New York Times and a Facebook shout-out from Ashton Kutcher!

BEERHOUSES



Our beerhouses are a way for us to get involved with the local communities and provide a friendly, welcoming space for all. Although we love craft beer, connecting with people is at the heart of everything we do.

We have beerhouses in central Manchester, a new development in Salford, our taproom in the brewery and we have big plans for future beer houses.

SEVEN BROTHERS Beerhouse in Liverpool will be open in 2021 followed by Leeds. Watch this space for more beerhouse announcements.



In 2021 we will be launching the Amber Ale House in conjunction with HMS Host. We will be the sole beer provider, taking our SEVEN BRO7HERS beerhouse experience to Manchester Airport. This is an exciting opportunity for us to have our beer in the hands of millions of travellers whilst showcasing our brand to international customers.

MANCHESTER AIRPORT T2

OUR REACH

Our beers are distributed around the country by two of the largest drinks distribution companies in the UK – Matthew Clark and LWC.

- We directly deliver in and around the northwest
- Nationwide reach with our online store
- Over 2500 investors after 3 rounds of crowdfunding
- More than 4000 subscribers to our monthly newsletter

Current retail availability

- Northwest Co Op stores
- All Booths stores
- Ocado

International Exposure

We are the sole beer supplier for a new partnership bar at Manchester airport – millions of people every year will want to find out where they can buy our beers after trying them at the airport bar.



OVERALL BUSINESS STRATEGY

We are currently in year 2 of a 5 year plan during which we intend to push SEVEN BRO7HERS on to become one of the most recognised and sought-after craft breweries in the UK and abroad. The core of our UK strategy is 3 pronged

- Our own Beerhouses
- On-Trade
- Retail

Our own Beerhouses are priority with On-Trade and Retail having equal standing.

We aim to have 8 beerhouses by 2023. The first 2 are open in Manchester, the 3rd in Liverpool will begin construction next month, the 4th in Leeds is at Heads of Terms stage. We are searching for a site in Nottingham, Derby and Birmingham. We will eventually open in London.

Although we do have On-Trade coverage nationally via Matthew Clark and LWC it is our intention to establish a direct sales presence in the locations where we will open a new beerhouse. This will aid in establishing the brand and gaining customer confidence in the region before we open up our own branded beerhouse.

This strategy is intended to widen our reach and gain customer confidence which in turn will provide a healthy platform from which retail can benefit.

Running along side the above is our funding strategy. We purposely opted for 3 rounds of crowd funding to further gain confidence in our brand. We now have over 2500 investors and over 4000 subscribers to our website newsletter. Every single one of these individuals are our greatest ambassadors – many of whom have already provided written testimonies that they would specifically go to the supermarket that stocked our beers (testimonies available on request).

We have grown rapidly in the last 6 years of trading and have established a brewing infrastructure that will allow us to increase our production capability to over 2 million litres per year.

We are extremely mindful not to place too much dependence in one particular sector as we're all too aware that the loss of a single contract could adversely affect our business. We have a balanced portfolio minimising the risk for a larger multiple to do business with us.