

BUSINESS PLAN

Noisy Budgie Brewery

Marbella

Cartama - Coin, Malaga, Spain

April 2016



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Executive Summary

Vision Statement

To create the most exciting, the best tastings and the most appealing beers on the Costa del Sol. We aim to make our brand one of the most recognizable, thrilling, inciting, energizing, hip and trendy craft beer company on the Costa del Sol.

The Company

A craft beer brewing company directed at the Costa del Sol market of 8.3 million tourists annually and the Andalusian population of 8.5 million people, aiming to tap into the massive beer sales volumes realized here.

The Product

Noisy Budgie is currently planning to produce 5 different craft beers, from pilsner lager type to Pale Ales and bitters. These five products will be sold in barrels, bottles and cans, including the new 250ml “Shot” can. No other beer manufacturing company supplies their products in this way. After careful research, Noisy Budgie is confident that this selling technique will not only raise brand awareness, but produce high volume sales especially in the tourist market. This is the can that helped Red Bull attain huge success.

The Market

Aiming directly at the Costa del Sol tourist market and promoting cool, trendy, young and hip logos, happy colours and great products. The drinks and beer market is massive on the coast. Linekers bar in Puerto Banus sold 15,000 bottles of beer over one weekend in 2010. With the already large number of cheap flights from companies such as easyJet, Ryanair etc., it's not difficult to work out why the Costa del Sol is proving so increasingly popular with Britons. More than 300,000 Brits live in that region of Spain now and another 2.5 million Brits visited last year. While the Britons who consume alcohol on a regular basis at home is about 58%, while on holiday this number rises dramatically as a further third or 14% indulge in alcohol consumption. A survey by the UK Department of Health suggested that the average holidaymaker expects to down around eight alcohol-based drinks a day, which adds up to 56 drinks over a week's holiday. 72% of the 2.5 million British holiday makers are 1.8 million people. That is, using this research more than 14 million drinks – PER DAY!

There is also the rapidly growing craft beer scene which is becoming very popular in Malaga, Granada and Seville etc. Noisy Budgie will also target this market aiming to gain recognition in this growing scene.

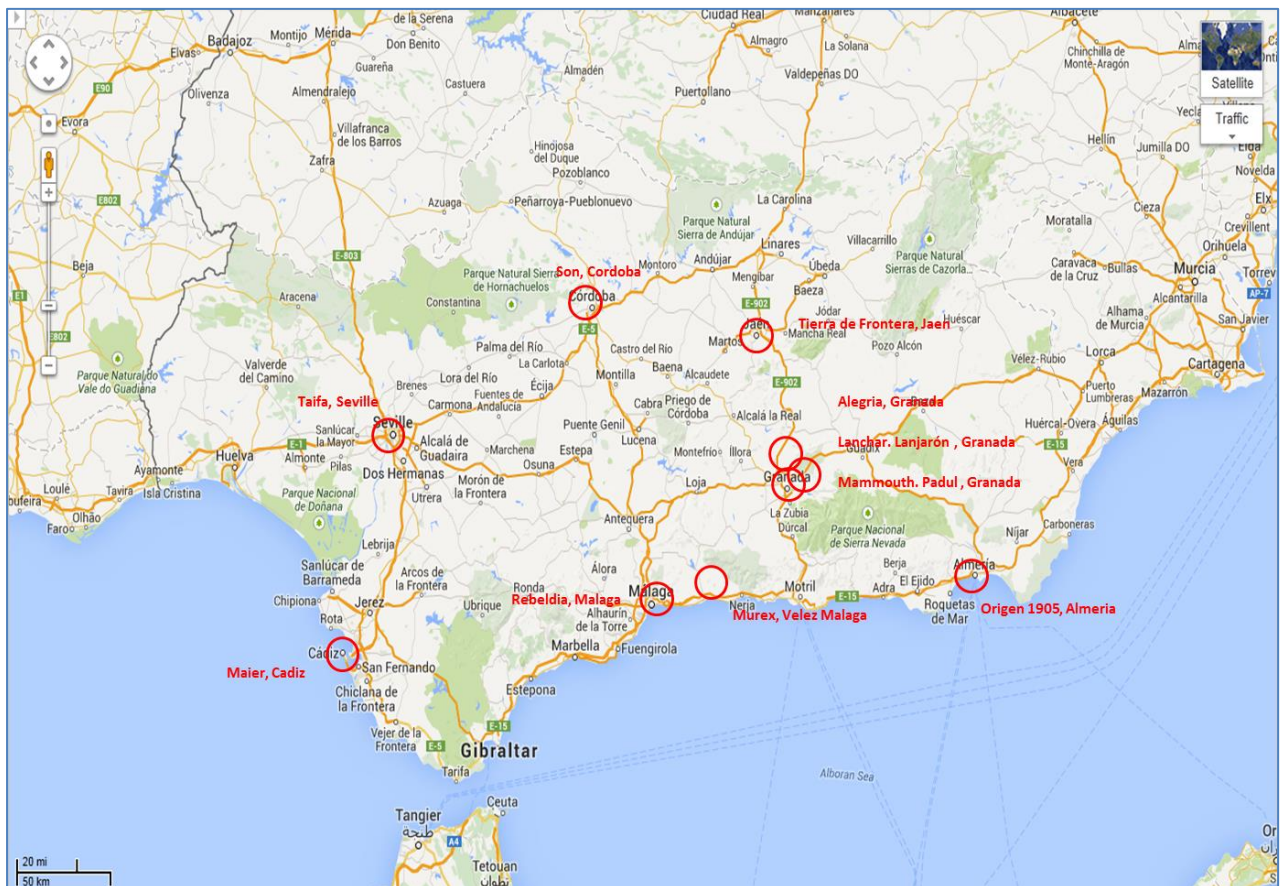


The Competition

From a craft beer point of view, there seems to only be one in Marbella but their image is a bit dull. Brown paper and black logos! There is nothing to really write home about, unless of course we talk about San Miguel and the other major players.

Andalucía Artisan Beers

There are 9 or 10 craft beer breweries in the Andalucía region of Spain. The location of these breweries are highlighted on the map below.



These beer makers are;

- Origen 1905 based in Almería. <http://cervezasorigen.com>
- Maier from Cadiz. <http://www.cervezamaier.com>
- Son. Up in Cordoba. <http://www.cervezason.com>
- Alegría from Granada. Brewed in Valencia? <http://www.cervezasalegria.com>
- Lanchar Lanjarón who are in the Granada province. <http://www.cervezaslanchar.com>
- Mammouth. In Padul, Granada. <http://www.cervezasmammouth.es>
- Tierra de Frontera based Jaén. <http://tierradefrontera.es>



- Rebeldia. La Casa Invisible, Malaga. No website?
- Taifa. In Seville. <http://cervezastaifa.es>
- Murex. Velez Malaga. <http://www.cervezasmurex.es/cerveza.html>

Operations

Operational upgrades to the buildings that will host the brewery and the offices are under way. All of the planning, brewing and operational advertising will be done from these premises.

We believe that these premises will be operationally fit for purpose for the next 5 years including expansion.

Capital Requirements Plan

The initial requirements are, for the chosen brewery equipment manufacturer is **110,000 Euros**.



Business Plan - Noisy Budgie Brewery

Vision Statement

To create the most exciting beers, the best tasting beers and the most flavorful beers on the Costa del Sol. We aim to make our brand one of the most recognizable, thrilling, inciting, energizing, hip and trendy craft beer company on the Costa del Sol.

The Company and Related Information;

The Rise and Rise of craft beer – We Want In – And the time is Perfect for the Costa del Sol!

Something rather spectacular is going on in the world of beer. There's a revolution going on. Away from football sponsorship and mainstream media, beer has been reinventing itself. Across the world, small breweries are refreshing, reviving and reinventing beer as we know it. Over the past 40 years craft-brewed beer has exploded in growth. In 1980 in the US, a handful of "microbrewery" pioneers launched a revolution that would challenge the dominance of the national brands, Budweiser, Coors, and Miller, and change the way Americans think about, and drink, beer. Today, there are more than 2,700 craft breweries in the United States and **another 1,500 are in the works**. Their influence is spreading to Europe's great brewing nations, and to countries all over the globe.

Microbreweries and brewpubs laid the foundations in the 1980s. A decade ago a new bunch added a more businesslike approach to the idealism and dedication of the first wave, caring as much about margins and distribution deals as hops and malt. They were helped by the emergence of well-heeled, green-tinged consumers wanting local produce from farmers' markets, or indeed small breweries. Technology played a part too. Tiny brewers could ill afford the giants' marketing budgets, but dedicated beer sites on the internet helped to spread the word about the latest tasty tipples. Social media has allowed brewers to talk directly to drinkers. The revolution has much, much further to run. Around 1,500 breweries are in the planning stage in America this year. This craft beer small brewery revolution is now starting to expose itself in Spain, but mainly through foreign companies moving in with their ready established protocols. And it is a trend that is spreading worldwide. Britain, at this moment is witnessing a microbrewing boom. Finally, as everyone knows; "Once you taste a craft beer, there is no going back."

Company History;

Noisy Budgie is a new startup venture.



Company Goals and Objectives;

The company has a dedicated HSE policy and is committed to our “No harm to People” attitude including our workers, contractors and sub-contractors.

The initial goals and objectives are to take the business from scratch with nothing, with the aim of producing approximately 69,000 litres of beer in our first year of production, up to producing 1.8 million litres after expansion #5. This relates to producing and selling over 3.8 million litres of beer over the course of 6 years.

Note: *The initial objective of producing 69,000 litres in our first year is to allow the product / brand time to get recognized in the market. This is also seen as our “break even” target. The actual production capacity of the purchased brewing and associated equipment is much higher allowing for a higher output if and when required. The equipment that we purchase is capable of producing 1600 litres per batch.*

Year 1:

To begin with after the initial set up, the brewery will produce the different beer types with an annual expected output of approximately 69,000 litres of beer. This will be made up from 5 different types of craft beers from pilsner lager to IPA's and bitters, using a semi-automated process brewing system.

The goal is to expand every year after start-up, initially visualized as a 5 phase expansion plan.

Year 2:

Expansion is planned after the first year of production into year 2. We will expand the brewery production facilities in order to produce approximately 150,000 litres of beer per year. The production facilities at this point are still semi-automatic.

Year 3:

After the 2nd year and into our third year of production, expansion of the facilities will see our production rates rise to approximately 300,000 litres per year and moving to a fully automated production system.

Year 4:

Once year three is complete, the planned expansion of the brewery will continue and by year 4 we want to be producing some 600,000 litres of beer per annum.

Year 5:

Moving into our 5th year of production of fine craft beers, with further expansion the plant should have an output of 900,000 litres production rate.



Year 6:

At the end of year 5, and the final stage of the initial 5 phase expansion plan, this final stage of development should see the brewery capable of producing 1,800,000 litres of beers annually.

A 0.25 litre glass of beer sells for €1.00 in the small inland villages of Coin, Cartama and Alhaurin el Grande etc. On the coast in such resorts as Marbella and Puerto Banus, the cost of this beer is more like €4.00 per 0.25 litre glass. We understand that a lot of that is marked up by the bars, but when producing 1.8 million litres of beer, even at €1 per 0.25 litre in the local villages, that equates to a lot of revenue.





Zero Damage to the Environment;

Zero discharge to the environment is a Noisy Budgie desire and aspiration.

We, the co-founders of Noisy Budgie are passionate about the environment and obsessive about zero discharge into the environment. The plan is to also entirely run the production process using green technologies and solar power.

Noisy Budgie SL is committed to minimising the impact of our activities on the environment. To this end, we have produced and are committed to our Noisy Budgie environmental policy statement;

The key points of our strategy are to;

- **Minimise waste by evaluating operations and ensuring they are as efficient as possible.**
- **Minimise toxic emissions through the selection and use of green technologies as the source of its power requirement.**
- **Actively promote recycling both internally and amongst its customers and suppliers.**
- **Source and promote a product range to minimise the environmental impact of both production and distribution.**
- **Meet or exceed all the environmental legislation that relates to the Company.**
- **Use an accredited program to offset any greenhouse gas emissions generated by our activities.**

With an average reported 320 days of sunlight each year in the South of Spain, the obvious power source for the brewery is solar power. The benefits of utilizing this power source is not limited to reducing our operating costs, but to the image of the brand itself.

Here are some benefits of solar energy. Solar energy is not only sustainable, it is renewable and this means that we will never run out of it. It is about as natural a source of power as it is possible to generate electricity. The creation of solar energy requires little maintenance. Once the solar panels have been installed and are working at maximum efficiency there is only a small amount of maintenance required each year to ensure they are in working order.

They are a silent producer of energy. There is absolutely no noise made from photovoltaic panels as they convert sunlight into usable electricity.

There are continual advancements in solar panel technology which are increasing the efficiency and lowering the cost of production, thus making it even more cost effective.

During operation solar electricity power plants produce zero emissions.

Environmental Benefits; One of the most obvious benefits to utilizing green technology is the environmental impact. Green technology helps reduce emissions, conserves water, reduces waste and consumes less energy than conventional technology. Green production facilities also use materials more efficiently. Over 20 years, a single solar water heater can keep over 50 tons of carbon dioxide emissions out of the atmosphere.

Company Ownership Structure

The company is wholly owned by two people, Brian Caldwell co-owner and David Cooper co-owner.

Company Management Structure

At this point both Brian Caldwell the co-owner and David Cooper co-owner will be the management team, dreamers, visionaries and futurists. We will aim to bring in a brewer in the near future to oversee the initial production process, learn from him and his techniques. Continue to utilize our learning's on the production front until such time as we need to employ our own full time Noisy Budgie master brewer.

Management and Ownership Background

Brian has a vast knowledge of the engineering domain and managerial proficiency from the worldwide oil and gas sector. Working for many years with some of the world's top players such as Shell, BP, Halliburton, Statoil, Chevron and Marathon Oil, where he continues to consult his professional services on a daily basis.

David has many years of business ownership and development in Spain, in the grass and turfing industry supplying products to many top golf courses in the Costa del Sol.

Organizational Timeline

The renovation arrangements for the work on the building that will host the brewery are underway. This initial work involved redesigning the host building from its previous state, into the new fit for purpose green condition.



Initial visits to brewery machinery manufacturing Supply Companies are complete. These initial visits included detailed discussions of the project, including the goals and objectives of the brewery, through to green technology and project timeline. No contract has been signed to date. Once a contract is signed, the effecting of a down payment will be required in order to facilitate the putting of the brewery equipment into manufacture.

The conversion to the brewery host building is expected to take 4 to 5 weeks to complete. The manufacturing of brewery equipment and the pre-installation will take two months from the date of signing the contract. On completion of the manufacturing of the equipment and the pre-installation, the equipment will be transported to Malaga. The installation and commissioning of the equipment will be another month.

From signing the contract with the brewery machinery Supply Company to the start of brewing of beers will take 3 - 4 months.

We have also included in this project time line such things as brewer's training, health safety and environmental (HSE) training and the experimentation of the brewing process.

Company Assets

One building which is to be adapted for the brewery house. The building is currently being used as a dry store. One cottage already converted into the office and design studio.



Small workshop:

10m x 16m, 2.20m high at lowest point and 3.60m high at apex.

Adjacent to the brewery house is the cottage which is will be used as offices and garden for chill-axing!

The cottage is fully fitted out and connected with a high speed broadband internet connection.

There is plenty of storage space for beer ingredients and supplies.

Large barn:

10m x 30m, 3.00m high at lowest point and 4.50m high at apex.

Adjacent to the small workshop which will be the initial brewery house, is a large barn. This is also wind and watertight. Currently in use as a farm vehicle store.

There is ample room and space in this building to accommodate the planned expanded brewery.



Other company assets include a new Purewater Osmosis treatment system just installed in the small workshop. A new 6 panel solar heating system has already been purchased which will supplement the required amount of panels for the hot water system. A 3 phase electric supply already installed for the brewery equipment as stable electricity is required for the brewery processing machinery electronic systems. (How 3-Phase Works; A 3-phase circuit combines three alternating currents of the same frequency, each 120 degrees out of phase with each other. This produces three separate "waves" of power. The power in a 3-phase power supply never drops to zero, but in single-phase the power falls to zero 3 times per cycle. Thus, in a 3-phase power supply, the power delivered is constant).

We also have purchased a diesel powered forklift for the movement of full beer barrels and other heavy loads, and a pallet lift for the movement of sacks in the dry store.

Computing and IT equipment; 1 x Apple Mac, 2 x Macbook Pro, 1 x Macbook Air, 1 x laser printer.

The Product*The Products and the Brand*

In order to discuss the product, firstly we need to discuss the reason, the motivation, the inspiration and the determination needed for this type of business venture or brand. The coast is awash with beer. However, it is awash with dull, boring, faceless, corporate fizzy beer that tourists don't really like, they tolerate it as that is what there is. Sure you can find the occasional bar that sells Guinness (does that count?) or a bar selling John Smiths out of a draft beer can! But the majority of it is the above-mentioned tasteless nonsense. There is no attempt made by any of the big Spanish beer makers, or



any of the big beer makers for that matter, to make their products more hip or trendier. No attempt to appeal to the younger adults. And the reason for this is – they don't have to! They just need to plod along producing their tasteless substances, and it will sell because there is no alternative.

What we are about to attempt to do, although this example is not beer, but as an example is Red Bull. One interesting thing about Red Bull that not a lot of people know is that Austrian entrepreneur Dietrich Mateschitz, the company owner, did not even come up with the idea. He was inspired by an existing energy drink named Krating Daeng which was first invented and sold in Thailand. He took this idea, modified the ingredients to suit the tastes of westerners, and founded Red Bull GmbH. In terms of market share, Red Bull is the highest selling energy drink in the world, with 5.387 billion cans sold in 2013. Red Bull is exceptional in telling their brand story in so many compelling, involving ways. And though all of their activity is on-brand, it is far from a "focused" strategy. Red Bull is one of my favorite illustrations these days of a brand that is focused on its "passion point" - that thing behind the brand. In their case, that thing is "extreme living." In this example we can see that the product is merely a postscript or an addendum to that of the brand itself.

The point of that little story was to demonstrate the power of the brand behind a product. Creating an identity will be dynamic towards success. And also what we need to try to achieve in our smart branding and marketing tactics is this compelling little chronicle. Get it right, and we are in the stars, get it wrong, and it starts again!

Now, onto a slightly more comparable tale about beer and more particularly, craft beers...

Founded in 2007, **BrewDog** are now the biggest independent brewery in the UK craft brewing industry. BrewDog is a craft beer brewery. They started the business out of a frustration at the lack of great beer available in the UK at the time.

One of the things that we admire about BD and aspire to as well is that they are not afraid of the competition. BrewDog is currently holding about 0.001% of the UK beer market. And they have already got the big players worried. So vast is their empire and the lager culture engrained in the UK, that no matter how well BrewDog do, they will always be fighting a bit of a David and Goliath battle. BD currently produce 220,000 hectolitres per year, that's 22,000,000 litres! Brewdog recently smashed the crowdfunding world record raising more than 10 million pounds GB.

Our point is that people's eyes are opening, especially in the UK and in Europe now to a certain degree, and they now know what **good beer tastes like** and a lot of people will not go back to the mass market products ever again. And this is what we want to start in Spain. The craft beer revolution starts in Marbella!



All in all, it's a bit like becoming a wine connoisseur, and once you know what you expect, anticipate and require from a wine, then the €3.00 bottle from Lidl just no longer hits the spot.

We at Noisy Budgie understand fully that we have to start small. Times will be rough before they get good. But we are here to say that we are not worried about the completion and we are not worried that we are the small guys. We believe in our product, in our philosophy, our beliefs, our aspiration and our ambitions. **And we believe in the future!**

We fundamentally believe that there is a huge gap in the market down here in the South of Spain. And with clever marketing, dedication and a bit of luck, we will be able to start to transform the way that tourists look and feel about the beer that they consume while on holiday in Fuengirola, Marbella or even up in Mijas, as well as the Andalucians themselves.

In other words, we aim to create or to become a new market!

At startup Noisy Budgie will produce 5 different types of beers ranging from a pilsner lager, but not the type of product that San Miguel or Cruzcampo produce, through to IPA's, Pale Ales and Bitters.



MARBELLA LAGER;

First out of the Budgie cage will be the classic lager style beer but delivered with a Noisy Budgie character. Vanished is the bloaty feeling typical of a Pilsner lager, and greetings to the micro fzzzzz. Noisy Budgie deliver a full-bodied malt personality on the front of the tongue, spicy citrus notes as it goes back through the palate and an assertive bitter finish with a lemon and scent to round things off.

MIJAS BITTER;

Will be a light, golden traditional and enduring beer has been given the Noisy Budgie treatment utilising our very own home grown hops (Dave's idea, we all know he likes growing things...), which has created an exceptional killer flavour. This beer can be drunk all day long. The older chaps and chapesses love it, and even the young geezers tell us that it can be guzzled for hours! That's before they return to Marbella Lager of course!

PUERTO BANUS PALE ALE;

The Puerto Banus Pale Ale is a dream beer. Using our own hops and beautifully planned fruity aromas comes this fascinating beer that everyone who drinks it, loves it. Somehow this beer still tastes as new as the day it was first discovered many years ago. Always new, complex and surprising to thousands of beer drinkers every day. It is all natural, bottle conditioned and refreshingly bold. All the better when you know it has been produced in our solar powered brewery!

FUENGIROLA SUMMER BEER;

This is a glorious summer beer! It is light, but not low in alcohol! This beer is a bright summery beer, perfect for gazing into the distance from your beach towel. Again we use our own hops, and a lot of them! This madman amount of hops produces huge aromas and a frisky fruity young teenager amount of taste. You will drink this beer and you will love this beer.

TORREMOLINOS LIVELY;

Hold onto your hats here with this one chaps! This dark red beer is packed with taste. This is a Beer that all craft beer makers dream of and relate to. The flavors are almost too many to discuss, You can even taste your first ever gasp of oxygen in this beer. If there was ever to be a beer orgy, this one would be the slut. If Darth Vader was a beer drinker, this would be his poison. Full on craft beer, brewed for realists in the the South of Spain. We love it and we know that you will love it tooooo.

Also, and to take a leaf out of the BrewDog chaps book, look at eventually opening craft beer bars in the resorts along the coast.

Product Patents

None.



Future Products

Noisy Budgie can call upon over 100 different craft beer recipes. Beer brewing and beer experimentation will add to the concept of the brewery and brand.

Designers in Scotland are already working on the concept of the Noisy Budgie's. There are 5 different Noisy Budgies, all with different names, different styles and personalities etc. This will also become part of our marketing and promotion strategy. From these individual Noisy Budgie designs, we will want to start the Noisy Budgie online store and brewery store. Online or in the store we will be selling t-shirts, hoodies, shades and that type of thing, all with the Noisy Budgie images on the products.

Once ready, we will also want to promote brewery and brewing schools.

Marketing Plan

We don't have the millions that the big brewers have to market their beer so we are going to have to be clever getting the word out. We will achieve this through clever guerilla war style marketing. And by clever, subconscious subliminal advertising and by deliberate product placement. For example we plan, when ready of course, to hire one of the big bill boards en-route from the airport along the coast to Marbella. We want to just post our Noisy Budgie logo billboard size, but not mentioning what the product itself is. This is planned to make the product mysterious, shadowy and secretive. After a while, an increase with product placements such as caps and sunglasses in strategically chosen venues for biggest impact. Then again we will wait for a while then launch the products.

As mentioned above, designers in Scotland are already working on the concept of the Noisy Budgie's. The 5 different Noisy Budgies are; **Norris**, **Oscar**, **Ingrid**, **Stuart**, and **Yuri**.

Norris is the youngest of the bunch, red in colour. Everything is skateboards, vans and shades. Injured - constantly. Broken bones - all the time. Fearless - YIP!

Oscar is normally a very mellow and calm budgie. He is purple, a little bit fat normally a bit sleeeeeepy. But after a few, he will do or attempt anything! So generally becomes a bit mad, especially if he is getting egged on by his mates and fortified by several ales!

Ingrid the only girl in the horde! Arty type. Ingrid is the blue Noisy Budgie. It's all floppy hats and flowers with Ingrid. But wind her up phewww - Mushroom cloud!! She is however the most sensible and sensitive out of the five.



Stuart is obviously a Scottish Noisy Budgie, he is mainly green, wears a kilt, he is LOUD, and ususally a little bit pissed! Skiing and snowboarding type. He is into anything that is remotely dangerous.

Yuri, is a nutter, but very nice at the same time. Always in there first at anything. Caution is not a word he knows or understands. Mad in a young and senseless sort of manner. A little bit cracked! Yuri was mostly black when he was younger, but might be going a little grey now? But we think that they may be dyeing his feathers?





Recycling

We are also going to promote the brewery and the company as an environmentally friendly business and use recycled products in our packaging.

Aluminium Cans; Overview

Aluminium is one of the most efficient and widely recycled materials. Aluminium is shredded and ground into small pieces or crushed into bales. These pieces or bales are melted in an aluminium smelter to produce molten aluminium. By this stage, the recycled aluminium is indistinguishable from virgin aluminium and further processing is identical for both. This process does not produce any change in the metal, so aluminium can be recycled indefinitely. Recycling aluminium saves **95%** of the energy cost of processing new aluminium. This is because the temperature necessary for melting recycled, nearly pure, aluminium is 600 °C, while to extract mined aluminium from its ore requires 900 °C. To reach this higher temperature, much more energy is needed, leading to the high environmental benefits of aluminium recycling. Americans throw away enough aluminium every year to rebuild their entire commercial air fleet. Also, the energy saved by recycling one aluminium can is enough to run a television for three hours.

Glass bottles; Overview

Waste glass is easy to recycle. The UK currently recycles around 50% of container glass (like bottles and jars) and while this figure has doubled over the last five years it still lags behind other countries. For example, both Switzerland and Finland recycle more than 90% of their glass.

How is it recycled? It is crushed and contaminants removed, melted in a furnace moulded or blown into new bottles or jars.

Environmental impact; The production and use of glass has a number of environmental impacts. New glass is made from four main ingredients: sand, soda ash, limestone and other additives for colour or special treatments. Although there is no shortage of these raw materials as yet, they all have to be quarried, which can damage the landscape, affect the environment and use more energy.

Glass is 100% recyclable and can be endlessly reprocessed with no loss of quality. Therefore by simply recycling our glass we can: conserve non-renewable fossil fuels reduce the emission of harmful gasses into the atmosphere.



In the UK as an example, bars, restaurants and pubs currently throw away over 200,000 tonnes of glass every year into landfill. This is an unacceptable volume, especially as the product is 100% recyclable.

Spain currently surpasses EU recycling targets as people in Spain recycled more than six out of every ten containers on the market (62%), surpassing by seven points objectives laid down by the EU.

Currently in Spain, Spanish law demands that food and drink companies must pay for the cost of recycling the glass that their products are sold in.

What we at Noisy Budgie plan to do;

Noisy Budgie will be offering a recycling service to all bars and outlets that promote and sell our products.



The Target Market

Initially the target market is the British, Dutch, German and other tourists who flock to the Costa del Sol every year. We will also target the 300,000 or so British people who call the coast home. There are also hundreds of thousands of Dutch and German's who have moved and live in the Costa del Sol. Also the young Spanish locals will fall within the target market in order to really kick off this revolution!

Foreign Tourists or International Tourism on the Costa del Sol.

In 2014 from January to November Andalucia received 8.1 million international tourists; more than total for entire 2013 which was 7.9 million international tourists. The peak year of 2007 had 8.4 million international tourists which looks like it will be surpassed in 2015 (awaiting official statistics for 2015). The lowest year was 2010 with 7.4 million. The average figure since year 2000 is 7.8 million. This would place Andalucia (if a country) about 25th in a world league of foreign tourist arrivals.

The total international tourist spend in 2013 was 8.4 billion Euros with an average holiday spend per tourist of 1,067 Euros. With an average stay of 11 nights this is an average daily spend of 97 Euros. There is very much a high season statistic as 3.2 million or 37% of all the tourists arrive in July, August or September.

Location Analysis

The brewery is ideally located in the heart of the Malaga region close to Malaga and Marbella and close to new easy transport routes and distances to the main tourist resorts of the Costa del Sol.

Established Customers

None.

Pricing

Pricing strategy will vary depending upon the location of the clientele. Tourists who frequent resorts such as Puerto Banus tend to be more affluent than those in other parts of the coast. For the sake of this document, let's assume that All OF THE beer is sold at 3 Euros per litre.

Start-Up Year 1: If we produce 69,000 litres during our first year of production, and sell the beer at 3 Euros per litre, this will generate 207,000 Euros of revenue representing a gross profit of 165,124 Euros with a production cost of 33,251 Euros.

First Expansion: *Producing 150,000 litres. The revenue will be 450,000 meaning a profit of 359,200 Euros.*



Second Expansion; *Producing 300,000 Litres. The revenue will be 900,000 meaning a profit of 718,600 Euros.*

Note; *that the production costs will be lower as the brewery equipment will be upgraded to a fully automatic system lowering the labour costs. (If we purchase the automation system).*

Also Note; *planned expansion costs will be realized from the operating profit year on year.*

Third Expansion; *Producing 600,000 Litres. The revenue will be 1,800,000 meaning a profit of 1,437,400 Euros.*

Fourth Expansion; *Producing 900,000 Litres. The revenue will be 2,700,000 meaning a profit of 2,156,200 Euros.*

Fifth Expansion; *Producing 1,800,000 Litres. The revenue will be 5,400,000 meaning a profit of 4,312,600 Euros.*

So, after 5th planned expansion, the 5th, we will be producing enough beer to turn over 5,400,000 Euros giving a profit of 4,312,600 Euros. This is taking into account ALL associated equipment expansion costs, materials and labor costs.

Note; that the cost to produce 1 litre of beer is now 0.479 Euros, compared to 0.482 Euros in the first year of production.

Also Note; that during the course of the first two expansions, Noisy Budgie plan to open at least one but probably two Noisy Budgie Brewery craft beer and Gourmet Tapas bars in the costal resorts of Marbella and Puerto Banus. In these two affluent resorts, a litre of beer normally sells for 4.00 Euros per 0.25ml glass. And that is for a "normal" standard of beer.

Advertising

This will be done on costal bill boards and radio commercials aimed at the clientele mentioned above.

As well as those expensive old methods of advertising, we plan to create a frenzy on-line on the wonderful wide web. The best way for Craft Beer Marketing, especially as advertising budgets are low is;

How Use Social Media To Promote Your Craft Beer

A report by Gerry Moran of MARKETINGTHINK.COM



Craft beer marketing for your craft beer bar mirrors small business or retail marketing and is a little more fun to do when you integrate social media into the mix! Retailers, like craft beer makers and bars, can affect each of these actions with social media.

3 Ways To Use Social Media For Your Craft Beer Marketing

Let's see how you can start to get more customers buying your craft beer bar with social media.

1. Use a hashtag to promote your craft beer bar. Your craft beer needs to use the language your social-media beer drinkers are using – a hashtag like #NoisyBudgie or #FoundersBrewing. A hashtag makes your promotional messaging more portable and viral.

Drinkers between the ages of 21 to 27 are the key beer consumer market and are the one of the biggest users of social media, so it makes sense to think out to match the two to connect with some of the biggest adopters, especially if you want to get more people to visit your craft beer bar!

For example, one of my most favorite craft beer joints in the world, Pinocchios Beer Garden in Media, Pennsylvania could use #PinocchiosBeerGarden. By using this hashtag in tweets or Instagram posts, you can connect a person's social media behavior directly with the bar. What a great idea ... to get the beer customer to promote the bar! In other words, the bar is using the native behavior of your social media-using customers to get their social media to work harder for you. With the correct hashtag a craft beer bar can reach people who are not currently finding you on Twitter or Instagram. Get people to use your bar name in their messaging, and you can amplify your awareness! Up your promotional game and put the hashtag of the beers on tap to connect with those searching on the beer hashtags. Here is an Instagram post I used to promote the bar!

2. Get your customers to take pictures, and post Instagram photos to evangelize your craft beerr. What better way to promote you craft bar than with photos!

What beer lover doesn't search social media channels when a beer like Bells Hopslam is tapped in their area? Yes, hop heads tap every resource available when searching for their favorite beer – and Instagram is one of those platforms. We know that many people are using Instagram on a daily basis. In fact, Instagram reports:

- 90 million monthly users
- 40 million photos per day
- 8,500 likes per second
- 1,000 comments per second



Wow! What a craft beer marketing opportunity to tap! Photo-sharing performance numbers like these prove that Instagram can extend your craft beer message – that you have great craft beers. Getting others to extend your promotional message this way is important since you will reach customers who are following you AND craft beer lovers in your area that can find you. So, using Instagram is a picture-perfect way to build up your beer tribe!

Now, how do you take advantage of using Instagram? Think about unleashing the legions of smart phone craft beer-drinking photographers to deliver pictorial hoppiness to their friends and other beer lovers. Marketing ideas flow, like beers during Philadelphia Beer Week, for you to use for your business! For example, run a weekly contest for the best Instagram photo of your newest beer on tap or feature drinkers' photos on your Facebook page!

As an example, I just visited a wonderful craft bar in Alexandria Virginia, Bilbo Baggins, and I Instagrammed #WishYouWereBeer drinking a #FirestoneWookieJack with me at #BilboBaggins. Now those following these hashtags will know that Wookie Jack is on tap and get to the bar ASAP before it kicks! And, I did all the work for them!

3. Post your daily tap list on Facebook. Customers want to know what you have for sale. And, this does not necessarily mean what's on sale. People want to visit your business if you have they want. Now, craft beer drinkers always want to know what your tap list and on-deck list. A great craft beer marketing idea is to post your tap list daily to help increase the amount of customers coming through your door, spending more and getting them to come back quicker than planned.

Feed your Facebook feed with daily photos and updates to keep your social community vibrant. Every Facebook post you make should include a photo with every post to make sure you have a better chance to increase your message's reach. So, by empowering your beeristas (bartenders) to take a photo and upload it to your Facebook page you will get more of your craft beers promoted and more customers through your door or buying your product.

This is important since it will keep your page up to date, use a photo to help your news feed reach more of your followers and most of all give me reason to check out your page, so I know what you have on tap ... and maybe come back sooner! (Note: Only 15% of your Facebook posts break through to your followers.)

If people have heard of the product, or read about it on social media, as soon as they see it in the flesh, they WILL buy it.





Competitor Analysis

The Competitors

In Spain, unlike in the US and also in the UK, where craft beers have revolutionized the industry, we are sadly lacking behind in this upcoming, happening and extremely trendy industry. There seems to be one competitor that we would call direct. They are Craft Beer La Catarina. However, they seem to be more interested in the pub rather than producing and marketing large amounts of beers. So at the moment, down on the Sun Coast, there seems to be very little competition. The real action will be muscling in on San Miguel's patch.

The Scottish company BrewDog has a bar already open in Barcelona and is planning another one in Madrid (we think). However, they will be importing all of their beer from their production site in Scotland. There are more craft beer companies based in Madrid and in Barcelona. There are also some in the North of the country.

Spain's First Microbrewery and the Spanish craft beer movement

Conversely, our research has shown that Spain will be the next nucleus for craft beers and micro brewing. Well, to claim that Spain is Europe's next craft beer hotspot is perhaps too bold a statement, but the world's largest producer of wine is finally giving craft beer connoisseurs good reason to get excited.

While Spain is also Europe's 3rd largest beer producer following Germany and the UK, until recently that production offered little more than a clear, cold and uncomplicated drink. At best, it quenched your thirst on a hot summer's day. Basically gigantically produced boring Spanish beer products with an old stuffy beige and brown image.

In relatively rapid time however, inroads have been made across the country, with close to 300 brands controlled by over 100 microbreweries, according to the Asociación de Cerveceros de España (The Brewers of Spain Association). Over a third of those brands are found in Cataluña, Spain's traditional gateway to new trends, yet microcervecías, as they're known, can be found in all 17 Spanish Autonomous Communities. Even the tiny autonomous Spanish city of Ceuta – in Morocco no less – boast their own microbrewery.

Enjoying craft beer also offers fewer 'barriers to entry'. Although there's plenty to appreciate about a focused approach to beer tasting, unlike wine, social taboos towards an uncritical approach don't intimidate newcomers. Perhaps that's one more reason why wine consumption is falling among Europe's youth, especially in traditional wine-producing countries such as Spain and even Italy, currently experiencing their own craft beer revolution.

The Future of Spanish Microbrewing

Like in Italy, Spain's lack of historic brewing traditions can work in her favor, allowing a contemporary beer scene to be built from scratch without the weight of tradition, even though there will be pushback from the San Miguel boys and the vino architects. Spain has begun by imitating some of the world's classic beer styles. Styles that are easily recognized by a younger Spanish market who travels abroad more often.

Spain can soon focus on transforming a growing trend into a mature market with educated consumers who no longer order a caña without asking what's on tap.

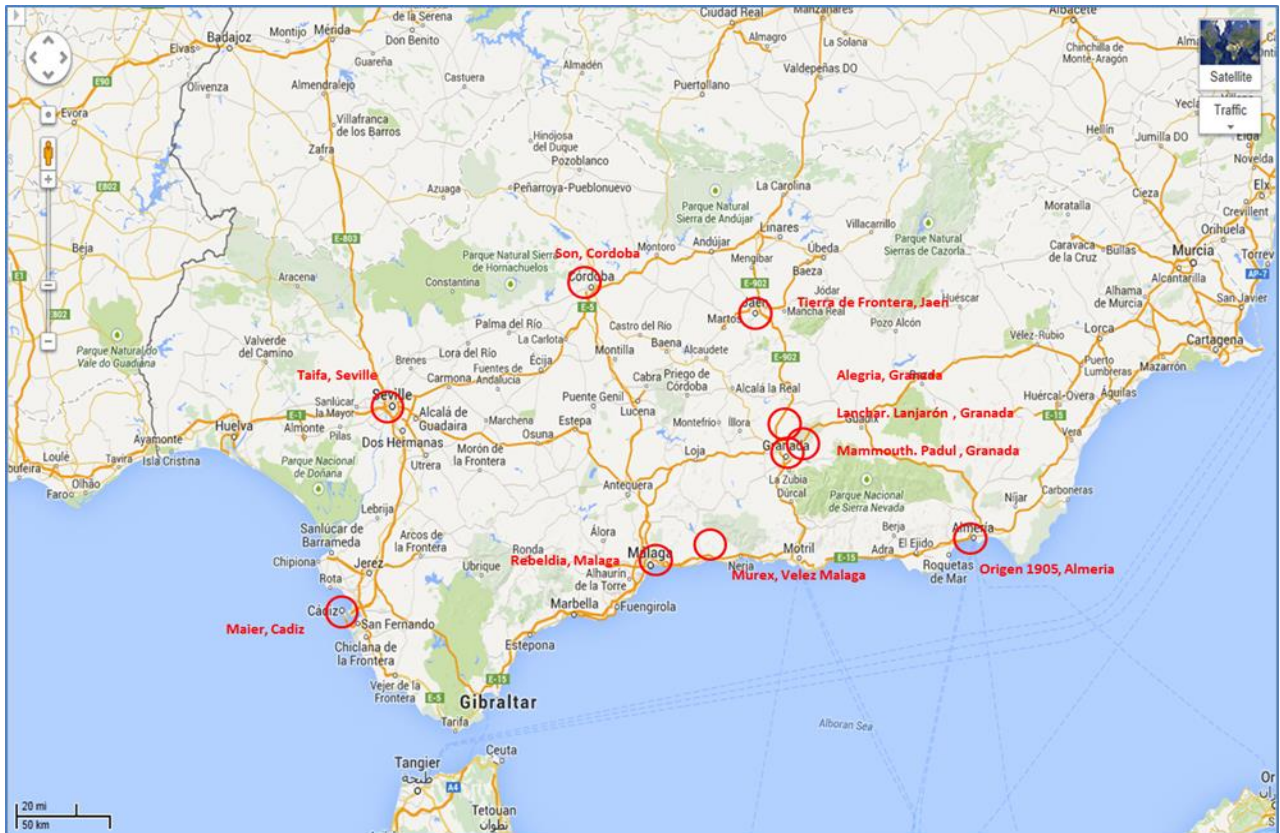


The craft beer revolution

How hops got hip! Creative young brewers and radical flavors have made people excited about beer again. But does craft beer live up to the hype – and will it change Spain's Costa del Sol's fizzy Spanish boring beer pint-swilling culture?

Andalucía Artisan Beers

There are 9 or 10 craft beer breweries in the Andalucía region of Spain. In the Costa del Sol, there is a craft beer bar and restaurant. The location of these breweries are highlighted on the map below.



Competition Information;

Origen 1905 from Almeria.

<http://cervezasorigen.com>

Origen 1905 nace del convencimiento de ser una cerveza capaz de acompañar con el máximo respeto la mejor gastronomía. Una cerveza diferente y única elaborada para los paladares más exigentes. Creada por Grupo INDALO, una empresa familiar heredera del mundo cervecero desde hace mas de 50 años. Fabricada en Almería, hemos puesto todo el esfuerzo y cariño en elaborar un producto de calidad, que cubra todas las expectativas.



From 1905 conviction born of a beer can be served with the utmost respect the best cuisine. A different and unique beer brewed for discerning palates. Created by INDALO Group, a family business heir to the brewing world for over 50 years. Manufactured in Almería, we have put all the effort and affection to develop a quality product that meets all expectations.



Maier from Cadiz.

<http://www.cervezamaier.com>

MAIER es la primera cerveza artesana 100% producida en la ciudad de Cádiz. Los gaditanos tuvieron la fortuna de contar con una de éstas microfábricas con la llegada de Carlos Maier a nuestra ciudad en 1867 y el establecimiento de la “Fábrica de Cervezas y Gaseosas Seltz y Aguas de Soda”. Con el desarrollo de las Grandes Industrias Cerveceras multinacionales, estos pequeños negocios fueron absorbidos, desapareciendo por tanto esta variedad de sabores y primando criterios de cantidad y homogeneidad en detrimento de la calidad.

Situada en el casco histórico de la ciudad de Cádiz, la fábrica de Cerveza Maier está situada en la Calle Cuna Vieja, paralela a la Calle San Miguel, junto a la Torre Tavira. Aquí es donde elaboramos la primera cerveza artesana realizada en la ciudad de Cádiz. Contamos con todo el equipo necesario para producir 2.000 litros semanales de cerveza artesana, con una primera fermentación realizada en nuestros depósitos y una segunda fermentación realizada en botella. Todo el proceso desde la molienda de la malta de cebada, la cocción del mosto, la primera fermentación, segunda fermentación en botella, envasado y etiquetado se realiza en esta pequeña pero maravillosa fábrica.

For several centuries the beers were produced in neighborhoods and cities around the world, in homes, small factories or microbreweries, where each acquired taste and personality. Cadiz were fortunate to have one of these microbreweries with the arrival of Charles Maier our city in 1867 and the establishment of the "Brewery and Soft Drinks and Water Seltzer Soda". With the development of multinational Breweries Major Industries, these small businesses were absorbed, disappearing therefore this variety of flavors and prioritizing criteria of quantity and consistency at the expense of quality. Located in the historic town of Cadiz, Maier Beer Factory is located in Old Street Cuna, parallel to Calle San Miguel, near the Torre Tavira. This is where we make the first craft beer made in the city of Cadiz. We have everything needed to produce 2,000 liters a week of craft beer, with a first fermentation held in our deposit and a second fermentation in the bottle on computer. The whole process from grinding barley malt, wort boiling, the first fermentation, the second fermentation in the bottle, packaging and labeling is done in this small but wonderful factory.



Son from Cordoba.

<http://www.cervezason.com>

En 2011, tras más de ocho años como homebrewer, el cervecero catalán Paco Lucena inicia los trámites para montar su primera fábrica de cerveza y primera también de la provincia de Córdoba. En mayo de 2012, bajo la ventana circular de SON, Paco elabora en las instalaciones de Algallarín (municipio del norte de Córdoba) el primer lote de cerveza, concretamente la Muchotrigo, la refrescante German Weissbier de SON. Seguidamente se sucedieron el diseño y las elaboraciones de SON Nara (American Pale Ale) y SON Pampa (Brown Ale).

En octubre de 2012, SON inaugura su línea de cervezas especiales y colaborativas con los madrileños Guinea Pigs, dando como resultado la Imperial Stout “SON of the Bitch”.

Antes de cumplir su primer año, SON hace su segunda colaboración, ésta vez con el cervecero e íntimo amigo de Paco, Arán León de Cervesa La Pirata (Súria). El resultado fue la Mayo 15:37 (Saison). La maravillosa acogida de ésta entre los paladares amigos hizo que dicha variedad quedara entre nuestras referencias fijas.

En su primer año, SON elaboró alrededor de 20.000 litros, colocándose en diversos puntos de Córdoba capital, Andalucía y en tiendas especializadas a lo largo y ancho de la geografía nacional.

En otoño de 2013 SON lanza sus primeras cervezas de temporada: SON Nelson (Extra Pale Ale) y SANSON (Imperial Brown Ale), a la misma vez que deja la nave en el pequeño pueblo cordobés y vende su maquinaria, convirtiéndose en una gipsy brewery (cervecera itinerante), lo que da la oportunidad a Paco de elaborar en otras instalaciones, ampliando sus conocimientos en manejo de maquinaria, procesos y técnicas de elaboración. Durante este periodo, SON da un salto atravesando fronteras y viaja a Nueva Zelanda, Francia, Alemania...

A comienzos de 2014, cerveza SON decide ampliar su negocio y en una cata de SON en Sevilla, Paco conoce a Eloy del Río, apasionado del estudio de la cerveza y a Juan Palomo, reputado hostelero. Desde entonces, con la consigna de crear una fábrica y dotar a la marca de una mayor solidez (incorporándose a la sociedad el abogado Manuel Alés), trabajan hasta día de hoy en un proyecto común que tiene como objetivo situar a SON como una de cervezas de mayor calidad del panorama nacional. En la primavera de 2014, Paco Lucena y Marina Bernal (pareja y co-fundadora de SON) se mudan a Sevilla, convirtiéndose la capital andaluza en el nuevo escenario de SON.

En diciembre de 2014, SON inaugurará su propia fábrica, dotando al establecimiento de además de una atractiva oferta gastronómica, a cargo de David Fernández, cocinero de prestigio y socio del proyecto.

In May 2012, Paco produced in facilities Algallarín (town north of Córdoba) the first batch of beer, namely Muchotrigo, refreshing German Weissbier SON. Then the design and elaborations SON Nara (American Pale Ale) and SON Pampa (Brown Ale) followed.



In October 2012, SON opens its line of special and collaborative beers with the locals Guinea Pigs, resulting in the Imperial Stout "SON of the Bitch".

Before their first birthday, they ARE doing her second collaboration, this time with the brewer and close friend of Paco León of Beer Aran La Pirata (Suria). The result was the Mayo 15:37 (Saison). The wonderful reception of it among friends palates did that variety was between our fixed references.

In its first year, SON drew around 20,000 liters, standing at various points in the city of Córdoba, Andalusia and specialty stores throughout the national territory.

In autumn 2013 SON launches its first seasonal beers: SON Nelson (Extra Pale Ale) and SAMSON (Imperial Brown Ale), at the same time leaving the ship in the small village Cordoba and sells machinery, becoming a brewery gipsy (itinerant brewer), which gives the opportunity to develop Paco other facilities, expanding their knowledge in operating machinery, processes and manufacturing techniques. During this period, SON leaps across borders and travels to New Zealand, France, Germany ...

In early 2014, beer SON decides to expand its business and tasting SON in Seville, Paco knows Eloy River, passionate study of beer and Juan Palomo, reputed hospitality. Since then, with the slogan to create a factory and give the brand a more robust (joining the company's lawyer Manuel Ales) until today working on a joint project that aims to place SON as a beer higher quality on the national scene. In the spring of 2014, Paco Lucena and Marina Bernal (partner and co-founder of SON) move to Sevilla, becoming the Andalusian capital in the new scenario SON.

In December 2014, SON open its own factory, providing the establishment of an attractive addition to gastronomy, by David Fernández, prestigious chef and partner in the project.



Alegría from Granada.

<http://www.cervezasalegria.com>



Lanchar Lanjarón from Granada province.

<http://www.cervezaslanchar.com>

Little or no information. Website is under construction. Difficult to find any information even with a Google web search.



Mammoth from Padul Granada.

<http://www.cervezasmammoth.es>

Nuestra historia comienza hacia principios del año 2009. Donde Juan Martín Viillena, 10€, un sueño y una afición, se conjugaron para crear una cerveza única en la provincia de Granada.

Pronto se corrió la voz, en voto favorable, y el boca a boca de los más cerveceros hizo que CERVEZAS MAMMOOTH pasara a duplicar la producción, empezar a comercializar y tener fábrica propia a finales del 2009

A principios de 2010 ya se distribuye Mammoth por Granada y algunos pueblos. Se da a conocer MAMMOOTH PALE ALE 4 MALTAS que se ha conocido como referente de nuestra marca.

Tras un año y medio disfrutando del trabajo apareció la primavera, y con ella la inspiración y la sonrisa. En Mayo de 2011 nace MAMMOOTH WEINRICH, nuestra cerveza de trigo de cultura Bávara, con un toque cítrico debido a la piel de naranja y un toque a especias, por el cilantro y el gengibre. Sin olvidar sus aromas lupulosos.

Durante el periodo 2012-13, CERVEZAS MAMMOTH ha participado en numerosas ferias cerveceras a nivel Nacional, teniendo muy buena acogida, entre productores de otras marcas y consumidores de todas partes del mundo.

A principios del 2013 despues de varias pruebas, lanzamos MAMMOOTH GRANADA FÓSIL, que la podemos definir como una pilsen excéntrica, llena de aromas y sabores muy típicos de la provincia de Granada. Una inspiración en la que se entrelaza la malta, los lúpulos, cítricos anaranjados, romero y melisa al són de la hierbabuena. Indiscutiblemente nuestra cerveza de verano para alegrar el alma y compartir con los amigos los mejores momentos. ¡¡Aunque ojo!! siempre hay una MAMMOOTH para cada situación.

Our story begins back in the early 2009 where Juan Martín Viillena a dream and a hobby, combined to create a unique beer in the province of Granada. Soon word spread, in favorable vote, and word of mouth of the Brewers made BEERS MAMMOOTH happen to double production, start marketing and have own factory in late 2009.



In early 2010 Mammoth and distributed by Granada and some towns. It is disclosed MAMMOOTH PALE ALE 4 MALTAS has become known as a benchmark for our brand. After a year and a half of work enjoying the spring came, and with it the inspiration and smile. In May 2011 born MAMMOOTH WEINRICH, our Bavarian wheat beer culture with a touch of citrus due to the orange peel and a touch of spice, the cilantro and ginger. Not forgetting their lupulosos aromas.

During the period 2012-13, BEERS MAMMOTH has participated in numerous exhibitions at National Breweries, being very well received, among other brands producers and consumers from around the world.

At the beginning of 2013 after several tests, we launched MAMMOOTH GRANADA FOSSIL, which can be defined as an eccentric pilsen, full of flavor and very typical of the province of Granada flavors. An inspiration in which malt, hops, orange citrus, rosemary and lemon balm to the sound of peppermint intertwined. Unquestionably our summer beer to cheer the soul and share with friends the highlights.



Tierra de Frontera from Jaén.

<http://tierradefrontera.es>

Very nice website and professional looking,. Difficult to find any information relating to the brewery or a timeline.



Rebeldia from Malaga.

No web site it seems? More like a home brew group of mates?

Taifa from Seville

<http://cervezastaifa.es>

TAIFA, desde diciembre de 2011, Somos la primera marca de cerveza artesanal 100% Sevillana.



En Cervezas Taifa creemos firmemente que innovación y calidad pueden convivir con la tradición, por eso somos pioneros al establecer nuestra microcervecería en un Mercado de Abastos. Nuestro compromiso con la calidad nos ha animado a vender en nuestra tienda otras cervezas artesanales de todo el mundo, para que los amantes de la buena cerveza puedan disfrutar tanto como nosotros.

También distribuimos a otras tiendas y restaurantes. En nuestra web puedes consultar más información sobre los ingredientes, el proceso de fabricación y la distribución de Cervezas Taifa. TAIFA, since December 2011, are the first brand Brew 100% Sevillana.

Taifa firmly believe that innovation and quality can coexist with tradition, so we are pioneers in establishing our microbrewery in Market. Our commitment to quality has encouraged us to sell in our shop other craft beers from around the world to lovers of good beer to enjoy as much as us. We also distribute to other stores and restaurants. On our website you can find more information on ingredients, the manufacturing process and distribution of Beers Taifa.



Murex from Velez Malaga

<http://www.cervezasmurex.es>

HISTORIA.- Cervezas MUREX nace en 2013 con la vocación de recuperar los sabores tradicionales de la auténtica cerveza artesana y los sabores dorados de un clima privilegiado por su ubicación en la comarca de la Axarquía. Fábrica.- Cervezas MUREX fabrica su cervezas en el corazón de la Axarquía, en Torre del Mar. Unas modestas instalaciones que nos permiten fabricar 500 litros al día, para que nadie se quede sin probarla. El proceso artesanal de producción hace que cada botella recoja el mimo, esfuerzo y dedicación que ponemos en todas nuestras cervezas. Dentro de cada botella va un poco de nuestro espíritu, dejamos que lo compartamos contigo. El embotellado y etiquetado se hace, igualmente, de forma manual, sin prisa, porque la buena cerveza requiere su tiempo para elaborarla, al igual que para saborearla.

MUREX born in 2013 with the aim of recovering the traditional flavors of authentic craft beer and golden flavors of a privileged climate for its location in the Axarquia region. MUREX manufactures its beers in the heart of the Axarquia, Torre del Mar. A modest facilities that allow us to produce 500 liters per day, so no one is left without trying it. The handmade production process makes each bottle collect mime, effort and dedication we put into all our beers. Inside each bottle goes a little of our spirit, let us share it with you. The bottling and labeling is likewise manually, without haste, because good beer takes time to produce it, like to taste.

This company I would suggest is our primary competition.





Competitor Strategies

At the moment there is only one craft beer Company operating in Marbella. And their strategy seems mainly loaded towards the "Brew-Pub" format. Where they produce and sell their own beer in their own pub / restaurant.

The BIG Boys

Let's for one minute take a look at the big breweries and their product packaging.

This is how **San Miguel** sell their bottled beer; Fizzy beer in a flat bottle! This is an unexciting design transmitting the fact that they cannot be bothered as they have no competition in the south of Spain. Even the canned beer is not that much better. You would need to look very closely to find this on the shelf in a supermarket.



How about **Cruzcampo**. Surely they must be doing a better job?



They made a bit of an effort the other year for the Football World Cup. But then quickly fell back into their tried and tested bland beer in a bland bottle. I mean look...



If this packaging was not so mind-numbing and plain, like the beer, it would be laughable!

Here is the **Alhambra** brewing boy's concept of beer branding. If I did not know any better, I would say that the designer responsible for this marketing technique also works for Cruzcampo!

The importance of this dull branding is so important to me that I am going to give it a large photo in our Business Plan to highlight how our branding is of utmost importance.

I don't want to be too critical, but I cannot help myself! This is 2015 and the branding of these, the 3 of the biggest breweries in Spain, is quite frankly drivel.

But again, as I mentioned before, do they have to make an effort? Is it all just too easy for them to traipse along doing the same monotonous monotone product?

The answer to this is yes, **it is** too easy for them. They do not have to make an effort. Because if they did, then they would.

Believe us when we say that we are going to make a huge effort, and continue doing do until we reach our goals and objectives. We are going to constantly evolve our products, our packaging and our marketing techniques in order to make our beers visible, likable on trend.



Now here we have the **Estrella** chaps from Barcelona!



I am glad to see that they are sticking to the RED theme! Maybe this is a Spanish Government policy? I better check!

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

We will produce great tasting beer products and a cool brand marque with which will be young, new hip and fresh. It will be a breath of fresh air! This beer will be in high demand by the tourists from UK, Holland, Germany and Northern Europe.

Weaknesses

New business and product. The Costa del Sol seems to be trapped in a fizzy lager beer swigging culture. This is however our opportunity.

Opportunities

Craft beer is no longer simply the hipster's tippie of choice, craft beer suddenly seems to be everywhere in the US, the UK and Northern Europe. From the elegantly simple bottles in stylish bars in London through to the bold and playful branding of Camden Brewery,



and of course via the anti-establishment marketing of Brewdog, there seem to be as many identities to craft beer as there are people making it.



With such customer and consumption diversity in craft beer, what do consumers actually understand by the term, which – like the genre itself – is only just starting to enter the mainstream? Moreover, in a category that sees the organic growth of hundreds of brands and subsequent visual styles, what role can design play to engage consumers?

Our marketing strategy will exploit this visual design style to promote the cool and trendy persona.

The appeal of the craft beer genre is clear; a veritable sweet shop of products and brands to discover, each with their own twist on what, until a few years ago, was considered a fairly familiar category. In addition, it perfectly suits the zeitgeist of ‘think more, drink less’, which is apparent not only in more mature consumers, but also those who are younger, yet looking for more from their experiences.

The diversity of visual language the category spawns is like red rag to a bull for those looking to explore the different, the weird and wonderful.

Our labeling and labeling strategy will stalk this tried and tested method of visual language with our colourful branding and labels. Instantly appealing to young and old alike.

We at Noisy Budgie also feel that there are opportunities for beer producers like us, which so far have not been exploited. We discussed earlier about the phenomenal success of Red Bull. One of the cool and trendy ways that they marketed their product was in a tall thin 250cl drinks can as opposed to the normal short and fat 330cl stubby drinks cans.



This was a massive shift away from the norm and a strategy that worked.

My question is, why do beer companies not sell some of their beers in this tall thin 250cl “shot” can? This we believe would be a clever selling point for one of our “More Lively” beers. If you were to give young male tourists, who are on holiday on the Costa del Sol, a little bit hungover from the night before, the choice between a traditional can of not very nice traditional Spanish lager in a stubby 330cl can, or our Noisy Budgie Marbella Lager in a cool and trendy 250cl “shot” can, we win every time. This philosophy might even make them drink that 250cl Marbella Lager instead of the 250cl Red Bull!

Noisy Budgie Beer Cans

We believe that the Noisy Budgie 250ml “SHOT CANS” are a game changer for the way beer is sold!



Threats

Changing the drinking culture of the tourists who visit the Costa del Sol. However, the majority of these as mentioned previously are from the Northern European culture that is already exposed to this changing beer market.

For many curious beer consumers there is tension between two implicit consumer goals at point of purchase – security and adventure – [meaning design has an important role to play in decision-making](#).

Such tension generates opportunities that effective packaging can exploit. And this is not exclusive to small brands with evocative design. Craft has no clear consumer definition and by considering key communication criteria herein identified, there are opportunities for established brewers, supermarket chains and for the new little guys like us to tap into.

Operations

Daily Operations

After startup of production, and to initially get the business and product publically aware, it will be 12 hours per day in the brewery. Market and advertising aside.

Operational Facilities

1500 m2 brewery building. Hectares of hop production facilities including irrigation and cultivation.

Staffing

Initial startup will require a master brewer, until such times as we can do it ourselves. Us two (David and Brian). T

The service of a master brewer with 30 plus years in the industry has already been secured.

Suppliers

The brewery machinery will be designed, built and supplied by, Excel Process Systems Limited, Derby, UK.

www.excel-process.com

Wholesalers for the various ingredients required to produce the variety of beers can be sourced easily in the Andalucía region.



Capital Requirements Plan

Capital Requirements

The initial capital requirements are; €131,000 for the brewing equipment and optional equipment costs. Base material costs for the product will be approximately €33,251 Euros for the first year. Labor costs are estimated to be approximately €1,700 Euros per year which obviously will depend on the production amounts. Also the advertising budget must be factored into the startup costs as this is vital. Note that we are not assuming any costs relating to David and Brian at this moment.

Overheads and other costs, i.e., canning line and bottling line etc., can be purchased at a later date.

Therefore the total amount is €177,994.

Note; See the costs feasibility study at the end of this report or the separate spreadsheet.

Capital Repayment Plan

All repayments will be made from the earnings of Brian and David for the first 5 to 6 months until such time as the business is self-sustainable. This is assuming that a crowdfunding goal is not reached and the a business loan is required and approved.



Feasibility Calculations

The feasibility calculations are made from the spreadsheet below, and are very conservative. For example in the column called "Willis European 1600 litres" the production mentioned is 69,000 litres per year. This assumes that the brewery makes 43.125, 1600 litre brews per year.

The brewery that we plan to purchase is capable of producing 1600 litres per batch. This brewery in itself is capable of producing 384,000 litres per year if a brew is produced 5 out of 7 days a week. The limiting factor at startup is fermenting ability.

Capital Requirements

Noisy Budgie Feasibility Calculations					
	EURO				
sales price/litre of beer /Production	3.0	*Production numbers below assume 1 brew per day, 5 days per week			
sales price/litre of beer BREWPUB	16.0				
labour cost, EURO per man-day	100.0	Assumptions: One brew per day, five days per week			
depreciation in years	7.0				
Brewhouse capacity and type		BH500 CRAFT	Excel 4000 litres	JBD 1620 litres	Willis European 1600 litres
Brewery automation		semi-auto	semi-auto	semi-auto	semi-auto
Avarage Production litres / year		69,000	69,000	69,000	69,000
HL/y in average (lager+ales)		690	690	690	690
equipment cost €		169,000	131,584	96,180	72,106
local works f. brewery (estimate)€		16,900	13,158	9,618	7,211
optional equipment (proposal)€ (2 extra beer tanks). Extra fermentation tanks WILL be needed		0	0	0	0
Total Equipment Investment in EURO		€ 185,900	€ 144,743	€ 105,798	€ 79,317
raw materials cost/y					
malts (3-5 kinds) -0.7€/kg//21 kg/HL		10,143	10,143	10,143	10,143
hops (1-3 kinds) -12€/kg// 0.2 kg/HL		2,760	2,760	2,760	2,760
yeast (2-3 kinds)-60 €/kg// 0.08 kg/HL		3,864	3,864	3,864	3,864
water - 3 HL/ HL beer // 0.2 €/HL		414	414	414	414
electricity - 60 kWh/HL // 0.2 €/kWh		8,280	8,280	8,280	8,280
chemicals - 5 €/HL		3,450	3,450	3,450	3,450
bottles 330 ml -0.20 €/b=0.6 €/l		4,140	4,140	4,140	4,140
Cans 250ml "Shot" size, 250,000 cans (Minimum order) at 30,000 Euros		8,280	8,280	8,280	8,280
		33,051	33,051	33,051	33,051
Labour cost ~ man-days/y		23	17	4	3
labour-cost per year		2,300	1,725	400	300
Cost of beer					
Production Cost / € year		35,351	34,776	33,451	33,351
Production Cost / € litre		€ 0.512	€ 0.504	€ 0.485	€ 0.483
Start Up Costs (Equipment, Materials, Energy and Labor to break Even)		€ 221,251	€ 179,519	€ 139,249	€ 112,668
Payback to Pledges (10% pa for 5 years)		€ 243,376	€ 197,471	€ 153,174	€ 123,935
Sales revenues / L beer					
Sales revenues/ y production only		€ 207,000	€ 207,000	€ 207,000	€ 207,000
Sales revenues/ y for brewpub		€ 1,104,000	€ 1,104,000	€ 1,104,000	€ 1,104,000
Taxes @ €17 / barrel = 0.125 / litre	0.125	€ 8,625	€ 8,625	€ 8,625	€ 8,625
Gross Profit/y low		€ 163,024	€ 163,599	€ 164,924	€ 165,024
Gross Profit/y high (WITH BARS)		€ 1,060,024	€ 1,060,599	€ 1,061,924	€ 1,062,024
Brew Pub Sales Tax @ 20%		€ 212,005	€ 212,120	€ 212,385	€ 212,405
Profit After Tax High (WITH BARS)		€ 848,019	€ 848,479	€ 849,539	€ 849,619
Depreciation		0	0	0	0
Gr. profit after Depreciation, production only		€ 163,024	€ 163,599	€ 164,924	€ 165,024
Gr. profit after Depreciation, in Brewpub		€ 848,019	€ 848,479	€ 849,539	€ 849,619
Amortization in years, production only		1.1	0.9	0.6	0.5
Amortization in years, in brewpub		0.2	0.2	0.1	0.1
All cost,sales revenues and profits in this calculation are given in EURO !					



Expansion One; Feasibility Spread Sheet Showing First Planned Expansion from 69,000 to 150,000 litres.

Noisy Budgie Feasibility Calculations					
	EURO				
sales price/litre of beer /Production	3.0	*Production numbers below assume 1 brew per day, 5 days per week			
sales price/litre of beer BREWPUB	16.0				
labour cost, EURO per man-day	100.0	Assumptions: One brew per day, five days per week			
depreciation in years	7.0				
Brewhouse capacity and type		BH500 CRAFT	Excel 4000 litres	JBD 1620 litres	Willis European 1600 litres
Brewery automation		semi-auto	semi-auto	semi-auto	semi-auto
Avarage Production litres / year		150,000	150,000	150,000	150,000
HL/y in average (lager+ales)		1500	1500	1500	1500
equipment cost €		169,000	131,584	96,180	72,106
local works f. brewery (estimate)€		16,900	13,158	9,618	7,211
optional equipment (proposal)€ (2 extra beer tanks). Extra fermentation tanks WILL be needed		0	0	0	0
Total Equipment Investment in EURO		€ 185,900	€ 144,743	€ 105,798	€ 79,317
raw materials cost/y					
malts (3-5 kinds) ~0.7€/kg//21 kg/HL		22,050	22,050	22,050	22,050
hops (1-3 kinds) ~12€/kg// 0.2 kg/HL		6,000	6,000	6,000	6,000
yeast (2-3 kinds)~60 €/kg// 0.08 kg/HL		8,400	8,400	8,400	8,400
water ~ 3 HL/ HL beer // 0.2 €/HL		900	900	900	900
electricity ~ 60 kWh/HL // 0.2 €/kWH		18,000	18,000	18,000	18,000
chemicals ~ 5 €/HL		7,500	7,500	7,500	7,500
bottles 330 ml ~0.20 €/b=0.6 €/l		9,000	9,000	9,000	9,000
Cans 250ml "Shot" size, 250,000 cans (Minimum order) at 30,000 Euros		18,000	18,000	18,000	18,000
		71,850	71,850	71,850	71,850
Labour cost ~ man-days/y		23	17	4	3
labour-cost per year		2,300	1,725	400	300
Cost of beer					
Production Cost / € year		74,150	73,575	72,250	72,150
Production Cost / € litre		€ 0.494	€ 0.491	€ 0.482	€ 0.481
Start Up Costs (Equipment, Materials, Energy and Labor to break Even)		€ 260,050	€ 218,318	€ 178,048	€ 151,467
Payback to Pledges (10% pa for 5 years)		€ 286,055	€ 240,150	€ 195,853	€ 166,614
Sales revenues / L beer					
Sales revenues/ y production only		€ 450,000	€ 450,000	€ 450,000	€ 450,000
Sales revenues/ y for brewpub		€ 2,400,000	€ 2,400,000	€ 2,400,000	€ 2,400,000
Taxes @ €17 / barrel = 0.125 / litre	0.125	€ 18,750	€ 18,750	€ 18,750	€ 18,750
Gross Profit/y low		€ 357,100	€ 357,675	€ 359,000	€ 359,100
Gross Profit/y high (WITH BARS)		€ 2,307,100	€ 2,307,675	€ 2,309,000	€ 2,309,100
Brew Pub Sales Tax @ 20%		€ 461,420	€ 461,535	€ 461,800	€ 461,820
Profit After Tax High (WITH BARS)		€ 1,845,680	€ 1,846,140	€ 1,847,200	€ 1,847,280
Depreciation		0	0	0	0
Gr. profit after Depreciation, production only		€ 357,100	€ 357,675	€ 359,000	€ 359,100
Gr. profit after Depreciation, in Brewpub		€ 1,845,680	€ 1,846,140	€ 1,847,200	€ 1,847,280
Amortization in years, production only		0.5	0.4	0.3	0.2
Amortization in years, in brewpub		0.1	0.1	0.1	0.0
All cost,sales revenues and profits in this calculation are given in EURO !					



Expansion Two; Feasibility Spread Sheet Showing Second Planned Expansion from 150,000 to 300,000 litres.

Noisy Budgie Feasibility Calculations					
	EURO				
sales price/litre of beer /Production	3.0	*Production numbers below assume 1 brew per day, 5 days per week			
sales price/litre of beer BREWPUB	16.0				
labour cost, EURO per man-day	100.0	Assumptions: One brew per day, five days per week			
depreciation in years	7.0				
Brewhouse capacity and type		BH500 CRAFT	Excel 4000 litres	JBD 1620 litres	Willis European 1600 litres
Brewery automation		semi-auto	semi-auto	semi-auto	semi-auto
Average Production litres / year		300,000	300,000	300,000	300,000
HL/y in average (lager+ales)		3000	3000	3000	3000
equipment cost €		169,000	131,584	96,180	72,106
local works f. brewery (estimate)€		16,900	13,158	9,618	7,211
optional equipment (proposal)€ (2 extra beer tanks). Extra fermentation tanks WILL be needed		0	0	0	0
Total Equipment Investment in EURO		€ 185,900	€ 144,743	€ 105,798	€ 79,317
raw materials cost/y					
malts (3-5 kinds) ~0.7€/kg//21 kg/HL		44,100	44,100	44,100	44,100
hops (1-3 kinds) ~12€/kg// 0.2 kg/HL		12,000	12,000	12,000	12,000
yeast (2-3 kinds)~60 €/kg// 0.08 kg/HL		16,800	16,800	16,800	16,800
water ~ 3 HL/ HL beer // 0.2 €/HL		1,800	1,800	1,800	1,800
electricity ~ 60 kWh/HL // 0.2 €/kWh		36,000	36,000	36,000	36,000
chemicals ~ 5 €/HL		15,000	15,000	15,000	15,000
bottles 330 ml ~0.20 €/b=0.6 €/l		18,000	18,000	18,000	18,000
Cans 250ml "Shot" size, 250,000 cans (Minimum order) at 30,000 Euros		36,000	36,000	36,000	36,000
		143,700	143,700	143,700	143,700
Labour cost ~ man-days/y		23	17	4	3
labour-cost per year		2,300	1,725	400	300
Cost of beer					
Production Cost / € year		146,000	145,425	144,100	144,000
Production Cost / € litre		€ 0.487	€ 0.485	€ 0.480	€ 0.480
Start Up Costs (Equipment, Materials, Energy and Labor to break Even)		€ 331,900	€ 290,168	€ 249,898	€ 223,317
Payback to Pledges (10% pa for 5 years)		€ 365,090	€ 319,185	€ 274,888	€ 245,649
Sales revenues / L beer					
Sales revenues/ y production only		€ 900,000	€ 900,000	€ 900,000	€ 900,000
Sales revenues/ y for brewpub		€ 4,800,000	€ 4,800,000	€ 4,800,000	€ 4,800,000
Taxes @ €17 / barrel = 0.125 / litre	0.125	€ 37,500	€ 37,500	€ 37,500	€ 37,500
Gross Profit/y low		€ 716,500	€ 717,075	€ 718,400	€ 718,500
Gross Profit/y high (WITH BARS)		€ 4,616,500	€ 4,617,075	€ 4,618,400	€ 4,618,500
Brew Pub Sales Tax @ 20%		€ 923,300	€ 923,415	€ 923,680	€ 923,700
Profit After Tax High (WITH BARS)		€ 3,693,200	€ 3,693,660	€ 3,694,720	€ 3,694,800
Depreciation		0	0	0	0
Gr. profit after Depreciation, production only		€ 716,500	€ 717,075	€ 718,400	€ 718,500
Gr. profit after Depreciation, in Brewpub		€ 3,693,200	€ 3,693,660	€ 3,694,720	€ 3,694,800
Amortization in years, production only		0.3	0.2	0.1	0.1
Amortization in years, in brewpub		0.1	0.0	0.0	0.0
All cost,sales revenues and profits in this calculation are given in EURO !					



Expansion Three; Feasibility Spread Sheet Showing Third Planned Expansion from 300,000 to 600,000 litres.

Noisy Budgie Feasibility Calculations					
	EURO				
sales price/litre of beer /Production	3.0	*Production numbers below assume 1 brew per day, 5 days per week			
sales price/litre of beer BREWPUB	16.0				
labour cost, EURO per man-day	100.0	Assumptions: One brew per day, five days per week			
depreciation in years	7.0				
Brewhouse capacity and type		BH500 CRAFT	Excel 4000 litres	JBD 1620 litres	Willis European 1600 litres
Brewery automation		semi-auto	semi-auto	semi-auto	semi-auto
Avarage Production litres / year		600,000	600,000	600,000	600,000
HL/y in average (lager+ales)		6000	6000	6000	6000
equipment cost €		169,000	131,584	96,180	72,106
local works f. brewery (estimate)€		16,900	13,158	9,618	7,211
optional equipment (proposal)€ (2 extra beer tanks). Extra fermentation tanks WILL be needed		0	0	0	0
Total Equipment Investment in EURO		€ 185,900	€ 144,743	€ 105,798	€ 79,317
raw materials cost/y					
malts (3-5 kinds) ~0.7€/kg//21 kg/HL		88,200	88,200	88,200	88,200
hops (1-3 kinds) ~12€/kg// 0.2 kg/HL		24,000	24,000	24,000	24,000
yeast (2-3 kinds)~60 €/kg// 0.08 kg/HL		33,600	33,600	33,600	33,600
water ~ 3 HL/ HL beer // 0.2 €/HL		3,600	3,600	3,600	3,600
electricity ~ 60 kWh/HL // 0.2 €/kWH		72,000	72,000	72,000	72,000
chemicals ~ 5 €/HL		30,000	30,000	30,000	30,000
bottles 330 ml ~0.20 €/b=0.6 €/l		36,000	36,000	36,000	36,000
Cans 250ml "Shot" size, 250,000 cans (Minimum order) at 30,000 Euros		72,000	72,000	72,000	72,000
		287,400	287,400	287,400	287,400
Labour cost ~ man-days/y		23	17	4	3
labour-cost per year		2,300	1,725	400	300
Cost of beer					
Production Cost / € year		289,700	289,125	287,800	287,700
Production Cost / € litre		€ 0.483	€ 0.482	€ 0.480	€ 0.480
Start Up Costs (Equipment, Materials, Energy and Labor to break Even)		€ 475,600	€ 433,868	€ 393,598	€ 367,017
Payback to Pledges (10% pa for 5 years)		€ 523,160	€ 477,255	€ 432,958	€ 403,719
Sales revenues / L beer					
Sales revenues/ y production only		€ 1,800,000	€ 1,800,000	€ 1,800,000	€ 1,800,000
Sales revenues/ y for brewpub		€ 9,600,000	€ 9,600,000	€ 9,600,000	€ 9,600,000
Taxes @ €17 / barrel = 0.125 / litre	0.125	€ 75,000	€ 75,000	€ 75,000	€ 75,000
Gross Profit/y low		€ 1,435,300	€ 1,435,875	€ 1,437,200	€ 1,437,300
Gross Profit/y high (WITH BARS)		€ 9,235,300	€ 9,235,875	€ 9,237,200	€ 9,237,300
Brew Pub Sales Tax @ 20%		€ 1,847,060	€ 1,847,175	€ 1,847,440	€ 1,847,460
Profit After Tax High (WITH BARS)		€ 7,388,240	€ 7,388,700	€ 7,389,760	€ 7,389,840
Depreciation		0	0	0	0
Gr. profit after Depreciation, production only		€ 1,435,300	€ 1,435,875	€ 1,437,200	€ 1,437,300
Gr. profit after Depreciation, in Brewpub		€ 7,388,240	€ 7,388,700	€ 7,389,760	€ 7,389,840
Amortization in years, production only		0.1	0.1	0.1	0.1
Amortization in years, in brewpub		0.0	0.0	0.0	0.0
All cost,sales revenues and profits in this calculation are given in EURO !					



Expansion Four; Feasibility Spread Sheet Showing Fourth Planned Expansion from 600,000 to 900,000 litres.

Noisy Budgie Feasibility Calculations				
	EURO			
sales price/litre of beer /Production	3.0	*Production numbers below assume 1 brew per day, 5 days per week		
sales price/litre of beer BREWPUB	16.0			
labour cost, EURO per man-day	100.0	Assumptions: One brew per day, five days per week		
depreciation in years	7.0			
Brewhouse capacity and type		BH500 CRAFT	Excel 4000 litres	JBD 1620 litres
Brewery automation		semi-auto	semi-auto	semi-auto
Average Production litres / year		900,000	900,000	900,000
HL/y in average (lager+ales)		9000	9000	9000
equipment cost €		169,000	131,584	96,180
local works f. brewery (estimate)€		16,900	13,158	9,618
optional equipment (proposal)€ (2 extra beer tanks). Extra fermentation tanks WILL be needed		0	0	0
Total Equipment Investment in EURO		€ 185,900	€ 144,743	€ 105,798
raw materials cost/y				
malts (3-5 kinds) ~0.7€/kg//21 kg/HL		132,300	132,300	132,300
hops (1-3 kinds) ~12€/kg// 0.2 kg/HL		36,000	36,000	36,000
yeast (2-3 kinds)~60 €/kg// 0.08 kg/HL		50,400	50,400	50,400
water ~ 3 HL/ HL beer // 0.2 €/HL		5,400	5,400	5,400
electricity ~ 60 kWh/HL // 0.2 €/kWh		108,000	108,000	108,000
chemicals ~ 5 €/HL		45,000	45,000	45,000
bottles 330 ml ~0.20 €/b=0.6 €/l		54,000	54,000	54,000
Cans 250ml "Shot" size, 250,000 cans (Minimum order) at 30,000 Euros		108,000	108,000	108,000
		431,100	431,100	431,100
Labour cost ~ man-days/y		23	17	4
labour-cost per year		2,300	1,725	300
Cost of beer				
Production Cost / € year		433,400	432,825	431,500
Production Cost / € litre		€ 0.482	€ 0.481	€ 0.479
Start Up Costs (Equipment, Materials, Energy and Labor to break Even)		€ 619,300	€ 577,568	€ 537,298
Payback to Pledges (10% pa for 5 years)		€ 681,230	€ 635,325	€ 591,028
Sales revenues / L beer				
Sales revenues/ y production only		€ 2,700,000	€ 2,700,000	€ 2,700,000
Sales revenues/ y for brewpub		€ 14,400,000	€ 14,400,000	€ 14,400,000
Taxes @ €17 / barrel = 0.125 / litre	0.125	€ 112,500	€ 112,500	€ 112,500
Gross Profit/y low		€ 2,154,100	€ 2,154,675	€ 2,156,000
Gross Profit/y high (WITH BARS)		€ 13,854,100	€ 13,854,675	€ 13,856,100
Brew Pub Sales Tax @ 20%		€ 2,770,820	€ 2,770,935	€ 2,771,200
Profit After Tax High (WITH BARS)		€ 11,083,280	€ 11,083,740	€ 11,084,800
Depreciation		0	0	0
Gr. profit after Depreciation, production only		€ 2,154,100	€ 2,154,675	€ 2,156,000
Gr. profit after Depreciation, in Brewpub		€ 11,083,280	€ 11,083,740	€ 11,084,800
Amortization in years, production only		0.1	0.1	0.0
Amortization in years, in brewpub		0.0	0.0	0.0
All cost,sales revenues and profits in this calculation are given in EURO !				



Expansion Five; Feasibility Spread Sheet Showing Fifth Planned Expansion from 900,000 to 1,800,000 litres.

Noisy Budgie Feasibility Calculations					
	EURO				
sales price/litre of beer /Production	3.0	*Production numbers below assume 1 brew per day, 5 days per week			
sales price/litre of beer BREWPUB	16.0				
labour cost, EURO per man-day	100.0	Assumptions: One brew per day, five days per week			
depreciation in years	7.0				
Brewhouse capacity and type		BH500 CRAFT	Excel 4000 litres	JBD 1620 litres	Willis European 1600 litres
Brewery automation		semi-auto	semi-auto	semi-auto	semi-auto
Avarage Production litres / year		1,800,000	1,800,000	1,800,000	1,800,000
HL/y in average (lager+ales)		18000	18000	18000	18000
equipment cost €		169,000	131,584	96,180	72,106
local works f. brewery (estimate)€		16,900	13,158	9,618	7,211
optional equipment (proposal)€ (2 extra beer tanks). Extra fermentation tanks WILL be needed		0	0	0	0
Total Equipment Investment in EURO		€ 185,900	€ 144,743	€ 105,798	€ 79,317
raw materials cost/y					
malts (3-5 kinds) ~0.7€/kg//21 kg/HL		264,600	264,600	264,600	264,600
hops (1-3 kinds) ~12€/kg// 0.2 kg/HL		72,000	72,000	72,000	72,000
yeast (2-3 kinds) ~60 €/kg// 0.08 kg/HL		100,800	100,800	100,800	100,800
water ~ 3 HL/ HL beer // 0.2 €/HL		10,800	10,800	10,800	10,800
electricity ~ 60 kWh/HL // 0.2 €/kWh		216,000	216,000	216,000	216,000
chemicals ~ 5 €/HL		90,000	90,000	90,000	90,000
bottles 330 ml ~0.20 €/b=0.6 €/l		108,000	108,000	108,000	108,000
Cans 250ml "Shot" size, 250,000 cans (Minimum order) at 30,000 Euros		216,000	216,000	216,000	216,000
		862,200	862,200	862,200	862,200
Labour cost ~ man-days/y		23	17	4	3
labour-cost per year		2,300	1,725	400	300
Cost of beer					
Production Cost / € year		864,500	863,925	862,600	862,500
Production Cost / € litre		€ 0.480	€ 0.480	€ 0.479	€ 0.479
Start Up Costs (Equipment, Materials, Energy and Labor to break Even)		€ 1,050,400	€ 1,008,668	€ 968,398	€ 941,817
Payback to Pledges (10% pa for 5 years)		€ 1,155,440	€ 1,109,535	€ 1,065,238	€ 1,035,999
Sales revenues / L beer					
Sales revenues/ y production only		€ 5,400,000	€ 5,400,000	€ 5,400,000	€ 5,400,000
Sales revenues/ y for brewpub		€ 28,800,000	€ 28,800,000	€ 28,800,000	€ 28,800,000
Taxes @ €17 / barrel = 0.125 / litre	0.125	€ 225,000	€ 225,000	€ 225,000	€ 225,000
Gross Profit/y low		€ 4,310,500	€ 4,311,075	€ 4,312,400	€ 4,312,500
Gross Profit/y high (WITH BARS)		€ 27,710,500	€ 27,711,075	€ 27,712,400	€ 27,712,500
Brew Pub Sales Tax @ 20%		€ 5,542,100	€ 5,542,215	€ 5,542,480	€ 5,542,500
Profit After Tax High (WITH BARS)		€ 22,168,400	€ 22,168,860	€ 22,169,920	€ 22,170,000
Depreciation		0	0	0	0
Gr. profit after Depreciation, production only		€ 4,310,500	€ 4,311,075	€ 4,312,400	€ 4,312,500
Gr. profit after Depreciation, in Brewpub		€ 22,168,400	€ 22,168,860	€ 22,169,920	€ 22,170,000
Amortization in years, production only		0.0	0.0	0.0	0.0
Amortization in years, in brewpub		0.0	0.0	0.0	0.0
All cost,sales revenues and profits in this calculation are given in EURO !					

