



BEER NOUVEAU



HERITAGE BARREL
PROGRAMME

RECREATING AND BARREL-AGING HERITAGE BEERS

Over the years, new and exciting techniques and ingredients have found their way into the brewing industry, from new hop varieties bred to cater to ever-changing tastes to new strains of grains malted in different ways. Modern methods of brewing that are now commonplace would not that long ago have seemed mad to your average brewer.

Which is a shame really, because the brewers of previous generations knew what they were doing. To produce distinctive, drinkable classic beers with the limited resources available to allow them to build large and lasting pub estates took talent and craft, and not a small amount of cunning.

The idea of Beer Nouveau up until now has been twofold: firstly to look at the old recipes that these skilled brewers used and to try and imagine how they would have brewed them if they had access to the ingredients that we do today, and secondly, to experiment still further with beer, to come up with new recipes by using as many new ingredients and ideas as we can.

The success of our recreations of historic recipes has been far beyond what we could have predicted. Over Easter 2016 we launched our wood cask programme, with six heritage ales served direct from the wooden casks they were conditioned in. This was a first for Manchester, and has since become a sought-after feature of our brewery taps.

One of our wooden casks was used later that year to showcase a recreation of a JW Lees Strong Ale from 1911 at Blackjack's Smithfield Market Tavern alongside heritage recreations from other Manchester breweries as part of Manchester Beer Week. This brought our beer from the wood, the only one at the event, to the attention of a wider audience, including world-renowned beer historian Ron Pattinson whom we worked with to recreate this and subsequent recipes.



We now intend to take our reputation for heritage recipes and for beer in wooden casks further by setting up our own Heritage Barrel Programme.

We intend to purchase some old barrels to fill with beers brewed to old recipes, starting with an East India Pale Ale from 1868 and a Russian Imperial Stout from 1859. We're currently working with a craft maltster to explore recreating malts from the 19th century, looking through the records of breweries such as Tetley's of Leeds for their pale malt specifications for added authenticity.

What do we want from you, our potential investors? Money. What will we give you in return? Beer!

Starting a barrel programme isn't cheap, but we want to make sure it's just as worthwhile for you to invest in us as it is worth our while to create this programme. So we're asking that you buy the beer in advance, either the IPA or the Russian Imperial Stout, or both, and we will use this money to purchase barrels and ingredients and to brew the beer. When it's ready, we'll hold exclusive tapping parties in our brewery for you to come along to and enjoy a first taste of these beers, brewed and aged as they were in the 1800s.

Barrel aging beer also takes time. IPAs were traditionally stored for a year before then spending six months on a ship over to India, whilst Russian Imperial Stouts were stored for two years before their relatively short two-week journey to St. Petersburg. We'll store our barrels for the same amount of time that the beers would traditionally have been aged, before opening and enjoying them.

We've found when using our wooden casks that the beer ages more quickly than in barrels due to the different



surface area to volume ratio. Accordingly, we also plan to put some of each brew into our original wooden casks so that we can open them for a preview of how the barrel-aged beers might taste. We'll therefore be opening the smaller casks of IPA and Russian Imperial Stout at six and twelve months respectively, followed by tapping parties for the larger barrels at eighteen and twenty-four months.

We understand not everyone will be able to travel to Manchester for a party, so we'll also be bottling some of the beer, and we'll be commissioning some special merchandise like glasses, limited edition sharing bottles, bottle openers, pin badges, and a very lovely lavishly illustrated book taking you through the barrelling process alongside the recipes and the history of the beers.

We're not intending to stop with East India Pale Ale and Russian Imperial Stout though: other styles we're planning for the future include East Indian Porter, Stock Ale, Saison and Kriek.





EAST
INDIA
PALE ALE

EAST INDIA PALE ALE OPTIONS

Tapping Party Tickets - - Maximum 75

When the pins are opened and when the barrel is opened you get to come along and join us in the first sampling of these beers at a private party just for investors. Included is your entry to both IPA parties at 6 and 18 months after brewing, a half pint of beer from the wood, and a half of the same beer aged in a normal modern cask to allow you to compare and contrast.

Investors' Bottles - - Maximum 100

We understand that not everybody can come along to a party in Manchester, so we're offering the same beers in bottles. These will be specially labelled, exclusive 330ml bottles that only investors can get. We'll either hold these in our temperature-controlled storeroom for you until such time as you can join us at the Brewery Tap to have a look around and a chat while picking them up, or for the cost of postage we'll send them out to you anywhere in the UK.

Barrel Share Bottle - - Maximum 200

We'll be filling exclusive 750ml bottles from the barrels just for investors to store or share with their friends (or drink themselves!) These limited bottles will all be hand numbered, wax sealed and an ideal gift for yourself, or someone else. Like the Investors Bottles Set these can be picked up from the Brewery Tap or sent out for the cost of postage.

Barrel Share Bottle & Glass Set - - Maximum 200

The same contents as the Barrel Share Bottle option, but with two exclusively branded Heritage IPA glasses.

Heritage IPA Bottle Opener - - Maximum 50

An exclusively branded Heritage IPA bottle opener.

All In IPA - - Maximum 10

The same as the Tapping Party Tickets, the Investors Bottles, the Barrel Share Bottle & Glass set and the exclusive Heritage IPA bottle opener.



**RUSSIAN
IMPERIAL
STOUT**

RUSSIAN IMPERIAL STOUT OPTIONS

Tapping Party Tickets - - Maximum 75

When the pins are opened and when the barrel is opened you get to come along and join us in the first sampling of these beers at a private party just for investors. Included is the entry to both Russian Imperial Stout parties at 12 and 24 months after brewing, a half pint of beer from the wood, and a half of the same beer aged in a normal modern cask to allow you to compare and contrast.

Investors' Bottles - - Maximum 100

We understand that not everybody can come along to a party in Manchester, so we're offering the same beers in bottles. These will be specially labelled, exclusive 330ml bottles that only investors can get. We'll either hold these in our temperature-controlled storeroom for you until such time as you can join us at the Brewery Tap to have a look around and a chat while picking them up, or for the cost of postage we'll send them out to you anywhere in the UK.

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Barrel Share Bottle & Glass Set - - Maximum 200

The same contents as the Barrel Share Bottle option, but with two exclusively branded Heritage Russian Imperial Stout glasses.

Heritage Russian Imperial Stout Bottle Opener - - Maximum 50

An exclusively branded Heritage Russian Imperial Stout bottle opener.

All In Impy - - Maximum 10

The same as the Tapping Party Tickets, the Investors Bottles, the Barrel Share Bottle & Glass set and the exclusive Heritage Russian Imperial Stout bottle opener.



OTHER INVESTMENT OPTIONS

Heritage Barrel Programme Book - - Maximum 50

We've never been just about the beer, but about the history of it. During the course of brewing, ageing and sampling these beers we'll be taking lots of photographs of the process to collect together into a hardback book that will detail the history of the beer styles, where they came from and how they evolved, along with the recipes that we used and homebrew scaled versions to you could brew yourselves.

All In Everything - - Maximum 20

Everything in the All In IPA and All In Impy packages and the Heritage Barrel Programme Book.

