



O'Harra's[®]

CARLOW BREWING COMPANY
ESTD 1996



BREWING IN THE FLAVOUR

AN INDEPENDENT IRISH CRAFT BREWERY

- An Independent Irish Brewery.
- Founded by the O'Hara family in 1996.
- Brewers of the **O'Hara's** brand range, including seasonal and other speciality brews.
- Exporting to over 25 countries.
- Inspiration: *It is the combination of a passion for the craft of brewing high quality, flavoursome beers and the preservation of our **local brewing heritage** that inspires the team at Carlow Brewing Company.*

Seamus O'Hara, Managing Director



- Biotech, Venture Capital, Brewing
- Founder and current chair of **Independent Craft Brewers of Ireland**
 - Annual Market Report
 - Excise change
- Chairman of **Irish Brewing Association**

- 2009 - Moved premises and expanded brewing capacity 4-fold
- 2011 - Added automatic kegging line (30 to 50 kph) + KeyKeg filler
- 2012 - Further fermentation space/tank capacity expansion (50%)
- 2014 - Added 5,000 bph bottling line, centrifuge, ...
- 2015
 - Purchased adjacent building / planning further capital investment to increase brewing capacity
 - 40+ staff, 50% export to 25 countries





- Located in Carlow, south-east Ireland in the Barrow Valley region.
- The **traditional malt** and hop producing area.
- **Some of the best arable land on the Island of Ireland.**
- Water supply that is excellent for brewing stouts and ales
- Long association with Irish brewing industry



Dunleckney Maltings, Bagenalstown, Co. Carlow

Owned by the O'Hara Family since 2011. Operated as a water-powered brewery in the late 1700's. Operated as a floor malting's until c. 1985. Developing visitor centre.

Building export sales on a small budget!

Customer expects diversity and new products – challenge!



New 'Hop Adventure' Series



Sorachi Ace

"I got the creaminess. I got the bubblegum. I got the lychees. I got a bare hint of barley sugar. Most of all I got the wow"

<http://beerfoodtravel.blogspot.ie/>



*Foreign Affair –
Collaboration Brew 50cl*



*Lublin to Dublin Milk
Stout – Collaboration
Brew 50cl*



Foreign Affair

Congrats to [@OHarasBeers](#) & [@StarrHill](#) on their Foreign Affair collaboration; one of the hoppiest Red IPAs I've tasted. Big flavours!

Stuart Clark – Editor Hot Press via twitter

‘ If you've not picked this up, get a bottle. Or four. Or five. It's a real solid drinker. More of this please!!! ‘



Lublin to Dublin

“This was as gorgeous as last years collaboration stout but maybe more sublime”

<http://beerfoodtravel.blogspot.ie/>

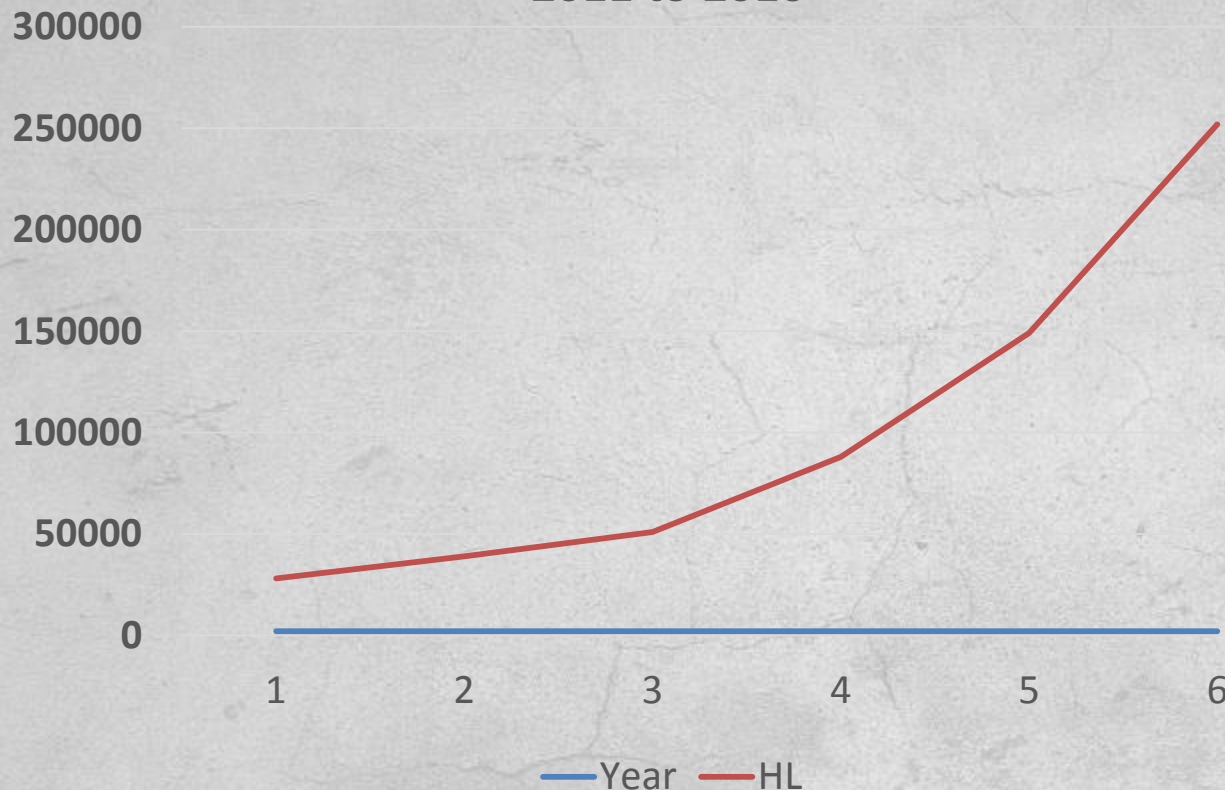
Ireland Beer Market 2014

- Sales up 4% (First growth in ten years)
- Beer 47% of overall alcohol market
- **On-trade sales: 64%** / Off-trade sales: 36%
- Stout 31% Lager 63% Ale 6%
- Consumption 81 litres per capita (5% abv) - 8th highest in Europe
- 3rd highest Excise rate in Europe



Vibrant Market with strong momentum

Output of Irish Craft Breweries (ICBI Report)
2011 to 2016



2015 Summary

- c. 60 craft breweries
- 2 % of domestic prodn.
- 10x increase in 6 years
- 70% output growth
- 256 direct staff (1+1)
- c. €40m t/o
- 25% export
- c. 4,000 tonnes barley?

Malt Needs for Craft Breweries?

- c. 6,000 tonnes barley in 2016?
- Interested in flavour v. extract
- Unique varieties
- Providence and local suppliers
- Competitive pricing
- Speciality malts (caramalt, etc.)
- Other grains
- Floor malted
- Ales, stouts, lager
- Bagged (25kg)
- Pre-milled

***Diverse range of needs and
Geographically distributed***

