



Esperance, West Australia

**FROM GRAIN R & D
.....TO MAKING BEER**



GROWING GRAIN, THEN TAKING IT TO SOMETHING YOU CAN HOLD IN YOUR HAND

- 13 years working with SEPWA.
- It started with a GRDC Barley variety purity project around 9 years ago.
- Fortunate enough to work in post farm gate quality attributes in grain and this was my first insight into food processing.
- In 2015, after numerous scenario spread sheets, we started construction and ordered equipment for Lucky Bay Brewing.



COMPLIANCEBE WARE

- In 2017 we were happily brewing in our ~100 sqm shed at our home premises.
- Our local government asked us to change our planning permission as we were selling shirts (retail)
- Un aware to us this triggered a reassessment of our planning permission . As we were in a water catchment zone, we found our selves in a corner with Local Government and DWER.
- DWER was pretty much prepared to evict us , however we managed to negotiate a 2 year time period for relocation to a new site.
- In 24 months we some how found a willing land holder, completed a sub division of 2.7 ha, installed 2 waste water systems and build a 495 sqm shed for the brewery and venue (including toilets and kitchen).





ALL OF OUR BEERS ARE MADE WITH GRAIN THAT IS FARM DIRECT.

- We use barley, wheat and rye direct from the farm.
- All our beers use some of this, even the traditional style beers.
- The one exception is the Honey Seltzer, which is GF, hence made with corn and Esperance Honey instead.

COLLABORATION WITH GRAIN GROWERS ACROSS WA

- Using farm direct grain has opened some great partnerships for us.
- Beaches to Boab - Ord River Corn and Esperance Barley.
- Regional contract brews where we use peoples own barley to make their beer. This has been taken up by several communities across WA for a celebration of their region with something that is uniquely their own.





COVID – WHAT WE LEARNT

- We had only been open in our new venue for 3 months and we were locked down. Very confronting.
- We realized we needed to package product and distribute in cans if venues were going to remain closed.
- Once we got open again COVID has been a positive for regional WA tourism.
- The honeymoon appears to be over now, as our winter is down 20 to 30% on last 2 years at our venue.

CHAMPION SMALL MEDIUM BREWERY 2021

- We brew a lot with un malted materials, this is not common in the brewing industry.
- So far this has proven to work for us , however we do still use traditional brewing.
- We will always use some malt , but the local grain provenance is the corner stone of our business.
- It is disappointing we don't have specialty malt producers here in WA.





WE HAVE A GOOD SUPPLY OF BARLEY....WE ARE THINKING.....

- On average >500,000 ton of Barley in Esperance PZ.
- We have containers now consistently exporting grain from Esperance for 4 years now.
- IF we had \$15 -20m AUD we would be embarking on the worlds first malting factory built entirely on renewable energy. Purpose build waste water recycling and biomass to run kilns.

WHAT IS THE REAL VALUE OF OUR BARLEY?



- WA grows around 4mmt of barley/year
- @ ~\$400/ton this is around = \$1.6 billion AUD.
- Scotland grows around 1.3mmt of barley/year.
- It supports a \$6.1 billion AUD (\$4.1 Billion pound) industry.
- Using around 1/3 of the grain tonnage they generate 3.8 times the industry value.

THIRSTY TIME....

- We are a very small brewer and use a miniscule amount of grain in comparison to our industry scale.
- There is great opportunity for WA to value add some segments of our grains industry , yet still be export driven.
- Look forward to working on this in the future with you guys.

