

HAWLEY WHARF, Camden, Arch N6

The Brewery (Trading Name To be Confirmed) - Operation Management Plan

Who we are

The Hawley Wharf Brewery wants to establish a base for brewing and a tap room in Camden drawing from the pedigree of our 56 isles brewery of Paros in Greece and the years of experience in running pubs and food businesses in London. The site at Hawley Wharf with Labtech as our Landlord will be our heart and main production site. Sustainability considerations are at the heart of how we run our business. The proposed location within Hawley Wharf will help us reduce our carbon footprint as we will be brewing and serving mainly on site and serving the businesses around the Hawley wharf development cutting down on the use of thousands of cans and bottles. Camden's unique history, the wonderful location in Hawley Wharf and number of visitors and residents will allow us to educate the community through brewing and tasting classes, seminars and presentations and bring them together through the production of high-quality craft beer. We have been doing similar activities at our 56 isles brewery as well as The Brass Monkey pub in Victoria where we held tasting sessions. We are very much about quality of consumption not quantity of consumption.

Our site at Hawley Wharf

At the proposed unit in Camden the predominant use will be for the production of beer so we can scale up and create a brand that will draw visitors and be associated with this exciting new development in the area of Camden. We could be doing 150,000 – 200,000L per year at the Hawley wharf site. We really care about our environment and sustainability and make animal feed from the grain supplement from some of our waste in the brewing production at our Paros brewery. A production site in the heart of London will allow us to do more, and through our knowledge of the local market in Camden create a sustainable bond with the community and the craft beer connoisseurs whether from London or tourists. We'll be able to start a delivery and collection service from the site, like the old school milk deliveries which in turn will reduce our carbon footprint on a larger scale and we will be aiming to have one delivery/servicing trip every day for the area and a small radius for the first year and increase the catchment area and the number of deliveries as we expand our brand and target consumers at a later stage. Deliveries/collections take place at the HW loading bay in line with the masterplan planning permission and there will be the option of on-foot collections on smaller direct to retail in the arches.

Hours of operation:

- Production and open to the public 8am-9.30pm
- Alcohol service Mon-Sat 10am-9pm - Sunday 11am-9pm

We will be aiming to create one of the strongest brands in local craft beer in London and we will be using the pedigree and the same process for recipe creation as we did for our 56 isles brewery in Paros. 56 isles has won 12 Great taste stars and has in it's 3 year of production had one of our labels recommended in The Telegraph as one of 6 beers you need to try having won the prestigious 3 star GT award amongst thousands of candidates.

Such was the success of our brewery in a small Cycladic island that we are now exporting to places from east to west from Singapore to the US.

We care about what we do and we do it with passion. Before the design of the recipes for 56 isles we took weeks of visiting craft breweries in traditional regions and combined those ideas with infusions of local ingredients to give our beers character and attachment to their place of birth and production.

We aim to take the same approach and combine that with an interactive experience where the visitors will be able to visit, taste and buy our beers in and around the production site, creating an experience as much as a taproom and a destination at Hawley Wharf.

Employment Opportunities

In the era of artisans and small business's people want to be able to see what is going on and sample which is why the ancillary functions proposed for the site are also key smaller parts to our offer to the site.

At our 56 isles brewery as well as our other connected businesses we have employed apprentices as well as young local people that share the enthusiasm of what we do. We will employ locally and aim in production, distribution and from the ancillary bar bringing jobs and careers to mainly 18-25 year olds who are most challenged in the current employment market.

With the craft beer revolution taking more and more space from traditional brewing brands we feel that we can make Hawley Wharf a destination that will be a must for any craft beer fan or anyone that will want to experience the production experience of beer in a beautiful spot.