

CASSELS & SONS BREWING CO.

FAMILY ALBUM

CHRISTCHURCH - NEW ZEALAND

CASSELS & SONS BREWING CO.

There are very few breweries in the world that can boast using glacier water via artisan wells to aid in the creation of making exceptional beer ... Cassels & Sons Brewing Co. from Christchurch, New Zealand is one of few that can.

Here at Cassels & Sons Brewing Co., we source the highest quality of ingredients that are either produced or grown from our own 'backyard'. These ingredients are widely known and respected throughout the world, like the milk lactose we use in our award-winning Milk Stout that is supplied by the world renowned New Zealand dairy industry.

Cassels & Sons are one of the few breweries in New Zealand that prefer to use a high percentage of whole hops to ensure quality and character in all our beer styles. We use Nelson Sauvignon in our Extra Pale Ale and Red IPA and the recently developed Wai-iti in our Golden Age which gives an exceptional crisp and clean bitterness with a citrus character and fruit aroma.

New Zealanders are known worldwide for their Kiwi ingenuity, here at Cassels & Sons Brewing Co., we have the 'can do attitude' whilst maintaining an uncompromising approach to quality.



OUR STORY - How Cassels put the kettle on

Cassels & Sons Brewery Co is a family owned brewery in Christchurch, New Zealand, who have been brewing on a commercial scale since 2009. At the heart of the brand and the business is a belief in heritage and craftsmanship.

With a lifetime of brewing, Alasdair Cassels along with son Zak and son-in-law, Joe Shanks built a wood fired brewery in the Old Tannery Buildings in June 2009 to serve the local community. In February 2011, the earthquake destroyed the original plant. However, not to be beaten, within 100 days, the family opened a brewpub, 'The Brewery', a place for the community to gather while the city dusted itself off.

On the back of this Alasdair wasted no time in developing 'The Tannery', a heritage focused Victorian retail arcade specialising in boutique fashion stores with a current registered value of NZ\$31 million.

Through the appreciation of traditional methods mixed with modern technical practices and a will to create the best beer experience possible, Cassels & Sons Milk Stout was awarded a trophy at the 2011 NZ Brewers Guild Awards and has, along with other beer styles, won medals since.

In 2012, Simon Bretherton was hired as Executive Brewer (ex Boddingtons Brewery, UK and Little Creatures Brewery in Australia). Bringing Simon on demonstrated the passion and commitment Cassels and Sons has, to become the number one craft beer producer in New Zealand (and the World!).

Cassels & Sons have recently invested in a Kosme labeller and a Moravek bottling machine and commissioned additional capacity. Our focus remains on quality and craftsmanship, using local resources with a 'no shortcuts' mentality'.





BEER RANGE:

At Cassels & Sons Brewing Co, beer is brewed the way it was hundreds of years ago. Using pure artesian water and the finest grains and hops, we produce a range of well balanced and approachable beers that will hold wide appeal in the beer market.

EXTRA PALE ALE

Distinct hoppy, fruit characters from New Zealand's famous Nelson Sauvignon hop, this golden Pale Ale is nicely balanced on a soft malt bed, smooth and refreshing from start to finish.

MILK STOUT

A New Zealand interpretation of an Old English classic. Our Milk Stout contains a non-fermentable lactose sugar derived from milk. Deep black and full bodied with mocha and milk chocolate aromatics, it is smooth with a slightly sweet, balanced finish.



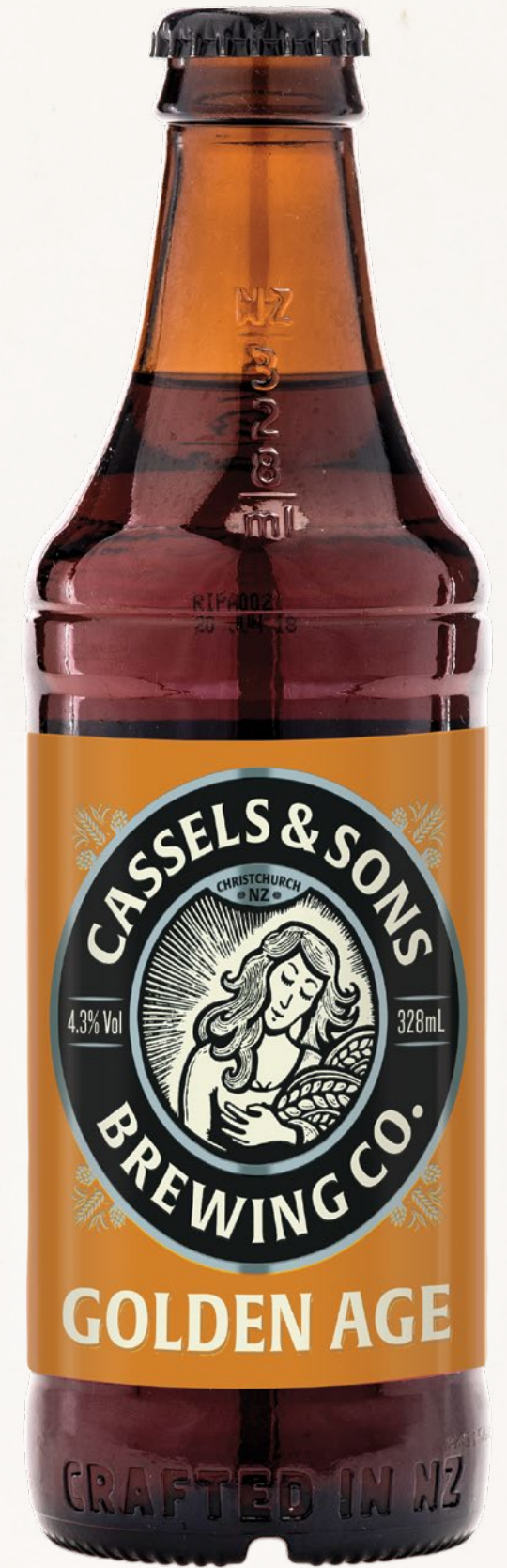
In 2017 Cassels & Sons launched their 'core' range of 518mL and 328mL bottle beers, Extra Pale Ale, Milk Stout, Red IPA and Golden Age into the New Zealand retail market. Two other bottle beer styles will join the 'core' range, along with a series of seasonal beers.

RED IPA

Cassels Red IPA is full bodied, rich and vibrant. Our speciality malts add serious complexity with flavours and aromas including dark fruit, raisin, toast and light caramel, balanced by assertive, crisp hop bitterness and perplexing pine, citrus, lime, stone fruit, floral and tropical characters.

GOLDEN AGE

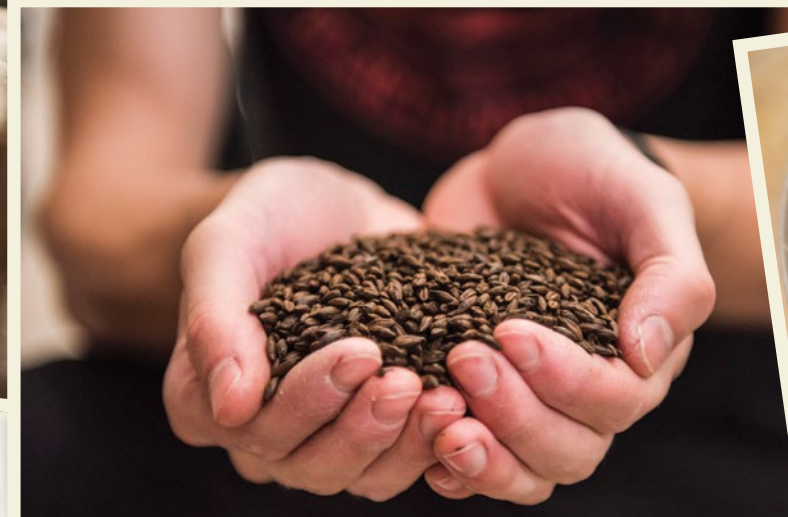
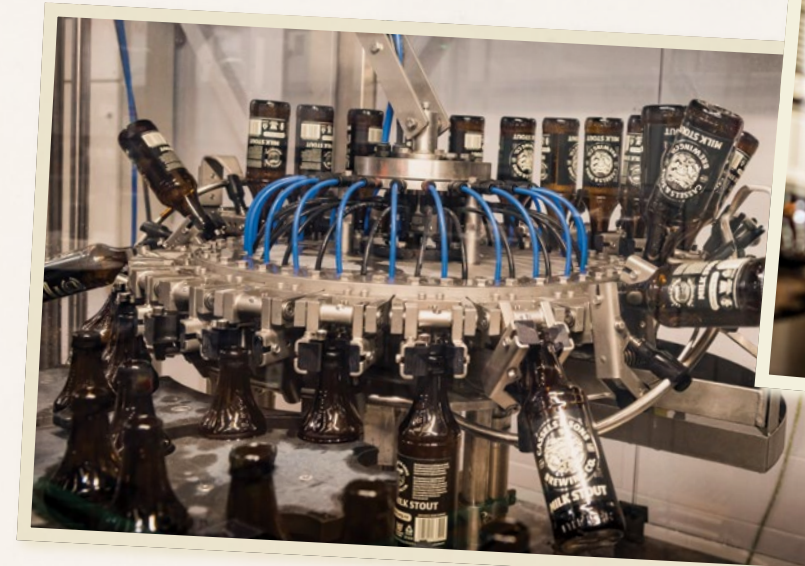
A highly sessionable beer, light, refreshing and moreish yet overflowing with character. The Wai-iti hops are aromatic, elegant and bring amazing flavours to the nose and palate. The hop characters of citrus, peach, and apricot leap from the glass, finishing clean and crisp.



QUALITY AND PROCESS

BREWING PROCESS:

- Use of high quality processing equipment for bottled beer including filling equipment designed with an emphasis on hygienic filling and low dissolved oxygen pickup.
- Incorporation of procedures / process around low oxygen pickup, physical stability, and good hygienic practices.
- Dissolved oxygen monitoring at relevant parts of the process (high quality dissolved oxygen measuring equipment).
- Sterile filtration incorporated into bottle filling line (assurance of zero microbe beer going into filler).
- Double pre-evacuation used on all export bottling to ensure freshness and quality for the longest possible time.
- Laboratory testing of samples from throughout all bottling runs to assure nil microbiological risk.
- Undertaking ISO 22000 food safety certification.



OUR BREWER - Simon Bretherton:

Simon first got interested in brewing at the age of 13 years old in the UK, through both his grandfathers, one that worked in the brewing industry and the other that brewed at home.

His interest really sparked when a careers adviser visited his secondary school and 'brewing' was one of the careers that were up on offer. From this Simon planned the rest of his secondary school subjects as well as what he needed to study at College and University to gain an entry into the brewing industry. At College and University while studying chemistry, Simon had placements at a couple of breweries during his summer breaks, which reinforced his decision and heightened his passion to work within the brewing industry.

In the 90's just before leaving University, Simon applied to every brewery in the UK for an opportunity to work in the industry. Although it was a challenging time in the UK industry he was fortunate to be offered a position at Boddingtons in their brewery chemist/quality department. Simon relished his time at Boddingtons which was during their heyday, when Whitbread invested quite heavily into the business.

Simon moved to New Zealand in 1997 and became a Brewery Manager at Harrington's Brewery based in Christchurch. While at Harrington's, Simon's development of the brewing team and beers led to much success including many awards and accolades in both New Zealand and Australia.

In 2002, Simon moved to Little Creatures Brewery in Fremantle, Australia as General Manager of Brewing and Operations. During his time, he designed and implemented plans for increasing capacity and capabilities of the brewery and brewery team. Brewing grew fast with lots of success, including their flagship beer being awarded Best Ale in the UK in 2004, by BBC Good Food programme. The accomplishments of Little Creatures Brewery through this time is well documented as a benchmark brewery for its success.

Simon moved back to New Zealand in 2008, where he was consulting and became involved in a small independent malting company in Canterbury. After two years at Gladfield Malt, Cassels & Sons Brewing Co. approached Simon to take up the position of Executive Brewer, with the responsibility of building the capacity of the brewery in terms of output and capability.

Outside of his brewing life, Simon and his family live on a small holding farm where he spends his summer weekends sailing in the Marlborough Sounds.

Simon

EXPORTING:

All export shipments will be in refrigeration units to ensure freshness from our brewery to the destination.

Your contact at Cassels & Sons Brewing Co.

Alex Warren - Export Sales Manager

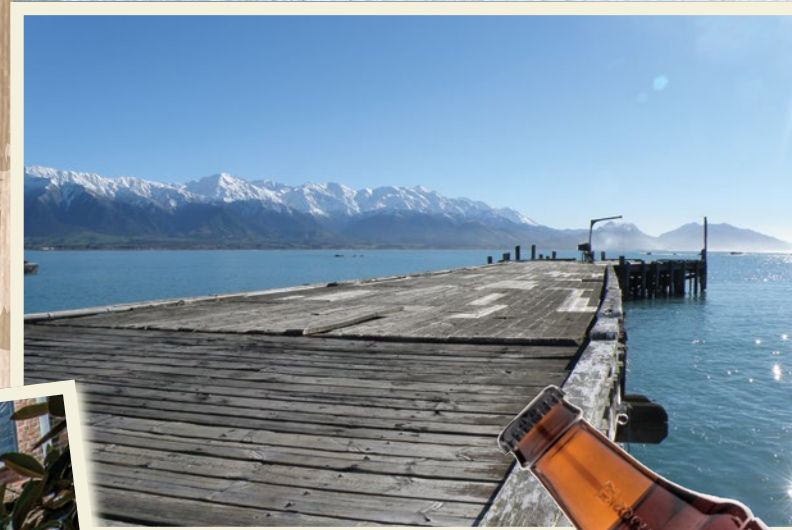
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After moving to London on his "OE" in 2002, from Christchurch, NZ, Alex landed his first role in the UK drinks industry in 2003 at Maxxium UK, managing independent on-trade in London. Alex then went on to carve a niche in the luxury on-trade/retail sector working with 5 star hotels, Michelin starred restaurants and prestige retailers before moving to Pernod Ricard in 2007. During this time, he set up the B2B and gifting channels and after a restructure following the 2008 financial crisis, became the Account Manager responsible for Spar UK - a national buying group of more than 2500 convenience outlets.

In 2010, Alex took the opportunity to move into an international role at William Grant & Sons in Global Travel Retail. This culminated in managing the 'World Duty Free' account globally (then the largest airport retailer in Europe and South America). Through this opportunity Alex gained valuable experience in global logistics and operation requirements while creating and launching global exclusives as well as new product extensions in the Channel.

Alex moved to Accolade Wines in 2014, managing Europe Travel Retail for this 'New World' wine specialist.

Alex currently resides in leafy Southfields, South West London with his family enjoying all that London and Europe has before returning to Christchurch, NZ in mid-2018. Alex will continue his role as Export Sales Manager at Cassels & Sons Brewing Company, where he will be making regular visits back to the UK, Europe and rest of the world, visiting clients and extending the Cassels & Sons Brewing Co. export portfolio.



We are here
Christchurch NZ



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