

Covering  
England,  
Scotland, Wales  
& Northern Ireland

# IS YOUR BREWERY MISSING OUT?



SCAN HERE TO JOIN!

Offering a range of Membership benefits from as little as £162 per year, **SIBA, the Voice of British Independent Brewing** is the one stop shop for Independent Craft Breweries. SIBA are committed to ensuring that our Members' are equipped with the Tools, Legislative advice, access to market and insight data required to run a successful Brewing business. Look out for the \* to see what you could be saving by joining SIBA.



See how **SIBA Membership** can help your **Brewing business**

## SALES

*Various opportunities for increasing sales within the on and off trade accounts through direct delivery, resources or exclusivity at prestigious events*

- **PROMOTION** Exclusive access to promote your beers at prestigious events such as the British Guild of Beer Writers Awards, BeerX and much more. Access to the BGBW event would cost a single brewery \*£4k, with other events costing much more.
- **INDEPENDENCE CAMPAIGN** Standing out from 'big beer' by increasing visibility on bottled products with Independent Crown Caps and independence badges for beer labels - assuring consumers that they are buying from an Independent Craft Brewer.

## BEERFLEX

### ORDER PORTAL



An option for all SIBA members to develop on trade sales by supplying to large pub operators at a price band of your choice and with favourable payment terms.

The average Beerflex Member generating \*£15k turnover.



## INTEL

*Raising the bar for your brewery and beer by obtaining invaluable industry information and data*

- **REGIONAL MEETINGS** Access to quarterly meetings, with presentations from industry experts and members of the SIBA Management Team, with complimentary food and beer for you and your fellow brewers.
- **LOBBYING** Securing Support & Advice via Political representation with a user friendly synopsis of Government Legislation available to members.
- **GOVERNANCE** Eligibility to take a seat at the table of SIBA Board Directors, helping set the strategic direction of the trade association.
- **BREWING IN BRIEF** Weekly email newsletter, containing member news, Industry news and upcoming events. A snap shot of the week in brewing.
- **CRAFT BEER REPORT** Opportunity to contribute towards data insight and analysis on brewing businesses and the industry, providing invaluable data for your business planning.

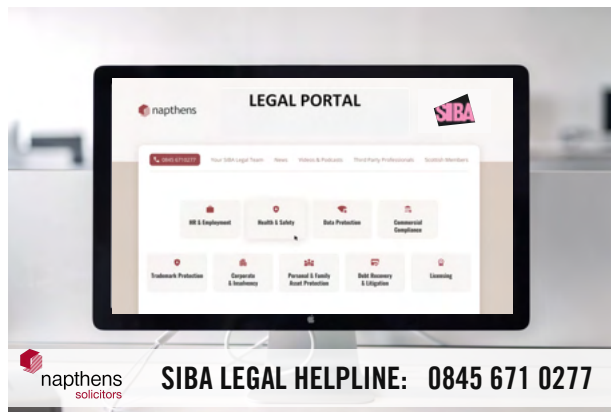
Contact Us



www.siba.co.uk



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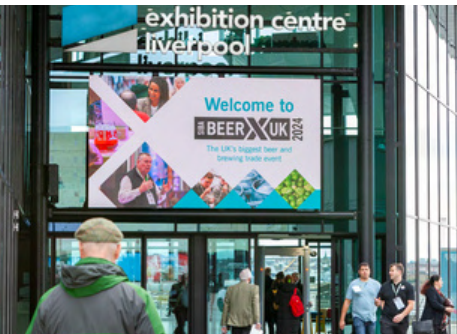


# BUSINESS

From Legal issues, to user friendly calculators and Tools, SIBA has its members covered in all areas with the Business Benefits, potentially saving each member a substantial amount of time & money

- **BUSINESS ADVICE & ACCOUNTANCY** FREE one-hour consultation from Johnston Carmichael, who currently offer brewers a wide range of services, from payroll and accounting to corporate finance, taxation and business strategy.
- **LEGAL ADVICE** Members can contact the dedicated SIBA Legal Helpline, facilitated by Napthen's Solicitors for 1 hour FREE advice. With legal specialists not only covering England, but Scotland, Wales and Northern Ireland ensuring no eligible SIBA member goes without. There is no limit on the number of times members can contact the helpline. Potential saving of **\*£200 per call**.

- **HR & EMPLOYMENT** Covering all areas within HR & Employment, SIBA Members have access to an array of Templates to customise to their own business branding in addition to a 30 min **\*free\*** HR consultation with a team of HR experts. **Estimate value exceeding \*£3000**.
- **COMPLIANCE** Assisting members with legal compliance, a number of Tools are available for members to customise to their own business needs. From HACCP and traceability tools to a H&S guide and practical guide to labelling your draught and packaged products, with a value in the region of **\*£3000**.
- **COSTING TOOL** A Tool aimed at smaller brewers whom perhaps are unable to justify the expense of accounts personnel. Members can access at any time the Brewery Costing Tool to ensure that your sell price is calculated to run a sustainable business.
- **DEBT RECOVERY & DISPUTES** Debt recovery & insolvency are hot topics at the moment and members can access free of charge template letters to customise and issue. **Saving on average \*£500**.
- **ALCOHOL DUTY** In addition to ensuring Independent Brewers voices are being heard in Government, SIBAs Political team supply members with user friendly guides and simplified Duty calculators.



# ACCESS

Unlocking access to exclusive SIBA Member Benefits, resources and everything SIBA, via the SIBA Members Toolbox, whether it be entering Awards to accessing the legal portal, potentially saving each member in excess of **\*£5000**

- **LEGAL PORTAL** Taking away from our members the stress and pressures of being kept up to date on Legislations. The SIBA Legal Portal, in collaboration with Napthens Solicitors contains every day legal documents tailored to Brewing Businesses.
- **INDUSTRY SUPPLIERS** From brewery equipment to ingredients, to business saving experts and promotional items. Members can find a SIBA Supplier Associate Member for every business need from the SIBA Trade Directory.
- **EXCLUSIVE SERVICES** Access to a range of discounts and offers - from Business & Commercial, Brewing Services & Capital equipment, SIBA have a range of offers provided by our Supplier Members. **Saving \*£'s**.
- **JOINT PURCHASE SCHEMES** From glassware to beer mats and bar runners - SIBA are able to offer its members promotional items at competitive rates.
- **WEBINARS** Opportunity for you and your team to attend an unlimited number of live & recorded webinars covering a range of subjects. **Saving \*£80 per webinar**.
- **AWARDS** With Beer Competitions for cask, keg and packaged judged by beer sommeliers and Business Awards judged by industry leaders, members have unlimited entries into SIBA Competitions with winners having the opportunity to be included within exclusive event promotions and to liaise with buyers and retailers across the UK **\*£450** (based on three entries into similar awards)
- **FREE ADVERTISING** Forget Facebook Marketplace - SIBA Classified Ads is the place to advertise everything and anything Brewery related. From equipment for sale or a wanted section, all ads are free to members. Job vacancy? Find the right candidate by posting for free on the SIBA Jobs Board. **\*£85**.
- **CASK REPATRIATION INC ORANGE LABELS** Protecting your assets with cost effective semi-permanent labels to affix to containers - keeping track of your containers across the country!
- **BEERX** Owners of the UK's largest Independent Brewing Trade Show, members can access SIBA's flagship event FREE. A forever expanding Trade Show showcasing the best beer industry suppliers and packed seminar schedules, from workshop to informative seminars led by key industry personnel - **saving \*£65, based on 2x Delegate Passes**

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