



In 2018 Jamie Cowell turned his longstanding dream of creating a small craft brewery in rural England into a reality. Elements Brewing Co Ltd was established and the brewery was opened just outside Burford in the rolling Cotswold countryside. The site is part of a wider farm diversification where a number of new food businesses have started, complementing each other well. It is now rapidly becoming a fashionable destination.

The first few months were spent testing the equipment, perfecting the recipe and conducting market research, which included 1,000 litres of beer being canned by contractors for Christmas markets and samples for sales. They also surveyed visitors to the Burford Market, held at the farm where the brewery is located, and found that having cans to buy rated very high on people's wishes. National and local distributors also expressed interest in small form packaging (cans or bottles) along with kegs bundled. Jamie Cowell says: "The style of beers we make is mostly canned in the market and providing distributors and customers with this small form packaging is crucial for our route to market."

In spring 2019 the taproom was launched, a child and dog friendly place to meet friends and hold events. It is open on weekends from midday serving lunch (provided by the neighbouring business Upton Firehouse) and the brewery's own beers. Up to this point, Jamie and his team were only able to produce cans in a limited capacity using outside contractors. In order to increase production and have a takeaway offering in the taproom, they needed to bring this operation in house and significantly upscale it.

In July 2019 a £6,200 Cotswolds LEADER grant was awarded to Elements Brewing Co Ltd towards a canning line facility. The new machine can fill and seam up to 600 standard aluminium cans per hour, expanding the brewery's ability to meet demand. Cans were chosen over bottles due to their lower carbon footprint and impact on the environment. In addition, canning is proven to protect the quality and longevity of the beer over any other small form packaging.



All Photos Credit Elements Brewing Co Ltd

The investment allows the business to package small seasonal speciality batches, submit cans for competitions, take to perspective customers for sampling and offer local retail outlets and the local farm shop small form packaging in cans. This in turn will assist developing brand awareness with Jamie also hoping to offer online sales of cans in the near future. The investment is expected to increase the brewery's turnover and profit as well as create three part time jobs over the next three years.

Dene Robson, Business Manager at West Oxfordshire District Council (Publica): *“It is satisfying to see the local business development in our rural area that has been assisted through the LEADER Programme. The LEADER grant has provided a practical support to the enterprise and considered approach that can deliver successful diversification. Having worked in partnership with the Cotswolds Conservation Board in the early stages of applying for the overall LEADER Programme, it seems to me that the project is a good example of the type of business initiative that we hoped would come forward.”*

For more information on Elements Brewing Co Ltd visit: www.elementsbrewery.co.uk



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