



# The Revival of Farnham White Bine

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# Introduction to Hogs Back Brewery

- Named after the nearby Hogs Back, also known as the A31
- Family-owned brewery in the heart of Surrey's old hop growing area
- Established in 1992, 1<sup>st</sup> brew TEA 4<sup>th</sup> August
- 10bbl Brewhouse, 2 FV's
- Within 6 months up to capacity
- 2000 TEA Champion Best Bitter of Britain
- 2008 capacity increased to 40bbl Brewhouse
- 2012 acquisition by Rupert Thompson
- 2017 +22% volume growth vs Last Year





# Portfolio

- With the acquisition came a focus on a more modern portfolio:
  - Rebranding
  - 2012 Hazy Hog Cider
  - 2013 Hogstar Lager
  - 2014 Montezuma's Chocolate Lager, Mistletoe & Swine, green-hopped beer
  - 2015 Rejuvenated seasonal program
  - 2016 London's Outback pale ale in keg
  - 2016 Cans





# Investment

- Capital Expenditure
  - 2012 Installation of bulk malt silo
  - 2013 Increased fermentation capacity
  - 2014 Increased conditioning capacity
  - 2015 New Brewery Shop
  - 2015 Installation of 80bbl DPV
  - 2016 Purchase and installation of 3 DPV's
  - 2017 New keg washer/filler, filtration and building
- Future:
  - On site bar, visitors centre
  - New brewhouse, increase plant capacity





# Hop Garden

- Our biggest innovation to date is the planting of our revival hop garden planted in 2014
- This was done for many reasons:
  - We're brewers!
  - Reviving the direct link between the brewer and his hops
  - Understanding our materials better
  - Sustainability
  - Reduce food miles
  - Revival of Farnham White Bine
  - Engaging the local community/customers
  - Produce unique beers
- 3½ acres under cultivation, 3 varieties of hop





# Farnham White Bine

- Developed by local hop farmer Mr Peckham Williams of nearby Badshot Lea in 1769
- Once considered the finest of the English hops
- Attracted 30% price premium
- Prized for their pale colour and delicate flavour
- Arrival of downy mildew in England in 1920 signaled the end of the hop
- After a series of bad attacks between 1925-1929, the last White Bines in Farnham were grubbed up and replaced with Fuggles





# Building the Hop Garden

- Made possible due to the location of Hampton estate.
- Rootstock obtained from Wye Hops, grown by Stephen Wright.
- In 2014, we reintroduced Farnham White to its home.
  - 800 Farnham White bines were first planted.
  - 1200 English Cascade was planted
  - The first crop was left to grow aided only by bamboo canes.
- 2015, the second year, stringing was implemented
  - Susceptible to Downey Mildew
    - Infected shoots manually removed.
  - 250 Fuggles plants were introduced.
  - 200+Kg White Bine dry yield.





# Hop Garden 2016/2017

- **2016**
  - Downey Mildew was again identified in approximately 40% of the bines
  - A further 800 Fuggles hops were planted
  - 400+kg dry yield.
- **2017**
  - Reduced levels of Downey Mildew
  - High growth vigour due to weather
  - Bumper Harvest predicted
  - Hops bagged into pockets
  - Hogs Back has TWO bells on its pockets





# Brewing “Farnham White”

- Alpha acid content was reasonably high at 7.3%
- Aroma of the hop cones similar to Goldings:
  - Spicy, earthy, peppery
  - Traditional ale aroma
- Three pilot scale brews carried out
- Light golden ale selected to showcase the hop
- In beer taste and aroma:
  - Traditional English hop aroma
  - A clean bitterness when used in low levels
  - Peppery notes on the beer
  - A lot of hops required to get the flavour





# Brewing with our hops

- “Farnham White” - a world exclusive beer 2016
- Currently in selected Waitrose stores
- We now brew Hogstar Lager and Surrey Nirvana ale with home-grown English Cascade hops
- Similarly, we brew TEA with 100% Surrey-grown Fuggles hops from Puttenham and our own hop garden
- In 2016 we introduced “Home Harvest Ale”, brewed with 3 varieties of hops, 100% home-grown





# Any Questions?

