



NATURAL SELECTION
BREWING

NATURAL SELECTION BREWING

- 🍷 **Edinburgh's Stewart Brewing, the ICBD, and Heriot-Watt MSc Brewing and Distilling students**
- 🍷 **Hands-on dissertation**
- 🍷 **From brainstorming to brewer's paddle**
- 🍷 **Put academic knowledge into practice**
- 🍷 **Leg-up in the brewing industry**



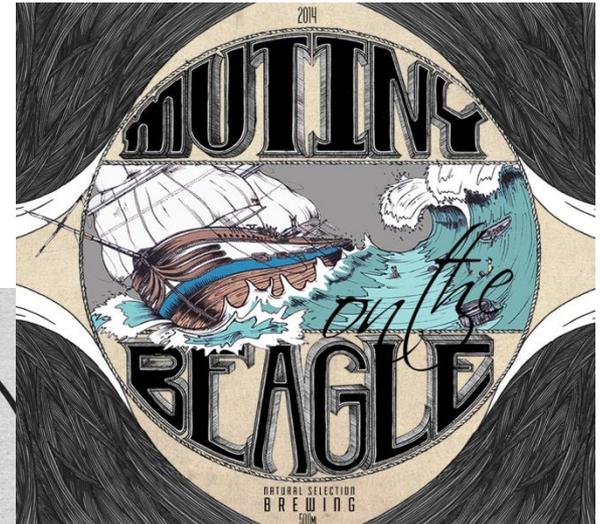
ICBD AND STEWART BREWING

- ① The International Centre for Brewing and Distilling
- ① Celebrated 25 years: a unique teaching and research facility for the industry
- ① Stewart Brewing: Edinburgh stalwarts



PREVIOUS YEARS

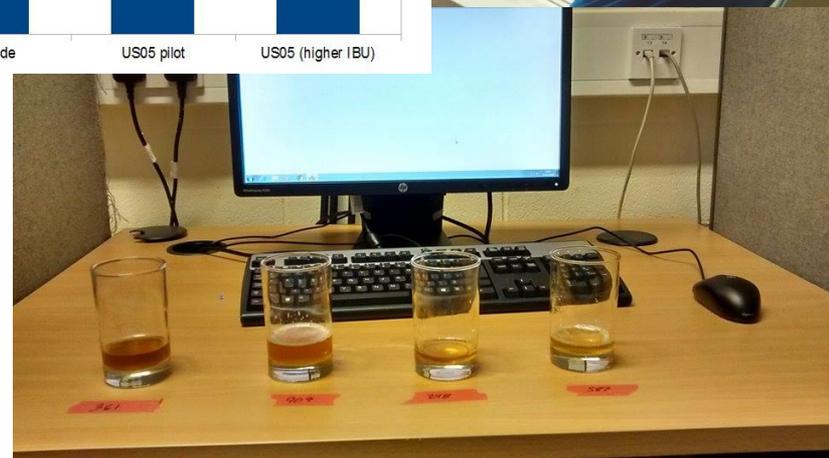
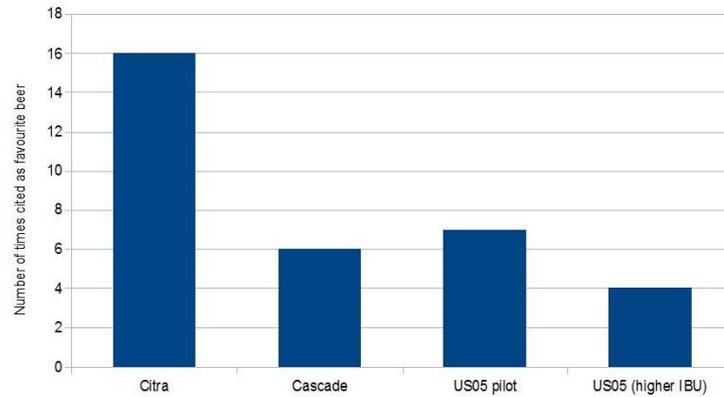
- 🕒 Finch
- 🕒 Anorak
- 🕒 Origin
- 🕒 Mutiny on the Beagle



DEVELOPMENT



MARKET RESEARCH







**BITTER
DESCEND**

AMERICAN EXTRA SPECIAL BITTER

330ML ABV 5.7%



WHY EXTRA SPECIAL BITTER?

- ⌚ Reflects the team, and the theme
- ⌚ Craft, but not too 'craft'
- ⌚ Balanced and drinkable
- ⌚ Recognisable British style, yet American in character





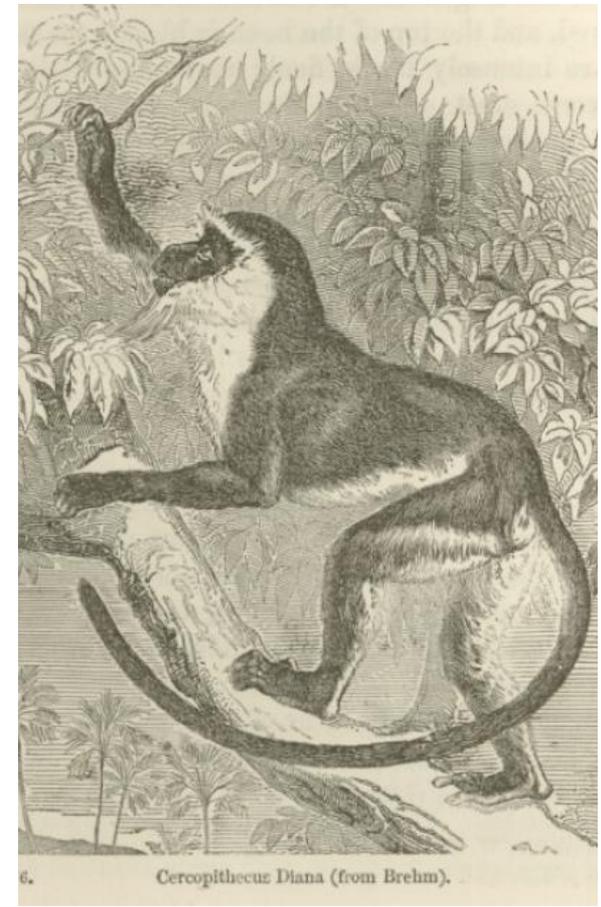
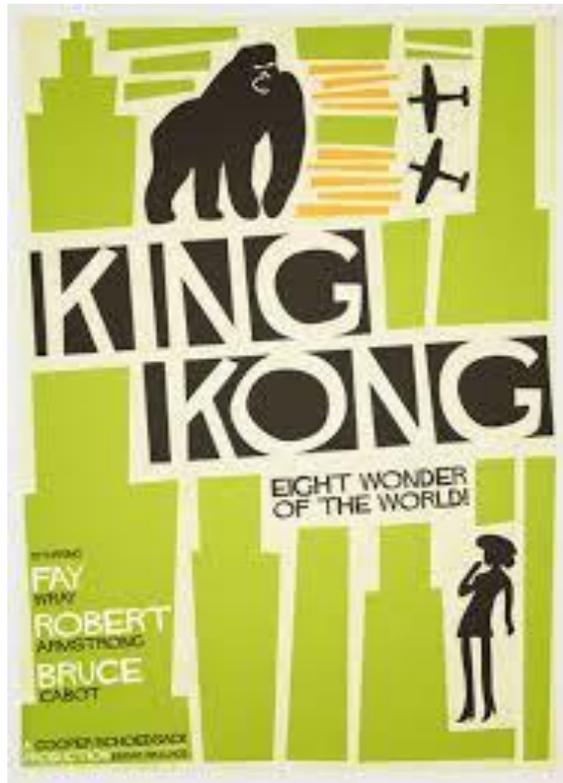
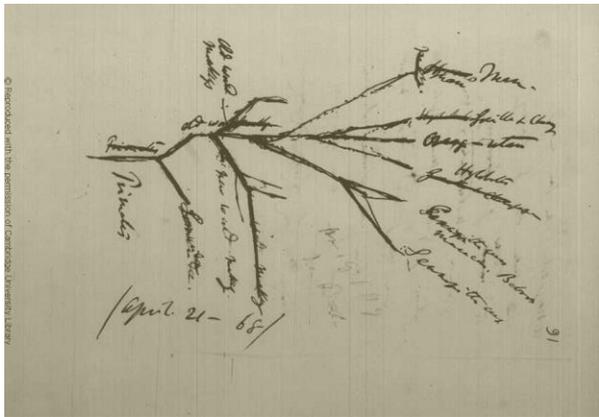
THE BEER...

- ① Five British malts
- ① Five American hops varieties
- ① 100 hl rolled out in July, in cask, keg, bottles and cans!
- ① Why Bitter Descent?





- ① Charles Darwin
- ① Descent of man
- ① Fall of man
- ① Saul Bass



6. Cercopithecus Diana (from Brehm).



WHAT NOW?

Sales



- ⌚ **Keg, cask, bottle and can**
- ⌚ **Edinburgh, Aberdeen, Glasgow, London**
- ⌚ **Challenges and successes**
- ⌚ **Opening new markets for Stewart Brewing**
- ⌚ **Reception so far**



ONE-OFF BREWS: *Creating a mini-brand*

- 🍷 First Descent
- 🍷 Descent of Man
- 🍷 Barrel Descent
- 🍷 Lindore's Descent





LAUNCH

- 🕒 July 2nd
- 📍 Teviot Row House
- 🎵 All formats and one-offs
- 🎸 Live music
- 📱 Preceded by social media build-up
- 👤 Followed by numerous meet-the-brewer events and mini-launches





THANK YOU

@NatrISelectBrew

#Descent

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