



# Cellar Head Brewery

## 2023 Reflection

Dear Friends,

As we bid farewell to 2023 and usher in 2024, it's only fitting that we take a moment to reflect on the rollercoaster of the last 12 months that now rests in the records of history.

For us at Cellar Head, 2023 was no walk in the park. Like many businesses, big and small, we faced our fair share of challenges. Some familiar faces left our fold, making way for new ones to join the journey. We brewed new beers, crossed a couple of significant milestones, and, let's be honest, enjoyed a fair share of beers along the way - maybe more than a fair share!

The year kicked off with a slow start on the brewing front - adjusting to eye-watering cost increases was no small feat. Despite the hurdles, our 2023 brew plan saw a surge in small-pack production - cans, bottles, and mini casks found their way into your hands more than ever before.

As the days warmed into summer, we bid farewell to Joe Dann, our head brewer and creator of many of the great award winning beers produced at Cellar Head as he fulfilled his dream to move to Australia with his partner, and we welcomed Robert back from his stint at Curious Brewery. The brew team underwent changes, but with Robert's return, his shiny new wellington boots hit the brew floor running. Tap room favourite Lee made his exit, seeking more time with his little ones, and we said goodbye to George, our apprentice brewer, who pursued his journey into University education which we wish him the very best of luck with. On the flip side, we welcomed Jamie, our trusty drayman, to the brew team as brewery assistant and Chief Mash Tun Excavator! Finally, we said hello to (another) Joe, who coincidentally, had just returned from a year long stint Down Under, to take up the role as our tap room manager.

In 2023, Cellar Head produced over 420,000 pints, with close to 25,000 enjoyed by you in the tap room - an incredible feat! We brewed 26 different beers, packaged over 100,000 cans, bottles, and mini casks, and turned over a million litres of water into amber nectar. And let's not forget the 2,000 beer sticks sold! None of this would have been possible without our fantastic friends, trade customers, and industry partners - we owe our success to you.

The tap room witnessed its busiest year ever, and for that, we extend our deepest gratitude - THANK YOU! Now, as we step into 2024, we're bubbling with anticipation for the exciting plans we have in store, plans we can't wait to share with you.

May your 2024 be filled with joy, success, and, of course, great beer. Thank you for being a part of this incredible journey.

Warmest wishes,

Chris, Julia, and the entire Cellar Head team