



Ros Aureus

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Overview

Structure

The company consists of three major parts, namely: Beer Academy, Brewery and BeerHouse, with the main focus on the Brewing Academy. Each of these parts has its specific role within our company and supports and complements the others.

Our aim

Mainly to provide organized education in beer brewing and to raise interest in variety when it comes to beer.

Our services and products

We offer education in beer brewing on several levels, including theory and practice. We'd like to provide a chance to gain insight into how beer is made to the general public. We sell our beer as well as beer of our customers in our own BeerHouse, where we hold competitions and public or private events.

We brew our own beer in as much variety as we are able to reach with respect to quality and we distribute it to local restaurants and pubs.



Brewing Academy

30.11.2016

Martin Krč, Nina Kovaříková

Ros Aureus

Myjava, Slovakia

Overview

Brewing Academy is a core institution of the company Ros Aureus. It features multiple courses for various degrees of brewing beer, as well as classrooms required for these courses. People who make up the brewing academy also participate in other sectors of the company. The same goes for the equipment to provide the students an authentic beer brewing environment.

Goals

1. Popularize beer brewing on a local, small scale.
2. Raise interest in various kinds of beer, apart from the conventional brands.
3. Provide knowledge, skills and experience required for the complete process of making beer to future brewers

4. Test the skills and knowledge of future brewers and offer certificates based on them
5. Research the process of making beer, study advanced methods

Specifications

The project consists of material, academical and personal areas along with relating resources.

The material area: rooms

equipment

used ingredients (water, hops, malt,...).

Academical area: Courses

Degrees

Study plan

Information resources

Personal area: Brewmaster(s)

Assistant(s)

Manager (Director) of Ros Aureus - in position of a supervisor

Material area

Rooms

- a room for theoretical classes equipped with a data projector and basic equipment for small-scale experiments (e.g. a microscope)
- rooms fully equipped for brewing beer on a large scale (rooms of the Ros Aureus brewery)
- (optional) accommodation rooms

Equipment

- Brewing equipment (equipment of the Ros Aureus brewery/ own equipment of the brewing academy for practice)

Used ingredients

- Provided by Ros Aureus Brewery
- Water, hops, malt, yeast

Academical area

Courses

Basic course (1 months) 450€/ a month

- *Basics of brewing and working with brewing equipment*
- *Person with this course is able to engage in the process of brewing on his own (small scale/ domestic brewery) or as an assistant under supervision of a brewmaster (industrial brewery)*

Advanced course (4 months) 500€/ a month

- *This course requires at least a year of experience*
- *Work with advanced equipment*
- *Includes basics of microbiology and biochemistry*
- *Person with this course is capable of brewing beer on his own*

Brewmaster (6 months - 1 year) 600€/ a month

- *Requires at least 3 years of experience*
- *Work with advanced equipment on a professional level*
- *Advanced microbiology, brewing analytics*
- *Person with this course is capable of running a large scale, industrial brewery*

Degrees

Study plan

- 6 lessons a day (3 plus 3)
- 24 lessons a week (2-4 students per lesson)
- 4 groups (10 students)

- 5000€

Courses are going to consist of practical and theoretical parts, where the practical part is going to include work with separate, home-scale equipment and (depending on the kind of course) with small scale industrial equipment of our microbrewery. The students are going to be engaged into all processes related to brewing beer and running a brewery (brewing, sanitation, management, distribution,...). At the end of the course the student will undergo the final test, in which he will be required to prove his knowledge of theory, but mainly his brewing skills by brewing his own beer (beers), which will be judged by our brewmasters and based on the quality of the beer, the student will receive an appropriate certificate.

Lessons (l.)	1 day	1 Week	1 month	Total/Month
Teacher 1	6 l.	12 l.	48 l.	96 l.
Teacher 2	6 l.	12 l.	48 l.	
Student group	3 l.	6 l.	24 l.	24 l.

Students (s.)	Month (96 lessons)
Groups	4 s.
Students	8-12 s.
€	3600€ - 7200€
Teachers €	1500€/teacher

Brewery

Overview:

- beer production for local consumers
- renewing tradition through innovation (home-brewing used to be common in Europe in a similar way local wine production works in Slovak or Czech republic before the industrial form dominated beer production)
- promotion of small breweries (consultation, education, distribution, competitions, degustations)

Goals:

- innovative approach
- quality over quantity
- development of new types of beer as well as production of the traditional ones
- raising interest in various kinds of beer as opposed to mainstream brands of lagers
- drinking less, enjoying more
- getting state support for small breweries
- group tastings

Products:

- traditional beers
- nontraditional beers (yeast beer, wheat beer, flavored beer, unfiltered beer, IPA, APA etc.)
- beer cosmetics such as shower gel, shampoo, soap, creams, balsams
- promotional products (mugs, magnets, keychains etc.)

Material area:

- rooms for beer production
- equipment (capacity: up to 150 000 l per year)
- ingredients from reliable sources/ support of locally produced hops and barley

Personal area:

- 2 brewers
- brewery guide



Beer House

29.december 2016

Daniel Havel, Adela Zruttova

Ros Aureus

123 Your Street

Your City, ST 12345

Overview


Our beer house is a cosy place where people may come to rest. Also they might drink our beer and thanks to our glass wall they can see how the beer is made. Customers may taste our beer specialities such as potatoes fried in beer oil or just easy crisps with beer taste. Other breweries can come to compete with each others for the best beer. Individuals can also come compete and win special prices.

Goal

To create not an ordinary pub. Our goal is to take people away from this stressful age for a while. We offer a place, where everyone can talk with his friends, enjoy live music and drink his favourite beer in the same time.

Specifications

Here is needed at least two waitress. The Barroom with 3 pipes where the beer will be sold to our customers. In beer house we need (at least) 6 tables with chairs or benches. A small



stage for short concerts and competitions. 3 other rooms needed for toilet (men, women, employees). One special room for deposit.

Beer Competitions

Judges:

1. Brewer
2. Random person
3. Brewery employee

4 steps to succeed in beer competition:

1. Appearance (small but important section, how a beer looks , its colour, how does the froth looks)
2. Smell (if you can identify ingredients, smell is connected with taste and it tell us what we may look forward)
3. Consistence (it takes a professional so the Brewer will have the most important vote)
4. Taste

Assessing taste:

If we have 4 samples of different beers we should not taste more than 2 dcl from each. Wheter we have more than 4 samples we should decrease the quantity to 1 dcl.

The Tasting must take place in room without cigarette smoke. It is better for smokers to not smoke for 1 hour before the competition. Smoking has a very bad influence on humans smell and taste.

We should not taste beer very cold.

We must do an order in which we will taste beers. The rule is that those beers who have the smallest volume of alcohol are being tested firstly. The beer which does not have strong taste



is also placed here because its taste can fight with the taste of others. The beer with the highest volume of alcohol we test at last.

Between the tasting samples we drink 2 swallows of pure H₂O, eat bread or unsalted sticks to neutralize our mouth.

We must twist the beer in our glass to free the arom, also therefore we should pick higher glass with wider bottom and slim peak. The white wine glass is ideal.

It is also necessary to have a paper ready for taking notes.

Prizes (depending on the scale of a competition):

Gift cards

Sponsor gifts

Contract for distribution

Personnel

Manager

- administrative, economics, logistics, marketing
- education in economy and management

Brewmaster (2x)

- The head of beer brewing and teacher
- (years of) experience with beer brewing

Assistant

- occasional worker support - Pub, courses, brewing, administrative...
- Handy

Waitress (3x)

- works only in pub + partial support with pub cleaning
- basic education and some cooking skills

Janitor

- keeps our pub and brewery functional and clean
- handy in cleaning and experienced in repairing

Economics

Investment		
	Equipment:	110,000.00 €
	Reconstruction:	20,000.00 €
	Marketing:	2,000.00 €
	SUM:	132,000.00 €

Monthly Expenses		Gross wage	+levies	SUM
Brewing Academy	Brewmaster 1	1,000.00 €	1,350.00 €	3,200.00 €
	Brewmaster 2	1,000.00 €	1,350.00 €	
	Accessories		500.00 €	
Brewery	Beer (6000l)		2,000.00 €	5,510.00 €
	Brewmaster 1	1,000.00 €	1,350.00 €	
	Brewmaster 2	1,000.00 €	1,350.00 €	
	Assistent	600.00 €	810.00 €	
Beerhouse	Waitress 1	350.00 €	472.50 €	9,562.50 €
	Waitress 2	350.00 €	472.50 €	
	Waitress 3	350.00 €	472.50 €	
	Goods		5,145.00 €	
	Beer (2000l)		2,200.00 €	

	Energies		250.00 €	
	Hygiene		250.00 €	
	Reserve		300.00 €	
Rent (optional)			1,000.00 €	
Marketing			500.00 €	
SUM			19,772.50 €	

Monthly income	
Beer Academy	3,500.00 €
Brewery	6,600.00 €
Beerhouse	12,500.00 €
SUM	22,600.00 €
Profit	2,827.50 €
-Income Tax	2,262.00 €

Expenses

	1 litre	100 litres		Expenses for:	6000	litres
malt	0.14	14		malt	840	
hops	0.07	7		hops	420	
yeast	0.02237	2.237		yeast	134.2	
water	0.001638	0.1638		water	9.828	
electricity	0.03	3		electricity	180	
tax	0.02652	2.652		tax	159.12	
SUM	0.29	26.4		SUM	1743.17	

Water per 1m ³	1.17	Electricity per 1000kWh	60	Electricity (kWh)	500	Tax 1hl	2.652
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	6000		Litres	
	10°	11°	12°	average
Average	5901.75	6490.28	7543.21	6645.08
Average (expensive)	6488.89	7164.44	8333.33	7328.89
Average (cheap)	5474.75	6153.70	6911.11	6179.85

6000 litrov

Output	6645.08
Input	1743.17
Profit	<u>4,901.91 €</u>

Business Plan

First year

First two months:

- consult our ideas with local breweries and learn from their experience
- attain necessary permissions, take a loan, buy a building, equipment
- find reliable and competent employees; hire them once the company is set up

3rd month:

- propagation – workshops, free lectures on making beer
- brewing – develop beers, take part in competitions, tastings
- preparation of the study plan

4th month:

- launch our products and services – beer, school, pub
- find customers (students, pubs)

5th - 12th month:

- achieve stable functioning of our company, analysis, problem solving

12th month on:

- expand
- improve
- profit

SWOT

	Strengths/Opportunities	Weaknesses/Threats
Internal	<ul style="list-style-type: none"> - Stability - mutual support of the individual institutions - Cooperation of the two brewmasters - Equipment - singular investment does not require basically any further investments - Low financial requirement on education and high profit - Low cost of ingredients compared to yield - Good potential to increase capacity - We do what we love (motivation) - Kickass personnel 	<ul style="list-style-type: none"> - Unstable occupancy of beer academy - High initial investment - Long financial return period - A whole batch of beer would go to waste if a problem arises
External	<ul style="list-style-type: none"> - Support of local producers - Wide clientele - beer consumers and brewers - Low competition - lack of organized education in this field - Possibility of state support for education - Providing skilled and reliable brewers - Raising quality of beer 	<ul style="list-style-type: none"> - Our customers become our competition - Seasonal dependency - Lack of tradition - Current orientation on mainstream brands of lagers