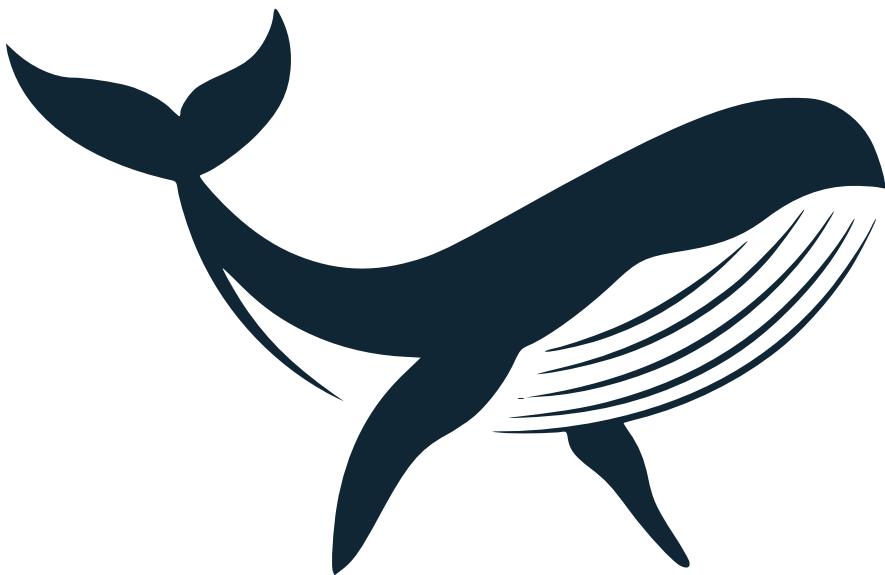


Balea Brewhouse

Visit [our webpage](#).



Balea Brewery's open business repository – full transparency on brewing ideas, finances, and operations, fostering collaboration and community-driven innovation.

1. Idea & Philosophy

Balea Brewery is a Basque-inspired ciderhouse, meadery, and historical brewery focused on reviving lost brewing traditions while maintaining strong cultural storytelling. The core philosophy revolves around:

- **Authenticity:** Crafting Basque-style sagardoa (cider) and mead, along with forgotten medieval fruit wines and ales.
- **Storytelling & Heritage:** Integrating Basque mythology, poetry, and history into branding, product names, and venue experience.
- **Community & Experience:** Establishing a ciderhouse/Biergarten-style venue where customers can immerse themselves in Basque culture through food, events, and workshops.
- **Open Business:** Customers and other breweries can track production, finances and decision-making, learn the recipes, propose ideas, and vote on new flavors. This approach strengthens the community

and fosters collaboration and innovation.

- **Sustainability & Efficiency:** Using modern automation and only the best ingredients to maintain quality while reducing manual labor.

2. Business Lines

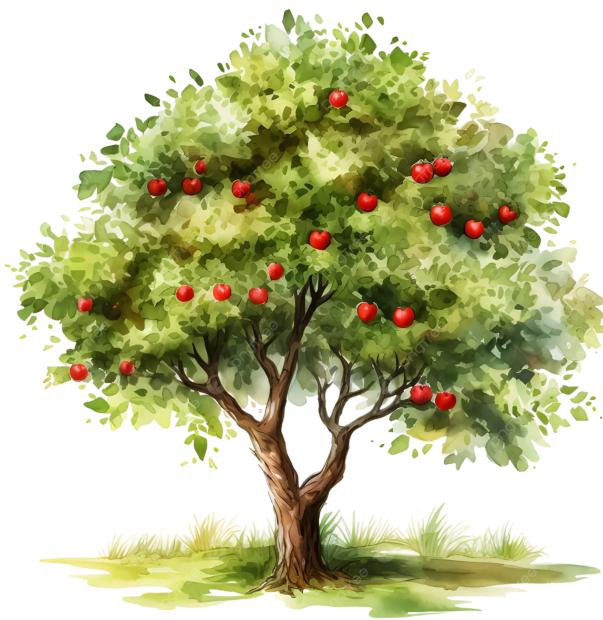
Balea Brewery operates multiple revenue streams:

- **On-Site Consumption & Txotx:** A Biergarten/ciderhouse offering fresh cider, mead, and historic brews.
- **Retail Sales & Farmer's Market:** Bottled products with a Pfand system for take-home consumption.
- **Custom Brewing for Events:** Large-batch custom brews for weddings, corporate events, and festivals.
- **Workshops & Courses:** Teaching cider and mead brewing, historical brewing techniques, and fermentation.
- **Digital Engagement:** A highly interactive website featuring an open-source business & brewing philosophy, allowing customers to access recipes, brewing logs, propose ideas and contribute to experimental batches.
- **Homebrewing Kits & Equipment:** Selling DIY brewing kits and curated ingredients.
- **Subscription Model:** Monthly "Balea Brew Box" featuring exclusive ciders, meads, and historical brews.

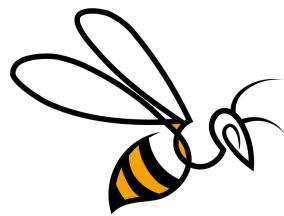
3. Product Lines & Names

Visit [the webpage](#) for all the recipes!

Sagardo (Ciders)



Ezti (Meads)



Erdi Aroa (Medieval & Lost Historical Brews)



Goxo (Non-alcoholic beverages)



4. Business Projections

[Business_Projections spreadsheet](#)

In all phases, an "optimism -2" case is calculated, where the full production is realized but only 40%-50% are sold (Sales Ratio) and an "optimism -1" case, where only 40%-50% of target sales are achieved, but we reacted in time and didn't overproduce (nothing is left unsold).

The pesimistic projections are considered. If in a specific phase demand is higher than projected and we sell everything, the jump to the next phase is accelerated. The very optimistic case that we sell more than 2 whole bars is not handled, because it's outside of the scope of the business idea and definitely enough work and more than enough profit.

Phase	Years	Production Target	Focus Area
0	0-1	1,000L	Refining recipes, brand, and building early demand
1	1-2	18,000L	Biergarten opening, direct sales, and local partnerships
2	3-4	50,000L	Full operation & distribution, events and subscriptions
3	4-6	120,000L	Full bar-level consumption (200 seats * 3-10 barrels/seat/year*160L/barrel =100kL/year)
4	6+	220,000L	Full local market saturation (2x bars)

5. Recipes & Development

[Recipes](#)

Next Steps

- **Brewhouse Design & Layout** – Brewing workflow, customer experience, interactive brewery map.
- **Operations Data** – Live brewing data, costs, revenue tracking.
- **Baskpedia** – Documenting Basque myths & cultural influences.
- **Branding & Marketing Strategy** – Product names, visuals, and launch campaigns.
- **Community Forum & Voting System** – Let customers contribute posts, reviews, votes, contact the Balea team.