Balea Brewhouse
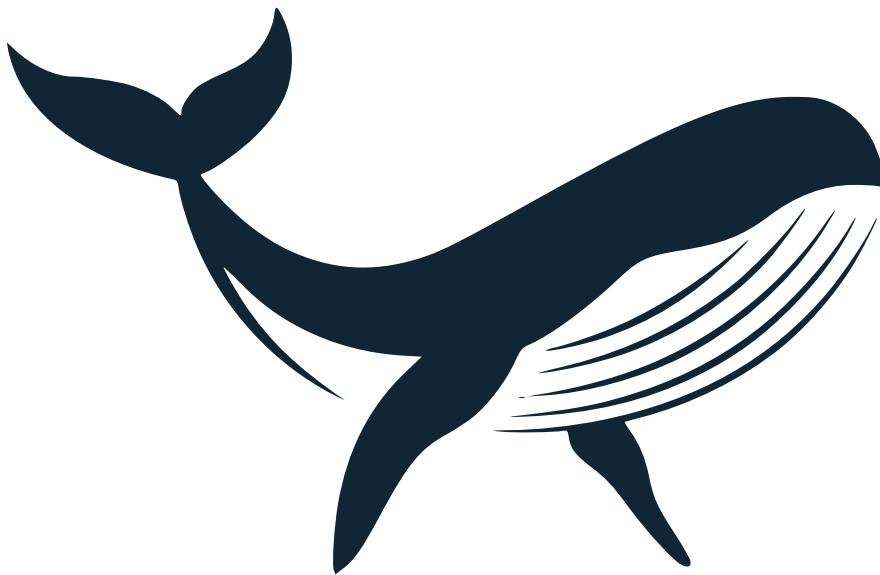
Visit our webpage.

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)

4. Approximate Size & Business Growth

Phase 0: Research & Testing (years 0-1)

- Production: 12x60 batches/year, 720L total.
- Focus: Refining recipes, branding, and building early demand.

Phase 1: Pilot Launch (years 1-2)

- Production: 8x1000+1x10000 batches/year, 18,000L total.
- Focus: Biergarten opening, direct sales, local partnerships.

Phase 2: Expansion (years 3-4)

- Production: 5x10000 batches/year, 50,000L total.
- Focus: Full automation & distribution, scaling up events and subscriptions.

Phase 3: Full Market (years 4-6)

- Production: 5x4x1000+5x2x10000 batches/year, 120,000L total.
- Focus: Full market saturation.

5. Next Steps

2. Add Financial Data & Break-Even Analysis

- Branch: financials-v1
- Add the first break-even analysis in .csv or .fods format.
- Include a Markdown version for easy reading in GitHub.
- Document fixed vs. variable costs per production phase.

3. Open Business Data

- Branch: open-business-v1
- Add recipes.
- Publish live brewing logs (batch performance, ingredient costs).
- Add revenue tracking templates.
- Website for automatic public financial reporting (quarterly and yearly).

4. Branding & Marketing Strategy

- Branch: branding-identity
- Upload Balea Brewery icons & logos.
- Include label and packaging design files.
- Add marketing strategy (social media plan, launch strategy).

5. Digital Community & Contribution System

- Branch: community-contributions
- Modify website to allow for usernames and passwords and send emails to the Balea team.
- Create a simple post and forum system.
- Define how people can propose new brews or suggest business improvements.
- Recipe review system.
- Voting system for the community to influence upcoming releases.
- Provide a contributor guide for submitting brewing data or financial insights.