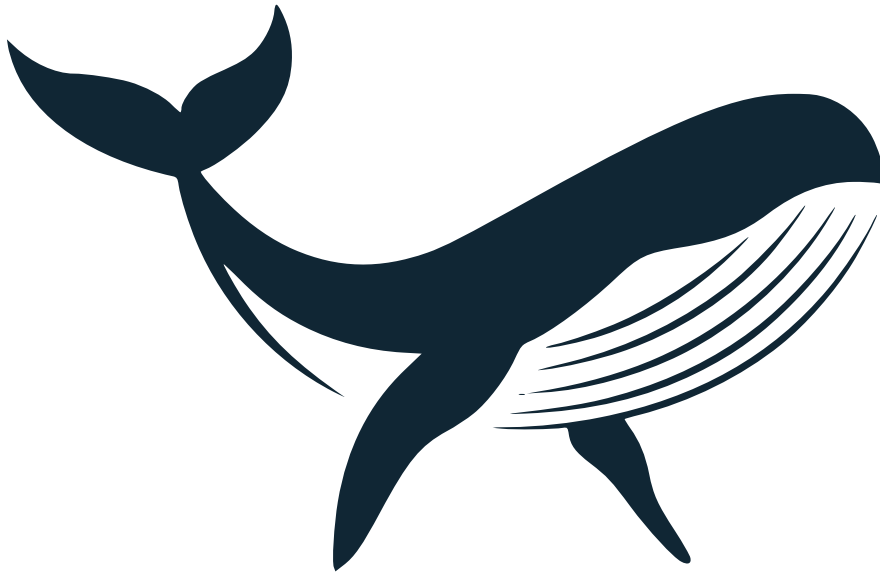


# Balea Brewhouse

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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, see 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 fermentation kits and curated brewing ingredients.
- **Subscription Model:** Monthly "Balea Brew Box" featuring exclusive ciders, meads, and historical brews.

## 3. Product Lines & Names

Sagardo (Ciders)



- Sidra ("Cider") – Traditional Basque hard cider.
- Itsaso ("Sea") – Very light and crisp cider.
- Haize ("Wind") – Floral and refreshing.
- Egur ("Wood") – Extra-dry, oak-aged cider.
- Zilar ("Silver") – Champagne-style bubbly cider.

Ezti (Meads)



- Miel ("Honey") – Classic smooth mead.
- Sagarra ("Apple") - mead with apple juice.
- Urdin ("Blue") - Blueberry Melomel.
- Gorri ("Red") - Cherry Melomel.
- Aranbeltz ("Black Plum") - Blackberry & Plum Melomel.
- Haritz ("Oak") – Barrel-aged mead.
- Ilargi ("Moon") – Elderflower-infused mead.
- Sugaar – Fiery mead with chili heat.
- Eguzki ("Sun") – Citrus and saffron-infused mead.

### Erdi Aroa (Medieval & Lost Historical Brews)



- Nero (Latin, "Black") – Blackberry wine, rich and deep in flavor.
- Acinus (Latin, "Berry") – A tart, medieval-style cherry wine.
- Myrdöl (Old Norse, "Myrtle") – A resinous bog myrtle ale, common in Viking and Germanic brewing.
- Birken (Middle High German, "Birch") – A lightly fermented beer made with birch sap.
- Halig (Old English, "Holy") – A sacred, mildly bitter mugwort ale used in monasteries.
- Parva (Latin, "Small") – A mild, daily table beer (~2%) for hydration.

- Spruce (Old English, "Spruce") – A spruce beer brewed with pine and fir tips.
- Trigo (Old Castilian, "Wheat") – A rustic, lightly soured oat and barley ale.
- Hippocras (Latin, "Physician") – A spiced honey wine with cinnamon, ginger, and nutmeg.
- Fuego (Old Castilian, "Fire") – A saffron and chili-infused heated wine.
- Callamellus (Latin, "Caramel") – A bochet mead with deep caramelized flavors.
- Feu (Old French, "Fire") – A berry bochet blended with wild blackberries.
- Honignuss (Middle High German, "Honey Nut") – A hazelnut-infused bochet mead.
- Mellagranum (Latin, "Honey Grain") – A classic braggot with malted grains and honey.
- Ölgýod (Old Norse, "Ale of the Gods") – A smoky, oak-aged braggot brewed for Viking feasts.
- Stark (Middle High German, "Strong") – A strong, dark braggot aged in oak barrels.

## 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.