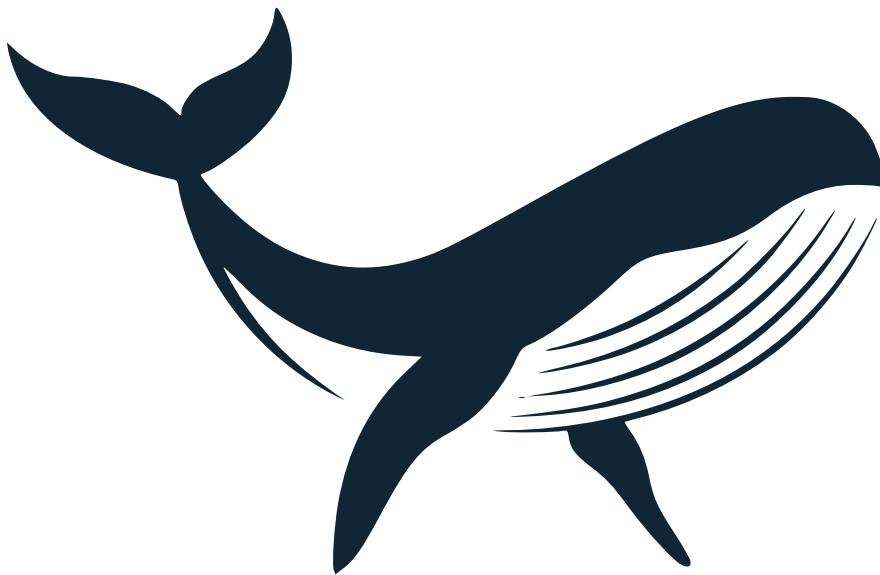


Balea Brewhouse

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, 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

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.

