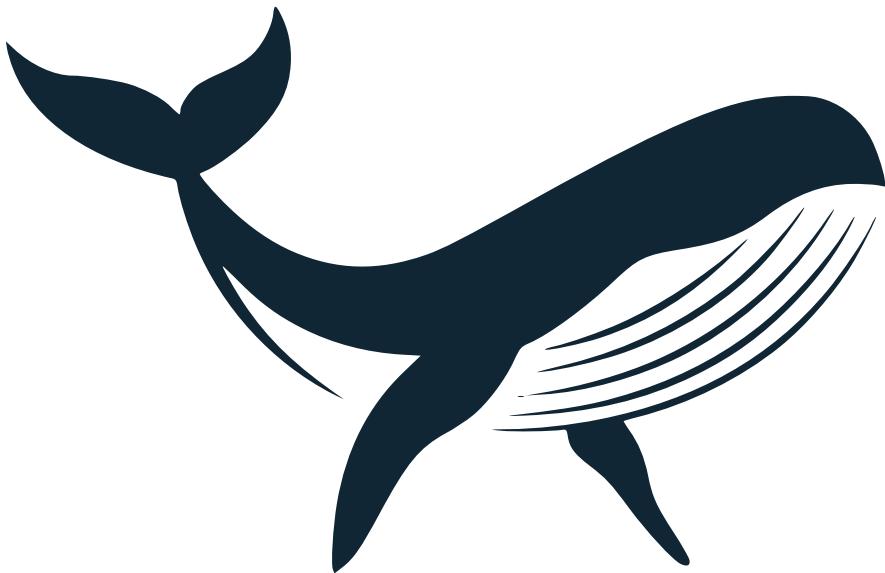


Balea Brewhouse

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.

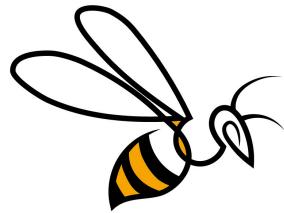
3. Product Lines & Names

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 definitly enough work and more than enough profit.

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

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

Phase 1: Pilot Launch (years 1-2)

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

Phase 2: Expansion (years 3-4)

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

Phase 3: Full Market (years 4-6)

- Production: 5x4x1000+5x2x10000 batches/year, 120,000L total.
- Focus: Full bar-level consumption. (200 seats * 3-10 barrels/seat/year*160L/barrel =100kL/year)

Phase 4: Full Market (years 4-6)

- Production: 12x10000+2x50000 batches/year, 220,000L total.
- Focus: Full local market saturation. (2 whole bars)

5. Next Steps

1. Add Financial Data & Break-Even Analysis

- Add the first break-even analysis in .csv or .fods format.
- Document fixed vs. variable costs per production phase.

2. Prototyping & Testing

- Add recipes.
- Brew experimental batches of cider and mead.
- Experiment with tinctures for unique flavors.

3. Venue Design & Workflow

- Add physical layout of the brewery, storage, and customer areas.
- Add workflows & equipment.
- Interactive map for the website, showing the venue layout and experience

4. Operations

- Add live operational & distribution workflows.
- Add live brewing logs (batch performance, ingredient costs).
- Add revenue & costs tracking.
- Website for automatic public financial reporting (quarterly and yearly).

5. Branding & Marketing Strategy

- Finalize product names based on Basque myths and history.
- Develop marketing visuals, logos, and packaging.
- Add marketing strategy (social media plan, launch strategy).

6. Baskpedia – Basque Cultural Wiki

- Create a small encyclopedia (Baskpedia) documenting Basque customs, myths, and history.
- Use it as a foundation for product lore, venue decoration, and branding.
- Feature sections on folklore, historical brewing techniques, and cultural elements.

7. Digital 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.

8. Expansion strategy:

- Events, new business lines, marketing, etc.?
- Contingency planning.