



Local, Organic, Cooperative Marketing





October 18 2014

We often joke that we're brewers not marketers. That's the easiest way to explain how we came up with the imaginative name of "London Brewing Co-operative." The brain storming session was essentially this: what do we do? we brew small-batch hand-crafted beer. Where are we located? Beautiful London, Ontario . What organizational structure best speaks to our values and how we wish to operate? A worker's co-operative. That's about the long and short of it 😊

So it comes as no surprise that sometimes our website is forgotten in the hustle and bustle. But, it has been updated! There is life! Check it out: <http://londonbrewing.ca/>

November 8 2014

The range of questions we are often asked when speaking of our brewery start with "how is the beer?", "where can I get it?", and "what's a co-operative?" Growing up on the family farm I saw a lot of what co-operatives can do in the community. From the Hensall District Co-operative (<http://www.hdc.on.ca>) to St. Willibrord Credit Union (now Libro: <https://www.libro.ca>) the spirit of co-ops was alive in the house - working together always makes things better.

We love the co-operative model and think it works across so many sectors and with so many people. We talk about it a bit on our website here:

http://londonbrewing.ca/wp/?page_id=53

Find out more about Co-operatives at the Ontario Co-operative Association web site:

<http://ontario.coop/>

And co-operatives are growing in the beer world! The folks at La Barberie (<http://ontario.coop>) have been going since 1997 and over in KW, Together We're Bitter Co-operative Brewpub (<https://www.facebook.com/pages/TWB-Cooperative-Brewpub/1508058006085986>) is doing a lot to bring people together around great beers and will be brewing soon in 2015. And that's just Canada - check out the amazing things that the world's first co-operatively-owned brewery is doing in Austin: <http://www.blackstar.coop>

Well then - that's a lot of reading for everyone! Happy weekend 😊

It's a harvest pop-up shop! Today, Sunday, 11-4pm at the Root Cellar 623 Dundas. A pop-up shop is a regular monthly London Brewing Co-op retail event, where you get to take the beer home! "Why only once a month?", you might be wondering. Because it takes all month to brew enough for the next pop-up 😊 We are hard at work today getting ready for October!



Today is the day! Our first pop-up store!! Come to The Root Cellar Organic Cafe this afternoon between 12pm-5pm. We have beer, glasses, and shirts for sale.

Something exciting is brewing in London...

Join us at the Root Cellar Organic Café on Sunday April 12, 2015 between 12pm - 5pm for London Brewing Co-operative's First Pop-Up Store!

64 oz Growlers - \$18
(includes deposit)
32 oz Boston Rounds - \$10
(includes deposit)
16 oz Glasses - \$4
20 oz Glasses - \$5

T-Shirts - \$18
T-Shirt plus 16 oz Glass - \$20
T-Shirt plus 20 oz Glass - \$21

*Taxes Included

It's coming! Five delicious beers! Two never-before-releases! See you next Sunday! Exclamation mark!

JULY 26TH 11AM - 4PM
POP, POP! BREWERY POP-UP STORE
623 DUNDAS ST., OLD EAST VILLAGE



SMALL ENOUGH TO BE DIFFERENT

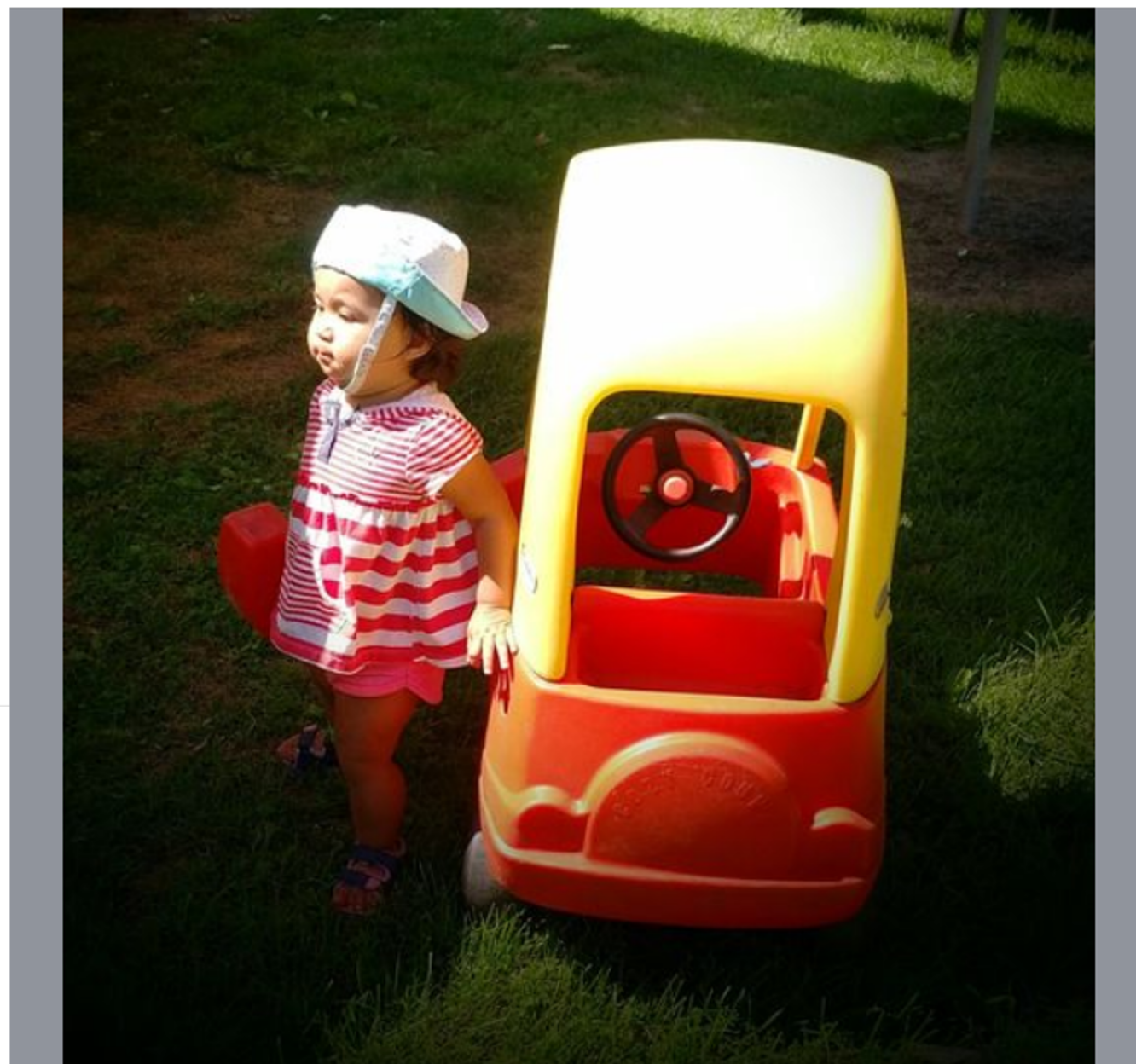
Londonbrewing.ca | fb.com/LondonBrewing | @LondonBrewingCa

*5 Different Locally Crafted Beers by
London's smallest brewery*

*Come check out our selection and find
your new favourite beer*

*64oz and 32oz size bottles available
T-shirts, glasses, and other swag!*

Walk , ride, or drive to this Sunday's popup. Plenty of on-street parking and a great new bike corral. We will be there from 11am-4pm at 623 Dundas ready with great beer and answers to any questions you may have. Cool hat not required



Just include cute pics of
our kids and we should
be good to go, right?



X



COLLAB BREW LAUNCH BASH

'BRAMBLE & BINE'
KUMQUAT RASPBERRY SAISON
FRIDAY MAY 11TH 6PM-11PM

FRIDAY NIGHT LIVE

music,
food
& friends.



LONDON
EST. BREWING 2014



WORKER-OWNED DISTORTION AREA (GRAPHICS OKAY / NO COPY) LOCALLY GROWN

LONDON
EST. BREWING 2014



Full-bodied biscuit and
Caramel
malt flavour balanced with
BRIGHT
PANEY
NORFOLK COUNTY
hops in this local red ale.

LONDON
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NORFOLK RED

LOCAL, CO-OPERATIVE,
SUSTAINABLE

BEER / BIÈRE ALC. 5.1% VOL. IBU 23
473mL

LONDON
EST. BREWING 2014



LOCAL
Locally grown hops and artisanal
malts in every batch

CO-OPERATIVE
Employee-owned and operated
democratically

SUSTAINABLE
Sustainably grown local
ingredients - better for people,
better for the planet

PRINCES RIVER HARBOR PALE
521 BURBROOK PLACE
LONDONBREWING.CA

Ingredients: Filtered water, organic barley malt,
sustainably grown Cascade and Chinook hops,
brewer's yeast



UNDERWRAP DISTORTION (GRAPHICS OKAY / NO COPY)

LONDON
EST. BREWING 2014

LONDON NATURAL LAGER

Clean tasting for those hot summer days but complex enough to
'be enjoyed all year long. Our organic lager is a Munich Helles
Lager. German for "bright" and it's that plus more. It's maltier
and breadier than its Czech-style counterpart providing great
body that's balanced by the Sterling hop. This tasty hop is a
North American varietal that imparts the German hop aromas of
spice and herbs and balances out the sweetness of the malt.
Available on tap, in bottles, and in cans year round.

TASTING NOTES

Bright and clear that finishes
smooth with a touch of malt sweetness.
Overall, a very refreshing brew.

4.7
%

18
IBU

Local and Organic Ingredients

- German and Ontario Malts
- Ontario Magnum Hops
- Ontario Cascade Hops
- Ontario Chinook Hops



WWW.LONDONBREWING.CA
New Website & Logo







Our 2020- 2021



Introduction of online store and home delivery program



Focus on digital marketing and email campaigns



Taking our flagship internal events online.



Getting creative with at-home experiences and products

Case Study:

2021 Farmer's Markets



A great fit!

- Officially permitted to sell beer at farmer's markets in spring 2021
- Provided us with much- missed facetime with our community
- How local is truly local?
- Certified organic beer alongside other organic products
- A very different beer-buying experience



Looking ahead to 2022... and beyond!



We have a plan!



Continue what
went well during
COVID



Expanding internal/
external events.



Celebrating local,
cooperative, organic beer!

We make very
different beer!



LONDON
EST. BREWING 2014