



Standing Out In A Crowded Market

Mike Morrison – MadeWest Brewing Company



Launched with 3 core beers in 2016

-Standard (Blonde)

-Pale

-IPA

16oz 4-pack format

2018

-Ventura Light Lager added

2019

-Hazy IPA added

2024

-Converted 5 cores to 16oz 6-pack format



**HOP &
BREW
SCHOOL**



Standard

Blonde Ale
Launched 2016
(original 3 core beers)



**HOP &
BREW
SCHOOL**

MADEWEST

STANDARD




STANDARD BLONDE ALE





HOPS:
Saaz, Mandarina Bavaria

Clean, crisp, sessionable Blonde Ale that is easy drinking and full of flavor. It has a soft, malty backbone and a prominent floral hop character with a dry, refreshing finish.



 **1/6 BBL KEG**
\$85.00

 **1/2 BBL KEG**
\$171.00

 **(4) 16OZ SIX-PACK CANS**
\$36.40

Pale

West Coast Pale Ale
Launched 2016
(original 3 core beers)

In an IPA saturated market,
Pale was successful in
landing permanent handle
placements.



**HOP &
BREW
SCHOOL**

MADEWEST

PALE



PALE WEST COAST PALE ALE

ABV
5.6%

IBU
38

HOPS:
Mosaic, Simcoe, Ekuanot

West Coast Pale Ale bursting with bright citrus and fruity hop complexity with notes of blueberry, guava and pine. This hop forward pale finishes crisp and refreshing.



1/6 BBL KEG: \$89.00

1/2 BBL KEG: \$177.00

(4) 16OZ SIX-PACK CANS: \$36.40

(12) ONE 19.2OZ CAN: \$26.11

IPA

**West Coast IPA
Launched 2016**
(original 3 core beers)

This beer was modern and light from launch with little recipe evolution other than playing with new hop combos.

Current DH is Nelson, Mosaic, Simcoe



**HOP &
BREW
SCHOOL**

MADEWEST

IPA



IPA

WEST COAST INDIA PALE ALE

ABV
6.6%

IBU
55

HOPS:

Citra, Strata, Simcoe

West Coast IPA loaded with a fresh tropical fruit character. Showcasing notes of pineapple, stone fruit and ripe citrus, this IPA has a mellow bitterness and pleasantly dry finish.



1/6 BBL KEG
92.00

1/2 BBL KEG
\$187.00

(4) 16OZ SIX-PACK CANS
43.80

Ventura Light

Launched 2018

With growing demand for light beer and local branding, we took this taproom fav to distro.



**HOP &
BREW
SCHOOL**

MADEWEST

VENTURA LIGHT



Ventura
LIGHT

ABV
4.2%

IBU
35

Golden, full-flavored light lager made with the finest ingredients to achieve a clean, crisp finish.

(2) 16OZ TWELVE-PACK CANS
\$28.50

1/6 BBL KEG
\$82.00

1/2 BBL KEG
\$167.00

(4) 16OZ SIX-PACK CANS
\$36.40

Hazy

-Launched 2019

Heavily hopped (3.5lb/bbl) and easy drinking, the demand for Hazy continues to grow at 8k annual bbls (1/2 of our production volume).



**HOP &
BREW
SCHOOL**

MADEWEST

HAZY IPA



HAZY IPA

INDIA PALE ALE

ABV
7.0%

IBU
35

HOPS:

Mosaic, citra, Simcoe

Hazy IPA packed with a ripe, juicy hop character, with notes of mango, peaches and cotton candy. The silky-smooth body is complemented by a refreshing finish.



1/6 BBL KEG: \$95.00

1/2 BBL KEG: \$195.00

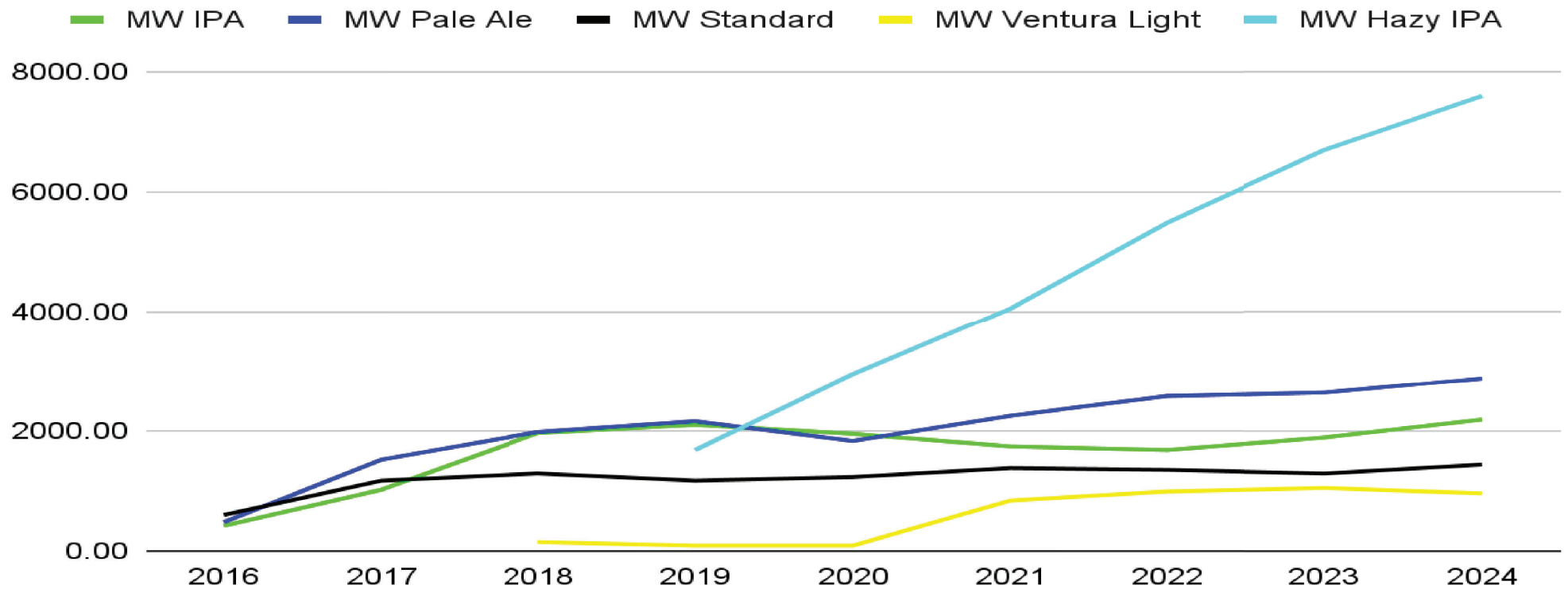
(4) 16OZ SIX-PACK CANS: \$43.80

(12) ONE 19.2OZ CAN: \$31.10

Annual Barrels Per Beer



MadeWest Core Beer Production



Standing Out

What worked for us?

Having a core lineup versus rotators.

Clean and minimal branding to stand out on the shelf.

Competitive pricing.

What's ironic and unique is our core lineup hasn't changed, with the exception of adding a Light Lager and Hazy IPA, no beers have been removed from the lineup.

Across the board we've used restrained malt bills of 2 Row and/or Pilsner with a restrained bitterness and an emphasis on hop expression. Our beers tend to be enjoyed by hop enthusiasts, while still approachable for those new to craft.





THANK YOU!



**HOP &
BREW
SCHOOL**