

Case study – The Norfolk Brewhouse

311 Diversification into non-agricultural activities

Funding: £159,080

Grange Farm, Harvest Lane, Hindringham



The Norfolk Brewhouse, run by husband and wife team David and Rachel Holliday, operates out of the family farm on Harvest Lane, Hindringham.

Grange Farm farms 200 acres, and although the farm is efficient, it needed to add significant non-farming income in order to provide a viable a living for the next generation of the family. A farm diversification grant awarded by LEADER through the Norfolk Coast and Broads Local Action Group, supported the Hollidays' with a project to generate alternative income sources for their farming household.

Reusing a disused barn on the farm, using water abstracted from the farm's well and locally grown Maris Otter barley, a new brewery called The Norfolk Brewhouse was created. The brewery differs from cask ale producers, in that it brews filtered ale and lager produced using traditional continental methods and cold stored for at least 8 weeks.

Funding at a rate of 35% supported the renovation of the barn, the purchase and installation of brewery equipment, plus marketing and branding materials.

The brewing equipment is of a high specification, and capable of producing 3,200 bottles per brew, with a peak weekly capacity of 20,000+ bottles. The majority of product is in bottles, so they have installed their own semi-automatic bottling plant. Their five year plan is to be operating at 50% capacity and employing six people.

The primary Moon Gazer brand boasts three ales and two lagers, with a new Mild due out soon. Ale and lager is stocked in shops, pubs and restaurants around the county, and is sold through local farmers' markets.