

WE ARE UNBOTTLING POTENTIAL.

CRAFT ACADEMY WAS FOUNDED ON THE PRINCIPLE THAT YOUNG PEOPLE WHO HAVE THE DRIVE AND AMBITION TO SUCCEED, SHOULD BE OFFERED THE OPPORTUNITY TO REALISE IT.

We believe young people bring creativity, innovation, flexibility, high energy and an understanding of new and emerging technologies to businesses of all sizes.

Supported by **GREENE KING**, we have constant access to leading industry experts. They provide invaluable mentorship for our recruits, highlighting and harnessing their skills, training them, supporting them and pushing them to become experts in their own right.

Each recruit is given the chance to experience every sector of the business; **sales, marketing and brewing**. We want to open their minds to all opportunities to find where they really click. Our hope is that as our recruits develop and grow, they will become leaders of the Craft Academy business and pass their skills on in turn.

It's a mutually-beneficial partnership - we provide training and the opportunity of long-term employment and the apprentices help us to create ground-breaking beers and a brand that we're all completely proud of.



BRILLIANT BEER FROM FRESH THINKING

While we work hard to ensure a **positive future for young people**, we also adapt and improve. Fuelled by innovation, we spark the fire within our recruits through stimulating projects and rewards for confident thinking.

The next exciting chapter in our story is the opening of Craft Academy's **Brew Room at The Florence, Herne Hill, SE24**. Long renowned as a community-based brew pub, we're putting down permanent roots in south London, giving our teams access to state of the art equipment and a pipeline to limitless customers who can witness and trial our achievements first-hand. Surrounded by other small craft breweries, our recruits will spend the majority of their time in a space where they can focus on **experimentation** and where they will be the most productive.

We keep our customers up-to-date with our activities through engaging social media and always look for the next excuse to get them to the Florence for a pint of our latest.

A BRAND WITH **BIG** AMBITION

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17% OF 16-24 YEAR OLDS
ARE NOT IN EDUCATION,
EMPLOYMENT OR TRAINING

THE TELEGRAPH - OCTOBER 2016

THE STATE OF OUR NATION

1 MILLION
YOUNG PEOPLE OUT OF WORK,
SUPPORTING THEM
MUST BE A PRIORITY

YOUTH EMPLOYMENT UK - AUGUST 2017

WE BELIEVE BY HELPING
YOUNG PEOPLE, THEY CAN HELP
SHAPE & CHANGE THE WORLD.
THROUGH CRAFT ACADEMY
WE ARE TAKING THE FIRST
STEPS TOWARDS CHANGING
THE WORLD OF BEER.

CORE BEERS

OVER EASY - SESSION I.P.A. - 3.8%
BIG BANG - I.P.A. - 5.6%
BITTER SWEET - BLACK I.P.A. - 6%
HIGH & DRY - DRY HOP LAGER - 5%

SEASONAL BEERS

DESERT RYEDER - RYE BEER - 4.8%
ICE BREAKER - PALE ALE - 4.5%

PICK
A CRAFT
ACADEMY
BEER AND
YOU'VE ALREADY
GIVEN
BACK

EVERY BOTTLE & PINT
HELPS TO CREATE
OPPORTUNITIES FOR
YOUNG PEOPLE &
COMMUNITY PROJECTS

FRESH
TALENT
+
EXPERIENCED
MENTORS
=
GREAT TASTING
BEERS
THE PROOF
IS IN EVERY
PINT!



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THE CRAFT ACADEMY STORY