



SIBA
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BREWERS

Members' Survey 2023/24

This provides a list of the questions that appear in the SIBA Members' Survey 2023/24.

Section 1 – Your brewery

Q1: Details

Name of brewery

Post code

When was your brewery founded?

Q2: In which SIBA region is your brewery located?

Scotland

North East

North West

Wales and West

Midlands

East

South West

South East

Section 2 – Beer production

Q3: Was was/ is likely to be your actual beer production volume in 2023? (hectolitres per calendar year)

HL of cask beer

HL of keg beer

HL of bottled beer

HL of canned beer

HL total beer production

Q4: What type of hops have you used most in 2023?

(Most used/second most used/ third most used)

American hops (e.g. Citra/Centennial/ Mosaic)

American new variety hops (e.g. Talus, Strata, Sabro)

Australian/ New Zealand hop (e.g. Nelson Savin, Motueka, Galaxy)

Uk Hops (e.g. East Kent, Goldings, Fuggles)

UK new variety hops (e.g. Harlequin, Godiva)

European (noble) hops (e.g. Hallertau, Saaz)



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European new variety hops (e.g. Huell Melon, Mandarina Bavaria)

Other

Q5: Please tick up to three hop varieties you have used the most in 2023?

Admiral, Ahtanum, Amarillo, Aurora, Azacca, Belma, Blanc, Boadicea, Bobek, Bramling Cross, Brewers Gold, Bullion, Calypso, Cascade, Cashmere, Celeia, Centennial, Challenger, Chinook, Citra, Cluster, Columbus, Comet, Cryo Pop, Crystal, Dana, Delta, Dragon, Dr Rudi, East Kent Goldings, Ekuanot, El Dorado, Endeavour, Ernest, Eureka, Fuggle, First Gold, Galaxy, Godiva, Goldings, Green Bullet, Harlequin, Heresbrucker, Hallertau Blanc, Hallertauer Mittelfruher, Hallertauer Tradition, Huell Melon, Idaho 7, Jarrylo, Jester, Kazbek, Lemondrop, Liberty, Loral, Magnum, Mandarina Bavaria, Melon, Minstrel, Mosaic, Motueka, Mount Hood, Mystic, Nectaron, Nelson Sauvin, Northdown, Northern Brewer, Nugget, Olicana, Pacific Gem, Pacific Jade, Perle, Phoenix, Pilgrim, Progress, Rakau, Riwaka, Saaz, Sabro, Saphir, Simcoe, Sorachi Ace, Southern Cross, Sovereign, Spalter Select, Sybilla, Summit, Taiheke, Talus, Target, Tettnang, Topaz, Wai-iti, Waimea, Wakatu, Warrior, WGV, Willamette, Other – please specify

Q6: What types of malts have you used most in 2023?

(most used, second most used, third most used)

British base malts (e.g. Maris Otter)

US base malts (E.g. American 2 row)

European base malts (E.g. Vienna malt, pilsner malt)

Coloured malts (e.g. roasted barley, crystal malt).

Speciality malts (e.g. rye malt, oat malt)

Adjuncts (e.g. torrefied wheat)

Other (please specify other)

Q7: Please tick up to three malts you have used the most in 2023?

Golden Promise, Maris Otter, Pale Ale, Lager, Pilsner, Vienna, Munich, Imperial, Aromatic, Cornish Gold, Caramalt, Crystal Light, Crystal Medium, Crystal Dark, Crystal Rye, Amber, Brown, Chocolate, Black, Roasted Barley, Malted Oats, Wheat, Naked Oats, Malted Rye, Dextrin Malt, Flaked Barley, Flaked Wheat, Flaked Oats, Rye, Other – please specify

Q8: What type of yeast have you used most in 2023?

(Most used, second most used, third most used)

House yeast(s)

Lager yeasts

British ale yeasts (e.g. SafAle, S-04, Lalbrew Windsor)

American ale yeasts (e.g. Safale US-05)

New England yeasts (e.g. Lalbrew New England)

Brett yeasts

Kviek ale yeasts



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Belgian yeasts
Sour yeasts
Wheat beer yeasts
Other

Q9: Please tick up to three yeasts you have used the most in 2023?

House yeast, Lalbrew Abbaye, Lalbrew Belle Saison, Lalbrew BRY-97, Lalbrew CBC-1, Lalbrew Diamond, Lalbrew London, Lalbrew Wit, Lalbrew Munich Classic, Lalbrew Nottingham, Lalbrew Windsor, Lalbrew New England, Lalbrew Koln, Lalbrew Voss, Wildbrew Philly Sour, Lalbrew Verdant IPA, Lalbrew Farmhouse, Lalbrew Novalager, Lalbrew Lona, SafBrew DW-17, SafBrew BR-8, SafBrew LD-20, SafBrew DA-16, SafBrew LA-01, SafBrew HA-18, SafAle BE-134, SafAle F-2, SafAle BE-256, SafAle S-04, SafLager W34/70, SafLager S-189, SafLager S-23, SafAle K-97, SafAle T-58, SafAle WB-06, SafeAle US-05, SafAle S-33, WHC Apres Ski, WHC Banana Split, WHC Haze, WHC Blitz Lager, WHC Bond, WHC Bubblegum, WHC Einstein, WHC Farmhouse Vibes, WHC Haze Heaven, WHC Helles Fire Club, WHC Hop Unlock, WHC Hornindal, WHC Lactobacillus Plantarum, WHC Lax, WHC Mango Madness, WHC Old English, WHC Sanders, WHC Saturated, WHC Sour Hour, WHC Tropical Paradise, WHC Voss, WLP001 – California Ale, WLP002 – English Ale, WLP005 – British Ale, WLP013 – London Ale, WLP017 – Whitbread II Ale, WLP019 – California IV Ale, WLP023 – Burton Ale, WLP029 – Kolsch Ale, WLP051 – California V Ale, WLP060 – American Ale, WLP066 – London Fog Ale, WLP085 – English Ale, WLP090 – San Diego Super Ale, WLP300 – Hefeweizen Ale, WLP400 – Belgian Wit Ale, WLP4000 – Vermont Ale, WLP4007 – Saison Ale, WLP530 – Abbey Ale, WLP550 – Belgian Ale, WLP653 – Brettanomyces Lambicus, AEB Fermoale, AEM Fermolager, Other – please specify

Q10: what percentage of your draught beer do you package in each of these different sized containers (this has to add up to 100%)

5 litres
10 litres
Pin 20 litres
Euro 30 litres
Firkin or 9, 40.9 litres
10, 45.5 litres
Euro 50, or 11, 50 litres
Kilderkin or 18, 81.8 litres
Euro 100, or 22, 100 litres
Euro 150, or 33, 150 litres
Barrel, or 36, 163.7 litres
Hogshead, or 54, 245.5 litre

Q11: What percentage of your containers are owned/ rented or plastic one way (e.g. keykeg)?

Owned containers
Long term rented metal containers



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One trip rented metal containers
One trip plastic containers (e.g. keykeg)

Q12: On average what percentage of your container fleet goes missing, or is uplifted incorrectly by other companies each year?

Q13: Do you use SIBA orange stickers?

Yes – all containers
Yes – majority of containers
Yes – some containers
No

Q14 – If you don't use SIBA orange stickers please explain why not?

Comment box

Section 3 – Your Beers

Q15: What was/is likely to be the approximate percentage split of your total 2023 production volume by strength?

0.0-0.5%
0.6-1.2%
1.3-2.8%
2.9-3.4%
3.5-4.5%
4.6-5.5%
5.6-6.5%
6.6-7.5%
7.6-8.4%
8.5-10%
Over 10%

Q16: What was/ is likely to be your average ABV overall in 2023?

Q17: How has the Alcohol Duty System changes introduced on 1 August impacted the ABV strength of your beers? (tick all that apply)

No impact
Introduced new beers below 3.4% ABV
Reduced ABV of some existing beers to below 3.4%
Reduced ABV of some existing beers to below 8.5%
Stopped producing some beers above 8.5%
Stopped producing all beers above 8.5%
Other please specify



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**Q18: How many beers are in your core range excluding one offs or seasonal beers in 2023?
(if the beer is packaged across multiple formats please indicate its main format)**

Cask
Keg
Bottle
Can

**Q19: How many seasonal or one-off beers (including collaborations) have you brewed in
2023? (if the beer is packaged across multiple formats please indicate its main format)**

Cask
Keg
Bottle
Can

Q20: What styles of beer are currently in your portfolio? Please tick boxes below

Non-alcoholic beer/ Alcohol free (0.0-0.5%)
Low Alcohol beer (0.6-1.2%)
Mild
Best Bitter
British Pale Ale
American Pale Ale
Bitter/ Ordinary Bitter
Pale Golden Bitter
Strong Mild/Old Ale
Stout/Porter
English IPA
American IPA
New England IPA/New England Pale Ale
Double IPA/Triple IPA
Strong old Ale/ Barley Wine
Barrel/ Wood Aged Beer
Wheat Beer
Fruit Beer
Other speciality ingredient beer
Belgian-Style Ale
Lager
Sour/Mixed Fermentation
Local Ingredients Beer
Green Hop Beer
Gluten-Free Beer
Other (please specify)

Q21: Do you produce any other drinks aside from beer?



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Yes on my own equipment
Yes produced by someone else
No

Q22: If yes please specify (tick all that apply)

Cider
Wine
Mead
Distilled spirits (e.g. whisky/gin)
Soft drinks/ soda
Other
None of the above

Section 4 – Your Employees

Q23: Please state the number of people employed in the following areas of your brewery using the drop down below. If one person has multiple job functions choose their primary job function only. You only need to select a number using the relevant drop down buttons, the rest can be left blank.

(full time staff - men, full time staff - women, full time staff - gender-other, part time staff – men, part time staff - women, part time staff – gender-other)

Management
Brewing
Packaging
Sales
Marketing/ social media
Admin/ accounts
Taproom/bar staff
Delivery/ drivers
Events/ brewery tours
Cleaners
Other

Q24: Please provide the ethnic background (if known) of those people employed using the drop downs below

White
Mixed/multiple ethic groups
Asian
Black/African/ Caribbean
Other

Q25: Please select an estimate of the average salary (excluding bonuses) within the following employment areas of your brewery. Select all that apply



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(Junior positions, mid-level positions, senior level positions)

Management
Brewing
Packaging
Sales
Marketing/ social media
Admin/ accounts
Taproom/bar staff
Delivery/ drivers
Events/ brewery tours
Cleaners
Other

Q26: Please select an estimate of the average bonus (if applicable) within the following employment areas of your brewery. Select all that apply

(Junior positions, mid-level positions, senior level positions)

Management
Brewing
Packaging
Sales
Marketing/ social media
Admin/ accounts
Taproom/bar staff
Delivery/ drivers
Events/ brewery tours
Cleaners
Other

**Q27: How many of your employees at the brewery fall within the age bands below?
Please provide a number in each relevant box**

16-24 years of age
25-34 years of age
35-44 years of age
45-54 years of age
55-64 years of age
65 years and older

Q28: How many vacancies do you have open?

0
1
2



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- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 10-15
- 15-20
- More than 20

Q29: How many staff members left your business in 2023?

Q30: How many of your employees have or are working towards relevant industry qualifications? Please provide a number next to any of the below which are relevant

(Have, working towards)

- Masters in brewing
- Degree in brewing
- Foundation in brewing
- General certification in brewing
- Diploma in brewing
- Master Brewer
- Apprenticeship in brewing
- General certification in packaging
- Diploma in packaging
- Master Cicerone
- Advance Cicerone
- Cicerone certified
- Certified beer server
- Beer sommelier
- Other

Q31: How many new jobs do you intend to create in the next 12 months?

Q32: What percentage of your beer production is sold through:

- Your brewery owned pubs
- Your brewery taproom
- Your onsite brewery shop
- Your brewery webshop
- Contract brewing
- Wholesale
- Export
- Local pubs (within approx. 40 miles of brewery)



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National pub chains
Pubs over 40 miles of brewery
Supermarkets
Independent retailers/bottle shops/ Off licences
Restaurants
Hotels
Online retailers

Q33: Please provide your total annual turnover for the PAST FINANCIAL YEAR (April 2022-April 2023) generated by beer sales only, including your on-site taproom/shop/online store if you have one

Less than 50000
50000-100000
100001-150000
150001-200000
200001-250000
250001-500000
500001-750000
750001-1million
1million-2.5million
2.5million-5million
5million-10million
Over 10million

Q34: Compared with the previous financial year (April 2022-April 2023), has your estimated annual turnover for the current financial year (April 2023-April 2024) remained the same, or increased or decreased? Please select one of the options below

Remain the same
Decrease by 1-10%
Decrease by 11-25%
Decrease of 26-50%
Decrease of 51-75%
Decrease of more than 75%
Increase of 1-10%
Increase of 11-25%
Increase of 26-50%
Increase of 51-75%
Increase of more than 75%
Don't know

Q35: What is the average net selling price (excluding VAT and before volume discounts), ABV and Beer Style of your SINGLE bestselling draught beer DIRECT TO ON-TRADE CUSTOMERS? If you do not sell to the On Trade please skip this question

Beer Style



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ABV%
£/firkin
£/30 litre keg
£/50 litre keg

Q36: What is the average net selling price (excluding VAT and before volume discounts), ABV and Beer Style of your bestselling draught beer DIRECT TO WHOLESALERS? If you do not sell to Wholesalers please skip this question

Beer Style
ABV%
£/firkin
£/30 litre keg
£/50 litre keg

Q37: What is the average net selling price (excluding VAT and before volume discounts), ABV and Beer Style of your bestselling draught beer DIRECT TO PUB COMPANIES? If you do not sell to Wholesalers please skip this question

Beer Style
ABV%
£/firkin
£/30 litre keg
£/50 litre keg

Q38: What happened to your average net selling prices in the last 12 months?

(Direct to on-trade customers, via wholesalers, via pub companies)

1-5% decrease
6-10% decrease
11-15% decrease
16-20% decrease
Above 20% decrease
1-5% increase
6-10% increase
11-15% increase
16-20% increase
Above 20% increase
Remained the same
Not applicable
Don't know

Q39: What is the most effective format to promote your brewery/beers? Please tick up to five

Price promotion
Sampling



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Tap takeovers
Meet the brewer
Branded POS
Glassware
National beer festivals
Own brewery tours
Consumer competitions
Social media (e.g. Twitter, Facebook, Instagram)
Social video/Vlogging platforms (YouTube, TikTok)
Brewery website (no online ordering available)
Brewery webshop
Press coverage
Beer or industry awards
Online retailer
Influencers/ Bloggers
Rating websites (e.g. RateBeer, Untapped)
National listing with PubCos
Local presence on bars
Advertising
Sponsoring sports or events

Q40: Are there any barriers hindering your interest in exporting? Please outline them in the comments box below

Comment

Q41: Have you carried out any major capital investment to REPLACE or UPGRADE existing equipment during the last 12 months?

Canning/Bottling line, Brew Kit, Fermenters, Taproom/Bar)
None
Less than 5000
5001-10000
10001-20000
20001-50000
50001-75000
75001-100000
More than 100000

Q42: Have you carried out any major capital investment to buy NEW equipment during the last 12 months?

(Canning/Bottling line, Brew Kit, Fermenters, Taproom/Bar)
None
Less than 5000
5001-10000
10001-20000



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20001-50000
50001-75000
75001-100000
More than 100000

Q43: Have you made any further capital investments in the following during the last 12 months?

(Buy new premises, Enlarge current premises, Purchase or expand transport fleet)

None
Less than 5000
5001-10000
10001-20000
20001-50000
50001-75000
75001-100000
More than 100000

Q44: What are your business priorities for the next 12 months?

Invest in new brewery equipment
Expand the brewery
Open a taproom
Open a pub
Start an online shop
Switch production
Beer quality improvements
Start exporting
Develop staff
Survival
Sustainability measures
Other (please specify)

Q45: Are you currently calculating your brewery's carbon emissions?

Yes we are
We intend to start
No current plans
Not intending to do so
Don't know

Q46: What, if any, green/ sustainability measures have you introduced?

Q47: Have you raised any financial investment in 2023 through:

Crowdfunding
Business loans



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Government grants

Private investment

Other (please specify)

Q48: In the past 12 months how much money has your brewery raised for charity?

£0

Less than £100

£101-250

£251-500

£501-1000

£1001-2,500

£2,501-£5,000

£5001-10,000

£10,001-20,000

£20,001-30,000

£30,001-£40,000

£40,001-£50,000

More than £50,000

Q49: How many charities have you supported over the last 12 months?

0

1

2

3

4

5

6

7

8

9

10

More than 10

Q50: What type of collaboration/involvement does your brewery have with charity organisations?

They organise events at the brewery for free

We provide them with beer/merchandise for free

We help them raise funds across our network

Donated money from beer sold

Other (please specify)

Q51: Where are the charities and/or volunteering organisations you supported located or operated?



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No support given
Same town/ village as brewery
Operating in the UK
Operating worldwide
Other (please specify)

Q52: How important to your business is its relationship with the local community?

Extremely important
Very important
Somewhat important
Not so important
Not at all important