



Members' Survey 2025/26

This provides a list of the questions that appear in the SIBA Members' Survey 2025/26.

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

Midlands

East

South West

South East

Northern Ireland

Section 2 – Beer production

Q3: Was was/ is likely to be your actual beer production volume in 2025? (hectolitres per calendar year)

HL of cask beer

HL of keg beer

HL of bottled beer

HL of canned beer



Q4: What was/is likely to be the approximate percentage split of your total 2025 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%

Q5: How many beers are in your core range excluding one offs or seasonal beers in 2025? (if the beer is packaged across multiple formats please indicate its main format)

Cask
Keg
Bottle
Can

Q6: How many seasonal or one-off beers (including collaborations) have you brewed in 2025? (if the beer is packaged across multiple formats please indicate its main format)

Cask
Keg
Bottle
Can

Q7: Please click the top three beer styles that you currently produce

- Non-alcoholic beer/ Alcohol free (0.0-0.5%)
- Mild
- Sour/Mixed Fermentation
- Fruit Beer
- Barrel/ Wood Aged Beer
- Stout/Porter
- Bitter
- Scottish Ale
- Golden Ale



- Pale Ale
- India Pale Ale
- Imperial (Double/Triple) India Pale Ale
- Hazy Pale/ Hazy India Pale Ale
- Strong Old Ale/ Barley Wine
- Wheat Beer/ Weizen
- Pilsner (German, Bohemian, Italian)
- Pale Lager/ Helles/ Austrian Marzen/ Ležák
- Amber lager/ Vienna Lager
- Dark lager/ Munich Dunkel / Schwarzbier / Tmavé Ležák
- Belgian Wit
- Blond Ale
- Dubbel
- Tripel
- Saison
- Other (please specify)

Q8: Do you produce any other drinks aside from beer? (please choose all those that apply)

(own equipment/ produced by someone else)

- No
- Cider
- Wine
- Mead
- Distilled spirits (e.g. whisky/gin)
- Soft drinks/ soda
- Hop Water
- Other please specify

Q9: What percentage of your containers are owned/ rented or plastic one way (e.g. keykeg)?

Owned containers

Long term rented metal containers

One trip rented metal containers

One trip plastic containers (e.g. keykeg)



Section 3 – Your Employees

Q10: Including yourself, 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)

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

Q11: Please provide the ethnic background (if known) of those people employed using the drop downs below

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

Q12: Please select an estimate of the average full time equivalent salary (excluding bonuses) within the following employment areas of your brewery. Select all that apply

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

Owner / Director / CEO
Management
Brewing
Packaging
Sales
Marketing/ social media
Admin/ accounts



Taproom/bar staff
Delivery/ drivers
Events/ brewery tours
Cleaners
Other

Q13: 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)

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

Q14: 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

Q15: How many vacancies do you have open?

Slider 0-500

Q16: How many staff members left your business in the last 12 months?

Slider 0-500

Q17: Aside from the Statutory Employee Benefits, do you offer any additional Benefits for employees (please select all that apply)



Health Insurance
Life Insurance / Death in Service Cover
Enhanced Pension Contributions (above statutory)
Flexible Working (4-day week/flexible hours)
Employee Assistance Programmes (EAPs) (counselling, wellbeing support)
Discount Schemes (retail, gym, travel discounts)
Training & Development (funded courses)
Enhanced Leave (above statutory maternity/paternity policies)
Other please state
None of the above

Q18: 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

Q19: How many new jobs do you intend to create in the next 12 months?

Slider 0-500

Section 4 – your sales

Q20: What percentage of your beer production is sold through:

Your brewery owned pubs
Your brewery taproom
Your onsite brewery shop



Your brewery webshop
Market stalls/ external events
Contract brewing
Wholesale
Export
Local pubs (within approx. 40 miles of brewery)
National pub chains
Pubs over 40 miles of brewery
Supermarkets
Independent retailers/bottle shops/ Off licences
Restaurants
Hotels
Online retailers

Q21: Approximately what percentage of the local pubs (defined as within 40 miles of the brewery) can you not sell your beer to?

0% to 100% slider

Q22: Please provide your total annual turnover for the PAST FINANCIAL YEAR (April 2024-April 2025) 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
250001-300000
300001-400000
400001-500000
500001-600000
600001-750000
750001-1million
1million-2.5million
2.5million-5million
5million-10million
Over 10million



Q23: Compared with the previous financial year (April 2024-April 2025), has your estimated annual turnover for the current financial year (April 2025-April 2026) remained the same, or increased or decreased? Please select one of the options below

Slider -100% to 100%

Q24: 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

ABV%

£/firkin

£/30 litre keg

£/50 litre keg

Q25: 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

Q26: What is the average net selling price (excluding VAT and before volume discounts), ABV and Beer Style of your bestselling draught beer DIRECT TO NATIONAL PUB COMPANIES? If you do not sell to national pub companies please skip this question

Beer Style

ABV%

£/firkin

£/30 litre keg

£/50 litre keg

Q27: 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

Section 5 – your investment

Q28: How much have you invested in major capital projects in the last 12 months?

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

Q29: if you invested in major capital projects, what areas did they cover? (click all that apply)?

Canning/Bottling line
Brew Kit
Fermenters Taproom/Bar
New premises
Enlarge current premises
Transport fleet
Other, please state

Q30: 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)

Q31: 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

Q32: What, if any, green/ sustainability measures have you introduced?

Comment box

Q33: Have you applied for any finance in the last year through:

Bank overdraft
Government grants
Local Government grants
Credit cards
Loans from directors/ individuals/ organisations
High street bank loans
Term loans (non-high street banks)
Personal funds
Leasing or hire purchase
Private lending/ finance company
Crowdfunding
Other please state
None

Q34: If you applied for finance were you successful in obtaining it?

Yes the full amount
Yes part of the amount
No we declined the offer
No we were refused



Section 6 – community involvement

Q35: In the past 12 months how much money has your brewery raised for charity?

0

Less than 100

101-250

251-500

501-1000

1001-2500

2501-5000

5001-10000

10001-20000

20001-30000

30001-40000

40001-50000

More than 50000

Q36: 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)

Q37: 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