

WERYN

Winning Ales

**Chesterfield
Digital High Street**



Case Study

Brampton Brewery Ltd

Sector

Retail

Location

Chatsworth Business Park, Chatsworth Rd, Chesterfield S40 2AS

Website

www.brampton-brewery.myshopify.com

Call: **0330 053 8639**

Email: info@emc-dnl.co.uk

www.emc-dnl.co.uk/chesterfield-digital-high-street

Funded by



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The Business

Brampton Brewery Ltd is a long-established micro-brewery based in Chesterfield, run by Managing Director, Chris Radford. As well as its Chatsworth Road brewery, it operates three tied houses in the area, as well as a shop and bar at the brewery site itself.

The brewery exists predominantly to supply beer into its estate of pubs and into small-pack (bottle and mini-keg), which is sold from the brewery shop.

Three people are employed within the brewery business, with a further 25 across the estate of pubs and shop.

Support from the Chesterfield Digital High Street project is helping the business strengthen its position following the turbulent Covid times for the pub industry.

The Goal

Brampton Brewery's three pubs are trading well but, rather than add to the estate of pubs in the short term, Chris is focused on consolidating their current strong position, putting them in the best place possible to flourish as the industry recovers. Two areas they targeted for growth are improving their social media presence and online sales of their packaged product.

““
To any business considering getting involved, I'd say this - Just do it!! There really is no reason not to. You'll have access to a wide range of advice and services from industry specialists who just want to see you succeed.

The Support

A Business Adviser from the project, Insan Farooqi, supported Chris in identifying many key areas of support, also arranging access to relevant webinars focusing on building a social media presence and an e-commerce platform.

The Results

“We'll be implementing some changes to our social media presence over the coming months as a result, and expect to see improvements after that point. We have also received grant funding through the project for a new website with enhanced e-commerce functionality. Once launched, we hope to see significant growth in our online sales.”

