

Craft Academy



UNBOTTLING
POTENTIAL.

Craft Academy

www.unbottlingpotential.co.uk

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.

The range...

Big Bang



Style: IPA

Alcohol Content: 5.6%ABV

Country: England

Bold & exciting with an explosion of flavour. Dry hopped twice with PERLE MAGNUM & CASCADE HOPS, herbal & pine notes punch through bitter citrus. PALE & CARAPILS MALTS restore balance with a subtle sweetness. Momentous.

Desert Ryeder



Style: IPA

Alcohol Content: 5.6%ABV

Country: England

Dryer than the desert with a sunset red hue. RYE MALTS create a spicy beer with a hint of liquorice. CHINOOK & CASCADE HOPS refresh with a grapefruit splash & floral pine oasis. An epic ride.

High & Dry



Style: Dry Hop Lager

Alcohol Content: 5%ABV

Country: England

A sun-bleached blonde beer with a refreshing crispness. Generously dry hopped with CASCADE & CENTENNIAL HOPS to create a wave of citrus with a spiced undercurrent. Delicate malts clean the palate with a washed-up freshness. Adventure awaits.

Over Easy

Style: Session IPA



Alcohol Content: 3.8%ABV

Country: England

Laid-back and refreshing with a golden sunshine glow. RYE & CRYSTAL MALTS reveal toffee and spice while PALE & CARAPILS MALTS add sweetness & body. Triple hopped for a bold citrus splash & punchy aroma. Jump right in.