

# The Loose Cannon Brewing Company Ltd

Impact Report 2024

Loose Cannon Brewery, established in 2010, has evolved significantly in response to the challenges posed by the Covid pandemic. With traditional sales channels closed, the business swiftly adapted, developing a strategy to cater to at-home consumption. By leveraging existing resources, Loose Cannon successfully increased market penetration and grew its direct-to-consumer sales.

As the hospitality sector reopened, cautious consumer behavior and reduced footfall led to a decline in sales to local establishments. However, the brewery responded by creating a Covid-safe space, allowing consumers to socialise safely, thus providing a valuable new revenue stream. Investment in the Taproom, Brewery Shop, and a small craft beer brew kit has driven strong growth, with Taproom sales up 54% year on year and retail sales 14% higher than the previous year.

## Building a brand around family values and passion for the environment

The business is also preparing for its 15th anniversary with a series of events and special brews. As it continues to innovate and improve, Loose Cannon remains committed to retaining its loyal customers while attracting new visitors through exciting new experiences.

Grant support from OxLEP has provided a means for Loose Cannon to create further competitive advantage over their competitors as well as an additional source of income. Taproom income has also benefited from incremental sales as a result of being able to provide food for our guests with the length of visiting time being extended.

Customers now have extra reasons to visit the brewery and to stay longer. Looking ahead, the long-term vision for Loose Cannon includes relocating to a larger site within Abingdon to accommodate expansion and create a visitor centre, bar, and restaurant.



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