



The Maldon Brewing Company Ixion Challenge 09/10 - Finalist

Background

Now in its second year, the Ixion Challenge has attracted record entries from a wide range of companies including the manufacturing, engineering, medical, service and motor industries, all looking for an opportunity to win a financial and educational award worth £27,000.

The Challenge

Ixion Holdings Ltd aimed to help businesses survive and revive as they progress through and out of the current recession. The Ixion Challenge asked businesses, based in the East of England, to supply information on how they would utilise the award to help their business develop.

The Finalist

One of the five finalists is The Malden Brewing Company, a family-owned and run microbrewery producing a range of real ales in draught and bottles for both trade and retail customers, housed in a Grade 2 listed building in Maldon, Essex.

The brewery produces a range of 'Farmer's Ales' with evocative names such as 'A Drop of Nelson's Blood' and 'Malden Oyster Stout', many of which have won Campaign for Real Ale (CAMRA) awards at both local and regional level, and Director Nigel Farmer has his eyes on a national award. He says, **"I am looking at 7 certificates on my office wall – I've left a space for a 'Champion Beer of Britain' award... maybe one day!"**

Nigel believes in a local product for local people, and does not deliver his beers to the rest of the UK. He feels it is wrong for large breweries to ship beers from one end of the country to the other for bottling, which massively increases the industry's carbon footprint. He makes most of his deliveries himself by car, and even delivers to one customer – a hotel 20 yards away – on foot!

Nigel is delighted to represent the brewing industry in The Ixion Challenge, and was happy to hear his brewery had reached the final five. If successful, Nigel would use the Ixion Challenge award to help fund the planned expansion of his business. He believes that small breweries such as The Maldon Brewing Company are well placed to take advantage of the current trend which shows that real ale sales are increasing in the UK while the overall sale of beer is in decline.

The Benefits

When asked why The Maldon Brewing Company should win the Ixion Challenge, he said, **"We are a local company, brewing local beers for local people. We are community based, and believe in supporting local organisations. For example, we sponsor the kit for the local rugby club, and support local charities whenever we can. We believe that we contribute to building a good community spirit – and that's where the future of England lies!"**