

Great Brewery Tours Around The World

A large, polished copper brewing kettle is the central focus of the image. It has a tall, narrow neck and a wide, rounded body. The kettle is surrounded by other brewing equipment, including pipes and valves. The setting appears to be a museum or a brewery tour facility, with a tiled floor and large windows in the background. The lighting is bright, highlighting the metallic sheen of the copper.

How to make the most
of your beer travel experiences

Peter Symons

Kronenbourg – Strasbourg France

Brewery Tour Grist

- ~ Types of Breweries
- ~ Preparation or Not
- ~ Types of Tour
- ~ The Guide
- ~ The Other Tourists
- ~ Tour Essentials
- ~ The Tasting
- ~ The Shop
- ~ Attributes of a GREAT Tour?

What Started it All

**Boeing 747-438, VH-OJH
Bangkok, Thailand**



You Always Remember Your First

~ Well not always the detail!



Fuller Smith & Turner – Chiswick UK

Types of Breweries

Brew Pub



The Lord Nelson Sydney



Blue Anchor Helston Cornwall

Types of Breweries

Regional/Craft



Sierra Nevada - Chico CA



Hook Norton - nr Oxford

Preparation or Not?

To Plan or Not to Plan?



George Gale & Co – UK

Prepare



Or NOT

Preparation or Not?

No Public Tour



~ Coopers

~ No public tour
on your
available day

Prepare



Or NOT

Preparation or Not?

Trade Only!



- ~ The Caledonian Brewery (Caley)
- ~ No public walk up tours at all – trade or special conference only

Prepare



Or NOT

Preparation or Not?

Serendipity - just luck



Skidders – Truro Cornwall

Prepare



Or NOT

Preparation or Not?

Booking is essential



Anchor Brewing – San Francisco

Prepare



Or NOT

Preparation or Not?

No Tour

~ Sample the beer!



Prepare



Or NOT

Types of Tour

Marketing Led

The screenshot shows the Carlsberg website for the Carlsberg Visitors Centre & The Jacobsen Brewhouse. The page includes a navigation menu with options like 'Front', 'Calendar', 'How to find us', 'Admission', and 'Brewing process'. The main content area features a large image of the historic brick building with two tall chimneys. Text on the page provides admission prices: Adults DKK 50.00, Juniors 12-18 years DKK 35.00, Groups 15 persons+ DKK 35.00 p.p., and Children under 12 free. It also mentions that beer sampling is included in the admission fee. The Carlsberg logo is visible at the bottom left of the page.



~ Carlsberg Visitor Centre - Copenhagen

Visitor centre



Working Brewery

Marketing Led



Italiano Deutsch Français Español

ESTD 1759 **GUINNESS STOREHOUSE**
Home of Guinness, Dublin

HOME | TICKETS | INSIDE | DIRECTIONS | GROUP TOURS | PHOTO COMPETITION | MEETINGS & EVENTS | PRESS AREA | CONTACT US | FAQ'S

INSIDE GUINNESS STOREHOUSE®



ATRIUM

The STOREHOUSE® was originally built in 1904 to house the GUINNESS® fermentation process. This incredible building was constructed in the style of the Chicago school of architecture, with massive steel beams providing the support for the structure of the building. The STOREHOUSE® building housed the fermentation of GUINNESS® beer until 1988, and in November 2000, the new addition to the Dublin tourism offer opened its doors.

The core of the GUINNESS STOREHOUSE® building is modelled on a giant pint glass, stretching up from reception on the ground floor to The Gravity Bar in the sky. If filled, this giant pint would hold approximately 14.3 million pints of GUINNESS®!

GUINNESS STOREHOUSE® is also home to the [GUINNESS® Flagship Retail Store](#) - packed with exclusive merchandise and memorabilia.

GROUND FLOOR

On the ground floor, where you can also visit the Retail Store, the massive exhibit introduces you to the four ingredients; water, barley, hops and yeast, all of which combine together to make a perfect pint. As you continue your visit, you will meet the fifth vital ingredient, the man himself, Arthur Guinness.



~ Guinness Storehouse - Dublin



Visitor
centre



Working
Brewery



Tui - Mangatainoka NZ

Visitor
centre



Working
Brewery

Types of Tour

Reality



The FLAVOUR



Foreign Language



~ Challenge

~ French

~ German

~ Self Guided

~ Cantillion floor
arrows plus cat

Challenge



Wimping

Types of Tour

Food Pairing

~ Beer – Tour –
Tasting – Food
Pairing



Malt Shovel Brewery - Sydney



Types of Tour

Shortest



Black Isle – Inverness Scotland

15mins



1 hour

Non Expert

~ Follows Script



Youngs – Wandsworth



Owner/Brewer



Tuckers Maltings – Newton Abbot UK

Non
Expert



Expert

Head Brewer



Sharps Brewery – nr Rock Cornwall

Non
Expert



Expert

The Guide



Novice



Hook Norton – nr Oxford UK

Non
Expert



Expert

The Other Tourists

👉 Get through the brewery to the tasting!

👉 Or Interested in the history, process and tasting – along the way and at the end



Ayinger – nr Munich Bavaria

Beer
only



Curious

Tour Introduction

Health and Safety



Fyne Ales – Scotland



Wadworth – Devizes UK

Yes



Tour Introduction

Video -
history/process



Kronenbourg – Strasbourg France

Slick



None

Tour Introduction

Ingredients

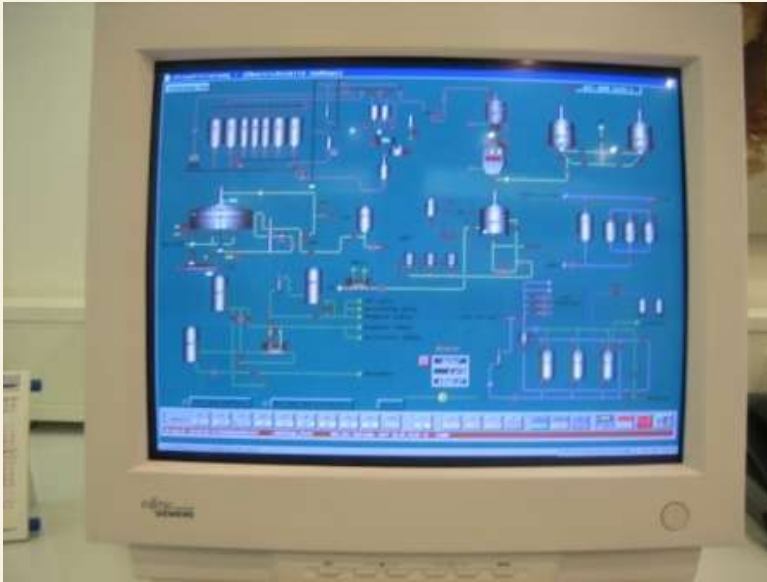
- ~ Water
- ~ Grain
- ~ Hops
- ~ Yeast



Ayinger - nr Munich



Process

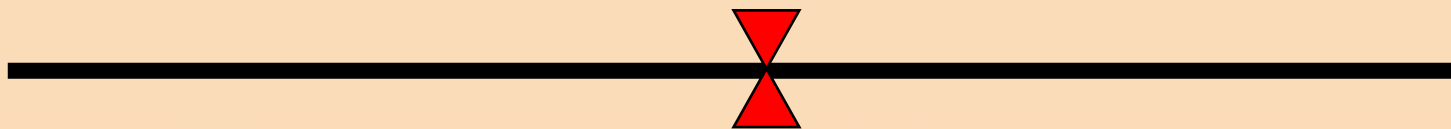


~ Process

- ~ Modern SS Bling & Computer Control
- ~ Blend Modern and Traditional
- ~ Traditional

Ayinger – nr Munich

Modern



Traditional

The Tour Essentials

Milling

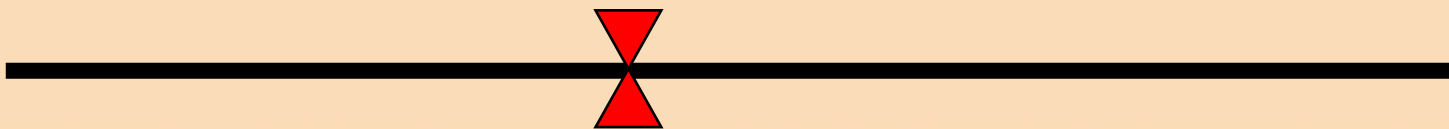


Shepherd Neame – Faversham UK



Sharps – Rock Cornwall

Modern



Traditional

Milling



Theakstons Masham Yorks

Modern



Traditional

Steeles masher



Caley - Edinburgh

Modern



Traditional

The Tour Essentials

Cantillon – Brussels Belgium

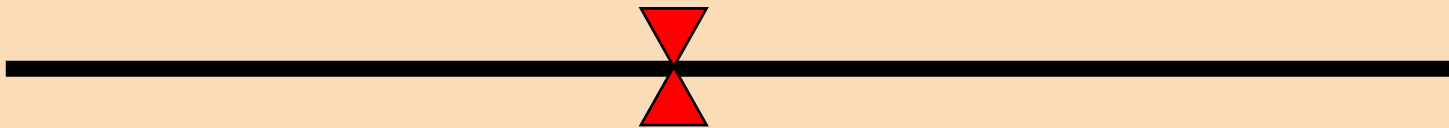


Mashing



Shepherd Neame – Faversham UK

Modern



Traditional

Boiling



Marstons - Burton

Modern



Traditional

The Tour Essentials

Hook Norton – nr Oxford UK



Boiling



Marstons - Burton UK

Modern



Traditional

Boiling



Caley - Edinburgh UK

Modern



Traditional



Fullers – Chiswick UK

Modern



Traditional

Hop Back



Theakstons - Masham

Caley - Edinburgh

Modern



Traditional



Hop Back



Deschutes Bend OR

Modern



Traditional

The Tour Essentials



Cantillon – Brussels Belgium

Chilling



Hook Norton – nr Oxford UK

Coolship



Plate
Chiller

Fermentation



Ayinger – nr Munich

Wadworth – Devizes UK





BRINGS

FV31

Fullers



Hook Norton nr Oxford UK



Marstons



Marstons

Black Sheep



Theakstons



Fullers



Cantillion



Tui

The Tour Essentials

Yeast Removal



Deschutes Bend OR

Yeast Press 1999

Fullers – Chiswick UK

Modern



Traditional

Dry Hopping



Modern

Traditional



The Tour Essentials

Hop Cannon



Modern



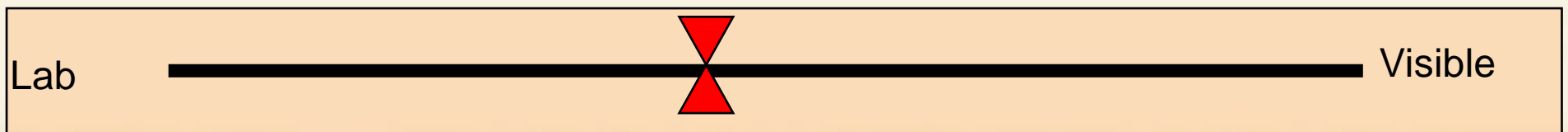
Traditional

Quality Control

Deschutes - Bend OR



Wadsworth – Devizes UK



Packaging – Tui Bottling



Allowed
In



Not
Allowed

Packaging – Cask



Fullers – Chiswick UK



Hook Norton – nr Oxford UK

Working 

Or Not

Occasional Livestock



Animal



Or Not

The Tasting

The Tasting

Twisted Hop – Christchurch NZ

Ayinger – nr Munich



Stingy



Generous

The Shop



- ~ From incidental to main event
- ~ Gift included with Tour
- ~ Endorse product If you like it?? and buy

St Austell – Cornwall



Attributes of a GREAT Tour?

Knowledgeable Guide

Like minded tourists

Some history, visibility of process

Some surprises

Great Beer and sometimes food

Good memories i.e. you can remember!

And a few souvenirs

Great



My Recommendations

- ~ Fullers
- ~ Hook Norton
- ~ Ayinger
- ~ Anchor
- ~ Theakstons
- ~ Marstons
- ~ Deschutes
- ~ ...but with these hints you can find out for yourselves !

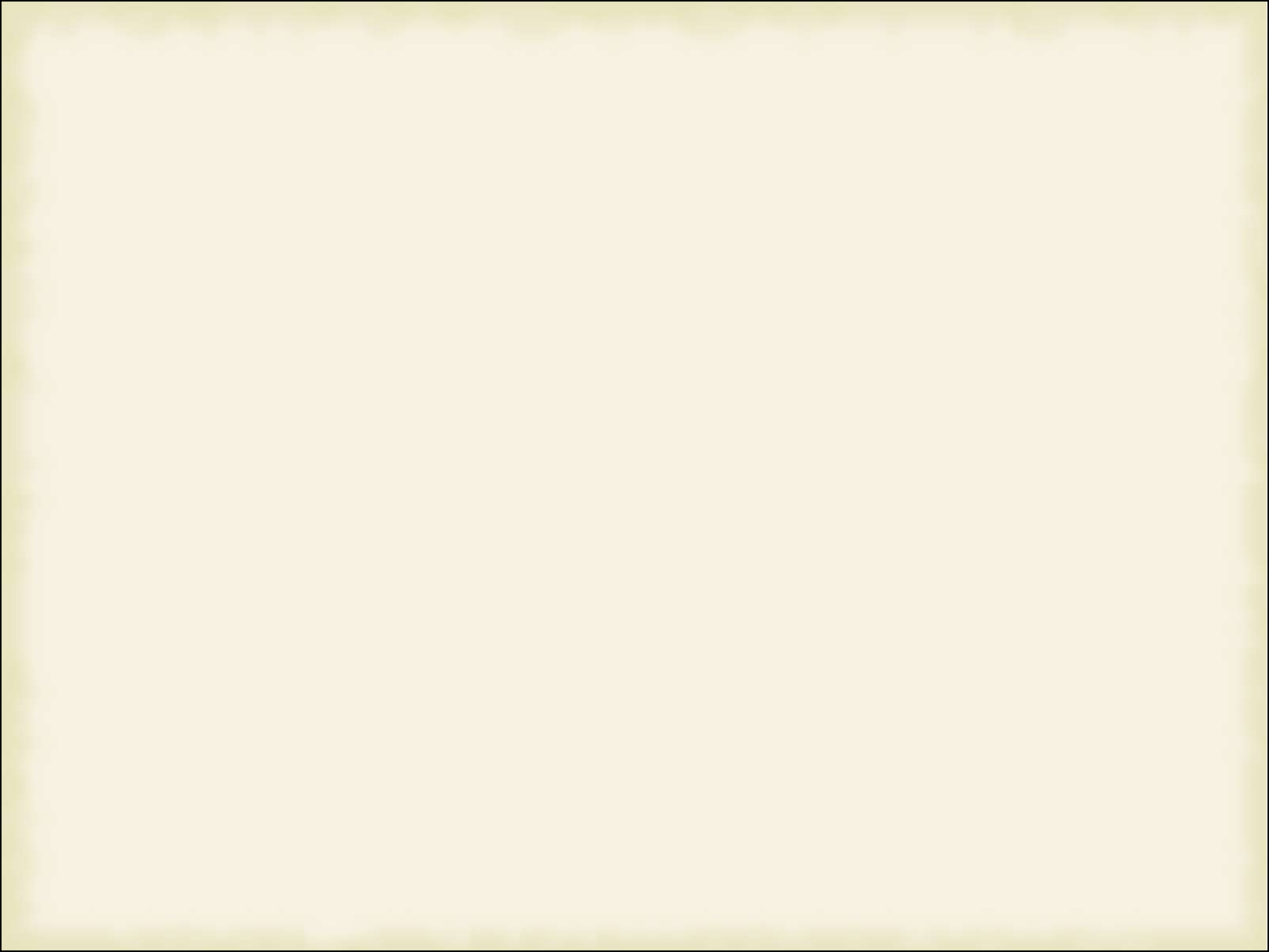


Thanks for Your Attention

Speights – Dunedin NZ

Questions





Quiz





