



Success stories

Coldstream Brewery



Born to Brew

Coldstream Brewery is owned by lifelong mates Mike and Rohan. Born two weeks apart in the same hospital, attended the same kindergarten at the age of four, quickly becoming best friends. They grew up in the same county town in Gippsland and remained mates throughout their lives.

They first found an appreciation for the beer world on their travels around Europe in their early twenties. The tastes and flavours they found were a real lightbulb moment. They realised that there was nothing like this on the market currently. The friends knew they had to bring these tastes and experiences back home and combine them with everything they loved about Australia.

From this idea a Brewery was born that now produces beers and ciders for sale in the Australian and overseas markets.



Making the best of the bad

Business was growing at the brewery in Coldstream on site and through major retailers such as BWS, then COVID hit, impacting sales due to lockdowns.

While many businesses struggled to find a way forward the team at Coldstream used the time to engage with the Entrepreneurs' Programme - High Growth Road Map with Facilitator, John Lochery, the CEO masterclass series and bDesign offerings. These engagements assisted the business to develop new products and position the brand for growth.

Rather than the downturn being a negative the team turned this into a positive, picking up on market trends the packaging was expanded from just glass bottles to include a range on cans.

This has resulted in additional ranging in BWS and they now export into parts of SE Asia including China.

The brand is now positioned for strong growth as they finally emerge from lockdown and head into the summer months.

Brewing more ideas

New ideas and concepts will continue to be developed to assist the business to continue to grow.

An example of this is the recently, we installed a nano brewery that has allowed the business to test small batches at the Coldstream site, creating seasonal brews which patrons can come and enjoy all year round at the venue.

Further export options will be implemented, and new products launched to position Coldstream as a genuine innovator in this space.



"The EP programme assisted us to keep focused on what we could control and helped energise the organisation for our next chapter."
Mike Basset, Director.