



**JUMP/SHIP
BREWING**

BREWED IN SCOTLAND
JUMP/SHIP

WE BREW WORLD-CLASS ALCOHOL-FREE BEER THAT'S BORN AND BREWED IN SCOTLAND



OUR STORY

Jump Ship Brewing was founded in 2019 by Sonja Mitchell out of a love of beer and a horror of hangovers. Frustrated by a lack of decent alcohol-free alternatives, she set off on a voyage of discovery to brew her own. She launched with her flagship beer, Yardarm in December 2019 which went on to win best in style at the World Beer Awards 2021.

Fast forward four years, and Jump Ship are now a team of five, with production overseen by Head Brewer Peter Sharp. After a target busting crowdfunding raise in 2023, Jump Ship Brewing opened the doors of Scotland's first specialist alcohol-free brewery this year.

And we want to do great things as well as brew great beers. We brew on 100% renewable energy and donate 10% of profits to charity.

OUR SUSTAINABILITY PROMISE

100% Renewable Energy

Our new brewhouse is heated using sustainable biomass and solar energy. Biomass used is timber offcuts sourced from forestry within 15 miles of the brewery.

Reduce beer miles

By brewing and packaging our beer in one location in our new brewery we have significantly reduced beer miles, saving 11.5 tonnes of CO2 over the next three years.

Reduce waste

Spent grain from brewing is used to feed livestock on local farm.

Hops go to compost.

Brewery effluent used in land spreading to improve local soil quality.

JUMP SHIP SETS SAIL



Listed in all major Scottish cities:

- Gleaneagles Townhouse Hotel, Johnnie Walker Princes Street, Waldorf Astoria
- 7 + Michelin guide restaurants,
- 3 + Hospitality groups (Greene King, Buzzworks, Scotsman Group)
- Distributed by: Inverarity Morton, New Wave, Dunns, Tennents, Matthew Clark, Royal, Mile Whiskies, Pigs, Ear Beer
- Export to USA and Finland

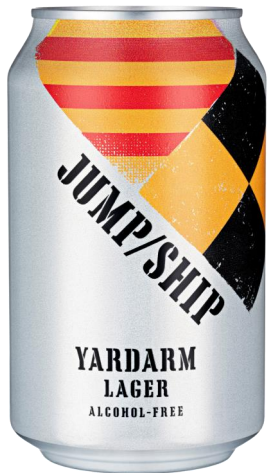


As featured in:

- BBC2 Coast to Coast Food Festival
- STV News
- BBC Radio 5 Live
- The Times
- The Independent (IndyBest No & Low Beer brand)
- Woman & Home, BBC Good Food

OUR BEERS: CORE RANGE & LIMITED EDITION

Less than 0.5% ABV, low-calorie, gluten-free and vegan



YARDARM
LAGER

Crisp and
Lively



FLYING
COLOURS PALE
ALE

Fruity and
mellow



STOKER'S
STOUT

Rich and
decadent



JACKSTAFF
IPA

Full
flavoured
session IPA



LIMITED EDITION
SEASONAL
RELEASES AND
COLLABORATIONS

The background of the image shows two glasses of beer. The glasses are filled with a golden beer topped with a thick head of white foam. On each glass, there is a logo consisting of three white squares arranged in a 2x2 grid (with the bottom-right square missing) above the text 'JUMP/SHIP BREWING' in a bold, sans-serif font. The glasses are held by hands, with fingers visible at the bottom and sides. A dark blue, textured banner is overlaid across the middle of the image, containing white text.

BREWED WITH SKILL AND CARE:

Small batch brewed to be naturally less than 0.5% ABV.

We use speciality grains, carefully selected yeasts and close temperature control to release maximum flavour during fermentation with only trace alcohol.

No artificial extraction techniques.

We use the finest malts, hops and soft Scottish water, together with special ingredients such as lime zest, organic cacao and vanilla to create memorable brews.

Introducing Yardarm Lager on draught



£800 million is being missed out on the on-trade by consumers asking for tap water than a paid-for alternative.

68% of 18–24-year-olds have left a bar early or disappointed due to poor low & no options.

The world's best alcohol-free lager (World Beer Awards 2021) is now available in 30L keg

Branded glassware and point of sale support

Source: KAM report

OUR DRINKERS:

- ◆ Aged 35-45
- ◆ Craft beer drinkers
- ◆ Affluent
- ◆ Busy lives/family
- ◆ Focus on health and wellbeing
- ◆ Like to be active and outdoors
- ◆ Foodie
- ◆ Still drink alcohol but moderating consumption.

They don't want to cut back on the flavour or craft, just because they don't want the alcohol.

No. 1 reason to buy for the first time "I like your story and what you stand for"

71% buy again because "It's the best tasting alcohol-free beer I've found"

40%

"Good Lord, your stout is outstanding"

"The best tasting alcohol-free lager I've tried this year"

"Best post run refreshment ever"

A RAPIDLY GROWING MARKET

Non-alcoholic beer worth £315 million to the UK beer category.

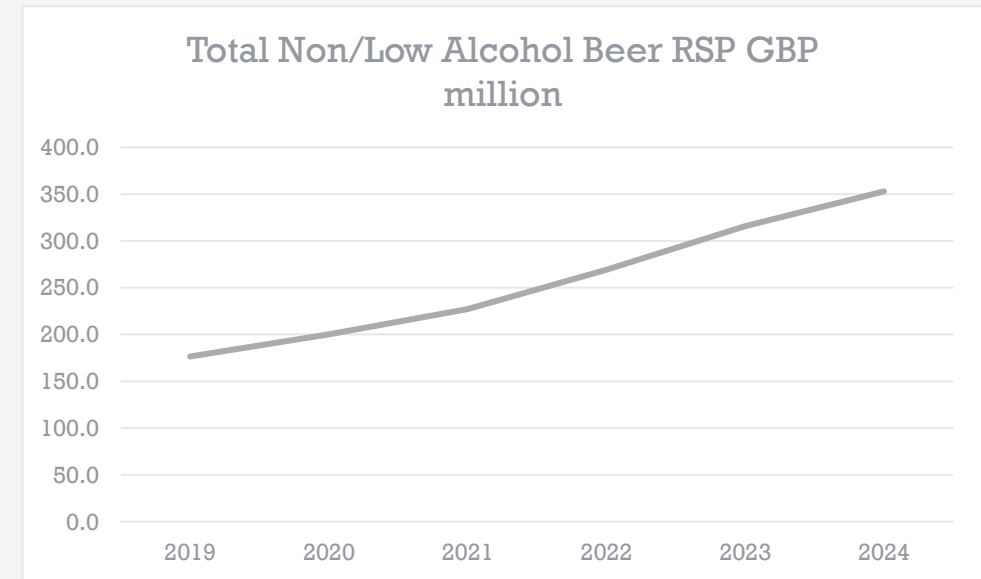
- ◆ 23% year on year growth
- ◆ One in three pub visits are now alcohol-free
- ◆ Plenty of growth left in the UK category – nearly 3% volume share in UK v 10% in Germany, 16% Spain

Growth driven by new drinkers entering the category.

Nearly $\frac{3}{4}$ of adults are actively moderating their alcohol intake.

Beer is leading the category of alcohol alternatives (52% market share)

One-third of pub visits are now alcohol-free



Source: Euromonitor 2019 to 2024(forecast)

It's time to Jump Ship



Why Jump Ship?

- ◆ One of only two dedicated alcohol-free breweries in the UK – we craft and brew our own beer.
- ◆ Independent and female founder led
- ◆ Multi-award-winning
- ◆ Gluten-free and Vegan
- ◆ Brewed on 100% renewable energy
- ◆ 10% of profits donated to charity

JUMP/SHIP BREWING

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