

DHILLON'S BREWERY, COVENTRY

MEMBERS OF COVENTRY & WARWICKSHIRE CHAMBER OF COMMERCE



CHAMBER BUSINESS AWARDS

CELEBRATING BUSINESSES

ONE STORY AT A TIME

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Dhillon's Brewery, member of Coventry & Warwickshire Chamber of Commerce and award-winning microbrewery in the heart of the Midlands, was established with one goal in mind – To Keep It Re'Ale.

Founded in 2015 by Dal Dhillon, the microbrewery began producing a small number of craft ales and beers in an industrial unit on the outskirts of Coventry. The brewery built a strong following through their innovative product names linked to Coventry, such as 'Ghost Town Lager'. The business was hit hard by the Covid-19 pandemic, which saw the microbrewery close its doors during lockdown; however, this gave Dal time to think about the business growth strategy.

Since the challenges of the pandemic, Dhillon's Brewery has seen exponential growth in the last 24 months and now operates five venues, produces over 50 beers and ales, and hosts over 100 events each year.

The brewery first expanded its operations at its original microbrewery site, located close to the Coventry Building Society Arena, by offering 'Tap House' evenings, where the range of beers and ales brewed onsite were on sale. Following significant investment to create a usable venue around the brewery warehouse, Dhillon's Brewery hosted their own festival, with ten local artists and over 200 people in attendance – the first major event held at the Dhillon's Brewery.

On the back of the success of the brewery site and events, Dal then set his sights on expanding both the range of products on offer and the footprint of the business. In December 2021, Dal agreed a 20-year lease on Christchurch Spire in Coventry city centre. The unique venue serves Dhillon's beers and ales on tap, as well as offering hot drinks and food, to create a family friendly environment.

Dhillon's next venture was the Sky Blue Tavern, a brand-new sports bar in the city centre, in partnership with Coventry City Football Club. The Tavern is a hub for Sky Blues fans to meet and enjoy a drink, whether on matchdays or non-matchdays, and helps to generate revenue and support for the club. As one of the only dedicated sports bars in Coventry, football and sports fans can watch the latest action on big screens and in individual booths.

Dhillon's Brewery have now also secured several catering contracts, including with Historic Coventry Trust, where they provide food and beverage operations at the historic Drapers' Hall, as well as at other Trust locations.

The company's vision and long-term growth plan continues to be focused on its close association with Coventry whilst securing further locations and contracts, to build a sustainable, profitable business model whilst continuing Dal's original passion for brewing beautifully crafted beer.

