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Jiddlers Tipple

Jiddlers Tipple was founded by Jacob Liddle back in 2019 initially as a home-brewing operation. Jacob wanted to create a perfectly balanced, great tasting session strength range of craft beers that were also vegan and gluten free. Jiddler's Tipple beers are also carbon positive - the core range are made with 40% solar power and the business offsets 25% more carbon than it produces through afforestation programmes. His business model was to outsource production and logistics to reduce overheads and capex, stay nimble and flexible, and focus on sales and marketing via On Trade, Off Trade and D2C channels.

Jacob used vintage shirt patterns from his own wardrobe to create a unique vintage design brand for his beers. The beers have now won more than 30 prestigious awards, including at the World Beer Awards, Great Taste Awards and Great British Beer Awards!



When Jacob joined the Haringey Growth Programme, he had already managed to get his beers listed in Ocado, Sainsbury's, Tesco and Whole Foods. He was looking for a 'board you can't afford' type of support, with monthly coaching sessions to discuss the growth strategy, any current challenges and guidance on how best to approach resolving them. A safe space and regular investment of time to work on the business, not in it.

It soon became apparent that, as the face of the brand and leading the sales drive, Jacob was at capacity, but as with many owners of small businesses, had been burnt by previous hires that just didn't deliver the revenues required. With the support of Gareth and the coaching team, we helped Jacob overcome his concerns about trying again, helping create and define the role, job ad and suite of interview questions for a new head of on trade sales. An ideal candidate was found and starts in the business in the New Year giving Jacob much needed capacity to drive growth in 2025.

As we continued our sessions with Jacob, he started to realise that he would need to raise growth investment to get him to his next goal of £1m turnover by the end of 2025, and double that the following year. This would help Jiddler's Tiddle produce more SKUs and bigger production batches to unlock economies of scale and improve margins.

Bev and Mark worked on the investment deck to help present the opportunity as effectively as possible, focused on the key things that investors look for in the initial deck and the supporting business plan and financials. Having done a small family and friends round, Jiddler's Tipple is now ready to go to the equity market with every possibility of success, despite the current climate.

The support from the YTKO team through the Growth Programme has been invaluable. Jacob says: **"The support from YTKO team has been invaluable over the past months. As a founder in a small business, it can be hard to "get your head out the sand" and think outside the box of your business. Having regular sessions to sound out ideas, opportunities and challenges has been a breath of fresh air. I am massively grateful to Bev, Mark and Gareth for their support. They have been catalysts for new growth and opportunities in 2024. Thank you!"**