



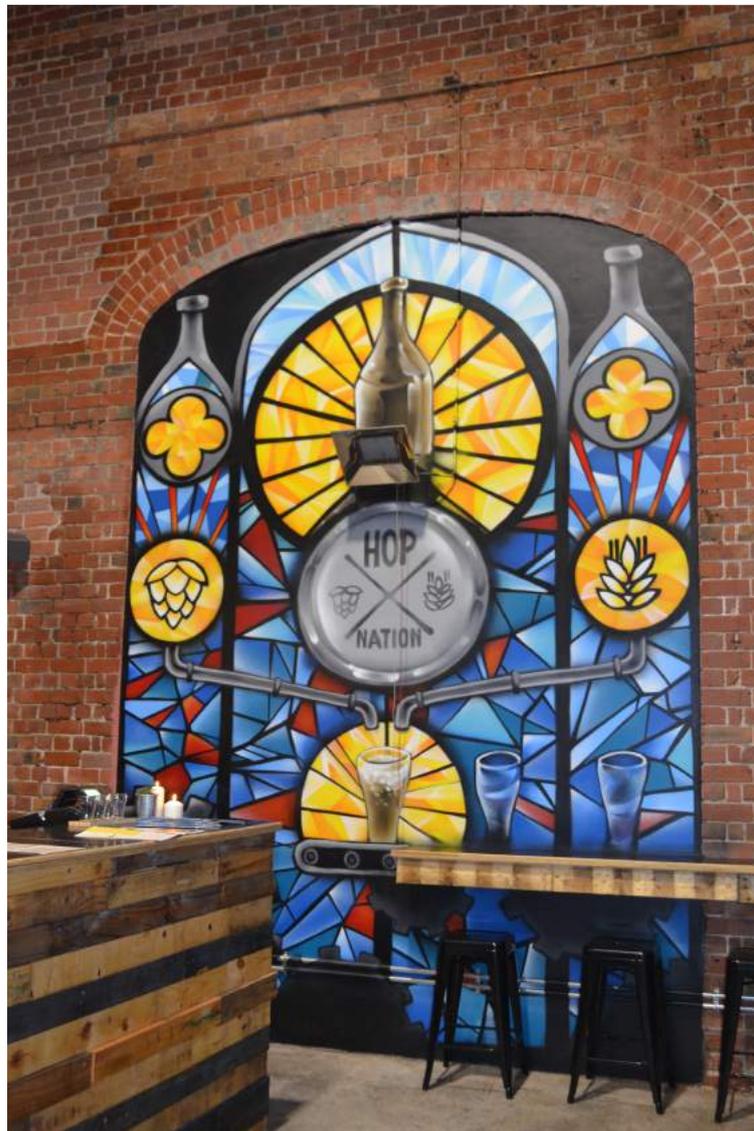
Case Study

Hop Nation Brewing Co.
Craft Brewery



"We were super happy with the job Deacam completed for Hop Nation. It was not a straight forward task and every road block that came up was overcome with strategic thinking. It was the ability to think outside the box and complete tasks in a timely and cost effective manner that impressed us. We are happy to recommend Deacam to any other brewery construction project".

Duncan Gibson, Owner/brewer, Hop Nation Brewing Co.





Summary

Customer

Hop Nation Brewing Co.

Location

6/107-109 Whitehall St, Footscray VIC 3011

Industry

Craft Brewing

Description of Works

Facilitation of installation and commissioning of brewing equipment, including custom lighting and sound system

The Customer

Hop Nation Brewing Co. started in 2014 with mates Sam Hambour and Duncan Gibson deciding to grow their backyard brewing scheme into something they could share with others. The concept of Hop Nation's Brewery came about after their first IPA brew, The Fiend, was released in 2015 with such following that they started gypsy brewing and created four more beers. This continued success led to them looking for their own space and setting up the brewery in Footscray.

As winemakers they travelled and worked throughout the world, finishing the long hard days of harvest with a cold beer.

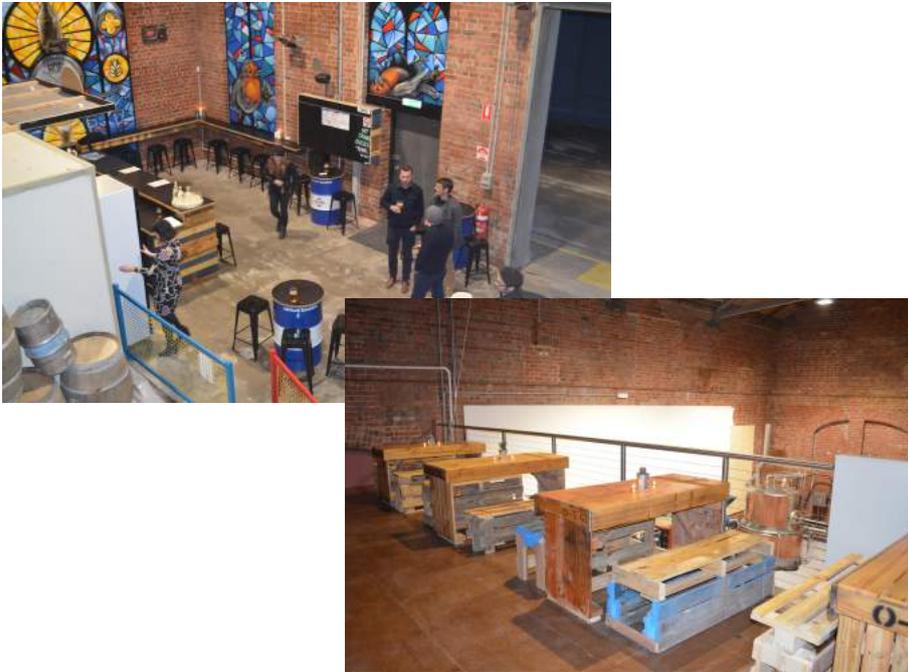
“As many winemakers can attest to, a passion for wine usually ends up evolving into a passion for beer.”



From the home brew experiments, to brewing in other’s premises, Sam and Duncan decided to create their own craft brewery complete with a bar so everyone could sit back and appreciate their hard work.

The Job

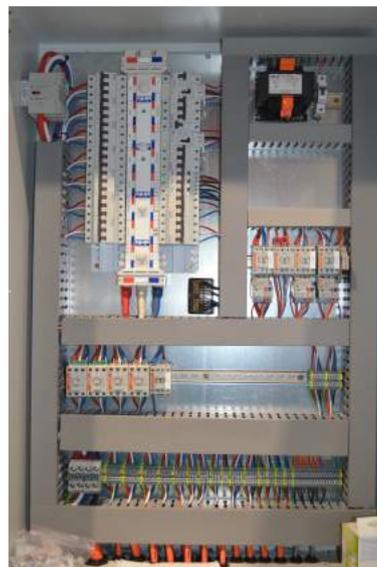
Hop Nation found the perfect space for their new brewery, an old warehouse built in the 1880's which was originally used as a whale fat candle and wax factory. The exposed brick walls and high framed ceilings give an insight into the history of the building, complete with whale splatter marks on the ceiling for authenticity.



Working with such an old building always has its challenges, and installing modern brewing equipment in the space required innovative assistance. The site had very little access to power, and what it did have was outdated and did not meet requirements.

To overcome this obstacle, Deacam installed a new sub-main to provide more power to the brewery to enable them to run the equipment without electrical supply problems.

Due to the age of the building and the need to upgrade power supply, Deacam used a directional drill to bore underground, beneath the adjoining carpark, through to the building in order to run the cabling into the new switchboard which Deacam also installed.



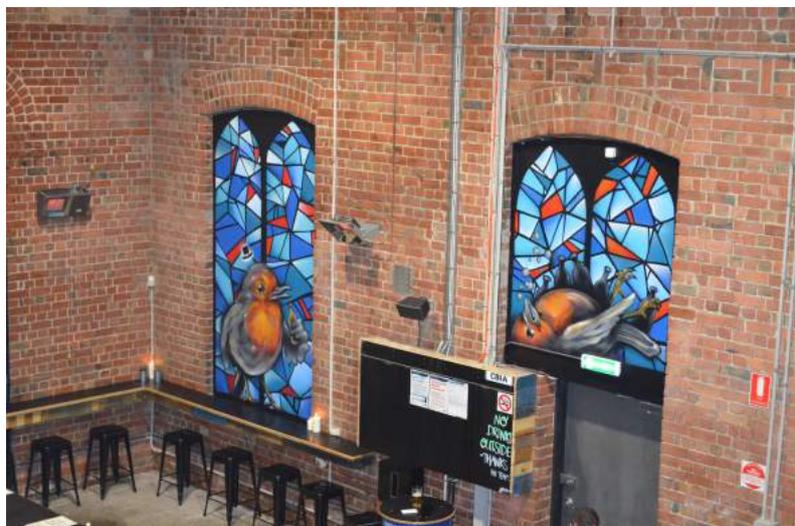
Deacam also facilitated the installation and commissioning of the brewhouse and brewing equipment for Hop Nation, which required some re-engineering work to be completed before it would be ready for production.

The brewing equipment was re-purposed from Sawmill Brewery in New Zealand, which was making room for expansion. This meant that it had to be uninstalled and packed, ready to ship to Melbourne and its new premises. The copper and wooden tanks proved a perfect fit for the boys, keeping with their recycled and sustainable approach. It also had the added benefit of being much more manual than modern systems and requiring a hands on approach, consistent with their style of brewing.



The equipment however wasn't up to electrical standards and therefore a new control panel had to be designed and wired up to meet standards and provide complete functionality to ensure that the brewery could run at full capacity without electrical difficulties.

In keeping with the industrial/warehouse feel of the space, Deacam used conduit that would tie in with the surroundings to run the wiring, maintaining a clean and seamless finish whilst tailoring the job to the client's needs and requirements.



The lighting was also essential in this space as the brewery itself required sufficient lighting to operate safely and effectively, though the front bar and upstairs seating area needed more ambiance and consideration to patrons. This was achieved by using Philips GreenPerform LED highbay Gen2 lighting.



This system proved perfect for the space, offering versatile controllable lighting and up to 60% energy savings, which for a small business with a view to being as sustainable as possible is a great advantage.



This dual use of the space as not only a working brewery, but as a bar and the front of house side of operations, also required a little tweaking in terms of the sound system. With such a large area and open space, it was essential to get the sound right. Deacam installed a state of the art Sonos system which enables stereo listening controlled by an app on smart phone, tablet or computer.

As it is a wifi based sound system it offers seamless control, adaptability in the number of speakers that can be wirelessly added, and the flexibility of playing music from a range of sources simply and easily. All these factors proved to be a perfect fit for the Hop Nation Brewery and bar. The Sonos system was able to be custom tuned to the building with its integrated tuning system, Trueplay. Trueplay uses data gathered by enabled smart devices to adjust the internal equaliser in each Sonos device, providing a spectacular result.



The Outcome

Through Deacam's electrical installation and commissioning work on the new Hop Nation Brewing Co. site, the brewery is now fully functional. Hop Nation now have peace of mind that the brewing equipment will run effectively and unimpaired by power shortages. They also have reassurance of quality service and support both through the completion of the work and for any future issues that may arise.

The re-purposed brewhouse is now complete with modern electrical systems that allow for full functionality and production both now and in the future through expansion.

The space now has correct lighting for safe work practices as well as catering for their visiting clientele, with adjustability and appropriate sound quality and control.

Deacam has enjoyed working in conjunction with Hop Nation Brewing Co. to enable the best possible result.

