

## Founders First Media Release

31st January 2019



*Foghorn Co-Founder & Head Brewer Shawn Sherlock*

### **Founders First announces second major investment, in fast growing craft region.**

Founders First is pleased to announce its second major investment, in the fast growing craft region of Newcastle, with a major investment in the Foghorn brewhouse. Founders First have co-invested with one of the original founders of the business to help propel the business into the next stage of growth.

Foghorn Brewhouse was founded in 2014 with co-founder Shawn Sherlock launching what is now Newcastle's leading Craft Brewery, in Australia's 6<sup>th</sup> largest city which is experiencing a burgeoning craft scene. The local brand has been voted in the top 5 brewpubs in Australia every year since it opened and is Australia's highest ranked regional brewpub.

Foghorn has built a highly successful business by creating a strong local foothold and loyal consumer base within the Newcastle region. To date the brand has been predominantly a venue centric business, and the Founders First group anticipate significant value growth potential by launching the brand into both the packaged beer market and the on-premise channel.

Founders First CEO Mark Haysman is ambitious on the forward looking growth prospects of the brand. "Shawn and the team at Foghorn have done an exceptional job in building a very strong local brand, through super high quality beer, within a venue that delivers a great customer experience – which is so important when building brands that can achieve strong consumer connections. Moving forward, the team at Founders First will be focused on helping make the Foghorn brand more widely available, to accelerate the growth of the brand, and propel the business into the next stage of growth".

Shawn is co-investing into the business, and will stay on as Head Brewer and leading the Foghorn team on site. Shawn is well placed to take the business to the next level having won various high profile awards within the brewing industry, notably being named Australian Brewer of the Year in 2012 whilst he was Head Brewer at Murrays Craft Brewing Co. Since starting FogHorn Brewhouse, Shawn's beers have consistently won trophies and medals at leading National and International brewing competitions, cementing his reputation as one of Australia's most talented brewers.

Founders First welcome Shawn and the Foghorn team to the wider Founders First group and we are excited to be partnering with the Foghorn business and look forward to sharing progress on our growth.

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### **ABOUT FOUNDERS FIRST**

*Founders First is a recently formed, Australian owned business accelerator that is focused on growing independent breweries and distilleries and celebrating quality craftsmanship.*

[www.FoundersFirst.group](http://www.FoundersFirst.group)

[www.foghornbrewhouse.com.au](http://www.foghornbrewhouse.com.au)