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## GARETH CASH

### Crew Brewing



Launching a new business, particularly a new bar, in the middle of a pandemic may have seemed like an impossible feat for many entrepreneurs. But, despite the uncertainty, Gareth Cash and his business partners stuck to their plans and navigated the challenges to successfully open their microbrewery and bar in Limerick.

Based on Thomas Street in the city centre, Crew Brewing is led by Belfast natives, Gareth, Jono Crute and Joel Anderson. They produce their own quality beer onsite and offer craft beers from other independent Irish breweries.

Gareth and Jonathan initially travelled to Canada in 2014, in search of better career opportunities, before returning to Ireland in 2018 to launch their own venture.

“We were playing poker professionally but we realised we couldn’t do that sustainably forever. So, I then got a job as a restaurant manager in Toronto and Jono started his Masters Brewer Qualification, where he studied in Chicago and Munich,” says Gareth.

“We had always wanted to have our own business and when we returned to Ireland, we just said ‘Look this idea that we’ve been talking about for the last 10 years, we should just write a business plan and see if that might work.’ We spent the next six weeks writing the business plan, doing all the research, and a part of that research was looking into different cities in Ireland.”

After a stint of travelling and exploring different city nightlife scenes, they eventually landed in Limerick. “We just fell in love with it instantly. It was a great atmosphere, busy, and people there were friendly.”

Their friend, Joel, came on board as a business partner and, in June 2019, they acquired the lease for the premises where the old fire station used to be. With financial support from Limerick LEO, they were able to start the processes of planning permission, licensing and fitting out premises. They were on track to open in April 2020 when the pandemic hit. “We got to open at the end of September for 11 days, and that was great, people came

and supported us, and we were very excited about it.”

When restrictions tightened again that autumn and winter, the Back for Business programme provided an invaluable support network. “Having that kind of community of people talking about ideas, and seeing others’ perspectives, opens your mind and it gives you more confidence. And that helps you plan and see things more clearly.”

Crew Brewing reopened to the public this summer and they have added two more members to their team. “After the third day of reopening, I stopped and looked around and saw people just sitting and enjoying the space and drinking our beer and I really just had a moment of realisation that this was it, we were doing it. That was a real stand-out moment for me.”

Future plans for Crew Brewing include developing a core range of beers for national distribution and, in the long term, expanding into the international market.



#### POSITION

Managing Director

#### WHAT WE DO

Crew Brewing Co. is a microbrewery and pub in Limerick specialising in independent Irish Craft Beer.

#### CONTACT US

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