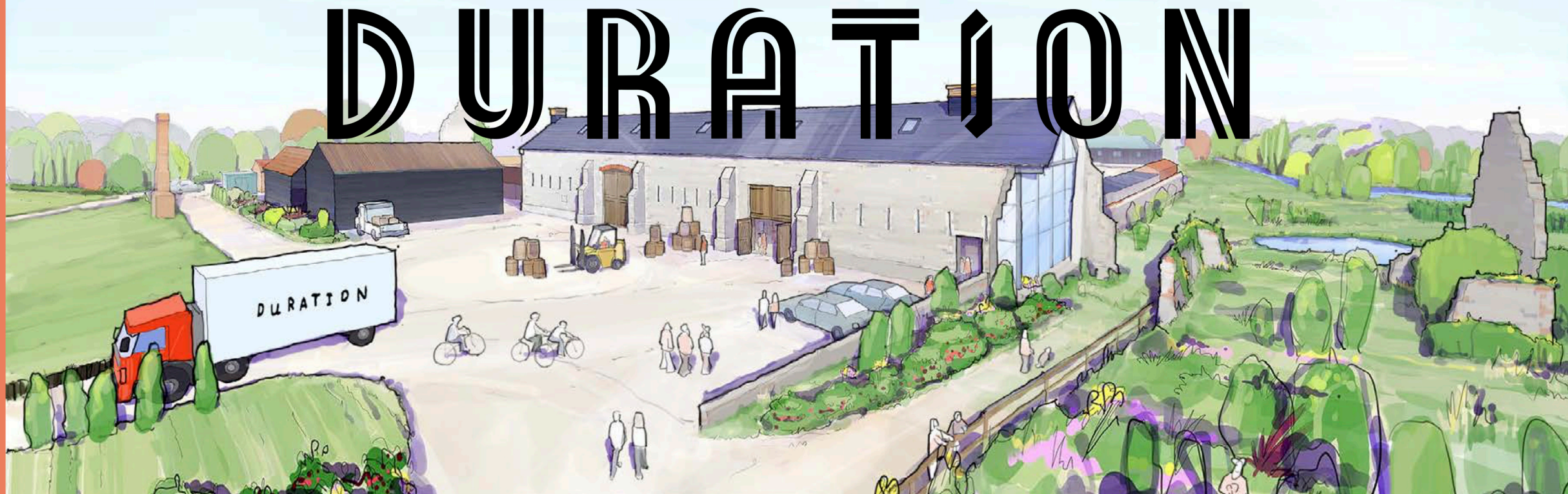


DURATION



DURATION



LEAVE A LEGACY - LEAVE NO TRACE

BEERS THAT BELONG

   @durationbeer

01.
BATES:
A QUIET
GUY



DURATION

ABOUT ME

Hi I'm Bates – co-founder and head brewer at Duration Brewing in rural West Norfolk.

I'm a pretty quiet guy. I love listening to a good album, I can get behind an evening with a good book and I enjoy a well- put together meal.

As well as being big into music & philosophy, I am a proud father to a wonderful daughter Mila. She is 9 years old and my inspiration. Much like most 9 year olds she has a head full of imagination, always ready to explore.

BEERS THAT BELONG

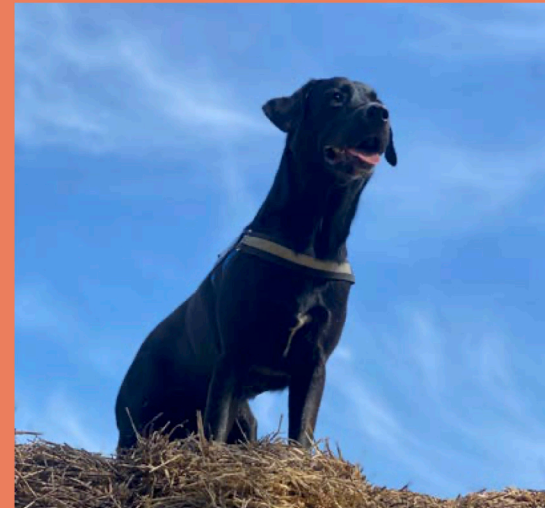


A PROUD FATHER OF A CREATOR AND A DOG LOVER

Mila loves creating things. The act of being by doing is strong in kids and, in my view, a great way to live.

Having worked in brewpubs, kitchen restaurants and breweries my entire life I need to be creating with my hands. It's what I love and where my passion lies.

I'm favourite human to a black lab called Bourdain who shares my love of nature and being at one with the birds, the trees and in Norfolk the wrap around skies on a long walk.





BEING IN NATURE, SOLITUDE TO THINK

Being in nature grounds me like nothing else. Walking side by side with Bourdain in the barley fields round the brewery is the best. Giving ourselves time to simply be is the basis for the best inventions in my view.

Calvin and Hobbes summed it up best: 'There's never enough time to do all the nothing you want'.

I'm pretty reserved socially, not being big into crowds or people I prefer solitude and Norfolk gives me a lot space to really contemplate and find my way at my pace.



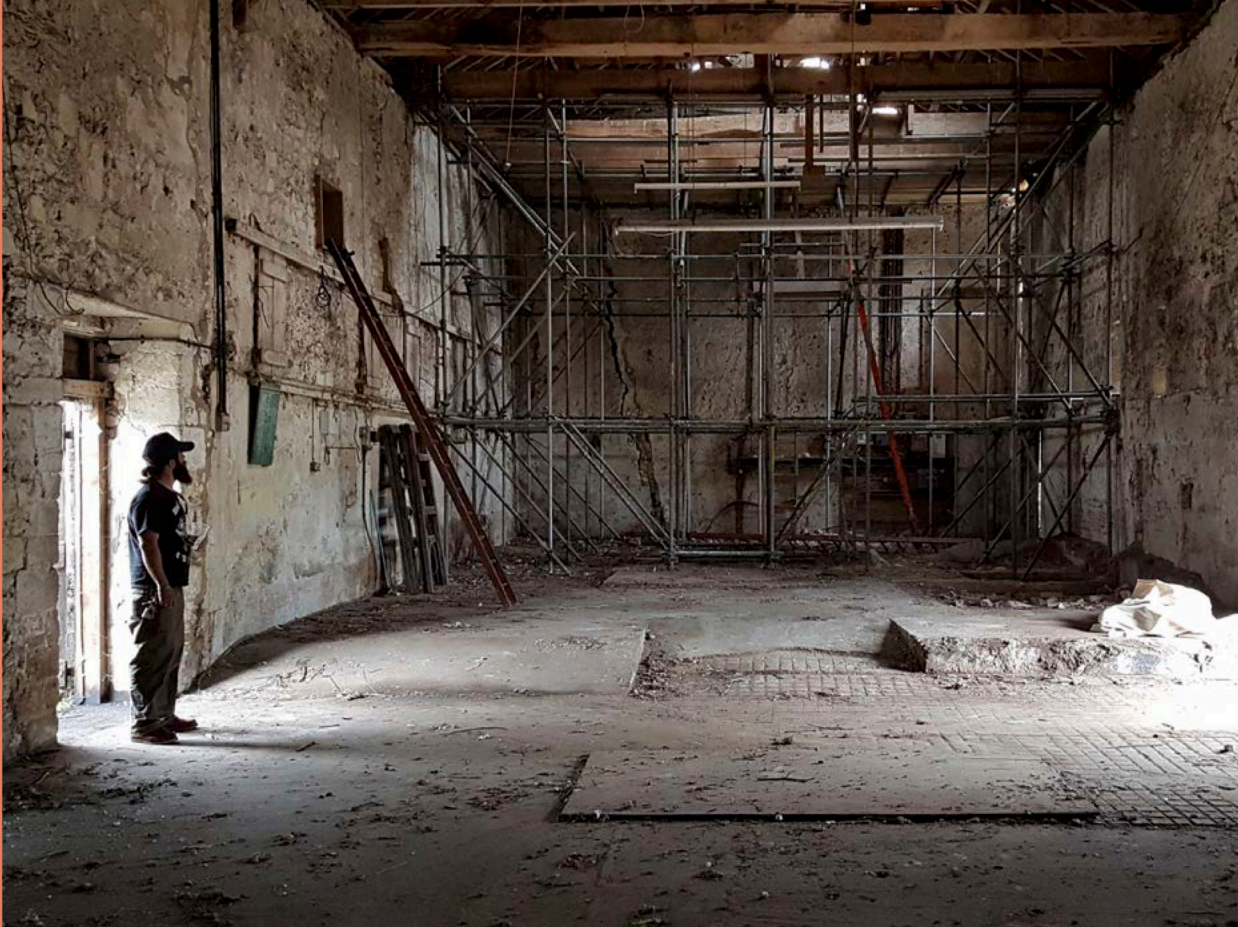
THE FOUNDERS

Alike many introverts if I do find myself in a social setting, a beer or a bourbon help me along. Miranda my partner in Duration and life compliments me quite well.

She is ever the host and happy to be our frontman. We both play to our strengths and have a brilliant team around us, somehow that works for us.

Thanks – to Tim, the Brewers Journal and all the crew and sponsors who have made today possible. It is great to be coming together again after a period of isolated existence in this great venue. Thanks also for inviting me up to talk.





A HIVE OF FUTURE PROJECTS

It's great to look out and see a few familiar faces in other brewers and all those here who keep the big wheel turning in beer.

Collectively in this room we have some of the old stalwarts, the big heroes and some the new waves. I'm excited to listen to all of the talks and discussions today and perhaps catch a beer or two together later.

Infact, I remember sitting in the audience listening to these talks back when Duration was little more than a distant dream in mine and Miranda's mind.

DURATION

DON'T STOP BELIEVING

I reckon in the minds of every single person in this room are hundreds of projects and ideas yet to manifest. To throw my hat in the ring, I'm here to simply say keep having daydreams people.

Never stop believing in your ideas – gather the seeds to what makes your heart sing, believe in them, plant them wherever you find good ground, and good light, water them daily, perhaps importantly pull out the weeds and help them grow with your imagination.

Keep exploring and creating to turn you dreams into reality. After all, why else are we here?

BEERS THAT BELONG





02
OUR
COMPANY
& LOCATION

DURATION

OUR HISTORICAL LOCATION

Duration – for those who don't know us is a farmhouse brewery in West Norfolk. Pretty close to Crisp Maltings, the land surrounding the brewery is home to a lot of farming, some ancient woodlands and several sleepy little villages.

Our brewery, at the historic site of West Acre Priory took a year to design and a further year to build. We completed the build and commenced brewing there at the tail end of 2019 – just 2 years ago.

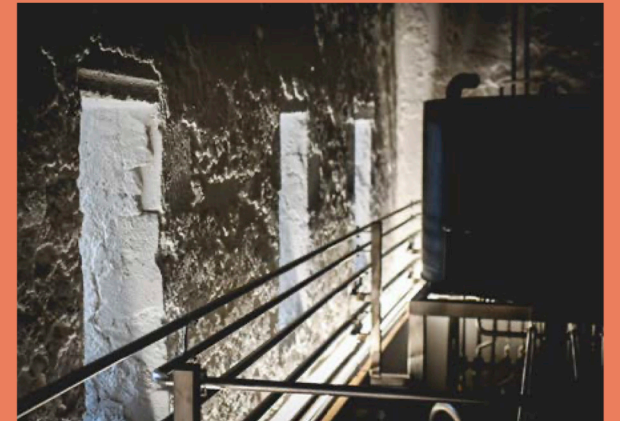
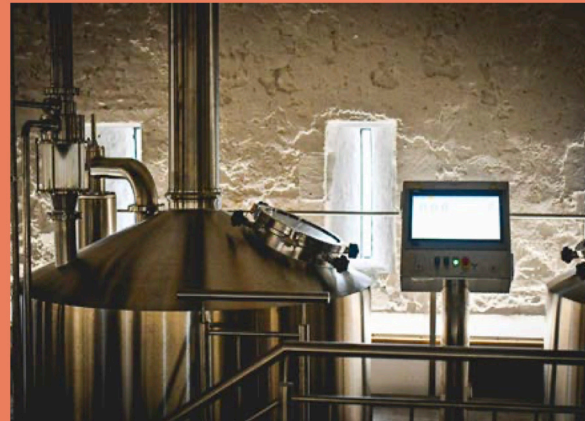
BEERS THAT BELONG



OUR SET UP

After renovating a big dilapidated 16th century stone barn at our 10th century priory site we installed a 20HL BrauKon 3 vessel system with a Codi canning line. On the clean side we've 5 FVs with 2 more coming totalling 300HL. Anthony Gormley joked he spent 18months welding his last major exhibition together in the Royal Academy and our project is just as beautiful.

In the barrel store we've a 20HL stainless tank and 3 17HL foeders a 44HL coolship and a Rizollio bottling line.





TAP DAYS & GUESTS ON THE FARM

During the past 18 months we have added a modest brewery shop and outdoor taproom. We put out around 2kHL last year and are busy growing up our cellar and our team.

It is beautiful and a warm welcome awaits if you ever make it out to visit – it's 90mins from Kings Cross to Kings Lynn though being remote you've got a 20min cab ride from the train station.

At least we know our visitors are very purposeful in coming to see us, which we are immensely grateful for.

THANKS GIVING & COLLABORATIONS

We have Thanksgiving as our breweries birthday and have just had our 2nd birthday.

We've been around a fair bit longer than that as we shared about the idea of Duration long before we had the brewery. We were receptive to inputs and together with a good many minds we set our sails.

We brewed collaboratively in 2017-18 and put out beers made at friends breweries as a nomadic brewer before we ever broke ground in Norfolk.



AS FOR ME...

Me personally, I've been in the beer and food game all my life over in the US and over here a good little while as well.

I think this VIDEO gives a pretty good idea of who we are.

03

WHAT DURATION MAKE



WHAT, HOW & WHY

Today I wanted to talk a little about the HOW and the WHY of Duration. But to get to those bits, I need start with the WHAT.

WHAT DO WE DO?

We very much enjoy brewing heritage styles and putting our own riff on things. We brew a pretty diverse range of fresh Pale Ales and Pilsners peppered in with a few fresh Saisons alongside some slower, wild beers aged in wood and brewed with spontaneous and mixed fermentation methods.





DIVERSE & HERITAGE BEERS TO LIVE LIFE TO

Keeping beer diverse is a collective, conscious and concerted effort, both in the glass and around it so to all those working behind the scenes to broaden and build the industry for the better – keep at it, we are fully with you.

However niche or mainstream each individual brewery is, as a collective and a whole we need to keep a love of the myriad of beer styles alive. After all, so many of the everyday moments and milestones in all our lives are enjoyed with a beer – so hell, make it a good one.



TRENDS

I'm not here to follow every latest trend in my business model but I'm also aware that companies form for all manner of reasons and each to their own, some are not even related to beer but causes.

With social media keeping us ever close to our audiences' opinions, we will always be told 'Shut Up and Play The Hits' but to me, choosing not to listen to the noise and making a plain and simple Stout, a beautiful Grisette or a flower filled Wheat Beer is what I want to do and so long as I can find an audience for those beers, I will.

At the craft end of things we will always have 'fan favourites' that come and go with the changing trends.





PERSONAL TASTE

Executing the classics and more traditional styles well I think is important. I love experimentation but before deviating into new riffs I want to master the classics and celebrate those lesser loved styles.

I trained under a German-American Brewer at a time in the states when West Coast beers were getting a lot of attention, so I learned to brew those beers and a lot of lagers.

That influenced my tastes and on the fresh side at Duration we brew a fair few lagers and put a good dash of bitterness in our Pale Ales and IPAs.

BELGO AMERICAN - THE FINAL FRONTIER

I also love what I believe as the final frontier in Belgo-American wild ales and sours.

Balanced and complex, these styles take a whole different approach and are what we built Duration to really get into with a dedicated wood division in a purpose built cart-shed, known as our Barrel Store.



04
HOW WE
OPERATE:
LEAVE A LEGACY
LEAVE NO TRACE





THE HOW

Leaving No Trace is the HOW that governs our operations at Duration.

Born of a desire to integrate with and not jar against our agricultural landscape, we make Beers That Belong. Brewing with good Efficiencies', Sustainability and mindful of our Environmental Impact these are the causes we have come to care deeply about because of where we are geographically.

But also as individual's Miranda and I are concerned about the environment and what we will pass on to the next generation.

DURATION

SEASONAL BEERS

We wish to exist through making good beer, with good people in a way that respects where we are. A line we use often.

A big part of that respect is a sense of belonging to our region and that belonging is, I believe what makes us a true farmhouse brewery.

We wish to brew in the seasons and form an understanding of what is around us, aware of the scarcity or abundance of our base ingredients, whether cultivated or wild, through existing in the landscape and seeing each changing season.

BEERS THAT BELONG



TO EXIST IS TO CHANGE,
TO CHANGE IS TO
MATURE, TO MATURE IS
TO GO ON CREATING
ONESELF ENDLESSLY.

Henri Bergson - philosopher

THE MEANING

Duration amongst other meanings means 'the time which something lasts or exists'. And I see that in the tempo of our beers: Bright and fresh to enjoy in the moment and wild and slow beers that require time and patience to evolve and form at what you would call "When they are ready" pace.

At the heart of starting our brewery we wanted to create something with permanence that would outlast us. Rural and away from the individualistic mindset of the city Duration is drawn to a more natural existence that needs harmony and symbiosis in order for us to flourish.

HARD TO BE A BETTER COMPANY

In practice in our first two years, this has been no easy task and we've had to make tweaks and adjustments, to work with the Environment Agency to ensure best practises are being met with our effluent waste management and at times we have had take additional steps to improve our practises.

Striving to be a 'better' company will take continual effort and a lifetime of continual adjustment I'm sure. To be sustainable means to choose a very long path ahead and for us that's the only way.



SIMPLE ANCHORS WALKS AND OAK

Something as simple as a daily dog walk keeps me in step with where I am. On a golden hour walk when the sun is low in the fields, I see the grandeur of a veteran oak in late stages of decline, a bow gracefully lowering to support a wide and aging trunk. The beauty of that fallen acorn informs both the beers I make and how we as a company choose to operate.

A drive home from work may bring me face to face with a majestic roe deer with no time capture the moment in anything other than my mind's eye.





CIRCULAR WASTE PRINCIPLES

A swooping barn owl going in for the kill over by the Nar river, that's life and death living for the mouse and a marvel to witness. It is for all these moments and all these creatures and their habitats - that we have adopted circular waste principles.

That veteran oak and life's cyclical patterns will outlive us all and I'd like to elaborate on our approach, to leave no trace.

I try to see everything as energy held or energy spent. Whether in the fields as barley or the hedgerows in the form of foraged fruits, flowers and herbs and with all we utilise as base ingredients, we look to these with circular waste principles.



DURATION

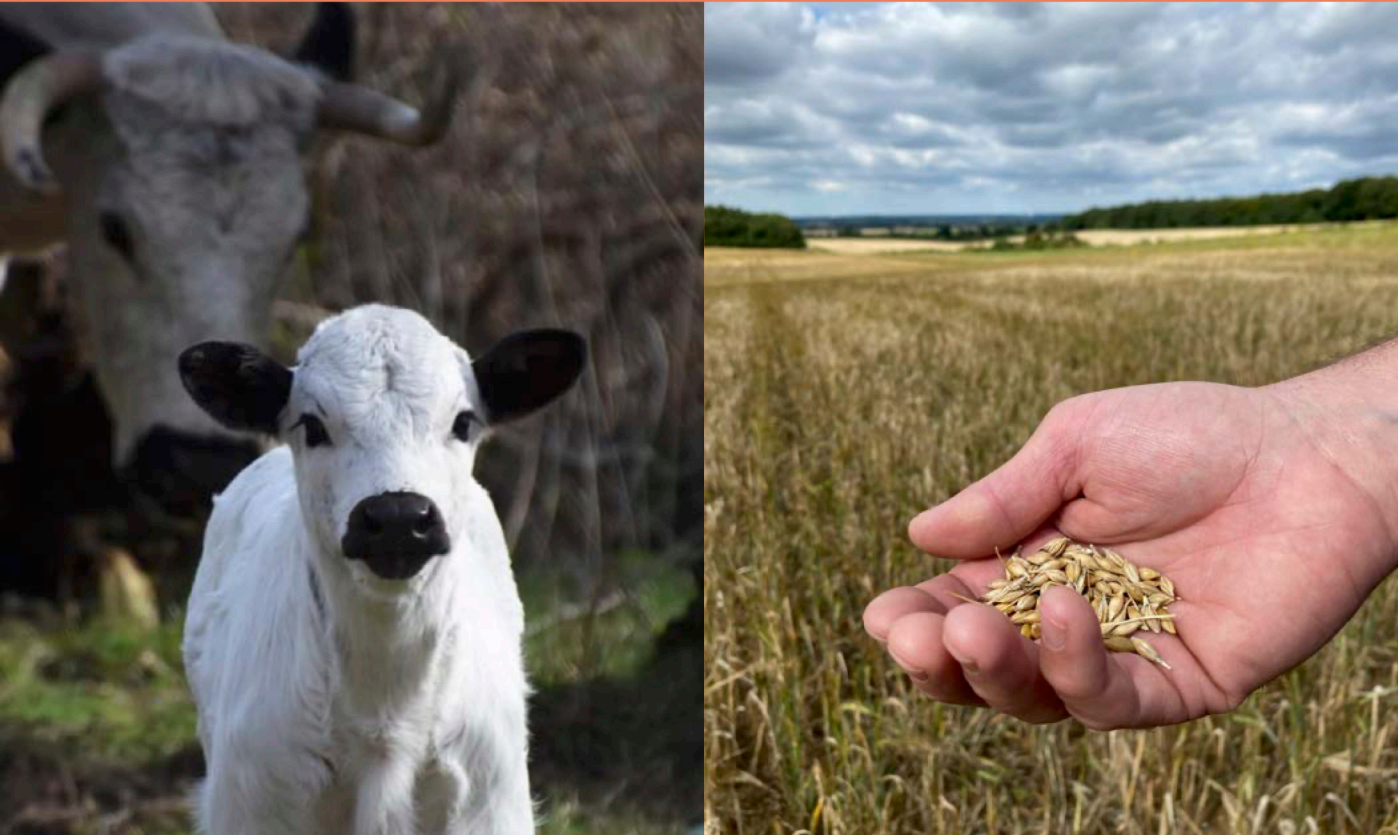
USING BI-PRODUCTS

Ingredients come and go with the seasons - with a little bit given over to nature's gardeners in the birds, bats and bees. We look for the energy and flavour held in neighbouring producers' bi-products.

Ingredients already used once such as the vintner's grape pomace or the leaves from edible flowers grown by specialist producers all hold value for us. Bi-products destined for the compost heap or landfill hold value to us with great flavour potential to utilise in our beers.

BEERS THAT BELONG





PASSING ON BI-PRODUCTS

Equally what flows on from our own labours in SPENT GRAINS/HOPS/YEAST – is energy for others. So many companies, I believe are now beginning to think of their impact and in doing so placing value in sustainable practises and reducing their footprint – a few pages out of Sierra Nevada's book would benefit us all.

As such, at Duration we prevent a lot of our waste and effluent from going down the drain, instead we syphon off as much as possible for reuse. This works well with the rewilding and 'slow food' approach to farming being adopted in our region.

A SMALL VILLAGE, WITH A SMALL INFRASTRUCTURE

It's innovative and pioneering to think 'slow' in food and farming. We can do so much more of course, but currently we are supporting a small Wagyu Herd with our grains, a blueberry producer with our hops, offering Cider makers with our yeast and most recently our grain is supplementing a herd of Iron Age pigs aswell.

This activity is useful to us far beyond the feel-good-factor and environmental impact, because due to the nature of where we are – a small rural village with small rural infrastructure - we are required to run a waste water treatment plant for all our effluent.





LORAX - WHAT KIND OF FACTORY ARE YOU?

We pass all waste water through a plant to clean it before either reusing it as grey rinse water in the brewhouse, or letting it flow cleaned back to a protected chalk stream – so the less that goes down the drain, the better.

Cleaning, recycling or reusing all our waste was somewhat forced upon us by the nature of our location. But not having the benefit of mains drainage actually gave us a necessity to stop and think about what kind of producer and factory we wanted to be. The Lorax definitely springs to mind here. Once all these natural resources are gone, it's hard to face it, but they are not coming back.

INBOUND / OUTBOUND WATER

Incidentally, we also clean our inbound water using capacitative deionisation to pull carbonates out of the chalk rich water of Norfolk and dial our water purity to suit our brewing requirements. We do this using a very good piece of technology from Voltea – but that's for another talk!

For outbound water treatment we have a membrane bioreactor that adjusts first the PH of our waste water, aerates it, breaks it down and then passes it through a membrane to clean it of particulate and chemical. For anyone wanting to learn more head over to our [Bedrock Blog](#).



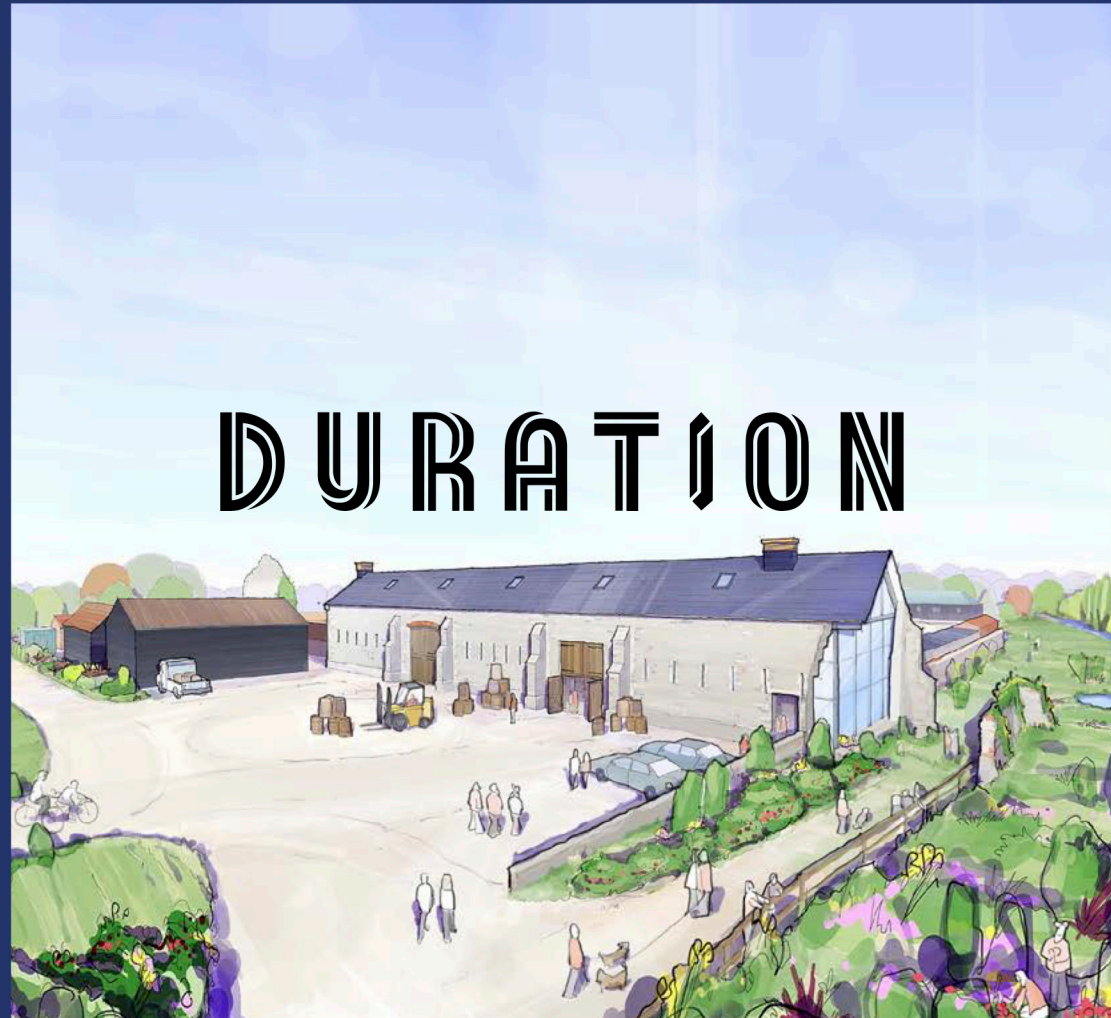


BREW EFFICIENCIES

On the brew side of things we also worked in a few tweaks to be more efficient. We paired up our Mash Tun and Boil Kettle in the same vessel steam jacketed to keep heat in and bringing wort back from the lauter to reuse residual heat from the mash for the boil. We also draw off steam from the boil and recondense it back to water for our HLT.

Leaving no trace is really the HOW of what we do and something I feel we all should be working towards as individuals and businesses. I'm not saying I'm an expert - I'm continually learning but I'm curious and want to do all I can to make sure Duration is a conscientious company, leaving as little impact on our surroundings as possible.

05
WHY
DURATION
KEEP ONE FOOT
IN THE PAST &
ONE EYE TO
THE FUTUTRE





BUILT TO LAST

So onto the WHY? Leaving a legacy. At the heart of starting our brewery we wanted to create something of longevity that would outlast us in this scattering of atoms we call life.

We as a company, as human beings are just a blip in time and what we choose to do – or choose not to do, if we are lucky – will ripple through time, and hopefully leave a positive impact for those who come after us.

I've always liked the saying 'Keep One Foot in the past and one eye to the future' know where you came from, but also look where you are going.

BE EXPERIMENTAL CREATE ANEW

I want Duration to try to advance beer and keep things anew. I won't lie, I like the tradition of pure old school lager making. Those noble hops singing through a clean beer given nothing but time. Yet I also like toying with the ideas of what makes a modern mixed fermentation beer or developing an IPA on it's journey through regions and time.

Experimentation need not pervert something to the point you break it. I certainly am not in the camp how many whacky adjuncts or how high a hop dose can I give a beer. I'll leave that for others to do.





LESS WITH MORE - IMPOSED CONFINES

I'm not here to say a Triple Fruited Gose or Pastry Stout is good or bad or shouldn't happen, only that for doing less with more and still making it deliciously balanced is the measure of success in my own self imposed perimeters.

STRONG OPINIONS, HELD LIGHTLY - One of our first beers named after a framework for governance in times of extreme uncertainty.

Allow me to elaborate.

STRONG OPINIONS, HELD LIGHTLY

The theory is two fold; First, be resolute in your convictions and act on the knowledge you have while accepting – the second principle – that new knowledge can come to light that can change your view and a change of tack can follow.

Miranda and I were drawn to being confident, resolute and open to people who want to be active and contributing citizens in our lives. We are self governed but we also very much let others shape us, bring meaning and influence in to our lives.





MEANING OF DURATION IN OUR TEAM AND BEYOND

If you ask any of our team members who work with us, or perhaps even the wider supporters of Duration what we are about or what we stand for, you will get a different answer each time. We mean different things to different people, and I'm ok with that - it kind of takes a community to build a company - but what's important is that we do stand for something!

I don't expect my daughter Mila will want to pick up the mantle when I am too old or tired to brew and I don't have a huge ego to be the most popular or largest brewery in town. Quite the opposite infact, I'm happy to be obscure, niche or appreciated by a select few. In all honesty we make quiet understated beers.

BUILT INTO OUR FRAMEWORK

When we formed the company and brought in a small shareholding, we set out our articles of association and shareholders agreement to ensure we could grow the company in the way that suited our values.

Clauses were written in to enable a staff equity scheme. In a few months we will pass a motion to swear in our Operations Director, the first Owner-Operator of the company, outside of ourselves.

It is also our intention to have a wider scheme for those outside of management operations who give their time and service to the company.



ALL IN, BUT NOT SELLING OUT. WHAT-HOW-WHY

Miranda and myself went all in to this venture ensuring as best we could that we are, and can remain, majority shareholders. Wherever possible, now and in our future, we will strive to steer ourselves away from a strategic partnership with a conglomerated or macro brewer wanting a majority stake.

Quite simply put if the 'what' is to make diverse and delicious beer styles using less to deliver more and if the 'how' is to make our beer in an environmentally conscientious way, then the 'why' has to be - to build something we are proud of that encapsulates our hearts, minds and outlasts us long after we are gone.





MAKE BEERS THAT BELONG. GOOD BEER, GOOD PEOPLE, RESPECTING WHERE WE ARE

Duration by extension is a founder led company that extols our values as individuals open and receptive to the world.

We hope in time Duration will become its own entity and more than the sum of its parts, and that those that believe in Duration the most will have equity in continuing the company. We will do this by making beers that belong to a place and time and wherever possible by making good beer, with good people in a way that respects where we are.

DURATION



THANK YOU.

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BEERS THAT BELONG

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