

KARVILAN PANIMO

CRAFT BREWERY FROM THE MIDDLE OF FINNISH NOWHERE



About me

Ville Purontaus

BBA Laurea UAS 2011 Marketing

Family: Spouse, daughter (7 mo) and dog Mauno (2,5 years)

Living in Helsinki Finland

Background in

Digital marketing (10 years in IT-industry before moving to full-time in craft brewing)

Points of interest: Club sports, cycling, travelling, street wear, craft beer industry, illustrating, drawing. Wishing to learn: photographing, playing guitar better.



The Story “How to start a brewery”

Homebrewing: Since end of 2014: Learning to brew and create interesting beers. Four friends brewing beers for fun!

Beer recipes - process - chemistry - Wow experiences! Passion to go further in the world of beer. Finding the points of interest to develop. Beer recipes, branding, story telling.

“You make so nice beers, why don't you sell it?”

2017 Gypsy Brewing - Producing first commercial beers under brand “Pekkale Brewing”. Building the understanding of the industry and the laws of wholesale and restaurants.

End of the 2018 Suggestion from Ville's uncle Jouni to set-up and start a micro brewery in Karvila Eastern Finland.

Spring 2019 Starting the journey to run a own brewery.

Karvilan Panimo Three guys launch team Ville, AP, Jouni.

PHASE 1. Building a brewery. Developing the beer brand for the brewery.



Our approach

Specialising in certain beer style: craft lager

Finding out/knowing the Strengths:

- Own water source
- The wilderness (pure nature, silence)
- Best ingredients (No cutting corners) Taste leader.
- Build one brand and communicate through it.
- Independent decision making
- Improving in all areas of brewing “From good to great”
- Utilize the network (specialists for certain need)



Team now

The core team

First hired employees

Developing the process and the equipment

Ensuring the quality day after day

The power of team work

Open approach. Lot's of things to learn!

Learning together.



Q&A

