

Kill The Cat

**TASTING ROOM + BOTTLE SHOP
FOR THE BEER CURIOUS**

Kill The Cat

WHO WE ARE

Kill The Cat is a different breed of craft beer tasting room and bottle shop – one that entices people to be more adventurous in their beer choices.

Why Kill The Cat? Because it's all about satisfying your curiosity for beer.

Whether the customer is on the look out for the next small batch release from an obscure Estonian home brewer, or whether they've been sipping their 'reassuringly expensive' pint of mainstream lager for a while and fancy seeing what else is out there - we're here to scratch their itch.

Our range is ever-changing and carefully curated to ensure we offer an interesting and well-balanced mix of flavours that will satisfy every palate. It's not designed to be a compendium of every beer known to man, woman or cat, but a selection of the finest we've tried, presented in a way that helps customers choose what they're in the mood for.

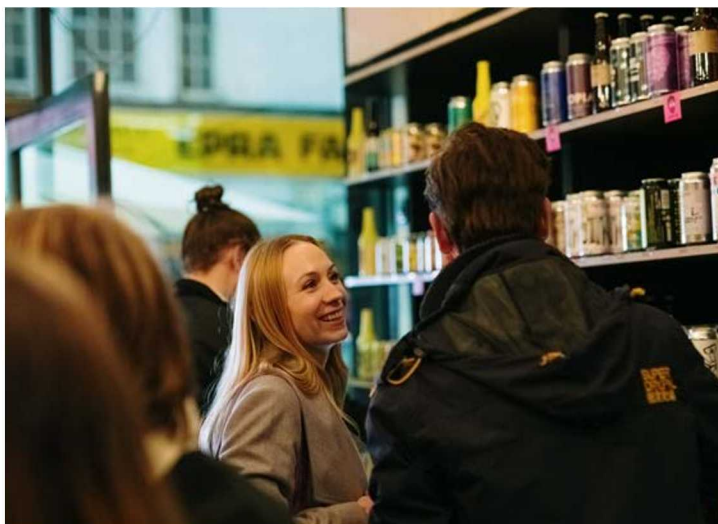
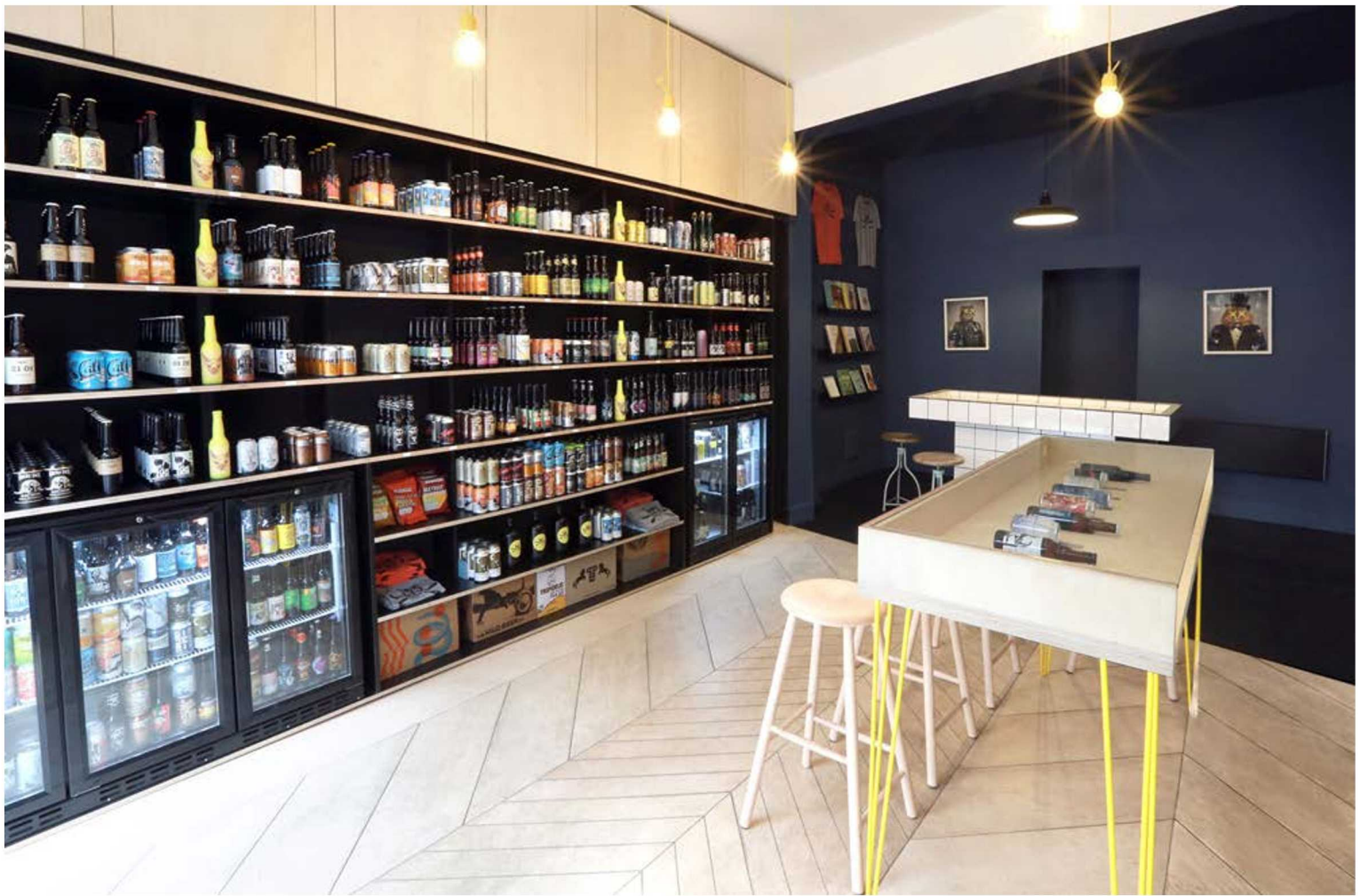
The way we display our beers is entirely unique. Instead of grouping beers geographically or by brewery, which is standard practice but arbitrary to the customer, our beers fall into one of three categories - Cat 1, Cat 2, or Cat 3 (see what we did there!).

Cat 1 beers cover the more familiar styles and are more sessionable beers - nothing that will get your hackles up; Cat 2 offers something a bit different - it could be slightly stronger, rarer, or have an unusual twist; Cat 3 is the stuff that gets its claws out and rips up the rule book - these are the ones that will blow your mind.

The interior is stylish and contemporary - purposefully avoiding the industrial vintage styling that has become the craft beer vernacular - our aim is to create a pleasant, inclusive environment that is welcoming to all and fosters a positive atmosphere. We also provide a selection of books and magazines, specifically chosen to appeal to those curious enough to want to find out more about a variety of topics, from beer to food to the creative arts to life in general.

We have traded successfully and responsibly from our small unit on Brick Lane since October 2016, and have a loyal, regular following of local residents, office workers and tourists, all of whom have happily bonded over a beer at our tasting table. We now plan to upscale our model, retaining the unique qualities while allowing more space for more people to experience what we offer.

Disclaimer: No cats were harmed in the making of this brand.



Kill The Cat

PRODUCTS + PRICING

Our products are all sourced from independent craft breweries in London, UK and worldwide. We carefully curate the range of flavours on offer to ensure we stock only the most interesting and best beers available. We also have a healthy low and no alcohol selection, as well as gluten free and vegan options. Premium products come with a higher price tag - our customers understand this and come to us for the quality and our expertise, Our products range from **£3.00 for a 330ml can of low ABV pale ale** to **£49.50 for a rare, aged Belgian Lambic beer**.

Here are some examples to illustrate the spectrum:



Brewery: Urbanaut Brewing Co.

Style: Hazy Pale Ale

Strength: 2.5%

Price: £3.00 / 330ml

Say hello to Juno, our juicy lil' hazy pale ale that packs the punch of a full-blown hazy IPA, but with a deliciously sessionable ABV of just 2.5% assuring your dance moves stay slick all night long. Brimming with big nectarine, apricot and peach flavours and a gently rounded mouthfeel usually unseen in low-ABV beers, Juno is a LIL beer with BIG ambitions.

Brewery: Kill The Cat

Style: Pale Ale

Strength: 4.5%

Price: £4.50 / 440ml

Meet Fluffy, our House Pale Ale! Refreshing and hazy. Gentle bitterness from Cascade and Centennial hops on the hot side meet bright, juicy citrus fruit notes from Citra on the dry hop. All wrapped up with a soft mouthfeel and hints of stone fruit.

Fluffy is very much Vegan friendly.





Brewery: Pastore Brewing & Blending
 Style: Berliner Weisse
 Strength: 3.8%
 Price: £6.65 / 440ml

A mixed culture berliner weisse style beer from the wild child brewers of Waterbeach, Cambridge. Tropical notes of mango & passion fruit mingle with a classic dry finish.

Brewery: Hackney Brewery
 Style: Imp Stout
 Strength: 7%
 Price: £29.00 / 750ml

I Saw A Ghost - Hackney's first ever 750ml bottle release - all bottled by hand, wax dipped & individually labelled. A rich and chocolatey 7% Stout that's been split into 18 different blends, this is the Sea Salt & Caramel edition.



Brewery: 3 Fonteinen
 Style: Fruited Lambic (Kriek)
 Strength: 5.5%

One of the best and most special Lambics available in our opinion. 3 Fonteinen Schaarbeekse Kriek is the result of macerating local hand-picked Schaarbeekse cherries on young traditional lambic for at least one year, in a proportion of one kilo of sour cherries per litre of lambic. The cherry lambic is then blended with young lambic and bottles, after which our famous Schaarbeekse Kriek matures for another year at least in the bottle. Refined and with evolution in the glass. Natural fruit, no juice, syrup or sugars added. Unfiltered and unpasteurised.

Kill The Cat

MEET THE FOUNDERS

Kill The Cat was created by Wes Anson and Phil Curl in 2016, with the intention to create a unique offering within retail and hospitality. Over the past 6 years they've paired their customer experience skills with industry knowledge to hone their model. Having also run their own successful design agency since 2010, Wes & Phil combine their love of beer with their professional skills as brand designers to develop their distinctive concept in craft beer.

"Our aim is to celebrate craft beer and the fantastic independent brewers who are passionate about the quality and diversity of their beers. We set out to make these great products more accessible to a wider audience by creating a fun, interactive and informative drinking experience delivered by our knowledgeable, passionate staff". - WES ANSON



WES ANSON
FOUNDER + DIRECTOR



PHIL CURL
FOUNDER + DIRECTOR

"Seeing the positive reaction to what we're doing has really fuelled our ambitions and clearly defined the plan of where we take things next. We're thrilled to expand and look forward to further honing the model, including a paired food menu to round off the experience." - PHIL CURL