

# Every Last Crumb

How Crumbs Brewing utilised LoCASE funding to 'go electric' and re-shape their brand

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**European Union**  
European Regional  
Development Fund



## Introduction

Crumbs Brewing has emerged as a beacon of innovation and environmental stewardship within the brewing industry. Founded in Reigate, Surrey by Morgan and Elaine Arnell in 2017, Crumbs Brewing stands out for its unique brewing ingredient - surplus bread. This family-owned company has masterfully combined passion for beer, sustainability, and community engagement into a flourishing business model.

## Background

Morgan and Elaine Arnell, leveraging their corporate experience in Insight & Innovation, embarked on a journey to address environmental sustainability more genuinely than they observed in the corporate world. Disenchanted with the lip service paid to sustainability by many, they aimed to create a tangible impact. Crumbs Brewing was born out of a desire to contribute positively to their local community and the environment, with Morgan's hobby of home-brewing providing the perfect avenue to launch their venture.

## Objectives and why LoCASE

Crumbs Brewing was built around a mission to repurpose surplus bread, support local artisan bakeries, and craft beers that not only taste excellent but tell a unique story. Their objectives were encapsulated in three Ps:

- **Purpose:** To transform what would be considered waste into high-quality, desirable products
- **Place:** To maintain strong connections with local, artisan bakeries as they grow
- **Product:** To produce memorable beers, each with a unique story and flavour profile derived from different bread types

Morgan said of the reason behind LoCASE funding:

“Branding and communications wasn't on our radar initially, but by talking to LoCASE and them showing us other businesses they had helped, we were able to see the massive benefit of an entire Crumbs rebrand to our long-term business goals and telling our sustainable story, not just having an electric vehicle.”





## Challenges

A significant hurdle for Crumbs Brewing was balancing sustainability with growth. The company faced the task of expanding its reach while adhering to its core sustainability values. This challenge became particularly poignant when considering their logistics needs, notably their ambition to become carbon negative.

## Strategy and implementation

Recognising the need for environmentally friendly transport, Crumbs Brewing applied for the LoCASE funding, initially aiming to acquire an electric vehicle. However, their engagement with the LoCASE team expanded their vision, leading to a comprehensive rebranding to better communicate their sustainability ethos.

## Results

The rebranding initiative funded by LoCASE had an immediate and positive impact on Crumbs Brewing's sales, showing over a 20% increase in just six months. This success has laid a strong foundation for national expansion while maintaining their commitment to local partnerships and sustainability.

**“Almost immediately we saw a very decent uplift in terms of our direct sales, both to consumers and to suppliers (pubs, restaurants etc)”**

**Morgan shared.**



## Impact and future directions

Crumbs Brewing's case illustrates the powerful synergy between sustainability, community engagement, and entrepreneurship. As they look towards national growth, they aim to replicate their successful model in other regions, partnering with local bakeries across the UK. Their journey represents a compelling blueprint for integrating sustainable practices within traditional industries, challenging larger brands to consider the environmental impact of their operations.

**Yeah, I don't understand why big brands don't think about bread for brewing.**

**If even 10% of Heineken or Asahi brews were made up of bread, the positive environmental impact would be huge, so we'd love to use our new marketing to help advocate for that."**

## Conclusion

Crumbs Brewing's journey from a small, family-owned business to a pioneering sustainable brewer demonstrates the transformative power of innovative thinking and commitment to sustainability. Their story is a testament to the possibility of creating a successful business that not only thrives financially but also contributes positively to the community and the environment.

## Crumbs Brewing

**Location:** Reigate, Surrey, UK

**Founded:** 2017

**Founders:** Morgan and Elaine Arnell

**Mission:** To brew high-quality beer using surplus bread, supporting local communities and sustainability

**Vision for the Future:** To become a carbon-negative brewery and inspire the wider industry towards sustainable practices



**Morgan and Elaine**