

Craft brewery founders 'heartbroken' after company falls into administration

The co-founders of a Somerset craft brewery say they are "heartbroken" after being forced to appoint administrators. Wild Beer Co, which also has a taproom at Bristol's Wapping Wharf, was established by friends Andrew Cooper and Brett Ellis in 2012 after the duo met while working at the Bristol Beer Factory.

The pair said the business had faced "adverse trading conditions" in recent times, including Covid, the loss of export sales, spiralling production costs, soaring inflation, and an increase of interest rates. The company has now appointed Sam Talby and Rob Coad of Undebt.co.uk as joint administrators.

The administrators are managing the affairs, business and property of Wild Beer Co, according to the company's website, and are looking for a buyer for the business, which has ceased trading.

"It is with heavy hearts that we regret to inform you that as of today we have entered into a period of administration," Wild Beer Co wrote in a statement on Twitter. "It has been a wild 10 years and we are heartbroken to be in this position. We could see the potential for Wild Beer and we had ambitions to increase sales and brand exposure."

The company said the cost-of-living crisis had also compounded issues within the business – and impacted its ability to succeed.

"We would like to thank everyone who has supported us: those who have invested in our company; our amazing team; stockists;

suppliers and everyone who has enjoyed our beers,” the statement on social media added. “We hope to resolve the current position shortly and will update you as soon as we are able to do so.”

A spokesperson for Undebt told the *Times* the administrators were “hopeful of interest in acquiring the business given Wild Beer’s strong brand”.

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