

Former Salt Beer Factory MD launches new nitro coffee venture

A young entrepreneur and former director of Salt Beer Factory has launched a coffee shop brand serving nitrogen cold brew coffee.

Dr Nadir Zairi has opened up the first of Hubb Brewing Company's shops at Halifax's Dean Clough site, and will offer nitrogen infused cold brew – a method that gives the drink an appearance and texture similar to a draft beer. The new bar promises “theatrical” preparation and will also serve soft serve ice cream and fresh baked goods.

Hubb has opened inside a unit within F Mill Courtyard Building at the 22-acre historic mill complex on the outskirts of Halifax town centre, which is now home to a multitude of businesses and includes offices, retail and leisure spaces. The firm now hopes to expand into other venues.

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Dr Nadir said: “Cold coffee consumption is growing exponentially, especially in locations such as the Far East and USA where it now outsells hot coffee by a considerable mile. Having completed our research in brewing techniques we are ready to seize the opportunity for growth in the UK market with an exceptional cold brew experience. Evidence also shows that young people are drinking less alcohol with one in three being teetotal.

“The coffee shop boom is now a main substitute for the pub occasion, and we are delighted to have formulated some extraordinary cold craft drinks combinations with theatrical

preparation at Hubb. Having been involved with the creation of Salt Beer Factory to achieve zero to £7m revenue in just five years with national distribution, trade partnerships and export into 13 countries worldwide, we are well versed in successful FMCG brand building. And that starts with establishing our roots in the same way, at an important heritage site with a real sense of community, that is Dean Clough.”

Jeremy Hall, chairman and managing director at Dean Clough Ltd, said: “We are excited to announce the arrival of Hubb. at Dean Clough – yet another incubator business with tremendous business foresight and potential. We warmly welcome them into the Dean Clough family which continues to provide choice, innovation, diversity, and authenticity for our audiences.”