

Starting small and growing fast in a competitive craft beer market meant Three Sisters Brewery needed a fast, reliable and consistent yeast supply to help their beers stand out among the rest. By out-sourcing their yeast management to Froth Technologies, Three Sisters Brewery has been able to focus on developing polished recipes and brewing great beer. They have since won outstanding award recognition for their beers and have rapidly upscaled their brew house capacity to keep up with growing demand.

BACKGROUND:

Three Sisters Brewery is a husband-and-wife team (Joe and Sarah) who first started brewing boutique craft beer in the garage under their house in coastal Taranaki. Their meticulous approach and respect for quality ingredients helps them produce an exciting range of craft beers that are distinctive, fresh and remarkable. Three Sisters Brewery has been brewing commercially since April 2017 after winning the first Taranaki SOBA Homebrew Competition in 2015 with ‘Rain In The Face’.

In 2020, Joe and Sarah started a PledgeMe campaign and moved their operation into the beautiful, old Taranaki Savings Bank building on the main street of New Plymouth. Since then they have seen rapid growth and won numerous awards for their beers. Three Sisters Brewery won the Brewers Guild of NZ ‘Champion Micro Brewery’ award in 2021, and the ‘Champion Small Brewery’ award the following year. They received recognition on the global stage in 2023 by winning the Champion International Small Brewery at the Australian International Beer Awards.



BREWERY DETAILS:	
Name:	Three Sisters Brewery
Brewer:	Joseph Emans
Location:	Taranaki, NZ
Founded:	2017
Website:	threesistersbrewery.store

CHALLENGES:

“As a new brewery starting out in a competitive market, we wanted to brew really distinctive beers that stood out amongst the rest. We stepped into commercial brewing directly from a home brewing background, so I was used to playing around with different yeasts to achieve unique flavour profiles in my beer recipes. For us, starting out small meant we didn’t have the resource to be managing multiple yeast strains or running a propagation process in-house, but I was still seeking that diversity of choice in my brewing ingredients. We had been using a few different yeast strains from overseas, but getting fresh quality yeast was always difficult, especially in a pitchable volume. We connected with the team at Froth Tech early on when we were just starting out as a nano-brewery and despite us being small, we started trialling their yeast strains by ordering in custom pitch sizes to suit our beer volume, styles and strength.”

SOLUTIONS:

“We have found **Froth Tech to be a forward-thinking company**, filling a really important niche gap in the market, and that’s just awesome. Having good quality local yeast ready to pitch has made a huge difference in our brewing process. For us it’s like out-sourcing our yeast management, and that has really helped us brew creatively and grow rapidly. You guys offer quite a personal service, which makes working together a pleasure as well. We can have a chat in person, or bump into each other at beer festivals because you guys have a good presence in the industry and our events. It’s really helpful to have good, relatable people that you can talk to about brewing and fermentation.”



“What keeps us coming back is the results we get.”

- JOSEPH EMANS

“Having a local supplier of liquid yeast is really awesome. The yeast is fresh and healthy, it comes well packaged, and there’s pretty much next day delivery. I mean for me personally, the convenience, the consistency and the reliability of that is just a relief. It’s one less thing I need to manage in my brewery. It’s been easy to trial these yeast strains, to play around with different pitch rates and incorporate these strains into my beer recipes.”



“We are getting really good results, and that has been recognised at the judging table with medals and awards. We’ve been using Vagabond for our dark lagers and they’ve been really consistent with winning medals. We’ve had great results brewing gold medal hazies with Vape. The ability to get custom pitch sizes has helped us play around with our pitch rates and really develop our recipes. One of our beers ‘Oakura Blonde’ is my stand-out example of quality results. We used to use an imported dry yeast for that beer. Being a blonde ale, the malt is very pale and it’s not hop-forward at all. It’s all about the yeast, and the delicate flavours you can get from your fermentation. That beer never managed to medal in any beer competition. And since we switched to your Buddy yeast... this year that beer has won a spot in the New World Top 100, and a Silver medal in the Australian International Beer Awards. And the only thing we changed in that recipe is the yeast.

“That’s gone from being a beer I didn’t really drink, to being one of my favourite beers.”

SUPPORT:

“It’s great that you guys are just a phone call away and able to offer local technical support. Whenever we’ve had any troubles or challenges, you’ve always been really helpful. So, yeah, customer service has been pretty awesome, and delivery times have been rapid. We’re looking forward to continuing to work together and trying more of your yeast strains as they are released. We’re always looking for new ways to be creative and innovative in our brewing, and having your products and support at our fingertips means we can dream big.”

Froth Tech is a cool brand with a good profile in the craft industry, and working together feels beneficial for both of us, beyond just a sales partnership. Your products and service have helped us to achieve our goal of brewing beers that are distinctive, fresh and remarkable. We never would’ve dreamed of winning the Champion Micro Brewery award, and then the ‘Champion Small Brewery’ award the following year. We’ve found that when the beer quality stands out amongst the rest, the punters come back for more. That demand has contributed to loyalty and support around our business, which was a great help during our crowdfunding campaigns. It has also meant that we have had to keep growing to keep up with that thirst for our products, which has taken us from the nano brewery under the house, to a new brew pub on the main street in New Plymouth, as well as upscaling to bigger fermentation tanks twice-over since then.



Head Brewer Joe and brewer Rob

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