

Business Builder

Business: Tindall Brewery
Owner: Mike Green



Expanding capacity with Business Builder support

The Challenge

Tindall Brewery is built on flavour innovation, but owner Mike Green knew growth required offering pubs more choice and a smoother way to order both their favourites and new beers.

However, limited stock of pins (mini kegs) was restricting efficiency and the range he could supply, especially during quieter trading periods.

“I love developing new flavours – it’s really important for any brewer looking to grow and maintain a following. And I needed to make it easy for publicans to order their favourites and try out new beers at the same time.”

The Solution

With a Business Builder Grant, Mike invested in 44 new pins, increasing his brewing and distribution capacity.

“Increasing my stock of pins was the key to offering choice and being more cost efficient, so with the help of a Business Builder grant, I was able to invest in 44 new pins.”

Mike worked closely with Jo from the Business Builder team, who guided him through the application process.

“Jo couldn’t have been more helpful – always replying quickly, answering all questions. It was much more straightforward than I expected.”

The Impact

The new pins have delivered immediate and meaningful benefits to the business:

- More orders during the typically quiet winter season
- Improved efficiency and better cost management
- Greater capacity to experiment with new flavours
- Stronger and more stable income

With this enhanced stability, the team is pursuing new ideas—including a limited-edition beer, Hedgerow, brewed using hops grown behind the brewery.

“This support has made a big difference to me and the team. The future is looking positive with many more development plans underway.”

About Tindall Brewery

Mike Green is the second-generation brewer behind Tindall Brewery—founded by his parents the year he was born. Brewing has always been at the heart of his life. After proving he could craft a great beer at his first attempt, he took over the business at just 18.

Today, Mike continues to honour his family’s legacy while pushing the brewery forward through creativity, quality and locally inspired innovation.

The Business Builder programme has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.

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