



# Hercules Brewing Company

Ambient Chilled

## Background

Hercules Brewing Company was launched in February 2014 by Niall McMullan to revive craft beer production in the city and was the first craft beer company to open in Belfast in more than a century.

The company's portfolio now comprises Yardsman Craft Lager 4.5%, Yardsman Belfast Pale Ale 5.6%, Yardsman Session IPA 4.3%, Yardsman Original Double Stout, Yardsman American Pale Ale 4.7% & Yardsman Tropical Rye Ale 5%.

Yardsman's existing five-strong portfolio of brews are all hand-crafted and filtered using a unique technique featuring traditional Irish linen cloth.

In July 2017 Hercules launched Ireland's first craft nitro can stout - Yardsman Original Double Stout Nitro Can (4.3% ABV). The innovative packaging method, which qualifies the creamy Belfast Double Stout as a nitro stout, involves 'nitrogenising the can' by replacing CO2 with nitrogen. A traditional Belfast Double Stout which has a rich creamy mouth-feel and is perfectly balanced. It has a rich, dark colour with lots of roasted malty characteristics and delicate chocolate and coffee notes.

## Product Range

Yardsman Craft Lager 4.5%  
Yardsman Belfast Pale Ale 5.6%  
Yardsman Session IPA 4.3  
Yardsman Original Double Stout

Yardsman American Pale Ale 4.7%  
Yardsman Original Double Stout Nitro Can 4.3%  
Yardsman Tropical Rye Ale 5%

## Customers

The small batch beers and stout are now widely available in Northern Ireland in bars, restaurants, hotels and through off-sales.

Distribution arrangements are also in place to export the beers to US, Ireland, Britain and other parts of Europe.

## Accreditations

- SALSA Accredited

## Awards held

- Great Taste Awards 2020: One Gold Star awarded to Yardsman Craft Lager & 2 Gold Stars for Yardsman Tropical American Rye Ale
- Great Taste Awards 2018: One Gold Star each awarded to Yardsman Belfast Pale Ale Craft Beer & Yardsman Tropical American Rye Ale
- Blas na h'Eireann Awards 2017: Silver award for Yardsman Lager
- Great Taste Awards 2017: One Gold Star awarded to Yardsman Belfast Pale Ale
- Gold Medal - Monde Selection Quality Awards 2015
- Gold Medal for Yardsman Belfast Pale Ale - Monde Selection 2016 (Budapest)
- Gold Medal for Yardsman Lager - World Beer Challenge 2016 (Estoril, Portugal)
- Silver Medal for Yardsman Belfast Pale Ale - World Beer Challenge 2016 (Estoril, Portugal)
- Silver Medal for Yardsman Belfast Pale Ale - Global Beer Masters 2016 (UK)
- Bronze Medal for Yardsman Lager - Global Beer Masters 2016 (UK)
- 3 Stars - The Beer Awards 2016 (UK)

## Contact this supplier

- **Niall McMullan**

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# Image Gallery







