



VOCATION

VOCATIONBREWERY.COM

A photograph of two women smiling and holding beer glasses. The woman on the left has long, wavy brown hair and is wearing sunglasses and a light blue denim shirt. She is holding a glass of amber beer. The woman on the right has dark hair pulled back and is wearing sunglasses, a dark blue top, and a teal skirt. She is holding a glass of golden beer with a large black 'V' on it. The background is a colorful, abstract mural with various shapes and colors like teal, orange, and purple. The word 'VOCATION' is written in white, bold, uppercase letters in the top left corner of the image.

VOCATION

OUR VOCATION

Braving freezing rain and gale force winds from our hilltop in Yorkshire, we put in the long hours and hard graft to bring you beer that you deserve.

Bold, benchmark beer that pushes boundaries and sets standards. Beer we can all be proud of. Because, like us, you know the best thing about hard work is the feeling you get when it's done. And there's no better reward than the first well-earned sip.

In reality, a brewery is just another factory making a product. But it's our people and their passion that make this our Vocation.



VOCATION

OUR STORY

John Hickling worked in IT for a bank. The money was good, but he had a desire to create something more than spreadsheets.

As a beer fanatic, he decided to try brewing his own. He built a tiny brewery in his kitchen with plastic buckets and parts from a hardware store. Brewing beer was a revelation.

His friends agreed the beer he made at home was better than they could buy in the pub, and he dreamed of turning his passion into a business.

Inspired, he quit his job, sold his house and co-founded his first brewery in 2008. The awards soon rolled in, and the brewery was a storming success.

After five years, he felt he had taken the business as far as he could. He sold his stake in the brewery, and started thinking about new projects.

But he had a problem: he desperately missed brewing. It took selling his first brewery for him to realise that brewing was never just a job, it was his vocation.

He decided to start from scratch and apply all the accumulated knowledge he'd gained at his first brewery into something and somewhere new.

In 2015 Vocation Brewery was born, with one member of staff, a rebuilt chicken shed, and a dog for company.

Today we have around 60 staff, and sell the equivalent of 16 million cans per year.

We've come a long way!



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OUR LOCATION

Vocation Brewery sits at the top of Cragg Vale, near Hebden Bridge, West Yorkshire.

Set amidst post-industrial mill towns, valleys and moorland, you might think this would be a very traditional place with equally traditional beer. But you would be wrong.

Hebden Bridge has long been an outpost of cool creativity. Perfectly situated between Leeds and Manchester, the thriving local economy supports a profusion of artists, artisans and fiercely independent businesses.

With nearly 11 million people and three international airports within 50 miles we're not quite as 'in the middle of nowhere' as it might initially seem!

We're proud to call this part of the world our home, and to be part of such a wonderful community.

VOCATION

OUR GROWTH

We're growing rapidly and are now a well known name in the UK beer scene and beyond.

Our ability to support a growing, trusted "go to" core range alongside genuine innovation and inspiring beers through our Specials programs has seen us grow across all Sectors.

From big Imperial Stouts or Crisp Lagers and everything in-between. We can do it all, with unrivalled attention to quality and consistency.... and at scale .

We're not pretentious, elitist or smug. We want to share our beer with as many people as we can – we believe great beer should be accessible to all, regardless of where they choose to shop or socialise.

We are very proud to have been at the forefront of bringing bold, modern beers to UK supermarkets.

As we grow we are now taking that philosophy to many Countries around the World. We now export our beer to 40 Countries, as far as Australia, Japan, China, Russia, Brazil, and across the EU.

Our mission is simple- Better Beer for more People.



VOCATION

OUR CORE RANGE

Our core collection is a constant to keep coming back to.

Each is crafted to be a superb example of the style, brewed to consistent standards so you can enjoy them time and again.

VOCATION



LIFE & DEATH

INDIA PALE ALE: 6.5%

**AVAILABLE IN: KEG, CASK,
330ML, 440ML CAN AND FRIDGE PACKS**

Three kilos of hops and 40 kilos of barley selflessly give their lives to make every barrel of our punchy bestseller. It's a lot to ask. But their new life as this hop-forward US style IPA makes their sacrifice worthwhile.

COLOUR	PALE GOLDEN
AROMA	TROPICAL FRUITS
TASTE	FRUIT SALAD
MALT	EXTRA PALE, CARAMALT
HOPS	CITRA BBC, MOSAIC BBC, SIMCOE

VOCATION



PRIDE & JOY

PALE ALE: 5.3%

**AVAILABLE IN: KEG, CASK,
330ML, 440ML CAN AND FRIDGE PACKS**

This classic American-style pale ale is refreshingly crisp and heavy on the hops. Beaming with bold flavours and aromas, it's a true reflection of our passion for brewing and a total joy to drink.

COLOUR	PALE GOLDEN
AROMA	CITRUS
TASTE	CRISP & HOPPY
MALT	EXTRA PALE, CARAMALT
HOPS	MAGNUM, CITRA BBC, SIMCOE

VOCATION



HEART & SOUL

SESSION IPA: 4.4%

**AVAILABLE IN: KEG, CASK,
330ML, 440ML CAN AND FRIDGE PACKS**

Created from the heart and brewed with a double dose of devotion, this full-bodied fruity beer has all the hoppy goodness of an IPA, but with a seriously sessionable strength.

COLOUR	PALE GOLD
AROMA	TROPICAL FRUIT
TASTE	VERY FRUITY
MALT	EXTRA PALE, WHEAT MALT, OATS
HOPS	SIMCOE, CITRA BBC, CITRA CRYO

VOCATION



DIVIDE & CONQUER

NEW ENGLAND PALE: 5.0%

**AVAILABLE IN: KEG, CASK,
330ML CAN AND FRIDGE PACKS**

Character this strong will always split opinion. Our fearlessly hop-forward New England pale is as smooth as it is striking – and never one to be underestimated. Expect dramatic waves of juiciness and a haze that won't quit.

COLOUR	HAZY PALE GOLDEN
AROMA	TROPICAL
TASTE	JUICY CITRUS
MALT	EXTRA PALE, PALE CARAMALT
HOPS	CITRA BBC, MOSAIC BBC, SIMCOE

VOCATION



NEW MUSICK

HAZY PALE ALE: 4.0%

**AVAILABLE IN: KEG, CASK,
440ML CAN AND FRIDGE PACKS**

A juicily smooth and sessionable IPA for the post-punk era. New Musick was the original term used to describe a wave of progressive, avant-garde style rock, born in the late 70s as musicians moved away from the clichés of traditional punk.

COLOUR	HAZY PALE GOLDEN
AROMA	TROPICAL
TASTE	CITRUS
MALT	WHEAT, OATS
HOPS	VIC SECRET & ECLIPSE

VOCATION



LOVE & HATE

NEW ENGLAND IPA: 7.2%

**AVAILABLE IN: KEG, CASK,
440ML CAN AND FRIDGE PACKS**

Forget crystal-clear beers with delicate flavour profiles. Our juicy and unapologetically murky New England pale ale is made to leave a lasting impression. Traditionalists will hate it. But to us, it's the one.

COLOUR	HAZY, PALE GOLDEN
AROMA	PEACH & MANGO
TASTE	JUICY CITRUS
MALT	EXTRA PALE, OATS
HOPS	CITRA BBC, GALAXY

VOCATION



HOP, SKIP & JUICE

PALE ALE: 5.7%

**AVAILABLE IN: KEG, CASK,
440ML CAN AND FRIDGE PACKS**

A beer that'll get lips hopping and mouths skipping. This tropical pale ale is jumping with juice and filled to the brim with feel-good flavour. Beers like this are the reason we leap out of bed in the morning.

COLOUR	HAZY PALE GOLDEN
AROMA	TROPICAL
TASTE	JUICY CITRUS
MALT	EXTRA PALE, OATS
HOPS	MAGNUM, SIMCOE, CITRA BBC

VOCATION



SMASH & CRAB

DPA: 8.0%

**AVAILABLE IN: KEG, CASK,
440ML CAN AND FRIDGE PACKS**

We've never been ones to play it safe and this is no exception. Our East Coast style double IPA hits hard with heavy blasts of tropical fruit flavours and punchy aromas that are bound to make an impact. Fearless and irresistible, there's nothing quite like it.

COLOUR	HAZY, PALE GOLDEN
AROMA	PEACH & MANGO
TASTE	JUICY CITRUS
MALT	EXTRA PALE, OATS
HOPS	CITRA BBC, GALAXY

VOCATION



BREAD & BUTTER

DRY HOPPED PALE: 3.9%

**AVAILABLE IN: KEG, CASK,
440ML CAN AND FRIDGE PACKS**

A satisfying reward that's always worth the hard work. With layers of US hops combined with British malts, our fresh and easy-drinking dry hopped pale is a solid staple that delivers every time. Proof that the simple things in life are often the best.

COLOUR	GOLDEN
AROMA	FLORAL & CITRUS
TASTE	SMOOTH & ROUNDED
MALT	EXTRA PALE
HOPS	MAGNUM, SIMCOE, MOSAIC BBC

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NAUGHTY & NICE

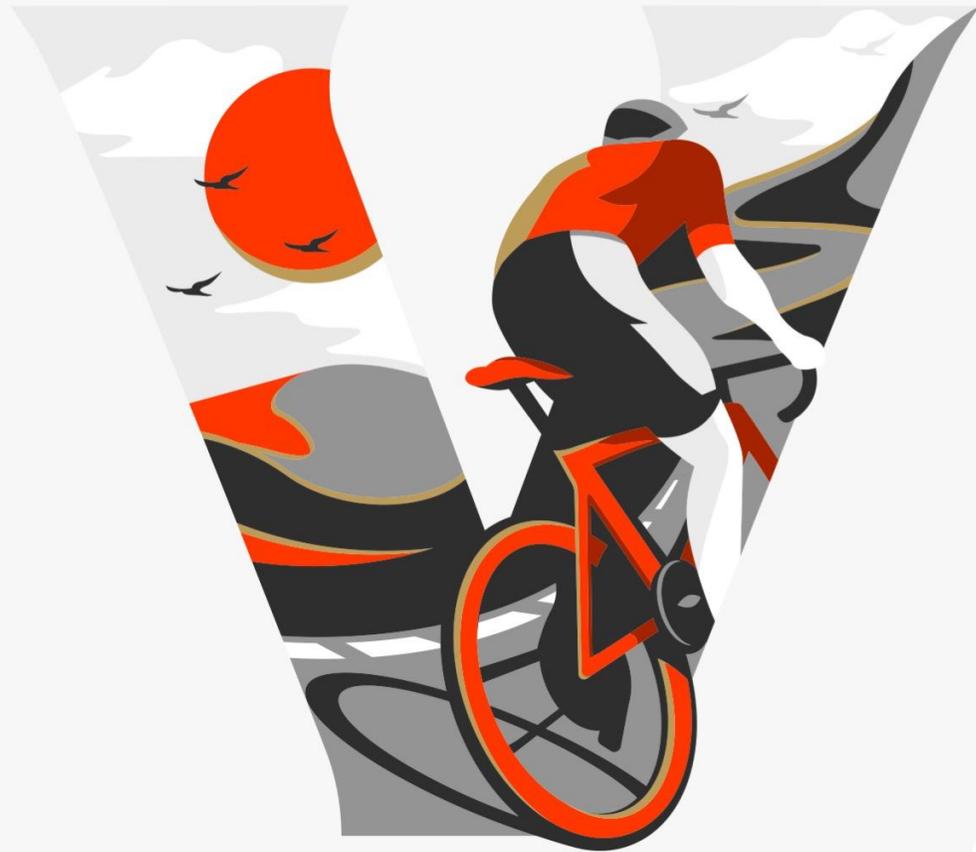
CHOCOLATE STOUT: 5.9%

**AVAILABLE IN: KEG, CASK,
440ML CAN AND FRIDGE PACKS**

If you're looking to indulge, you've hit the jackpot. This dangerously delicious stout is a bit on the naughty side, but very, very nice. Uncompromisingly bold and chocolatey, flavour this good will always leave you wanting more.

COLOUR	DARK
AROMA	ROBUST, SWEET
TASTE	DECANDENT SMOOTH CHOCOLATE
MALT	EXTRA PALE, CHOCOLATE, OATS
HOPS	WILLAMETTE

VOCATION



HEBDEN

LAGER: 5.0%

**AVAILABLE IN: KEG, CASK,
440ML CAN AND FRIDGE PACKS**

We've been making beer from our hilltop in Hebden Bridge since we started, so it seemed only right to honour the town we call home. Our Hebden lager is clean, crisp and refreshing – just like the Yorkshire air we brew in.

COLOUR	PALE GOLDEN
AROMA	TROPICAL
TASTE	CRISP & CLEAN
MALT	EXTRA PALE
HOPS	CASCADE, CENTENNIAL, CHINOOK



VOCATION

CATION

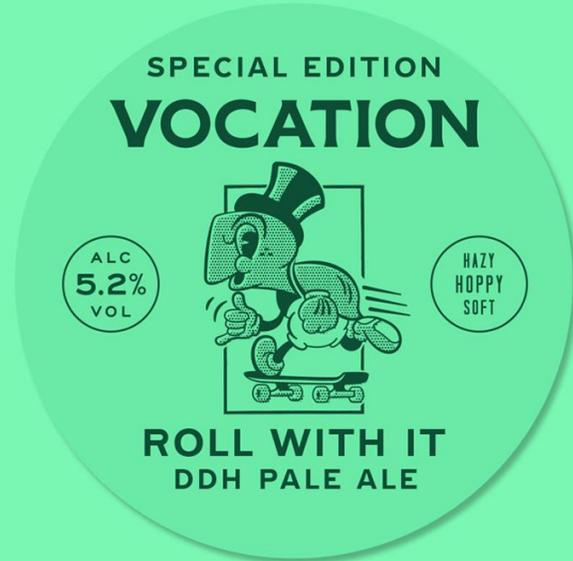
VOCATION
SPECIAL EDITION

SPECIAL RELEASES

Our special releases let us experiment, innovate and continue learning our craft.

We want each special to be a brilliant example of its style. We're not in the business of brewing novelty beers for the sake of it – we're pushing boundaries, but always with a view to brewing superbly drinkable

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ROLL WITH IT

DDH PALE ALE: 5.2%

**AVAILABLE IN: KEG, CASK,
440ML CAN AND FRIDGE PACKS**

This is our free and easy pale. With super juicy hops and a pillowy soft mouthfeel, it's the perfect beer for the good times in life. It's hazy, hoppy and dangerously drinkable. Let's roll.

COLOUR	HAZY
AROMA	ROBUST, SWEET
TASTE	SOFT, HOPPY
MALT	BARLEY, WHEAT, OATS
HOPS	AMARILLO & CITRA

VOCATION



COOLER SHAKER

PASSIONFRUIT & MAMEY SAPOTE
MILKSHAKE IPA 6.6%

**AVAILABLE IN: KEG, CASK,
440ML CAN AND FRIDGE PACKS**

Shake things up with this creamy IPA, brewed with lactose for a full-bodied and milky texture. Passionfruit and Mamey Sapote balance the sweetness of the lactose and give this brew an exotic finish.

COLOUR	HAZY PALE
AROMA	TROPICAL
TASTE	FRUITY, JUICY, CREAMY
MALT	EXTRA PALE, OATS
HOPS	ENIGMA, MOSAIC BBC, CITRA BBC, SORACHI ACE

The image shows five cans of Vocation Barrel Aged Series beer arranged on a bed of dark brown wood chips. The cans are positioned diagonally across the frame. Each can features the Vocation logo, which includes a stylized eye icon and the text 'ESTD 1987' and 'MMXX'. The specific beer names are printed on the cans: 'BELGIAN QUAD' (top left), 'COCONUT & MAPLE STOUT' (top right), 'IMPERIAL STOUT' (center), 'CHOCOLATE & BANANA STOUT' (bottom left), and 'RUM & GINGER' (bottom right). The lighting is dramatic, highlighting the condensation on the cans and the texture of the wood chips.

VOCATION

BARREL AGED SERIES

Our barrel aged series lets us explore how wood, time and patience can take some of our beers to the next level.

We've sourced a wide range of barrels, each imparting a different character into the beer. Some come from distilleries, some from wineries and sometimes we use fresh barrels for a cleaner taste.

Each release is strictly limited, and no two batches will ever be the same.

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