



Meet Bradley Gillett, owner of Seneca Lake Brewing Company & The Beerocracy

1. Describe Your Business:

Located just 5 miles north of Watkins Glen on State Route 14, Seneca Lake Brewing Company is New York State's only dedicated Cask Ale Brewery, focusing solely on fine cask real ales. Cask Ales differ from normal "keg" beers in that they go through a secondary fermentation process directly in the cask, are naturally carbonated without forced gas, and are served at "cellar" temperature between 52 & 57 degrees. Also situated at the main location is The Beerocracy, a turn-of-the-century Tudor-style British Pub offering a throwback experience based on British Pub Culture. Serving not only Seneca Lake Brewing Company's Cask ales, but a variety of other locally sourced libations, The Beerocracy offers the perfect environment for relaxing with friends and family over a pint or two. The Beerocracy also has a "zero cell phone use" rule, allowing people to enjoy an atmosphere and experience without distraction.

2. Tell us your story:

British Native, Bradley Gillett grew up in a large family 50 miles South of London. Bradley's background has been focused in the travel industry and with major organizations such as Diageo as well as running and managing pubs and cellars in the UK. In 2004 Bradley relocated to Dallas, TX as part of his job with TRX Inc. In 2012 he relocated to the Horseheads area. Shortly after, Bradley was given the opportunity to purchase the tract of land where the brewery and Beerocracy currently reside. In October 2014 Bradley applied for the applicable brewery licenses which were successfully issued in June 2016. The Beerocracy wasn't quite ready to open to the public, so Bradley opened a temporary tap room opposite Glenora Winery. Finally, in October 2017 The Beerocracy was ready to open its doors to the public. Bradley's goal is to continue to build out the property and add additional elements in the future.

3. What has helped you succeed and gain experience?

Having a background in beer, pub and cellar management, and background in tourism has allowed Bradley to know and understand the business. "One of the great things about this area is the sense of community," Bradley added. "This is probably the biggest thing that I think helps us and many other businesses in the area to succeed. All the brewers on Seneca Lake are great friends and work together to boost traffic to each other's locations and help each other to succeed. A great example of this is the Seneca Lake Brewers Guild which brings all the great breweries on the lake together to bolster business across all our locations. Its such a great community!"

4. What inspires you?

Bradley says his customers are his biggest source of inspiration. "Seeing their eyes light up as they walk in the door at The Beerocracy is awesome," Bradley said. "That people are coming in and enjoying the experience means that we are doing something right. It drives me to build on that experience with expansions, new beers, and other elements that we are looking to introduce." Another source of inspiration for Bradley comes from an unlikely source – the animated movie *Meet the Robinsons*. In the movie there is a saying from Walt Disney - "Keep Moving Forward." "As a small business owner, I love this saying. You and your business should constantly be moving forward with new initiatives, ideas, and fresh elements," he explained. "This will enable you and your business to adapt to ever changing times and stay relevant."

5. What keeps you up at night? What are your challenges?

Bradley said that the biggest challenge in his business is the winter season, as the decrease in tourism can have a negative impact on business. "That being said, we fare pretty well even though we are open 7 days a week year-round," he said. "During the winter we focus on small events, small batch releases of beer, and providing a social environment for locals."

6. What is your favorite local activity?

"Whenever I get some time I enjoy visiting the other local wineries and breweries, and catching up with the owners and brewers," Bradley said. "When I can get a day off, spending time at home is huge. We throw on the grill or smoker and relax over a pint or glass of locally produced wine or beer."

7. Is there anything else we should know about you?

Bradley said one thing to know about him is that he likes to have fun. "Life is too short to be boring!" he said. "Most days you'll find me at The Beerocracy, joking around with customers, throwing some darts, challenging customers with puzzles, or just buzzing around doing odd jobs....and as we say in the UK – Bottoms Up!"