Siren Craft Brew Launches Crowdfunder to Support New Cheltenham Bar

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New Cheltenham bar is inviting community to get involved – with big rewards

Reading-based independent brewery Siren Craft Brew is due to open its latest venue in Cheltenham's Brewery Quarter this September, bringing more than 30 lines of brewery-fresh beer, cask ale, wines, cocktails, non-alcoholic drinks and a seriously good food offering to the town centre.

The bar will open in the Brewery Quarter space vacated by Brewdog, and a new Crowdfunding campaign will see contributors receive 150% back to spend in the new bar, or online at the Siren webshop.

Siren has a long history of involving its community in its growth. Around 1,500 people became investors in the brewery through equity crowdfunding in 2018, while a previous campaign supporting the opening of its Reading town-centre taproom (Siren RG1) attracted 1,777 supporters and generated more than £400,000 in boosted bar credit.

Whether you are brand new to Siren Craft Brew but excited about a new bar, you are familiar with Siren's beers on the shelves of supermarkets, or you've made the pilgrimage to a Siren venue in Berkshire, the latest Crowdfunder offers the opportunity to help create an exceptional space in Cheltenham.

Pledges to the Crowdfunder start from £50, with supporters receiving their pledge value plus a bonus amount as credit to spend either at the new Cheltenham venue or through Siren's online shop. Additional rewards will include limited-edition merchandise and access to exclusive events.

Located in the Brewery Quarter, on a site with more than 230 years of brewing history, the venue will offer a social space designed for beer drinkers and non-beer drinkers alike. The venue will feature a reimagined layout, with space for casual drinks, quieter conversations and private bookings.

Founded in Berkshire 13 years ago, Siren has grown from a small industrial-estate brewery into a business employing more than 80 people and brewing the equivalent of close to four million pints of beer in 2026. The new Cheltenham venue marks the brewery's latest step in bringing its independent, community-focused approach to hospitality to a new audience.

The Crowdfunder project is an opportunity to bring a positive new chapter to the site and maintain modern beer and brewing as a prominent part of Cheltenham's town-centre hospitality offering.

The new Cheltenham venue is scheduled to open in September, subject to building and launch timescales. The crowdfunder will run for four weeks only, with no extension planned.

Comment from Danny Wratten-Sanchez, Hospitality Area Manager, Siren Craft Brew/Siren Country Pubs

The Crowdfunder allows us to engage early with the Cheltenham public and we've seen before with RG1 how successful it has been at creating a buzz ahead of the grand opening.

The Crowdfunder campaign allows us to go the extra mile with the space, and push that venue identity further away from Brewdog. We have two large Siren murals created by a local-to-Cheltenham artist, and there will be a space where our Crowdfunders are acknowledged - as well as the big value rewards on offer. The campaign helps us put a Siren stamp on the place, making it feel more like a unique space in Cheltenham.

In terms of getting the venue up and running, it's been a really positive process bringing a team in. I've spoken to so many people about jobs, and what's been apparent is that people really know Siren, and the Siren Craft Brew brand.

There's a buzz already before we've launched the Crowdfunder, which is really exciting, and it will be one of the biggest openings of an independent venue in the area in years. The operators of the Brewery Quarter are looking for independents to add variety to what's already in place, and with DEYA up the road, there's a strong independent beer scene already in the town which we're excited to be part of.

NOTE TO EDITORS: Testimonials from people who've taken part in previous Siren Crowdfunding opportunities

Antonio, Siren Crowdfunding Investor:
Despite living in Madrid, I have been always very close to and fond of the British craft beer scene, with a particular love for classic stouts and porters. I remember the plans for a canning line being particularly impressive, because along with the passion that many breweries have, there also seemed to be a business competence in the team.

Since investing I have flown in to attend several Siren events, notably the Time Hops festival and the 10th Anniversary party. I had the opportunity of exchanging some words with Darron and again, once the beer conversation flows, the business profile arises and gives me confidence in a well-managed company. I really enjoy being able to reach and talk with people including all the Siren team, but also the guests. (I especially remember meeting Dave Grant from Fierce, after seeing his Fierce t-shirt and chatting, I later found out he was the Founder and MD!).

It is a combination of fun, tourism, sense of community/being part of something. Living abroad and travelling, although a pain, makes it a little more epic or special. I love the mature, transparent and periodic information about the company, the business and the craft scene context, via newsletter and posts. Broken Dream might be my favourite Siren beer, so I can't wait to drink one in the new bar.

Gavin, Siren RG1 Crowdfunder
“Backing the Reading RG1 crowdfunder gave me the chance to support Siren directly and help establish a venue that has become a regular destination for me. I chose a reward that included bar credit and a food and beer tasting menu, so there was a clear benefit as a supporter as well as the satisfaction of helping the project get started.

Since opening, RG1 has given me a reason to return throughout the year. There are regularly new Siren releases to try, a changing guest beer list, good food and a beer fridge with plenty of options to take home. It has delivered what I hoped for when I backed the campaign, and I would encourage people in Cheltenham to consider supporting their crowdfunder in the same way.”

George, Siren Tap Yard Customer
I love spending time at the Siren Tap Yard for many reasons. Firstly there is the selection of world class beers, from the regular offerings to the never ending variety of specials. It means every time I go I can try something new or go back to an old friend like Broken Dream. Then there is the food offering - from the in house pizzas and street food to the guest street food providers - they are always great and make a great accompaniment to the excellent beer. There are always events on at the Tap Yard from tastings to birthday parties to rugby matches on TV to beer festivals.

All are great to go to. And to go along with the food, drink and events there is the Tap Yard team. They are always friendly, helpful, engaging and knowledgable about what is availible and upcoming. They are always welcoming whether I'm popping in for a pint or two or collecting a web order.

I really enjoy the whole feel and vibe down at Siren. It's a great combination of a great local business interacting with and becoming part of the local community. I am slightly obsessed with Siren and my kids raise their eyebrows as they hear me evangelising about Siren, although they do this less now that they are old enough to enjoy it all themselves as well now!

Link to Crowdfunder campaign: https://www.crowdfunder.co.uk/p/siren-craft-brew-cheltenham

Company Contact:

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