

# The OnTrade Preview 2011



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# IN A GLASS OF ITS OWN



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# Contents



## Welcome to The OnTrade Preview 2011

### The Thirst For Knowledge Edition

As our industry continues to evolve to meet the challenges and demands of the current economic and political climate, the one thing we can be sure of is that professionalism and knowledge are key to a successful future.

The OnTrade Preview is a compendium of people, companies and products that celebrates all that is positive in the ontrade.

It is designed to provide information and inspiration to everyone in the business of pubs and bars.

I hope you find it as useful and interesting as ever

A handwritten signature in black ink, appearing to read "Nick Bish".

Nick Bish

Chief Executive of the ALMR

<b>Industry Leaders</b>	<b>4</b>
Key industry figures look forward to 2011	
<b>Recruitment and Training</b>	<b>26</b>
Expand your estate and educate your people	
<b>Cask Collection</b>	<b>40</b>
A selection of some of the UK's best cask ale	
<b>Cask Ale Compendium</b>	<b>52</b>
Making the most of Britain's national drink	
<b>Speciality Beers</b>	<b>112</b>
Specialities to spice up your beer sales	
<b>World Class Beers</b>	<b>120</b>
The world of premium imports & craft beer	
<b>Lager List</b>	<b>174</b>
More than 2 pints of lager, no crisps	
<b>Cider</b>	<b>182</b>
The pick of the crop in apple, pear and fruit	
<b>No Worries Wine</b>	<b>202</b>
Simple tips to sell more wine	
<b>That's the Spirit</b>	<b>206</b>
Nick's Pleasure is the world of spirits	
<b>The Soft Report</b>	<b>258</b>
Soft drinks mean serious business	
<b>Snacks</b>	<b>272</b>
Bag your share of the action	
<b>Outside In</b>	<b>276</b>
Make room for more customers	
<b>The Licensing Law</b>	<b>278</b>
Quick reference to the basics	
<b>Keeping Accounts</b>	<b>283</b>
An overview of money matters	
<b>Health &amp; Safety</b>	<b>292</b>
A guide to keeping in with the EHO	
<b>The Cellar</b>	<b>301</b>
Safety and best practise in the 'engine room'	
<b>Suppliers &amp; Brewers</b>	<b>308</b>
Wholesalers, ALMR suppliers and brewers	
<b>Operating Companies</b>	<b>329</b>
ALMR members and other multiple operators	

# New Era's Resolution



**Industry Leader**

## Nick Bish, Chief Executive of the Association of Licensed Multiple Retailers, is confident that the industry has a positive, professional future in this brave new era

It is hard to know which is worse, the stark realisation that things are awful and the numbers are stacked up all wrong, or the hideous prospect of something dreadful lurking out there in the mists of economic and political uncertainty.

This time last year we contemplated a nightmare, but now we see the horror for what it is and - as every child knows - daylight is better than the dark. Now we know about the mountainous national debt, the inevitability of tax rises and the swathes of government jobs to be binned; now we can start to define the business effort and investment needed to make the best of it.

The same will be true of consumers, but not yet. They will weigh their job security and look at their bank balance and then release their discretionary spend - old habits are hard to break - and pubs, bars and restaurants will have to make sure that they are geared up to give top value when the careful choices on going out are to be made.

### New Government

Some of last year's uncertainty was about an almost inevitable new government last May and what it would do. But no one was betting on what eventually came - a Coalition of minorities that has quickly and fiercely taken the problems by the neck and come up with programmes and policies that a single party with a slender overall majority would never have contemplated. Most civil servants, and very many others, have been left gasping.

*"Legislation in the pipeline could penalise good pubs and, by removing all certainty from business planning, deter investment in a sector that would just love to expand and take up the slack in national job creation"*

The spending plans - or more accurately the not-spending plans - may be dramatic but now, in daylight, we see that they will be implemented over a 5 year period and will be open to moderation; the consensus appears to be that clear direction gives confidence to the international financiers and is better for the economy in the long run. In particular areas - such as health - there is emerging the possibility of government and industry partnership which is an unexpected and welcome sign. The industry's products include elements that will always be frowned on by the health fanatics in search of an alcohol free and slender society and they will resist any loss of influence that may arise. We could, however, help deliver some useful public health goals if the activists were to stop regarding us as a self-serving enemy.

### New Legislation

On the other hand the joyless controlling fist of government still hovers over licensing. The 2003 Act has at long last bedded in, is broadly understood by officials and by operators and is being operated reasonably harmoniously.

*"There is no longer any reason that pubs and bars be regarded as the villains on the alcohol stage, but more as mature partners in the search for grown-up thinking and policies"*

But this success is unacceptable to the political and media mindset that presumes that licensing flexibility means mayhem on the streets and neighbourhoods constantly in thrall to out-of-control pubs and bars - and something must be done.

There is no certainty that local government and local people even want changes but legislation in the pipeline could penalise good

pubs and, by removing all certainty from business planning, deter investment in a sector that would just love to expand and take up the slack in national job creation.

## New Jobs

This opportunity for jobs creation is not an illusion. A good average pub or bar employs 15 or more full time people and probably generates about 3 more in the industries that supply goods or services to it; do the maths, as they say. For too long we have beaten ourselves up about the number of pub closures and perhaps made too much noise - thus reinforcing perceptions of a declining industry and providing manifest disincentives to the City.

Many pubs indeed have closed and some of these businesses will have failed because the industry's tied leased model was not working in a declining market; others will have failed because of government policies on tax, duty and social engineering.

***"For too long we have beaten ourselves up about the number of pub closures and perhaps made too much noise - thus reinforcing perceptions of a declining industry and providing manifest disincentives to the City"***

It seems now that there is more flexibility within the industry and signs of a shared determination to get rid of property and supply deals that get in the way of success; we wait to see how this pans out but there are genuine grounds for optimism.

## New Responsibilities

Pubs and bars have wrestled for some time with the concept of responsible retailing and, from being in denial, now thoroughly embrace both the principle and the delivery. Young, and not-so-young, customers are age-checked at the door or at the bar and refusals recorded.

A huge amount of 'lost' sales is the result, but is not resented because it's essential for the present and long term reputation of

the industry. We abhor the former 'irresponsible promotions' and we are more than ever up to speed with alcohol related social issues. We get it - and rather wish that the supermarkets did too. But there is only so much that retailers can do - and we have done it, or are some way down the road towards it.

***"The industry is emerging, leaner and more professional than ever, but this time perhaps we should exploit our strengths and earn the high regard that pub people, at their best, have always deserved"***

What we need to urge now is the concept of personal responsibility, that customers should understand what and how they are drinking and apply self control in their consumption and their behaviour. This is not ground-breaking thinking and many politicians wish for it too, but together we need to translate this into a universal ambition. There is no longer any reason that pubs and bars be regarded as the villains on the alcohol stage, but more as mature partners in the search for grown-up thinking and policies.

## New Resolutions

The people, of course, are the crux of all this. The industry employs very many of them; some in transit for the experience and the pin money; others with a solid job and a real stake in the business; and very many more who have a fulfilling career and perhaps the prospect of personal wealth.

Good things do come out of adversity and it certainly has been adverse recently. The industry is emerging, leaner and more professional than ever, but this time perhaps we should exploit our strengths and earn the high regard that pub people, at their best, have always deserved. This time we should go on record for what we have done, and what we can do - and not allow slippage from that new standard; if that means a proper code of conduct, with standards of professionalism and integrity then so be it - bring it on.



# The BII Line



## Industry Leader

**Neil Robertson, Chief Executive of the British Institute of Innkeeping comments on some of the main issues affecting the trade, and explains how the BII is supporting its members.**

What are the biggest challenges facing the trade? Economic conditions? Staffing? Property? Insufficient professional advice? Competition? Poor relationships with landlords?

Answers to these questions vary from operator to operator but they all matter. BII has been busy working with operators, large and small, and industry

partners to develop a series of new products aimed at helping with these. These are either up and running now, or about to be. If any of them are of interest to you let me know:

### Clubs

We are launching a new series of clubs, working with major suppliers such as Britvic and Booker. These will give groups of operators a chance to focus on a particular part of their business, offering additional marketing and customer experience support. They are free and will cover areas such as: soft drinks, wine, pricing, and people. We estimate between £6k and £40k increases in turnover for each venue. Places are limited.

### Support

Our business helpline is really working well, regularly benefitting operators by £20k, either by helping them negotiate better deals, developing particular parts of their business, or especially, their people.

### Rent

The PIRRS rent review scheme continues to benefit tied operators, offering a cheap, fixed price service, arriving at a new and binding rent figure. We are extending this concept by developing approved lists of professional advisors. Covering accountants, surveyors and lawyers, we will vet experience and publish lists of those who meet the quality criteria and offer transparent pricing.

### Landlords!

An old Mel and Kim song (I know, I'm sorry) said "like us, hate us, but you'll never change us, we ain't never gonna be respectable". I'm aware that this is sensitive territory but new codes of practice are seeing changes in the tenant/landlord relationship. Check out the BIIBAS website to see how. We are exploring the possibility of extending this idea into a mediation service, so that questions not really covered by the codes can be addressed.

### Training

BII has always offered the best start to running a licensed venue with its intro courses. But we never properly covered the more technical questions of leases, landlord and tenant act, dilapidations etc. Till now.

Take a look at PEAT (pre-entry awareness training). Not for the faint hearted, but undoubtedly the most valuable, in all senses, 2 ½ hours anyone reasonably new to the trade can spend. We estimate potential savings of £50k upwards for those who do it. That's £333 per minute. Seriously.

*"Not for the faint hearted, but undoubtedly  
the most valuable 2 ½ hours anyone  
reasonably new to the trade can spend.  
We estimate potential savings of  
£50k upwards for those who do it"*

For those longer in the tooth, the new multi area management course, launching now, is for you. It's designed to help operators move to the next level, and is mapped onto university courses, so the extra studious can progress further. One feature of this course is sharing the secrets of how the big managed chains make money, and continue to make money even in the current trading conditions.

## Rates

Rates continue to be an issue, with 40% of operators struggling with increases, sometimes huge ones. We have been challenging the government on this, seeking changes in the rating method. Meanwhile, please continue to watch out for cowboys who offer advice. They are more damaging than ever due to the new appeals system. Let us know if we can help you.

## The World At Large

I thought it might be useful to speculate a little on the external environment, especially the political one.

## Government policy: General

Big society and localism are the new buzzwords. They seem to mean different things to different people, but they usually involve giving local areas more power, helping local communities do more for themselves, and supporting anything that encourages this. Like places where people in communities meet and talk? This of course includes our trade. So let's grab this opportunity and get to know our local MP, councillors and council officials. Many of you do this already of course, but it will be more important in 2011 than ever.

*"Please continue to watch out for cowboys who offer advice. They are more damaging than ever due to the new appeals system. Let us know if we can help you"*

Thanks to all those of you who supported Great British Pub Week. Lots went on, with plenty of new customers. It was particularly heartening to see David Cameron supporting the week by having a pint in his local pub. Well done to those involved.

## Government policy: Licensing

Just one of the reasons for doing this will be new licensing proposals from the home office. As I write we haven't seen their reaction to the summer consultation, but we expect a new bill anytime now, which is likely to give more say to local authorities. Naturally we have opposed some of the more extreme ideas, but I do expect some changes that will affect you. For example, a new late night levy, possibly with discounts for Best Bar None and other such schemes.

## Best Bar None

Talking of which, Best Bar None goes from strength to strength, with new and powerful evidence of how these schemes are reducing crime, health problems, and basically saving the public sector a lot of money. We estimated it has saved the NHS £35 million pounds, for example. It shows the trade taking responsibility for itself and is a credit to all involved.

## SIA

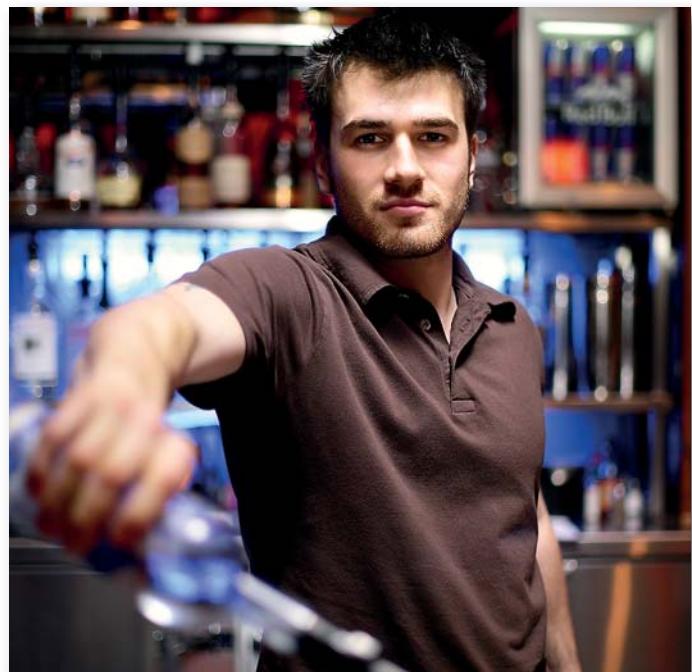
Door staff are a big part of Best Bar None's success. They are registered by the SIA, after doing qualifications offered by BIIAB

and others. The government has decided to close the SIA. Many now feel that the SIA was starting to do a decent job and all agree the service should continue. Customers of door services, i.e. you, do not want to go back to the bad old days, especially given the more professional role now expected from door staff.

***"Best Bar None goes from strength to strength, with new and powerful evidence of how these schemes are reducing crime, health problems, and basically saving the public sector a lot of money"***

So BII is working with NOCTIS and others to look at alternative options. We will come back to you on where we get to, but as customers, we will not put up with second best in terms of door staff. Our licences depend on it, more than ever.

It remains for me to wish you a Happy and Prosperous New Year, and please remember, we are here to help.



# Night Moves



Industry Leader

**Paul Smith, Chief Executive of Noctis, the voice of the late night sector, believes that while the future is uncertain, the industry needs to change the way it engages with the government in 2011 and beyond**

Without wishing to sound like a broken record in my annual column, the year which has just gone was pretty nasty and brutal - without being mercifully short. Before the General Election a mad scramble to get alcohol industry legislation on the statute book meant that the resulting directives were not helpful. Added to this, the legislation seriously undermined all the Better Regulation Principles which is meant to underpin legislation. By not being proportionate, reasonable or targeted, the Mandatory Code (now likely to be scrapped) has been widely criticised for being very wide of the mark as a tool to tackle alcohol related anti-social behaviour.

By being very on-trade focused it also highlighted the great iniquity of penalising the section of the trade which has the greatest power to deliver a responsible drinking environment whilst leaving the rapidly rising off-trade unscathed.

After the General Election, the Coalition suggested that it might do things differently. The Licensing Act Consultation which resulted (during the summer of 2010) unfortunately had all the hallmarks of haste which had plagued the Mandatory Code. The scope of the consultation was massive - with some of the suggested amendments being unworkable, whilst others were arguably illegal.

Not a good start for a new government which wished to improve on the last one.

Having said that, when we look back on 2010 it may be viewed as a pivotal year. Not just the end of New Labour and the beginning of the Coalition but also because it could signal the start of re-think about how we, as an industry, engage with government. The Comprehensive Spending Review has focused the minds of senior government officials, not only to trim their departments, but also on another way of delivering the change needed without the resources they had been used to deploying.

## The Way Ahead

The answer going forward could lie in the method we at Noctis have been advocating for many years - i.e. partnership forged by mutual self-interest. We all want safe, well-managed town and city centres. We all want a good regulatory framework and we all need strong partnerships at local level. This actually sits very nicely with current government rhetoric - meaning that our industry can play a constructive role in the "Big Society". The wider adoption of schemes like Best Bar None (now at 100 UK schemes) and the growth of Purple Flag, allied to a greater participation in Business Improvement Districts initiatives would be a very useful base point from which to build. The foundations (to continue the building analogy) are already in place and without endless funds, industry led initiatives which actually deliver, have to be part of the future solution.

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*"The Licensing Act Consultation had all the hallmarks of haste which had plagued the Mandatory Code - with some of the suggested amendments being unworkable, whilst others were arguably illegal"*

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Operational improvements and greater collaborative working are only part of the story. Changing the culture of problem drinking has to be another key component of the dialogue with government. Over the last twelve months we've put a considerable amount of effort into a partnership with AB InBev, NUS and NUS Services to deliver a student focused social norms project. For the project we have interviewed large number of students at three universities to discover the gulf between perceptions and reality in terms of their drinking habits. As one might imagine, the truth is much more nuanced than the lurid headlines would suggest.

## Trading Trends

At the business end, the late night sector, like the rest of the on-trade continues to contract. Trading conditions over the last twelve

months have not improved and operators continue to report significant levels of uncertainty in terms of consumer spending. This is no doubt having an effect on decisions to invest heavily on refurbishments across the sector. It is also causing a degree of caution in terms of acquisitions. Many more corporates (where they are expanding) are growing slowly and organically, rather than through large-scale purchases. This trend looks to continue into the next twelve months, as operators are re-learning the rules of the game in this testing market.

In amongst this (ironically) spend per head is up again this year. This is because the "Weekend Millionaire" trend which we saw in 2009 of the single big night out in a week (usually Saturday), looks set to stay – for the time being at least. Operators, where they can are supplementing the big weekend night with a student midweek offer. For many businesses this midweek night is crucial to the overall success of the business.

## Silver Linings

Even in the toughest times, clouds have silver linings. The challenging trading conditions have thankfully enabled some operators to negotiate or renegotiate hard with landlords in order to maintain viable businesses. In this market it is clear that delivering a quality offer across the board has never been more important. At the same time operators are continuing to get better at logistics – something which will aid those businesses when the end of the recession eventually comes.

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*"For the project we have interviewed large number of students at three universities to discover the gulf between perceptions and reality in terms of their drinking habits"*

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Cost cutting – or at least delivering real value for money - is going to be the focus for the foreseeable future. For the regulators too this will be especially challenging. As I write the future licensing of doorstaff is still up in the air. Noctis has always been critical of the Security Industry Authorities' spending and lack of a public presence, whilst being wholly supportive of a national registration scheme for doorstaff. We hope that a workable solution can be negotiated as the late night sector needs to continue to raise standards. In order to do this we need good, well-trained staff. To lose this may be a cut too far for our sector.

## The Key to Success

Although the future is still uncertain, how the late night sector responds to this uncertainty is the key to success going forward. In the meantime Noctis' dialogue with government remains strong and our commitment to deliver the best trading conditions undimmed. As we head into 2011 it is clear that the responsible majority of the industry has to do more to justify the government's trust. In many ways, the government too has to do more to prove that it can put genuine progress before political expediency – perhaps then the future may start to look a little brighter.



# The British Beer and Pub Association



## Industry Leader

**Brigid Simmonds, BBPA Chief Executive, looks at what the association has achieved in the last twelve months, and pinpoints some of the issues that will face the entire industry over the coming year, and beyond**

It has been another year when the economic context for our industry remains as tough as ever.

Forecasts for economic growth show that recovery may be slow - and Treasury forecasts are often more optimistic than the ensuing reality.

The challenging economic climate surely means that Government policy should not hinder our sector's attempts to ensure thriving pubs and create new private sector jobs. Yet when it comes to licensing reform, the coalition appears to have taken up where the previous government left off. The drive for more regulation in the sector runs counter to its own policies of reducing the red tape that is stifling so many small, family-run businesses such as pubs.

### Pubs Key to Economic Recovery

There is a mistaken belief among alcohol policy-makers that they can continue to 'pick low hanging fruit' by piling regulation on to pubs, when an ever increasing share of drinking is taking place at home, through purchases from supermarkets.

We must persuade policy-makers that we do have a key role to play in helping the economy through its current difficulties. We have the potential to create thousands of jobs just at the time when the public sector is reducing in size.

*"The majority of BBPA members who operate leased or tenanted pubs have now either had their Codes of Practice accredited by BIIBAS or are in the final stages of this process"*

This is why we have argued strongly that current government policies, when it comes to taxation, are short-sighted.

We have shown that around 30,000 new jobs could be created if the alcohol duty system was reformed in a way that brought fairness to drinks like beer - which is lower in strength, by far the pubgoers favourite, and overwhelming UK-produced.

### The Issue of the Tie

The Tie has continued to feature strongly as an issue in 2010, but all in the context of real progress being made towards compliance with the industry's new voluntary code of practice on tied agreements. With the OFT recently reconfirming its decision when it comes to competition issues and the tie, there has never been a greater need for the whole industry to move forward.

As far as pub companies are concerned, this means implementing our voluntary code, and keeping the government and all stakeholders informed on the progress we are making.

Progress has been real. The majority of BBPA members who operate leased or tenanted pubs have now either had their Codes of Practice accredited by BIIBAS or are in the final stages of this process. These companies represent over 23,000 pubs or around 98.6% of BBPA members with leased and tenanted pubs.

*"We have shown that around 30,000 new jobs could be created if the alcohol duty system was reformed in a way that brought fairness to drinks like beer"*

We are also undertaking a survey of tenanted houses, which we will use to put together a wide range of information that tenants can use to develop their future business plans. It is looking at a variety of operating styles, locations and sizes, as all these factors will have a bearing on the costs incurred in running the business.

This is an important process. It is vital for those entering into a tenanted agreement that information is available which enables

prospective tenants to fully evaluate the business proposition before them. We intend to make this information freely available to all prospective licensees, through the BBPA website.

## Going Forward Together

Making progress on the tie issue, in a way that is fair to all, remains a priority. It will enable the industry to unite when it comes to the upheavals that regularly challenge our industry, such as the major proposed changes to the Licensing Act, the review of the alcohol taxation system and the next phase of the Government's alcohol policy agenda.

*"As well as the Olympics, it is the Queen's Diamond Jubilee. There will be a huge focus on what Britain, not just London, has to offer for millions of visitors, and we must make the most of what these opportunities will bring"*

We will only secure the best outcome if we work together on these issues, and move the debate beyond the control of alcohol and on to the front foot. Instead of a focus on alcohol consumption and harm, our central role in the UK hospitality sector should be moving centre stage.

British tourism is a good example. It simply wouldn't work without pubs, and this has never been more so, as the 'staycation' becomes ever more popular. For overseas visitors too, pubs are consistently on the list of most positive perceptions of the UK.

Looking even further ahead than next year, 2012 will be really crucial for us all. As well as the Olympics, it is the Queen's Diamond Jubilee. There will be a huge focus on what Britain, not just London, has to offer for millions of visitors, and we must make the most of what these opportunities will bring.

As well as giving pubs a high profile in the tourism sector, we can show that pubs are vital to communities and contribute something unique and special to our social life. Pubs can show this by bringing people together to celebrate these major events in British life. We can also show our vital community role, and the million that we raise for worthy causes very year.

It's a crucial period for the country and we must ensure pubs are where they belong – right at the heart of national life



# Our Man in the House



**Westminster Words**

## From Roman taverns to Anglo-Saxon alehouses the local pub is a great British institution.

Once called the heart of England by Samuel Pepys, today pubs are still an integral part of community life. As the Minister for Community Pubs I am fully aware of the important economic and social role pubs play in this country. I'm determined to champion their place as the social heartbeat of life in our towns and villages.

I know many pubs are struggling in these difficult times. But I also know the pubs industry has always been full of creativity and initiative. It wasn't long ago that the gastro-pub emerged as a way of attracting new business.

I saw this ability to adapt first hand when I visited The Shoulder of Mutton in Kirby Overblow, North Yorkshire. The landlords Kate and David had merged the local shop into the pub preserving two treasured assets and creating a new successful business. Across the country, many communities are stepping in to bring their local back from the brink and save it from closure. In Hudswell, Swaledale villagers have clubbed together to form the Hudswell Community Pubs Initiative. Their local, the George and Dragon, is staying open for business and also serving the needs of the local community by combining a library, a small village shop and allotments at the back.

## The Conservative Commitment

As a Government, we want to make sure landlords and communities have everything they need to help their local pubs thrive. Wherever possible we are committed to removing restrictive red tape and pointless bureaucracy to allow pubs to set up in more entrepreneurial and inventive ways. We are giving residents more power to get involved in saving their valued community assets.

*"I am fully aware of the important economic and social role pubs play in this country. I'm determined to champion their place as the social heartbeat of life in our towns and villages"*

We are introducing a new 'Right to Buy' so that residents will be able to save struggling pubs by taking them over rather than seeing them empty and derelict. Working with the industry they will be able to run them as community pubs so the town or village get to keep their local watering hole.

Pubs are just as important to the local economy as they are to the local social scene. We are determined to do all we can to help them thrive at a time when the economy is recovering. The Government is committed to helping the small businesses that are vital to the country's economic growth. In October we announced the doubling of small business rate relief for a year and I urge pubs to take advantage of this.

*"Pubs are just as important to the local economy as they are to the local social scene. We are determined to do all we can to help them thrive"*

Eligible businesses do not always claim the discounts they are entitled to. That's why we are cutting red tape for businesses re-applying for this relief in the future. I am keen to continue conversations with the industry about what more the Government can do to protect the local pub. We know it's common sense to listen to business and take away the burdens and red tape that hinder them. That's what I want to do in the coming months - listen to your concerns and help.

Never let it be said that a pub is just a place to get two pints of lager and a packet of crisps. Pubs have played a vital role in their local community and to the local economy for centuries and long may that continue.

Bob Neill MP, Minister for Community Pubs

# Proof of Age Standards Scheme

**Research released by the Proof of Age Standards Scheme (PASS), shows that Britain's pubs have been turning away people over legal drinking age in confusion over what are acceptable forms of proof of age.**

A recent survey by the PASS card issuing company, CitizenCard, showed that 47% of those who hold CitizenCards have had their card refused. PASS data shows that 97% of these refusals occur in the on trade. With over 1.5 million PASS cards in circulation, this data suggests that well over half a million legitimate customers with PASS cards have been turned away from UK pubs and clubs.

There are 1.6 million people aged 18 and 19 in the UK and a third of these do not own a driving licence or a passport so a PASS card may be their only means of proving their age. At a time when 36 pubs are closing every week, it makes no sense to be turning away totally legitimate customers.

## Home Office and ACPO support for PASS

Recent, renewed endorsement for PASS from the Home Office and the Association of Chief Police Officers (ACPO) is timely and should put an end to confusion over proof of age, giving pubs and clubs the confidence to admit people carrying PASS cards.

*"The Proof of Age Standards Scheme (PASS) has ACPO's full support as a vital tool in helping to reduce underage drinking and the associated harms to individuals and society"*

Jon Stoddart, the Chief Constable of Durham and the Association of Chief Police Officers (ACPO) lead on licensing has issued a ringing endorsement of the Proof of Age Standards Scheme (PASS). He said: "The Proof of Age Standards Scheme (PASS) has ACPO's full support as a vital tool in helping to reduce underage drinking and the associated harms to individuals and society. PASS gives young people a convenient means of proving their age and offers retailers a reliable means of ensuring that they are exercising due diligence at the point of sale. ACPO advises against the practice of carrying valuable ID such as passports for alcohol related purchases; if lost or stolen such documents can be of use to criminals as well as causing inconvenience and expense to those who have to replace them."

This follows hot on an announcement by Home Office Minister, James Brokenshire, MP, who expressed unambiguous Government support for the PASS Scheme in September 2010. He said: "The Government wholeheartedly supports the Proof of Age Standards Scheme (PASS), and would encourage all retailers to accept it as

proof of age. Young people are rightly concerned about taking their passport with them on a night out, due to the risk of theft or loss, and they require a reliable document in order to prove their entitlement to purchase age-restricted goods. I am keen to reassure retailers that accepting a PASS hologram card which carries the bearers image and acceptable date of birth is due diligence, and can be accepted with confidence."

## How to recognise a PASS card

The hallmark of a PASS card is its instantly recognisable hologram. The unique PASS hologram is trademark registered, which makes unauthorised use of the logo a criminal offence. To date there is no evidence that the PASS hologram has ever been forged or misused.

*"The Government wholeheartedly supports the Proof of Age Standards Scheme (PASS), and would encourage all retailers to accept it as proof of age"*

The cards shown here are by far the most widely available PASS; there are other PASS accredited card schemes though most are issued locally and their usage is often not primarily for purchasing age-restricted goods/services. A full list of PASS-accredited schemes can be found on the PASS website [www.pass-scheme.org.uk](http://www.pass-scheme.org.uk)



# What's Fact & What's Fiction?



The Alcohol Debate

**Too often, alcohol issues are knowingly or otherwise misrepresented, misreported and exaggerated in the press and elsewhere giving the general public a false impression of the true scale of alcohol misuse in Britain today. Mark Baird, Diageo's head of Corporate Social Responsibility, examines some of the common fictions and reveals the facts behind them.**

**Fiction:** Alcohol is more dangerous than any other drug including crack cocaine and heroin. (*Source: Professor David Nutt, November 2010*)

**Facts:** The reason alcohol received the highest overall 'score' in this study is because the seriously flawed methodology included harm to **self and wider society**. (using multicriteria decision analysis, developed in a one day workshop!) The "harm to wider society" data is made up of scores given to various factors such as crime, injury, damage to the environment, cost to communities etc. For most of these, there is no way of calculating them accurately so the figures used and the scale itself is arbitrary. Furthermore, it's not valid to compare the harms to society of a substance such as alcohol, which is drunk by over 80% of adults, to that caused by the much smaller number who use illicit drugs. The real danger here of course is that people read the headlines and think that cocaine isn't nearly as bad as alcohol or cigarettes - "so why shouldn't I use it?"

**Fiction:** The Sheffield University Review of "The Effects of Alcohol Pricing and Promotion" offers evidence that minimum pricing will reduce alcohol harm.

**Fact:** The Sheffield review only offers a prediction of what might happen if a minimum price for alcohol was introduced. It is not evidence - it is a theoretical model – no more, no less. There is no

evidence anywhere in the world to show that minimum pricing, as proposed by the Sheffield researchers, would reduce alcohol-related harm because that model of minimum pricing has never been tried anywhere else. It is simply modelling using available data; indeed, the principal investigator, Dr Petra Meier, admitted to a recent Health Committee that the model was "like the weather forecast".

**Fiction:** A Minimum price of 50p per unit would have a significant impact on alcohol misuse in Britain

**Fact:** The Sheffield University Review predicts that an 18 -24 year old binge drinker will drink 0.8 units of alcohol less **per week** – this is about 1/3rd of a pint of lager over the course of 7 days! Alternatively, they would need to spend only an extra £1.14 per week to keep on drinking at the same level as before. A harmful drinker, classified as those drinking over 50 units per week, is predicted to drink one unit less per day or around ½ pint of lager. Does anyone really believe that these amounts will address this country's issues with alcohol misuse? Additionally, absolutely no account has been taken in the calculations for earnings and so a millionaire and someone on income support is predicted to act in exactly the same way; i.e. they will both reduce their drinking as a result of the minor price rise!

**Fiction:** Those in lower income households and the more socially deprived drink more than high earners.

**Fact:** The truth is that people in the highest household income group (£1,000 per week or more) drink the most, drink most frequently, are most likely to drink above daily guidelines and binge drink the most of all income groups. Conversely, people in the lowest household income group (up to £200 per week) drink the least, drink least frequently, are least likely drink above daily guidelines and binge drink the least of all income groups (*Source: Statistics on Alcohol England 2010*)

**Fiction:** Over the five years to 2008/09 there has been around a 65% increase in the number of people being admitted to hospital due to alcohol. There were 945,469 admissions to hospital for alcohol-related harm in England in 2008/09. This is 825 alcohol-related admissions a day more than five years ago.

**Fact:** Nobody knows how many hospital admissions are **actually** alcohol-related. The vast majority of people (like I used to) believe that alcohol-related admissions and alcohol-related deaths are diagnosed and classified by a qualified clinician – not a bit of it. The figures are all estimated from yet another sophisticated modelling technique – 'Alcohol Attributable Fractions'. See below:

$$AAF = \frac{\sum_{i=1}^k p_i (RR_i - 1)}{\sum_{i=0}^k p_i (RR_i - 1) + 1}$$

where  $RR_i$  = relative risk of mortality in exposed groups compared with unexposed groups  
 $p_i$  = proportion of the population exposed in each group

$i = 0$  to  $k$ , where  $i=0$  represent nondrinkers.

"In 2003, the World Health Organisation (WHO) undertook a study to estimate the global burden of disease attributable to alcohol. These studies have estimated the disease burden and acute consequences of alcohol consumption through the calculation of attributable (or aetiological) fractions. The attributable fraction may be defined as the proportion of disease risk in a population that would not have occurred if exposure to a risk factor or set of factors had not occurred. The alcohol-attributable fraction (AAF) is therefore calculated as a positive function of the prevalence of drinking (the exposure) and the relative risk function of each alcohol-related condition (the disease risk) to enable the estimation of the proportion of cases of a disease or type of injury that may be attributed to the consumption of alcohol. Estimating alcohol attributable mortality and morbidity can be a useful indicator for developing national and local alcohol strategies. Current AAFs for England are adapted from the International Guide for monitoring alcohol consumption and related harm (2000) published by WHO" (Source: North West Public Health Authority)

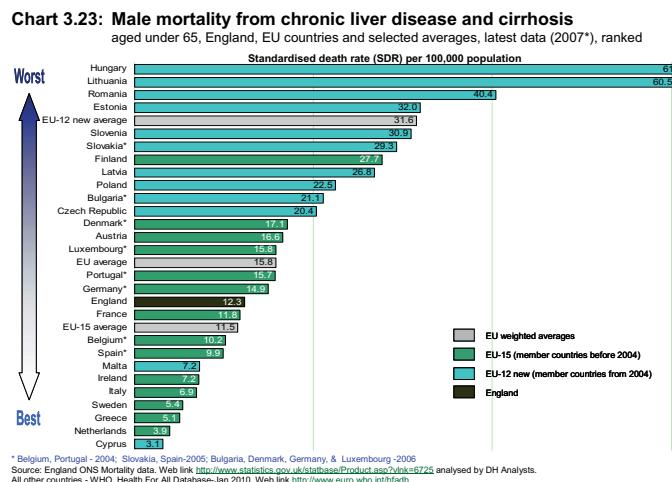
So there you have it. All the figures we read about alcohol-related hospital admissions and alcohol-related deaths are simply **an estimate** calculated from a ten year old model.

**Fiction:** Bans on alcohol advertising are an effective means to reduce alcohol misuse.

**Facts:** Since 1991, France has had some of the tightest advertising restrictions in the world. (The Loi Evin) No alcohol advertising is allowed on television or in cinemas, no sponsorship of sport or cultural events and there are very strict controls on any press advertising – but has it worked? Apparently not! A 1999 report by the French Parliament evaluating the effectiveness of France's advertising ban concluded that no effect on alcohol consumption could be established. The slow decline in alcohol consumption was deemed not to be correlated with the Loi Evin and attributed to other factors. In addition, between 1999 and 2007, the numbers of heavy drinking teenagers in France rose by 30% against a rise of only 8% in the UK over the same period.

**Fiction:** In Britain, we have one of the worst rates of liver disease in the World.

**Fact:** We're not even one of the worst in Europe. (See the table)



England is below the European average and sixteen out of twenty seven countries have worse rates of liver disease than us.

**Fiction:** Underage and teenage drinking is getting worse and worse.

**Fact:** The proportion of 11-15 year olds who have NEVER had a drink has risen in recent years from 39% in 2003 to 48% now. (Source: Statistics on Alcohol England 2010, NHS)

**Fiction:** Measures targeted at the whole population are the most effective in reducing harmful alcohol consumption. "A 1% fall in alcohol consumption will result in 3,403 fewer alcohol admissions per year"

**Fact:** Recent evidence proves the opposite. If we take the fall in alcohol consumption figures from the BBPA from 2004 to 2008, then alcohol-related hospital admissions should have fallen by 52,000 over this period. They didn't, in fact they rose by 301,000, according to NHS statistics. And as an aside, alcohol-related deaths rose by 735 over the same period....apparently disproving a direct link between alcohol consumption at a population level and alcohol harm.

**Fiction:** It's the **quantity** rather than the **content** of advertising which has the greatest effect.

**Fact:** There is no credible evidence to support this emerging theory and in fact, during a 12 year period, spending on beer advertising rose by 17% while sales declined by 12% and over the same period, spend on wine advertising reduced by 60% and sales rose by 50%. You do the maths! (Source BBPA)

**Fiction:** Britons are drinking more and more each year

**Facts:** We've been drinking less and less each year since 2004 and our alcohol consumption is falling at the fastest rate for more than 60 years. The latest statistics published by the NHS in May 2010 show that:

- ▶ 81% of men and 73% of women drink within government guidelines
- ▶ Average weekly consumption has fallen as well as the number of people who drink on 5 or more days per week
- ▶ Male binge drinking is down
- ▶ The number of 16-24 year olds drinking above government guidelines is down
- ▶ The number of harmful drinkers has fallen (those drinking more than 50 units per week)

(Source Statistics on Alcohol England 2020, NHS)

**Fiction:** Alcohol related crime costs the country £7.3 billion each year.

(Source: Alcohol Harm Reduction Strategy for England 2004 – latest figures available)

**Fact:** Similar to the hospital admission figures, this is an unsubstantiated estimate based on another model. Included in the £7.3 billion is £17.6 million accounted for by 28,000 alcohol related bike thefts!!

# Delivering Quality



## **Dr Isaac Sheps, CEO of Carlsberg UK, considers the company's response to the challenges and opportunities in the on-trade for 2011**

I am by nature an optimist and Carlsberg UK is a positive and progressive business. But it would be disingenuous of me to say that I think 2011 will be an easy year for the on-trade.

It is going to be a year full of challenges, more so even than 2010. If you study the trends in the market it is fair to assume that the on-trade will continue to decline and this is the big challenge for the industry moving forward.

Added to this, further regulations and duties will be extra burdens to licensees' businesses. And of course these things bounce back on us as a supplier. Plus you need to look at the challenges for brewers - like the significant increase in output costs that we are facing this year.

However, the only way to rise above these challenges is to tackle them head on. And at Carlsberg UK we want to help our on-trade customers do this. And our way of helping customers is through our commitment to quality.

Despite the challenging environment we trade in, there is no doubt that a quality offer will win. And research Carlsberg UK has undertaken shows that consumers want to see a quality offer right across the board - quality brands, quality standards: quality retailing.

### **We Deliver More**

When we launched the We Deliver More programme two years ago it was to use our expertise as a brewer to help on-trade businesses. It is a major success and has been embraced by licensees across the UK. But anything successful has to evolve. And when we saw the results of our research, we saw the need to increase our efforts to deliver on this commitment to quality.

And that is exactly what we are doing with We Deliver More. Licensees need to improve their offer and therefore we will be investing in our award winning business support service. We want to give licensees the tools to make the best of their offer.

And in 2011 the changes we are making to We Deliver More will help you tackle the challenges in the on-trade with more confidence and flair.

### **Commitment to Quality**

The on-trade can only succeed if this commitment to quality exists across every channel. And at Carlsberg UK we truly do add value across every channel.

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*Despite the challenging environment we trade in, there is no doubt that a quality offer will win*

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That is why, for example, we continue to retain and invest in our own distribution network. It means we provide a better quality of service to licensees. As a result our customers will see a better, more environmentally friendly fleet, with well-trained draymen.

2011 is a very big year for Carlsberg in another respect – later in the year we will be marking the 200th anniversary of the birth of our founder JC Jacobsen.

We are proud that our company and flagship brand have such deep and strong heritage. It underlines everything that Carlsberg is about.

JC Jacobsen had a commitment to quality. And I have no doubt he would wholeheartedly approve of our commitment to help improve the quality of our customers' offers over the next challenging 12 months.



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Number 2 draught  
World Beer\*



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# Strategy for the Future



## Industry Leader

**The challenges ahead are nothing new; good operators know how to overcome them, say Mark Newton & Jon Collins of CGA Strategy Limited**

2011 will be a year of constants (tough economic climate, ill founded regulation) with more than a few positives on which the on trade can build (increasing likelihood of action on supermarket pricing, years of high closure rates creating space in the market, flourishing partnerships at local level delivering better managed/policed town centres). Only a fool would suggest it will be easy but, for those retailers who have survived the various difficulties of the last five years, the next 12 months offer grounds for optimism.

*"Within spirits, premium brands are helping to maintain a consistent trend for the category in tandem with the revival in the wine/ café bar segment which should secure overall growth (+2.1%) to 2015"*

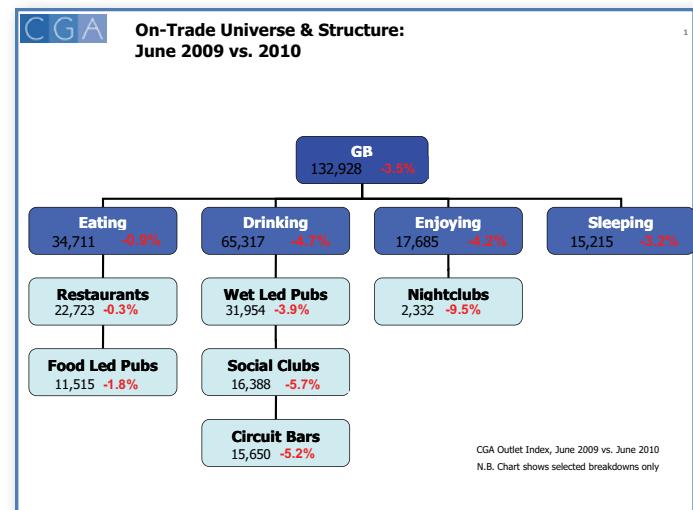
Of course, the big question is how the Coalition Government's swingeing public spending cuts impact the UK economy. The public sector pay freeze, combined with job cuts and the private sectors

own issues, will mean disposable income takes a hit. But it has hardly been in abundance in recent years, so successful on trade retailers have learnt how to offer treat spend, value and/or a combination of the two.

In fact, an examination of how retail concepts and drinks categories have fared over the past twelve months provides ample insight into the likely shape and nature of our industry going forward.

The on trade universe has continued to decline with a 3.5% drop in the total number of GB outlets between June 2009 and 2010.

As always, this headline trend only ever tells part of the story. A look at the structure of the universe highlights the continuing woes of nightclubs, social clubs and more traditional pub outlets (an on-going struggle against changing social, economic and regulatory factors across the country).



Conversely, the dining sector of the market continues to buck the headline trends. Although even here, if you delve deeper, there is a changing dynamic that has developed over the course of the last 12 to 18 months. The depth of the recession has undermined the earlier assumption that premium casual dining is the main future area of growth. Recent successes for retail brands in the quality, but value for money, sector has driven the vast majority of growth.

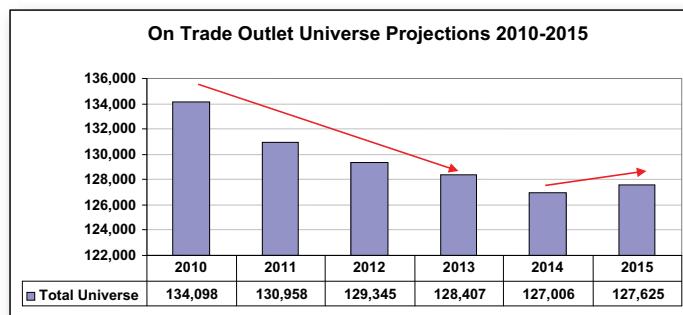
Outlet closures and openings provide another benchmark for the fluctuations within the marketplace. From a peak of 52 pub closures a week during the dark days of 2009, the numbers have declined

to 29 per week during the course of 2010. This remains a very high number in comparison to the post-war norm of a handful of closures per week.

CGA's published closure rates are always net numbers taking into account new entrants to the market. Interestingly, when one considers the continued evolution of the marketplace, there has been a significant increase in the number of suburban/urban café bar outlets.

## Outlets of the Future

Based upon our highly detailed Outlet Index database, CGA has created future forecasting projections which extrapolate trends up to 2015.



The key numbers within this analysis suggest that there will be a further shakeout at the bottom end of the market as the double whammy of the January VAT increase and public sector cuts begin to bite. GB outlet numbers are likely to decline by around 5% (approx 6,500 outlets) to 2013 before a shallow recovery begins through to 2015.

*"More flexible, innovative outlets and operators will look to secure commercial competitive advantage through the provision of 'points of difference' such as live music, quality DJs and other entertainment"*

On the surface a further large drop in outlet numbers does not appear to offer a positive picture, however delve deeper and what we can see is a leaner, stronger, more competitive on trade, which will continue to be viable, with higher quality outlets providing a better customer focus.

The closure of lower end venues combined with continued enforcement activity, improved management of the late night economy and customer demand for a more premium experience (that still delivers value) will create opportunities for venues with the right offer.

Poorly invested, promotion-dependent identikit pubs and bars will close (or be closed) leaving space for those more in touch with the times.

In essence we are seeing the continuation of a Darwinian evolutionary process where the 'survival of the fittest' is the key to the future.

## Products of the Future

If the retail sector is set to continue to reinvent itself, what positives does this suggest for the products which they serve?

### Product Category Trends

Break	2010	2011	2012	2013	2014	2015
Outlets	134,098	130,958	129,345	128,407	127,006	127,625
Total Beer Volume	25,711,393	24,861,309	24,443,720	24,063,158	23,526,751	23,743,731

### Volume in hectolitres (HL)

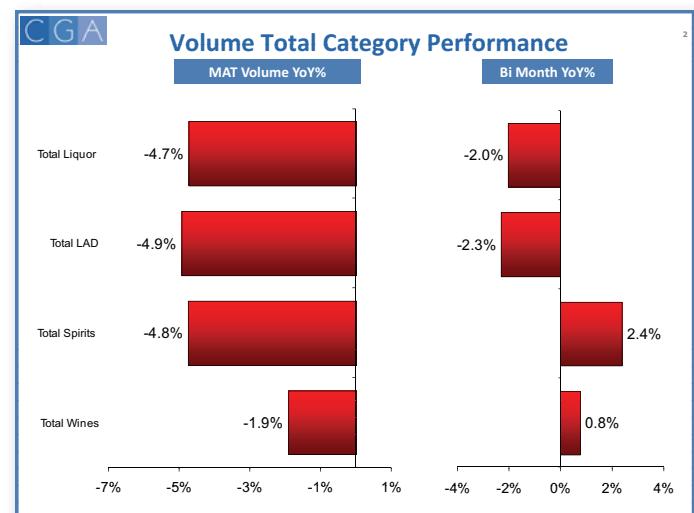
During the course of the past year all drinks categories have suffered alongside the falls in overall outlet numbers. LADs and spirits showing a similar pattern of MAT volume declines, against a more robust performance from total wine (-1.9%) - assisted by continued increases in the sales of rose and sparkling wines.

However, when the trends are analysed at most recent bi-month level, spirits can be seen to be improving as the changes in the dynamic of the marketplace make themselves felt.

This also reflects a continued increase in the popularity of premium spirits – such as golden rum – and non-cream liqueurs such as sambuca.

***"The depth of the recession has undermined the earlier assumption that premium casual dining is the main future area of growth"***

There is no doubt that overall headline beer volumes will be set for further declines - the core marketplace for keg beers being hardest hit by the continued contraction within the wet led and social club segments.



Based on the current outlet forecasting projections into 2011 and beyond total beer is set to fall at a higher rate than the total number of GB outlets (-4.8%). However, this is counterbalanced by increases in wine and premium spirit consumption.

Within spirits, premium brands are helping to maintain a consistent trend for the category in tandem with the revival in the wine/ café bar segment which should secure overall growth (+2.1%) to 2015.

Equally, although wine has seen overall declines in the last couple



of years closely linked to the recession (especially in the champagne sub category), overall trends look solid as outlets such as food led and wine/ café bars continue to drive the on trade. Coupled with improved consumer knowledge and better marketing, wine volumes are likely to increase solidly to 2015 (+6.3%).

Although LADs will bear the brunt of category declines, it is not all bad news. Cask Ale continues to buck the trend and demand for local and regional or micro brewery products is set to increase. In addition, a burgeoning interest in 'craft' keg lagers and specialist beers – originating primarily from the United States – are set to provide fresh impetus within the sector.

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*"On the bar, cask ale hand pumps will continue to push for room against lager and keg beer fonts. Emphasis will increase on local provenance and regional or micro brews"*

---

Cider trends currently look more volatile as the continued success of packaged fruit variants and premium draught products is counterbalanced by high volume declines in more traditional mainstream brands against the backdrop of wet led and sports/social club closures.

However, overall the cider market remains the best performing (-3.6% to 2015) of the main LAD categories.

## Future Opportunities

So, what opportunities are available in what remains a volatile marketplace?

From a retail perspective flexibility is the key, it is essential to foster an ability to provide an operating strategy able to capitalise on demand whenever it occurs; be it Yummy Mummies in search of a post-school run coffee, the after-office crowd bonding over a beer or a fleet of 'Weekend Millionaires' looking to live it large on a Saturday night.

This needs to be coupled with a tailored drinks menu across all categories, providing premium brands at sensible prices and avoiding deep discounting activity (and the regulatory scrutiny that can bring). Where applicable a strong food offer – at perceived value prices – can build on this foundation.

Intelligent use of entertainment (particularly live and recorded music) to drive footfall across the week is still also a positive way forward, especially for more traditional wet led orientated outlets.

## Long Term Future

So what will the on trade offer us in 2015?

The contraction of the pub market will continue, with the surge of disposal and closure activity created by the recession in 2008-9 slowing towards 2013 and then stabilising with small scale growth potential to c. 128,000 outlets. Dry Led Operations, Café-Bars and Restaurants still have the potential to remain the core sectors driving growth in the licensed trade forward over the next five years, but this has now been tempered slightly by the loss of consumer confidence from forthcoming public sector cuts and falls in disposable income.

Elements of the bar market show potential for an increase in numbers, not least as operators identify and expand into the burgeoning café/ wine bar culture. Suburban bar outlets in affluent neighbourhoods - such as Chapel Allerton in Leeds and Chorlton-cum-Hardy in Manchester - will become a far more important element of the reformed on trade.

These more flexible, innovative outlets and operators will look to secure commercial competitive advantage through the provision of 'points of difference' such as live music, quality DJs and other entertainment to provide a greater competitive edge.

Restaurants and branded food outlets in the 'value for money' sector will continue to grow as will similarly aligned hotel chains.

However, it is likely that only the better quality 'gastro pubs' and traditional high-end restaurants will survive in the face of significant consumer cost cutting - those that don't make the grade will go out of business quickly.

The 'quality of experience' must be balanced by a transparent requirement to offer perceived value to the customer - regardless of the target market. Quality (of service and offer) will become all the more important, particularly in the competitive bar, food pub and restaurant sector.

Customer expectations will increase as they look for more, and better, perceived added value from their expenditure.

## A Premium Future

Premiumisation trends can be capitalised on to generate improved revenue and customer perception, as consumers look for better quality experiences across the board. As a result, this will provide the required impetus for the projected growth in related product categories such as wine and premium spirits.

On the back bar a greater selection of specialist spirits such as sambuca, tequila, rum, flavoured vodkas and bourbons can be expected. In the fridge, premium fruit ciders will continue to dominate; along with more space for chilled rose wine and branded spritzers taking space from RTDs. Innovation – from new sub categories such as alcoholic ginger beer - also has a place. While

on the bar, cask ale hand pumps will continue to push for room against lager and keg beer fonts.

Emphasis will increase on local provenance and regional or micro brews. Where cask is not a practical option more and more keg 'craft' beers, whether lagers, pale ales or fruit beers, have the potential to expand further into the market.

*"On the back bar a greater selection of specialist spirits such as sambuca, tequila, rum, flavoured vodkas and bourbons can be expected. In the fridge, premium fruit ciders will continue to dominate"*

One thing is for sure. The on trade will undoubtedly survive and pubs will remain the single biggest market segment in the GB on trade. However, its traditional dominance will be threatened by 'chameleon' outlets which can change their trading environment across the day maximising potential footfall and revenue.

Premium drinks and experiences will continue to drive category growth but, at the same time, customers will continue to look for value for money. This is perhaps the real dichotomy which faces the industry going forward - but, with a greater focus and a more dynamic approach, it appears more than capable of succeeding on that basis.

**Brand Index: £28.3bn  
On trade value in 2015\***

**127,625**  
**Outlet Index:  
Venues in the GB  
on trade universe\***

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\* CGA Forecast to 2015

# The Legal Eye



**Industry Leader**

**Jeremy Allen, Senior Partner of Poppleston Allen, the largest dedicated licensing practice in the UK and The OnTrade Preview's legal expert, comments on matters of law facing the on trade**

I delayed this in the hope that the Government would produce their Police Reform & Social Responsibility Bill before mid November. They haven't yet but by the time you read this you should know the detail of the Government's licensing proposals.

In the last ten years there have been a number of changes to the licensing system. We had an entirely new Licensing Act together with other licensing initiatives contained in legislation. These haven't been a huge success. Alcohol Disorder Zones were rushed through Parliament without a great deal of thought being given to them. Why would any Local Authority wish to call their town or city centre an Alcohol Disorder Zone? The only people such a title would attract would be the ones they want to keep out. We tried to persuade the Home Office that this wouldn't work but they told us that a large number of councils "were very

interested". In spite of the fact that these powers were given in 2008, no ADZs have yet appeared. The present Government is proposing to repeal this unused piece of legislation.

The new mandatory conditions which appeared on everybody's licence in April and October this year were another rushed piece of work. There was no opportunity to comment upon the Home Office draft which was, in my view, defective. The present Government seems to be thinking of getting rid of these as well.

The Government's new proposals won't appear in a separate Licensing Bill but will simply be added to a Police Bill this winter. They may well be short on detail. The consultation was rushed through with under half the normal time being given for people to respond. Over two thirds of the consultation took place during holiday months. The Government's own rules say that a longer period should be allowed when this happens. In spite of this, well over 1,000 responses were received. Even some of the responses from health bodies, whom you would normally expect to support the Government, were hostile to some of the proposals. The full weight of the legislation is aimed at the on trade at a time when the principle supplier of alcohol is the off trade. The off trade also indirectly supplies young people. Why does the Government need to act in such haste when they propose to defer dealing with off trade prices until "at the earliest 2012"?

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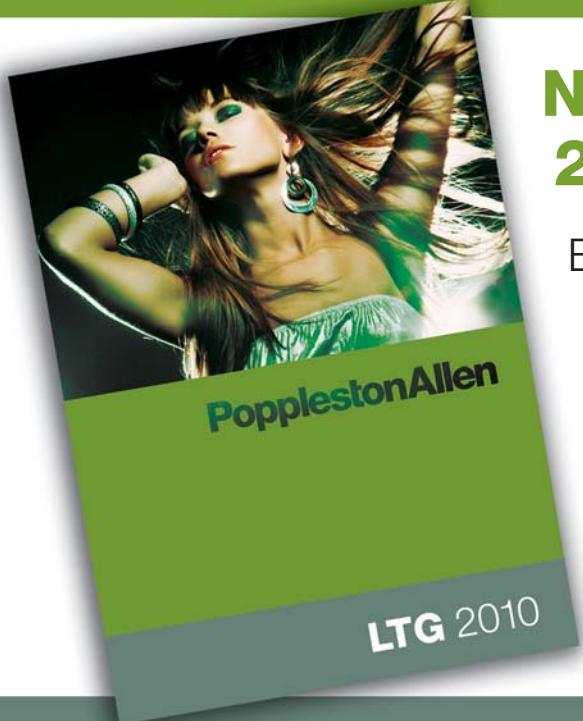
*"The full weight of the legislation is aimed at the on trade at a time when the principle supplier of alcohol is the off trade. The off trade also indirectly supplies young people"*

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It makes you quietly long for the days when most licensed premises existed without any conditions on their licences. There were limited powers to challenge the way in which they traded. If they behaved badly the Police would have a quiet word which normally produced results. In addition kids, under the age of 18, were able to drink in certain pubs. They weren't allowed to drink to excess and had to behave themselves. Was that really such a bad thing? Now kids are drinking more than they ever have but outside licensed premises. Maybe politicians haven't done such a good job after all!



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# Property Matters



**Industry Leader**

**Graeme Bunn, Director of Fleurets, the industry's leading property experts in leisure and hospitality, is cautiously optimistic about the future although the pub market is as polarised as the economy and the country**

Four quarters of successive Gross Domestic Product (GDP) growth, indicating the UK economy expanded by close to 3% over the last 12 months, coupled with long term predictions that the BoE base rate will remain at 0.5% to 2012, would suggest that the UK economy is on the verge of a significant growth spurt.

Even the Prime Minister's enterprise advisor recently told us that 'for the vast majority of people in the country today, they have never had it so good'. Whilst this statement may be undoubtedly true for some, it is equally undoubtedly false for an equal number. The economic fortunes of many in the country have polarised over the last 3 years, largely on a geographical basis, with those in the southern parts of the country continuing to prosper, while many in other areas being less fortunate. The impact of the spending cuts announced in the Spending Review in the autumn will further dampen economic activity, particularly in those cities dependant upon public sector employment, as will the increase in VAT in January.

## The Great Divide

The polarisation of the UK economy and population is mirrored by similar polarisation in the UK public house sector. Well invested managed house operators continuing to deliver positive like-for-like sales. Those fortunate enough to have a managed estate within London and the South-East of England have been able to report, in the words of Fuller Smith & Turner, 'excellent results'.

*"The freehold freehouse sector will continue to expand, as many operators continue to take advantage of such opportunities"*

Many tenanted houses, particularly wet driven venues, continue to struggle. Those businesses, which are unable to transfer from drinking establishments to eating establishments, will remain in a battle for survival.

## Resolving the Tie

The long running fight over the beer tie appears to be drawing to a conclusion following another ruling from the Office of Fair Trading (OFT) in response to the super complaint from CAMRA, The OFT again ruling that the tie is not anti-competitive. With the Government set deadline of June 2011 for the tied leased sector to have made substantive changes to the structure in order to improve transparency and greater fairness, it remains uncertain whether such companies have evolved sufficiently.

## Changing Hands

The disposal of bottom-end leased pubs, particularly by Punch and Enterprise, is likely to continue, although estimates of numbers to be sold vary greatly. It is certain that the freehold freehouse sector will continue to expand, as many operators continue to take advantage of such opportunities. Equally, the number of supermarket metro stores and residential development sites will increase as pubs continue to close.

## Future Optimism

Whilst this is a cause for great sadness in many communities, particularly rural villages where the pub remains a vital community facility, we should not shed a tear over the loss of the unattractive, poor quality, inner city boozer that has only been kept alive historically by ever increasing asset prices.

The return of private equity firms into the public house market, with the purchase by TDR Capital of 333 principally wet driven venues from Mitchells & Butlers, is encouraging and points to a more active and optimistic year ahead.



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# Family and Friends

**Working With the IFBB**

## Members of the Independent Family Brewers of Britain Make Good Partners

Brought together in 1993 to defend the tie, the IFBB represent a relatively small but distinctive part of the UK beer market, which rely largely on the 'beer tie' to operate as both brewers and pub retailers.

Essentially, when a licensee decides to join an IFBB member they have the added reassurance of working with a brewery and pubs that are at the very heart of their local communities. With a strong sense of identity the pubs are branded with the brewer's name and serve that brewer's brands inside. This works rather like a business franchise in the sense that the brewer's good name, and the beer brand support, often encourages consumers to choose that pub - a real bonus for any newcomer to the trade.

### Basis of the tie

A distinctive feature of the British system, as compared with most of the other countries of Europe, is that most product ties stem from ownership of the pubs rather than loan finance agreements.

The traditional pub usually has one of three forms of ownership, giving rise to different bases for the tie:

- ▶ Freehold – where the owner licensee buys the pub outright and is therefore free to buy all products from any source. Often the owner licensee will take loan finance from a supplying brewer in return for a product tie (tie by loan)
- ▶ Long (assignable) lease – where a premium is paid for the lease. These leases may operate on a tied or free-of-tie basis, dependent on the landlord / lease owner
- ▶ Traditional brewery tied (non-assignable) tenancy – a shorter term tenancy agreement tending to be for a 3 to 6 year term, with a full or partial drinks tie, as offered by our members

The property tie originated when brewers started to buy their own pubs to guarantee an outlet for their own beers. This meant (in the days before mass distribution) that brewers could ensure the delivery of their cask beers to their own pubs and thus guarantee beer quality without there being concern around the short shelf life of the product. Cask conditioned beers have a secondary fermentation in the barrel so it is essential to use them within, ideally, three days from starting to serve from the barrel.

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*"The value of support is typically around £8,000 per pub in the first year depending on the family brewer in question. As this backing is not available to free house pub operators"*

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With the tie agreement, the licensee tenant rents premises from the brewer and is supplied by that brewer with a range of products. The brewer has a marketing outlet, and the tenant the opportunity to run his or her own business.

The recession has meant that values of freehold pubs and long leases have fallen, which has caused difficulties for individuals who have invested large amounts of capital in a pub business in recent years. By comparison, the tied brewery tenancy provides not only a low cost entry for a licensee starting a small business, but also offers a low cost/low risk exit as neither the freehold nor the lease need to be sold to another investor. A tied brewery tenancy is a less risky financial option (and requires less capital) than either buying a freehold or taking on a lease premium.

### Benefits of the system to the brewery tenant

The benefits of a brewery tied tenancy are considerable for those licensees who choose to take one. In principle, in the traditional brewery tied tenancy system, the brewer owns and insures the pub and pays for repairs, improvements and alterations. The tenant buys

the inventory (tables, chairs etc) and stock at value - the only capital investment they have to find when they move into a pub.

A traditional brewery tied tenancy (inventory and stock) can be acquired for as little as £5,000 and would rarely cost more than £50,000, depending on the size of the inventory and ingoing stock value of the pub in question. This offers an excellent opportunity for those with relatively limited capital to run their own business.

For newcomers and experienced licensees, the brewery also provides extensive support in order to ensure the success of the pub operation. The mutual benefit to be gained from a successful pub is at the centre of this support and licensees are able to look to their brewery for a range of benefits.

The value of support is typically around £8,000 per pub in the first year depending on the family brewer in question. As this backing is not available to free house pub operators and any other on-trade outlet, it constitutes a unique aspect of taking a brewery tenancy. It is recognised that the majority of new licensees need this level of support in their first 12 to 18 months in order to build confidence and experience.

In comparison, the free-of-tie operator, normally pays a capital sum to acquire either the freehold or the leasehold of the pub, and thereafter is responsible for keeping the building in good repair and fully insured at their own cost. What's more, they don't have a family brewer to support them.

## Support Services

The IFBB's full support package to tenants is driven through a Business Development Manager who is always on hand to advise on how best to operate the pub and deliver business growth. Within IFBB members' tied estates, the BDM manages an average of just 34 pubs (considerably fewer than most other pub companies which can be as high as 55). Additionally, family brewery tenants tend to receive support from head office staff that also visit pubs and give advice and help on a range of subjects like menu planning or wine sales.

As with any individual business, the brewery and the tenant agree a business plan and invest, for example, in capital expenditure, training or marketing. The brewery brings long experience of owning and operating the property, essentially providing retail

knowledge and the intellectual property of decades' worth of successful pub operations.

This invaluable insight helps ensure that the brewery tenant makes progress in growing their own business. Free house operators do not have access to this higher level of business support. This combination of support services, with expert time devoted to helping the tenant, illustrates the ways in which the brewer, as landlord, provides special commercial or financial advantages to the tenant.

## Special Commercial or Financial Advantages

Each IFBB member provides a range of services and support free of charge, or at reduced cost to its tenants. Often this support will be offered through their Business Development Manager, or accessible via a central helpdesk at the brewery.

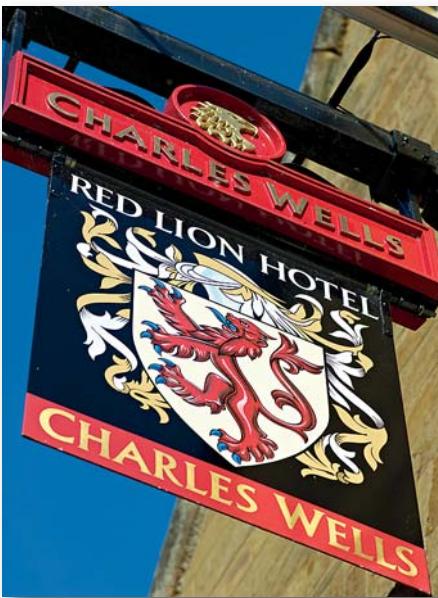
*"The tied brewery tenancy provides not only a low cost entry for a licensee starting a small business, but also offers a low cost/low risk exit as neither the freehold nor the lease need to be sold to another investor"*

A free house operator is unlikely to benefit from such services without incurring cost. They also have to spend their own time and effort sourcing reputable suppliers and not all consultants and suppliers will have any knowledge of the pub itself. This is a really important part of working with a family brewer.

An example of the value of such SCOFA benefits might include: Induction courses, BII membership, Cask Marque accreditation and on site cellar training. A BDM is likely to visit each of his pubs on a cycle of weeks, depending on need, to discuss business strategy and planning. Some breweries also offer mystery visitor support, wine advice, commercial support, buildings insurance, gaming machine consultancy, business rate reviews and help with entry into national and local awards

In addition to the support services outlined, the brewery regularly alerts its tenants to issues such as new legislation which require their attention. This may lead to providing free follow-up advice given by experts on how to meet obligations cost-effectively. These benefits are substantial but not included in the quantified list.





# Charles Wells Pub Company

**For entrepreneurial and ambitious licensees who want to develop profitable and sustainable businesses, Charles Wells Pub Company offers an unrivalled business proposition.**

Our pubs are run on tenancy and lease agreements and we successfully combine the heritage and experience of a family brewer with an innovative and creative approach to pub retailing. We target being first choice for customers and consumers by offering the highest quality outlets, award winning induction programme and a comprehensive support team.

But we recognise that the most important component of any pub is the licensee and listen to what they need from us. Each pub has its own character and appeal that's largely determined by the individual licensee and the personality they bring to the site. That's why we never underestimate the importance of matching the right retailer with the right pub.

We know that by working together we can help you maximise the potential of the pub that carries your identity to make it stand out from the competition. We've structured our business to meet your needs and put excellent service and quality at the heart of our operations.

This customer focused approach was a significant factor in being

named Pub Company of the Year\* at The Publican Awards 2009 and again in 2010. In April 2010, the judges described Charles Wells Pub Company as:

*"A traditional company that is modernising for the future, it is clearly in touch with its tenants, ensuring every pub has support levels to help them survive and thrive."*

We have 250 great pubs in fantastic locations that extend across a wide area of central England, radiating out from our home base in Bedford. We invest in the property and people that provide a great pub experience for the local community, wherever they are and whatever they do.

And now we're looking for people with heaps of personality, bags of enthusiasm and a genuine passion for customer service to run their own business in a Charles Wells pub. If you'd like to know more about our award winning team, discover how our straightforward approach and focus on quality and service are at the heart of our operations and can help build your next business, we'd love to hear from you.

For further information call Yvonne Bates on 01234 244423, email [yvonne.bates@charleswells.co.uk](mailto:yvonne.bates@charleswells.co.uk) or check our latest business opportunities at [www.charleswells.co.uk](http://www.charleswells.co.uk).

\*tenanted/leased 200+

We've been named

# Pub Company of the Year

(tenanted/leased 200+)

## at The Publican Awards

for the last  
**Two Years**

The Judges Said:

*“A traditional company that is modernising for the future.”*

*“Clearly in touch with its tenants.”*

*“Ensures every pub has support levels to help them survive and thrive.”*

**We have many more good reasons to choose us too**

Contact us now to learn all about our tenancy and lease agreements.

Together we can build a successful partnership

Call Yvonne Bates on tel: 01234 244423 for more information



For further information please contact  
Yvonne Bates on tel: 01234 244423  
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**CHARLES WELLS**  
PUB COMPANY

# Don't take our word for it



**Any brewer and pub operator can shout about how good they are but the difference with Robinson's is that their tenants are doing it for them.**

In the summer of 2010, Robinson's commissioned an independent tenancy survey across their 385 strong estate which extends throughout the North West and North Wales. Reassuringly the feedback says overwhelmingly that they are doing things right.

Take, for example, the fact that their award winning beer portfolio got a 96% approval rating and it becomes clear why Robinson's see themselves as offering something out of the ordinary.

Added to that a raft of nominations for food and drink awards goes to confirm that their pubs are serving the finest food and drink at the region's best locations.



Not complacent, though, Robinson's have ambitious plans for the future and for tenants who want to grow with them.

Acquisitions and high class refurbishments have been given priority in recent years to shape the estate for the future. This is backed up by a state-of-the-art brewhouse that confirms the family's commitment to brewing for generations to come.

Investing in their sites has helped ensure that Robinson's offer profitable opportunities in the best places. And with a traditional tenancy agreement, fair rents and quality beers, their tenants have the stability to get on with what they do best - running great pubs.

*"From interview to transfer day, the support and clarity of all dealings has been superb."*

Director William Robinson says: "We are also channelling significant resources into the support that we offer our tenants. The strategy is now bearing fruit both in terms of the high quality of new licensees we are attracting and our levels of retention. Importantly we are here to help licensees and provide the structure for them to operate successful businesses.

"We are certainly not ready to rest on our laurels, but with the results of the survey showing that we have bucked industry trends in areas such as trust, support and meeting expectations, we know that we are heading in the right direction."

*"I have found Robinson's to be fair, you can't ask for anything more."*

Licensees, of course, are as individual as the pubs they run and with Robinson's there is a house to suit every operator. There is also a dedicated recruitment co-ordinator to help with applications, first class licensee training at the brewery and all the assistance that is needed for either newcomers to the trade or those with more experience to run their own business.

To find out more about a tenancy with Robinson's call recruitment co-ordinator John Lavin on 0161 612 4061 or visit [www.frederic-robinson.com](http://www.frederic-robinson.com)



# people not numbers:

“Robinsons is a respected family and generates loyalty and respect from its tenants because it actually cares about us. You don't stay with a firm for 17½ years otherwise. My wife and I personally feel a part of the family of Robinsons”

## **we offer:**

## The Ideal Tenanted Agreement

## Fair Rents

## Award Winning Beers

## Personal Business Development Manager

# Chef and Kitchen Management Training

389 Pubs throughout the North-West & North-Wales

and much more ...

## *The Robinsons Tenants Survey 2010*

# the best move I ever made...

# RUN YOUR OWN





# Go forth and multiply ... in partnership with Punch

**Punch Partnerships' Lettings and Recruitment director, Suzy Jackson comments on Punch's search for aspirational entrepreneurs to develop multiple pub sites in partnership with the UK's largest Pub Company.**

Whilst we are already working with some of the UK's most successful multiple site operators, we are actively seeking to expand our business with ambitious partners who share our passion. It is inspiring to see the success of our pubs where we have combined the right pub, investment scheme & trading terms with the vision & operational skills of some of the industry's highly talented operators"

Matt Saunders, managing director of the Fat Cat Group (including the Crown, Anstey, the Queens Head, Frodsham & The Bell, Hampton ) said: "The relationship with Punch is working fantastically well. We were looking for pubs in the suburbs following the demise of the high street and Punch had some ideal opportunities available to allow us to broaden our portfolio. The Business Relationship Managers we are working with are enthusiastic and have gone out of their way to help us in the early days. I genuinely feel that we and Punch share a common goal; there is a sense that our aims are their aims."

We take great pride and satisfaction in seeing the success of ambitious partners like Matt and many others. Having seen just how effectively we can build multi-site businesses, we are keen to develop more sites on this basis and with a diverse estate of circa 6000 pubs we can offer an excellent choice of sites covering a wide range of retail formats.

## Punch Buying Club

Punch's success with multi site operators is expected to continue into 2011 and be further assisted by the introduction of their new Punch Buying Club Agreement. Benefits offered to partners by the Punch Buying Club Agreement include the absence of a rent review for the entire term of the lease, buy one get one "free of tie" cask ale provision, free of tie beer pricing & the opportunity to earn bonus payments. Early feedback following the initial trial across the South East is extremely encouraging with high levels of interest also being generated from Punch Partners across other areas of the country who are eagerly awaiting roll out across the rest of their estate early next year.

It is an interesting time for those looking to enter the industry with Punch and also for those looking to expand with Punch too, as Suzy Jackson concludes:

"I would like to take this opportunity to encourage those entrepreneurial individuals to have a look at the pubs and the new agreements we have available and come and talk to us.

I'd also encourage our existing Partners that may be looking to expand to contact us to talk about opportunities in more detail, and we'll help them explore the opportunity & identify potentially suitable pubs. So the message is, please get in touch !"

For further details, including the new Punch Buying Club Agreement, please contact the Partner Recruitment Team on 0844 848 3266. Alternatively visit our website [www.punchpubs.co.uk](http://www.punchpubs.co.uk)

# **NEW FOR 2011 PUNCH PRESENTS THE BUYING CLUB AGREEMENT**



## **BENEFITS FOR EVERYONE FROM SMALL PUB BUSINESSES TO MULTI SITE OPERATORS**

- Incentivising growth
- Access to **FREE OF TIE** pricing
- **NO RENT REVIEWS** for the entire term
- Buy one get one **FREE OF TIE CASK ALE** provision
- Membership of the Punch Buying Club

**For further details please contact our  
Recruitment & Lettings Team on 0844 848 3266**

PASSIONATE ABOUT OUR PUBS





# Can You Afford Not To?

**Training Matters**

**It's a sad fact that McDonald's has a higher level of staff retention than the pub industry, and this can't simply be due to the glamour and excitement of flipping burgers**

The secret of their success is investment in their people. Training is seen as essential at every level - an investment, not an expense – and their staff feel valued, and motivated. If this can work for a burger chain, it can surely work in our sector - pub and bar work may well be hard, but as many people who have made it their career can testify, it can also be rewarding, stimulating and sociable.

Many operators are discovering the value of training in raising standards and keeping staff, and we asked the BII, CPL and the Beer Academy, three of the industry's key training providers, how they can help

## The Facts of Life

When kids are taught the facts of life, usually there is one vital but perhaps less interesting fact missed out. Businesses which train (staff, managers, MDs, everybody) make more money. It has been proven time and time again. Yet it is a message that not everyone in our trade has got yet. There are of course some stunning examples, where businesses have training in their DNA, but overall, we lag behind other industries. So what can we do?

Well for starters we can sit up and take a good long, honest (!) look at our own businesses. Do we take training seriously? Seriously enough?

Keith Knowles does. Training is the corner stone of his successful multiple operation, Beds and Bars, which is why BII is working closely with Keith, whose mission it is to bring all corners of the industry together to develop and publish, for the use of all those go getters in our industry, an industry-wide training framework. This framework will be vast but, once mapped out, will not only aid both newcomers to the industry and those looking to progress their career - by outlining clearly the training paths and opportunities available to them - but also our businesses.

## A Framework for Progress

This visionary framework, still in its infancy, maps both company specific and industry wide training and qualifications, and will identify where an individual's training fits within the multitude of roles and company career streams available within our industry. The framework will strengthen inter industries ties between companies offering training by reducing the amount of training crossover that currently takes place between staff that move companies.

Its development is fantastic news for individuals who want to progress. By using the framework they will be able to clearly map their own career paths through the industry and see best where the next opportunity lies for them to continue their personal growth and development.

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It's vast because this training framework details career pathways, starting with the core level 1 qualifications, such as PEAT - BII's recently launched ground-breaking, eye-opening qualification, designed to give those thinking about a career in the industry the knowledge and skills they need to avoid the pitfalls of starting their own business, and start as they mean to go on - successfully! All the way up to level 3, 4 and 5 qualifications including apprenticeships and new qualifications such as the BIIAB Level 3 and 4 Multiple Retail Management qualifications.

## Multiple Choice

And what a boost to the industry the new BIIAB Level 3 and Level 4 Certificates in Multiple Retail Management will be, because it will ensure that all Business Development Managers are equipped with a Level 3 benchmark qualification in response to the requirements of the BISC report. Developed in conjunction with an industry steering group, this qualification takes full advantage of the flexibilities offered by the new Qualifications and Credit Framework (QCF).

Imagine the possibilities of this qualification. It can be tailored to your company, or your individuals, or both! Its flexibility can be applied to the teaching, the learning and the assessment of the course. And it takes full advantage of the resources we all have available to us, by making learning resources accessible via a central secure online hub which provides learning resources to

guide candidates through reading material and developmental work that will all aid towards the achievement of learning outcomes and assessment criteria

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***"Businesses which train (staff, managers, MDs, everybody) make more money.  
It has been proven time and time again"***

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The qualification will boost candidates' financial skills, Business Communication, negotiation, Marketing and Merchandising, Interviewing skills, Meeting Management, as well as covering all of the key areas associated with working in licensed hospitality.

It is academically supported, researched and accredited. The qualification is achieved once the candidate has achieved a specified number of credits from the units available. These credits are valued against each unit, and are built upon when each unit is completed. And are based upon the time it will take an average candidate to complete the learning and assessment.



RAISING STANDARDS IN LICENSED RETAIL

cpltraining™

# Download your people potential

**Most people-heavy businesses agree. Online courses or E-Learning can complement core face-to-face training: It improves accessibility, flexibility and cost effectiveness for a large transient on-trade workforce. The downside for the operating company is that it can be hard to monitor, difficult to create meaningful reports and easy for the learner to cheat. For the learner it can be death by Power Point with the only interactive bit being the forward and backward button.**

CPL Training was keen to get in on the E-Learning act but was determined to bring something new and exciting to the scene. They wanted to provide an online training experience that was appropriate for the age, skills and experience of the audience. CPL Training's IT Director, David Dasher commissioned a global team of expert code writers, graphic designers and 3d animators to produce a suite of more relevant and interactive courses that are in tune with today's gaming-literate generation.

2010 was just the start for some operators. Now they are just unlocking the true potential of E-Learning with CPL Training:

## A Revolution in training



When you're an award winning bar chain, like **REVOLUTION** Vodka Bars, with over 1800 members of staff across 60 sites how do you keep up to date with your compliance training – that 'must-do', due diligence stuff that will keep your customers and business alive?

In trial and then in operation since early 2010 across the Revolution

chain, the CPL E-Learning courses have already seen hundreds of completed courses. Iain Eytون-Jones, the Brand Standards Manager for Inventive Leisure with responsibility for E-Learning across the business, is keen to stress the advantages for the operator and said: "CPL Training has developed the online courses hand-in-hand with us. Their system is assessed through our intranet and is linked directly to our HR and payroll functions. As soon as someone new starts in our business it flags them up and they have six weeks to complete the Health and Safety and Food Safety courses that are mandatory for our business. On-site training managers can monitor when the course was taken, how long it took them, how many attempts it took to pass the course and then their percentage pass rate."





## An instant fix

Sixth generation family brewer, JW Lees has adopted the E-Learning suite of courses from CPL Training for its thousand-strong pub workforce. The results have been immediate: Instant, reliable management information, total employee buy-in and a robust paper trail for auditing and liability insurance purposes.

"This new system has totally reformed the way we manage compliance training" said Vicki Jackson, HR Manager for JW Lees. "It's not just an online training course, it's a totally integrated management solution for a thousand people based over 32 sites. The CPL E-Learning platform is linked into our payroll system so it picks up every new member of staff. New starters are asked to complete up to seven of the required training courses, depending on their job role, within a set period of time. Once on payroll, they receive a login and password to access the courses and they can complete them on laptops at work, or even take them home to complete in their own time."

Vicki has been impressed with the follow-up service too saying: "David Dasher, Group IT Director, could not have done any more for us: We've had management team briefings from CPL, direct access to David with telephone queries from any of the sites and reports tailored to suit our requirements. We've even set up league tables to inject a little bit of competition between sites to complete the training. The results feed into our employee of the month and pub of the year initiatives." She concluded: "CPL have taken down all the barriers to learning and provided a real end-to-end service."

David Dasher and his team of nine designers and programmers at CPL Training are brimming with new ideas and added: "We can put the learner into any virtual situation that they have to work through – just like real life. We're only in the starting blocks in terms of potential but we're already running a different race to everyone else."



## A Pleasure to train

# pleasure

Pleasure describes itself as a little pub company with a big personality. Operating predominantly in Brighton and the South East, the group relies heavily on a strong, knowledgeable team with lots of autonomy to get things done. As a result each site has its own manager-led personality but customer service is the consistent theme.

The Pleasure team have been familiar with online solutions for a while but Nick Griffin, MD for Pleasure, found that they didn't always fit the bill: He explained saying: "We've used E-Learning packages before but have found them difficult and cumbersome to download. Some come with hardware tools but that means we've had to spend time passing them around all the sites to complete the training courses. This inevitably means that people get left out and it was messy."

He continued: "We've just trialled the CPL Training E-Learning platform with The Charles Dickens in Worthing and the feedback from Malcolm Gilbert, the manager, was that the staff were thrilled with the courses. They completed them all very quickly and with minimum fuss - there is no need to upload or download information. Our manager at The Charles Dickens has recommended that we roll the courses out to everyone in the company. It's a no-brainer."



**For more information about taking any of the online courses or bespoke solutions please go to: [www.cpl-training.co.uk](http://www.cpl-training.co.uk) or call 0151 650 6910.**

CPL E-Learning brings food safety level 2, health and safety level 2, manual handling, fire marshalling, Underage Sales Prevention, Drugs Awareness, Age Verification, Equality & Diversity and the Scottish Award for Licensed Premises Staff to an online audience for a much reduced rate of between £30 - £35 per course.





# Back to Beer School

**Beer Academy**

## **George Philliskirk, Beer Academy Director, explains the thinking behind Mitchells & Butlers' investment in beer school for their staff**

Delivering outstanding customer service has never been more important in generating profitable, sustainable businesses, particularly in the challenging climate of today's on-trade environment. However, selecting, training and motivating staff in the pub trade has never been easy. A lack of perceived career opportunities and progression, unsociable working hours and often inadequate training combined with perceived unattractive rates of pay has tended to create high staff turnover and mediocre customer service in many on-trade outlets. Mitchells & Butlers has been at the forefront of raising professional standards in the industry and the Company's continuing success is testament to its commitment to staff development and training.

### **Beer Matters**

The growth of the so-called 'interest beer category' - mid-to-premium range speciality beers and cask ales - and the need to continually develop the product range prompted Mitchells & Butlers to create a speciality beer working party to drive this area forward. This 'Interest Beer Forum' was perceived to evolve to incorporate the flow of all draught beers within the Company, including cask ale. A key platform of this initiative was the development of a training programme which supported the existing Beer Quality Programme (ABCQ), delivered by Cask Marque, with Beer Academy

training courses and Cask Marque audits to benchmark and monitor performance in the Mitchells & Butlers pubs, notably within the Nicholson's, All Bar One, Premium Country Dining Group, Metro Professionals and Brown's brands.

Rachel Evans, Drinks Quality Manager for Mitchells & Butlers, was tasked with commissioning the Beer Academy training courses, working closely with Beer Academy Director, George Philliskirk. Rachel defined key course objectives and learning outcomes, within three major headings.

#### **1. Knowledge**

- ▶ equip delegates with the knowledge and desire to serve the perfect pint every time; related directly to beers sold in Mitchells & Butlers pubs and restaurants.
- ▶ 'train the trainer' - guide delegates in staff training to deliver great beer service
- ▶ reinforce the relationship between the perfect pint and unit performance

#### **2. Interesting**

- ▶ engage and enthuse delegates with practical hands-on tasting and beer-and-food menu recommendations
- ▶ instil passion for beer and serving it well

#### **3. Enjoyable**

- ▶ leave with a positive view of the learning and a commitment to make it happen at unit level.

With these objectives in mind, Rachel and George met on several occasions and developed a programme, designed to be delivered in half-a-day at Mitchells & Butlers pubs and restaurants throughout the country.

Support was also provided by beer suppliers to the Company, most notably SABMiller who were particularly supportive in the perfect pour demonstrations. A draft programme, comprising a mix of visual aids and practical tasting and smelling of ingredients, beers and food, supported with comprehensive course notes was prepared and further refined to deliver on the objectives.

A key requirement was a measurement of the course outcomes through a multiple choice exam and unannounced audits. The result was a structured programme with key sections as follows:

## **1. Introduction to beer**

- ▶ complexity, diversity

## **2. Tasting our beers**

- ▶ tutored tasting of a selection of beers from the Mitchells & Butlers range
- ▶ what makes these beers different?
- ▶ ingredients (to taste and smell) and brewing to create differences
- ▶ provenance

## **3. Matching beer with food**

- ▶ principles
- ▶ practical demonstrations and discussions
- ▶ making recommendations for beer and food matching
- ▶ beer and food menus

## **4. Beer Presentation**

- ▶ glassware; temperature; cleanliness; branding
- ▶ beer; temperature; spillage; head size and foam; fobbing; gas streaming
- ▶ the perfect pour

## **5. Staff Training**

- ▶ consumer profiling
- ▶ beer tasting training
- ▶ making recommendations on beer with food matches
- ▶ welcoming and enthusiastic
- ▶ appearance
- ▶ role of 'Beer Ambassador/Champion'

## **6. The audit procedure and how to pass it**

## **7. Review of the session and 15 question multiple choice exam**



Course tutors at the Beer Academy spent a day in training to deliver the course, and the first one was delivered on 25 March 2010 in London to 18 enthusiastic 'students' at Mitchells & Butlers' famous White Horse in Parsons Green. Since that date and mid-October, a further 33 courses have been delivered to almost 600 Mitchells & Butlers staff in Stockport, Doncaster, Edinburgh, Coventry, Oxford and Bristol, in addition to London. In total, eight different Beer Academy tutors have delivered the courses. Feedback from the courses has been excellent. "I enjoyed the course greatly. I learned more about the products we sell in All Bar One which makes it easier to sell to the customer"; "Great! Loved the use of visuals, tasters and food complements"; "Really good. It was clear, consistent and engaging"

However, most course attendees also expressed a desire to learn more - the objectives of instilling a passion for beer and leaving with a positive view of learning had been clearly demonstrated.

The results of the MCQ exams were excellent, with most attendees scoring well over 80%. The in-house audits, carried out by the Cask Marque team, are in progress but it is clear in the results to date that very significant improvements have been observed.

Another testament to the value of investing in staff training and development.





# Cask Collection

<b>6X</b>	Premium	4.3%	<b>Banks's Bitter</b>	Mild	3.8%
<p>Brewed in Devizes for over 80 years, a copper coloured beer with a malty fruity nose &amp; restrained hop character. The beer is full bodied &amp; distinctive, ensuring its position as one of the South of England's most requested beers</p>					
Wadworth 01380 723361			Marstons 01902 711811		<a href="http://www.marstonsbeercompany.co.uk">www.marstonsbeercompany.co.uk</a>
<b>Abbot Ale</b>	Premium	5.0%	<b>Banks's Mild</b>	Mild	3.5%
<p>Greene King's Flagship Brand, brewed for longer leading to a full flavoured, smooth and mature ale. Perfect for those who appreciate quality and character.</p>					
Greene King 0845 6001799.			Marstons 01902 711811		<a href="http://www.marstonsbeercompany.co.uk">www.marstonsbeercompany.co.uk</a>
<b>Acorn Blonde</b>	Pale	4.0%	<b>Barnsley Bitter</b>	Bitter	3.8%
<p>A beautifully balanced pale ale with a clean crisp finish</p>					
Acorn 01226 270734			Acorn 01226 270734		<a href="http://www.acorn-brewery.co.uk">www.acorn-brewery.co.uk</a>
<b>Admiral's Reserve</b>	Premium	5.0%	<b>Bass Ale</b>	Premium	4.4%
<p>Solid and generous sweet fruit flavours create a complex and satisfying dark chestnut-coloured beer. Wonderfully, and dangerously, drinkable</p>					
Woodforde's 01603 720353			<p>Brewed using yeast strains used in the 1850's to brew 'Barnsley Bitter'. Acorn Brewery Barnsley Bitter won a Silver Award in its class at the Great British Beer Festival 2006 and was also a finalist in 2007 and 2008</p>		
<b>Alton's Pride</b>	Bitter	3.8%	<p>Champion Beer of Britain for 2008. An excellent clean tasting golden-brown session beer, full bodied for its strength. A glorious aroma of floral hops with a hoppy, bitter finish.</p>		
Triple fff Brewing Co Ltd 01420 561422			InBev 01582 391166		<a href="http://www.inbev.com">www.inbev.com</a>
<b>Badger First Gold</b>	Bitter	4.0%	<b>Bateman's Dark Mild</b>	Mild	3.0%
<p>Brewed with a Single English Hop, has a pronounced floral hop aroma tempered with an underlying roasted malt character. Double Gold winner at the BIIA awards in Munich.</p>					
Hall & Woodhouse 01258 452141			Batemans 01754 880317		<a href="http://www.bateman.co.uk">www.bateman.co.uk</a>
<p><a href="http://www.hall-woodhouse.co.uk">www.hall-woodhouse.co.uk</a></p>					

# SEAFARERS HAS SET SAIL. WHY NOT COME ABOARD?

GALES SEAFARERS IS A BEER THAT HAS BEEN GOING FROM STRENGTH TO STRENGTH SINCE ITS LAUNCH. IN THE LAST YEAR ALONE, SALES HAVE INCREASED BY AN IMPRESSIVE 30%.\*

AT 3.6% ABV, IT IS A DELICIOUSLY LIGHT SESSION ALE THAT IS HUGELY SATISFYING AND AS REFRESHING AS A SEA BREEZE.

THE BEER IS SUPPORTED BY REGULAR PROMOTIONS AND A RANGE OF PREMIUM POINT OF SALE THAT ENSURE DRINKERS KEEP COMING BACK FOR MORE.

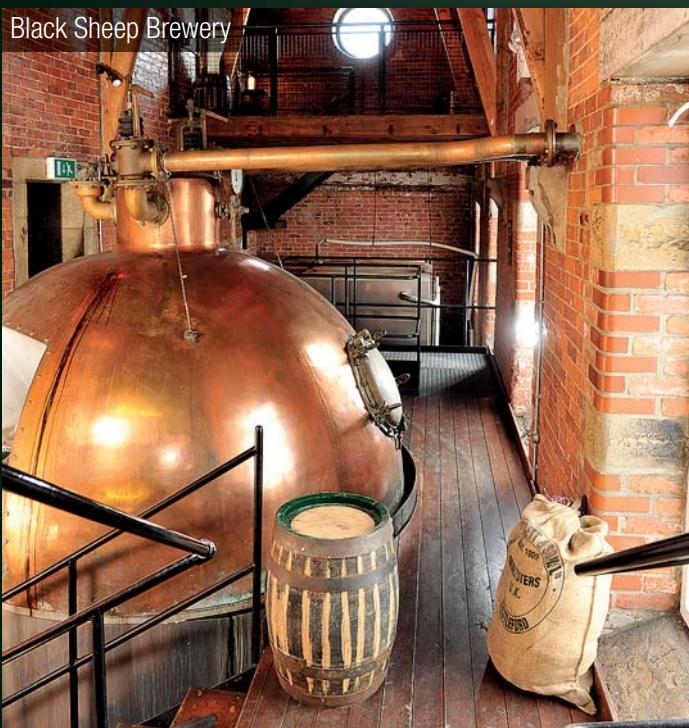
SO WHY NOT COME ON BOARD AND ADD SEAFARERS TO YOUR BAR?  
AVAILABLE NATIONALLY CONTACT MARK ROBERTS ON **020 8996 2000**  
FOR MORE INFORMATION.

AND FOR EVERY BARREL OF SEAFARERS SOLD, A DONATION IS MADE TO SEAFARERS UK, THE LEADING MARITIME CHARITY.

\*FST OCT 10.



Fuller's will donate £5 for every barrel of Seafarers sold in the UK. Seafarers UK is the working name of King George's fund for sailors, registered as a charity in England and Wales No: 226446 and in Scotland No: SC038191.


**Bateman's XB**                      Bitter                      3.7%

A distinctive, well balanced bitter with a refreshing dry bitterness on the palate and a pleasingly hoppy finish

Batemans 01754 880317                      [www.bateman.co.uk](http://www.bateman.co.uk)

**Bateman's XXXB**                      Bitter                      3.7%

Superb strong bitter with a complex palate, consisting of a delicate hop aroma, delightfully balanced by a prominent malty character. 5 times 'Premium Beer of the Year' at CAMRA's Great British Beer Festival

Batemans 01754 880317                      [www.bateman.co.uk](http://www.bateman.co.uk)

**Beacon Bitter**                      Bitter                      3.8%

A light, refreshing, hoppy bitter in the Burton Style

Everards Brewery 0116 201 4100                      [www.everards.co.uk](http://www.everards.co.uk)

**Betty Stogs**                      Bitter                      4.0%

An award winning beer with a light hop perfume and underlying malt. An easy drinking copper ale with a bitter finish that is slow to develop and long to fade.

Skinner's 01872 271885                      [www.skinnersbrewery.com](http://www.skinnersbrewery.com)

**Bishop's Finger**                      Premium                      5.0%

A strong, premium cask-conditioned ale brewed to a traditional Kentish recipe. Full bodied with complex fruit flavours.

Shepherd Neame 01795 532206                      [www.shepherd-neame.co.uk](http://www.shepherd-neame.co.uk)

**Bishop's Tipple**                      Premium                      5.0%

This famous beer has been a legend amongst ale drinkers ever since it was originally brewed to commemorate George Reindorp's appointment as Bishop of Salisbury.

Wadworth 01380 723361                      [www.wadworth.co.uk](http://www.wadworth.co.uk)

**Bitter and Twisted**                      Golden                      3.8%

Champion Beer of Britain in 2003, a sharp blonde beer with a hint of honey and grapefruit and spicy fruitiness.

Harviestoun Brewery 01259 769100                      [www.harviestoun-brewery.co.uk](http://www.harviestoun-brewery.co.uk)

**Black Dog Freddy**                      Mild                      3.8%

Award winning beer. A full-bodied, beautifully balanced ruby dark mild, replete with fruit and roast malt.

Beckstones Brewery 01229 775294                      [www.beckstonesbrewery.co.uk](http://www.beckstonesbrewery.co.uk)

**Black Prince**                      Mild                      4%

One of St Austell's best kept secrets, a black mild ale that's well worth investigating. Deep, dark and intriguing, with a full-bodied fruity flavour, the perfect complement to a Steak & Kidney Pudding or Steak & Ale Pie

St. Austell Brewery 01726 74444                      [www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)

**Black Sheep Ale**                      Bitter                      4.4%

A clean-drinking premium bitter with robust fruit, malt and hops. It has an aroma of hops, orange-fruit and roast coffee maltiness. The taste is bittersweet in the mouth with a dry finish, packed with fruity notes and Goldings hops. It is brewed using the unusual Yorkshire Square fermentation system. Bottled was awarded a Gold Award at The Great Taste Awards in 2008 and 2010

Black Sheep 01765 689227                      [www.blacksheepbrewery.co.uk](http://www.blacksheepbrewery.co.uk)

**Black Sheep Best Bitter**                      Bitter                      3.8%

A pale golden session beer with a pronounced hop character. The aroma is of Fuggles hops against a malty background. It tastes of peppery hops in the mouth with a long, bitter finish enjoyed through a rich creamy head. Black Sheep Best Bitter was awarded the Publican Licensees' Choice Gold Award for Cask Ale in 2009 and 2010.

Black Sheep 01765 689227                      [www.blacksheepbrewery.co.uk](http://www.blacksheepbrewery.co.uk)

**Boddingtons**                      Bitter                      3.8-4.1%

Brewed in Manchester since 1778. It's a refreshing and smooth beer, renowned for its golden colour, full bodied flavour, and exceptionally creamy head. The brand has a history of award-winning advertising behind it. Brewed using finest pale ale malt and 100% Fuggles and Goldings hops, giving the beer a unique aroma, with a rich biscuit maltiness from the yeast. Cask is brewed by Hydes in Manchester - a family managed brewery with 140 years of experience

InBev 01582 391166                      [www.inbev.com](http://www.inbev.com)

**Bombardier**                      Premium                      4.3%

Synonymous with St. George's Day and all that is English. It is brewed using natural mineral water from the brewers own well, and hand sampled hops. It also contains more malt than other premium bitters which is crushed rather than ground. It has a lingering soft spicy finish with sultana fruit character.

Wells and Youngs 01234 272766                      [www.wellsandyoungs.co.uk](http://www.wellsandyoungs.co.uk)

<b>Brakspear Bitter</b>	Bitter	3.4%	<b>Courage Best</b>	Bitter	4.0%
The quintessential English ale. An amber coloured beer with a light hoppy aroma. The full malty sweet rounded flavour is balanced by a powerful bitterness providing a perfect contrast to the malt palate.					
Brakspear Brewery 01993 702574			Wells and Youngs 01234 272766		<a href="http://www.wellsandyoungs.co.uk">www.wellsandyoungs.co.uk</a>
<b>Brewers Gold</b>	Golden	4.3%	<b>Cumberland Ale</b>	Bitter	4.0%
A refreshing and hoppy beer with aromas of tropical fruits, Camra's Supreme Champion Beer of Britain 2005.					
Crouch Vale Brewery 01245 322744			Jennings Brewery 0845 1297185		<a href="http://www.jenningsbrewery.co.uk">www.jenningsbrewery.co.uk</a>
<b>Broadside</b>	Premium	4.7%	<b>Cumbria Way</b>	Bitter	4.1%
Broadside has been a firm favourite among Adnams beers for many years now. Originally brewed to commemorate the Battle of Sole Bay, fought over 300 years ago off the coast of Southwold, it's since earned a special place in beer drinkers' hearts. Brewed with East Anglian malted barley and First Gold hops, Broadside is a dark ruby red beer, rich in fruitcake aromas, almonds and conserved fruit.					
Adnams plc 01502 727200			Frederic Robinson 0161 480 6571		<a href="http://www.frederic-robinson.com">www.frederic-robinson.com</a>
<b>Caledonian 80/-</b>	Premium	4.5%	<b>Dartmoor Best</b>	Bitter	3.9%
Inaugural Champion Beer of Scotland. Russet Brown coloured with malty-fruity aromas.					
Caledonian 0131 337 1286			St. Austell Brewery 01726 74444		<a href="http://www.staustellbrewery.co.uk">www.staustellbrewery.co.uk</a>
<b>Canterbury Jack</b>	Bitter	3.5%	<b>Deuchars IPA</b>	Golden	3.8%
Brewed with pale & crystal malts and gently hopped with Cascade and East Kent Goldings, grown within a few miles of the brewery, this pale chestnut beer has aromas of grapefruit and full-bodied, malty, citrus note.					
Shepherd Neame 01795 532206			Caledonian 0131 337 1286		<a href="http://www.caledonian-brewery.co.uk">www.caledonian-brewery.co.uk</a>
<b>Centurion's Ghost Ale</b>	Premium	4.3%	<b>Directors</b>	Premium	4.8%
This award winning beer is dark ruby in colour, full-tasting with mellow roast malt character balanced by light bitterness, and autumn fruit flavours that linger into the aftertaste					
York Brewery Co Ltd 01904 621162			Originally brewed exclusively for the Directors of the Alton Brewery and not for public sale, this is a genuine premium ale, pale brown in appearance with a deep rich taste.		
<b>Cocker Hoop</b>	Golden	4.6%	Wells and Youngs 01234 272766		<a href="http://www.wellsandyoungs.co.uk">www.wellsandyoungs.co.uk</a>
One of the original golden ales, light in colour with a citrus finish. Extremely drinkable.			<b>Dizzy Blonde</b>	Seasonal	3.8%
Jennings Brewery 0845 1297185			Dizzy Blonde is a straw coloured Summer Ale with distinctive herbal or perfume like hop aroma. This light refreshing beer has a clean zesty hop dominated palate complemented by a crisp dry finish.		
<b>Cornish Coaster</b>	Bitter	3.6%	Frederic Robinson 0161 480 6571		<a href="http://www.frederic-robinson.com">www.frederic-robinson.com</a>
A smooth, easy drinking beer, golden in colour with a fresh hop aroma and dry malt and hops in the mouth. The finish starts malty but becomes dry and hoppy			<b>Doom Bar</b>	Premium	4.0%
Sharp's 01208 862121			This multi award winning ale from the Good Pub Guide's Brewery of the year has achieved an international cult status, and is one of the fastest growing beer brands in the UK and the best selling locally produced beer in the South West. Amber in colour, fruity, bitter-sweet balance with a dry finish		
<b>Sharp's</b>			Sharp's 01208 862121		<a href="http://www.sharpsbrewery.co.uk">www.sharpsbrewery.co.uk</a>

<b>Draught Burton Ale</b>	Premium	4.8%	<b>Fuller's ESB</b>	Premium	5.5%
A full-bodied premium cask-ale, which is regionally renowned for its fruity flavour and wonderful hop aroma.			Quite simply, The Champion Ale - no other beer of its type has won more awards around the world. Rich, powerful and bursting with flavour. 3 times former Champion Beer of Britain.		
Carlsberg UK 0845 6013 432			Fuller, Smith & Turner 020 8996 2000		<a href="http://www.fullers.co.uk">www.fullers.co.uk</a>
<b>Eagle</b>	IPA	3.6%	<b>Fuller's London Pride</b>	Premium	4.1%
Described by beer connoisseur Roger Protz as having a complex finish of bitter hops, nuts and citrus fruits. Locally renowned for it's rare, notably dry-bitter finish.			The UK's leading premium ale, this much-loved award winning beer has a good malty base and a rich balance of well developed hop flavours.		
Wells and Youngs 01234 272766			Fuller, Smith & Turner 020 8996 2000		<a href="http://www.fullers.co.uk">www.fullers.co.uk</a>
<b>Eden Pure Ale</b>	Premium	4.3%	<b>Gales HSB</b>	Premium	4.8%
Hops dominate the aroma complemented by light fruit esters. In the mouth hops are again the centrepiece with a dry bitterness and a hint of malty sweetness. The finish is dry and hoppy.			A popular and distinctive premium beer; HSB is full bodied and silky textured, with a hint of Dundee cake that leads to a rich, fruity taste and a smooth finish.		
Sharp's 01208 862121			Fuller, Smith & Turner 020 8996 2000		<a href="http://www.fullers.co.uk">www.fullers.co.uk</a>
<b>Explorer</b>	Golden	4.3%	<b>Gales Seafarers</b>	Bitter	3.6%
Pale Ale malt is used to provide the biscuity backbone of this blonde beer but it's the hops that give it its personality. We use two American hops, grown in the Yakima Valley in Washington. These hops, called Columbus and Chinook, add wonderful grapefruit flavours to the beer. Light and refreshing, suffused with the aromas of grapefruit, the citrus attack will burst on your palate as the hops deliver their fruity bitterness.			A light, golden beer brewed with the finest English malt and hops and the unique Gales yeast for a hugely satisfying, refreshing taste. The fresh 'bracing' aroma of zesty, spicy hops is followed by a palate full of fruit and malt character, for a perfectly balanced beer.		
Adnams plc 01502 727200			Fuller, Smith & Turner 020 8996 2000		<a href="http://www.fullers.co.uk">www.fullers.co.uk</a>
<b>Fortyniner</b>	Premium	4.9%	<b>Glaslyn Ale</b>	Bitter	4.2%
A golden full-bodied malty beer with a deep bitter-sweet finish. Brewed with floor-malted Maris Otter barley, Goldings, Progress, Fuggles and Challenger hops, this delicious beer has been brewed since 1978. The name is taken from the beer's strength at 4.9% and also evokes its golden colour.			An award winning ale which is refreshingly light and malty amber coloured. Plenty of hop in the aroma and taste with a good, smooth mouthfeel leading to a slightly chewy finish.		
Ringwood 01425 471177			Purple Moose Brewery Ltd 01766 515571		<a href="http://www.purplemoose.co.uk">www.purplemoose.co.uk</a>
<b>Fuller's Bengal Lancer</b>	Bitter	5.0%	<b>Golden Promise</b>	Bitter	5.0%
The traditional IPA pale in colour, full-bodied with a distinctive hoppiness that marks it out as a true India Pale Ale.			The first organically brewed beer in Britain, named after Scotland's most famous malting barley - which is prized by brewers and distillers for producing a delightful rounded sweet malt flavour, reminiscent of Ovaltine.		
Fuller, Smith & Turner 020 8996 2000			Caledonian 0131 337 1286		<a href="http://www.caledonian-brewery.co.uk">www.caledonian-brewery.co.uk</a>
<b>Fuller's Chiswick</b>	Bitter	3.5%	<b>Golden Sheep</b>	Bitter	3.9%
A light, refreshing bitter with a good malt base and lots of fresh flowery hop character. A refined brewing process ensures that the beer tastes and looks consistently clean and fresh. Former Champion Beer of Britain.			A beautifully balanced blonde cask beer, with a dry and refreshing bitterness. It develops with light, citrusy fruit flavours, & a clean, crisp finish. Brewed using time honoured methods and fermented in our Yorkshire Square vessels		
Fuller, Smith & Turner 020 8996 2000			Black Sheep 01765 689227		<a href="http://www.blacksheepbrewery.co.uk">www.blacksheepbrewery.co.uk</a>
<b>Fuller's Discovery</b>	Golden	3.9%	<b>Greene King IPA</b>	IPA	3.6%
A delicious, chilled blonde beer brewed with a unique blend of malted barley and wheat for a crisp base, complemented by zesty, citrus hop character. Offers the perfect balance between flavour and refreshment. Perfect accompaniment for food and ideal for converting lager drinkers!			The Number 1 cask in the country, Gold medallist in the bitter class in the 2004 Champion Beer of Britain, this is a moreish session ale with a fresh hoppy taste.		
Fuller, Smith & Turner 020 8996 2000			Greene King 0845 600 1799		<a href="http://www.greeneking.co.uk">www.greeneking.co.uk</a>

<b>Gunhill</b>	Ruby	4.0%
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A traditional dark ruby ale, delivering a full flavour. Full aromatic barley malts and an exquisite blend of hops combine to create a wonderful balance of sweet biscuit and subtle fruit flavours with a hint of chocolate bitterness.

Adnams plc 01502 727200 [www.adnams.co.uk](http://www.adnams.co.uk)

<b>Hancocks HB</b>	Bitter	3.6%
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A traditional cask ale founded by William Hancock at the Bute Dock Brewery & has been brewed in Cardiff since 1925

Coors Brewers 0845 6000888 [www.coorsbrewers.com](http://www.coorsbrewers.com)

<b>Hartleys XB</b>	Bitter	4.0%
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XB is famed for its rich rounded body, smooth bitterness and subtle tang of malt. This pale tart beer is brewed to Hartley's original recipe & has a dry, slightly acidic finish with fruit notes

Frederic Robinson 0161 480 6571 [www.frederic-robinson.com](http://www.frederic-robinson.com)

<b>Harvest Pale</b>	Pale	3.8%
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Champion Beer of Britain 2010, with assertive citrus hop bitterness and some underlying sweetness, leading to a refreshing zesty finish.

Castle Rock Brewery 0115 985 1615 [www.castlerockbrewery.co.uk](http://www.castlerockbrewery.co.uk)

<b>Hatters</b>	Mild	3.3%
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An excellent easy drinking light mild with a dry roasted nutty malt palate and delicate golding dry hop aroma. Hatter has a quenching balance of malt and hops in finish.

Frederic Robinson 0161 480 6571 [www.frederic-robinson.com](http://www.frederic-robinson.com)

<b>Henry's Original</b>	IPA	3.6%
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Light, refreshing & sessionable, with an aroma of gentle malt and a long-lasting after taste which becomes biscuity.

Wadworth 01380 723361 [www.wadworth.co.uk](http://www.wadworth.co.uk)

<b>Hobsons Mild</b>	Bitter	3.2%
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Award winning beer. A classic mild, with complex layers of taste that come from roasted malts that predominate and give lots of flavour.

Hobsons Brewery & Co Ltd 01299 270837 [www.hobsonsbrewery.co.uk](http://www.hobsonsbrewery.co.uk)

<b>Hoopy Bitter</b>	Bitter	3.6%
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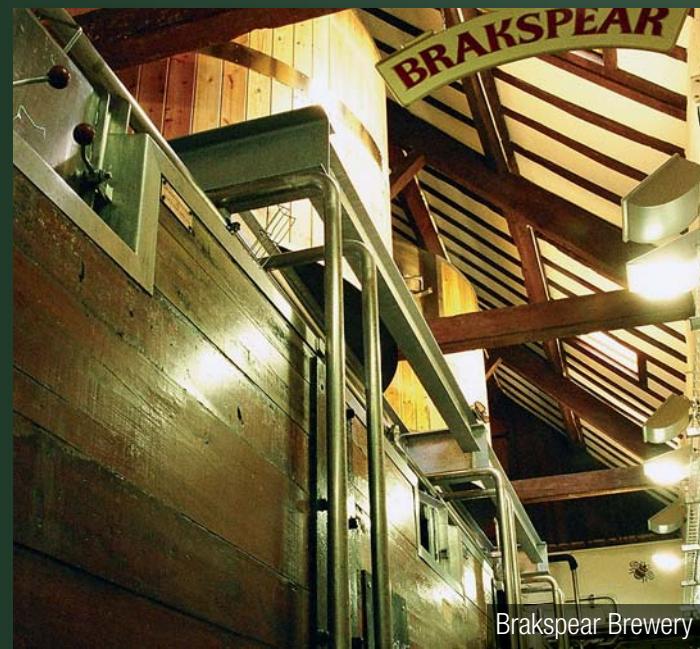
A subtly balanced, golden bitter, hoppy to the nose, malty on the palate and is easy to drink. A classic English bitter.

Hook Norton 01608 737210. [www.hook-norton-brewery.co.uk](http://www.hook-norton-brewery.co.uk)

<b>Hoopy Dark</b>	Bitter	3.2%
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A dark ale, with roast malt flavours, complemented with dry-hop aromas from East Kent Goldings.

Hook Norton 01608 737210. [www.hook-norton-brewery.co.uk](http://www.hook-norton-brewery.co.uk)



Brakspear Brewery

<b>Hoopy Gold</b>	Golden	4.1%
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A crisp, golden ale with citrus aromas and a fruity body.

Hook Norton 01608 737210. [www.hook-norton-brewery.co.uk](http://www.hook-norton-brewery.co.uk)

<b>Horizon</b>	Golden	4.0%
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A light, easy drinking golden ale, brewed with 100% pale ale malt and a blend of Fuggles, Styrian Goldings and Cascade hops. Pale gold in colour with zesty, citrus and hop aromas and a crisp, tangy finish on the palate.

Wadworth 01380 723361 [www.wadworth.co.uk](http://www.wadworth.co.uk)

<b>HSD</b>	Premium	5.0%
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A full-bodied strong Cornish ale brimming with a kaleidoscope of flavours. Brewed with plenty of malt and lashings of English Fuggles and Golding hops, HSD is truly a classic ale of considerable depth and complexity.

St. Austell Brewery 01726 744444 [www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)

<b>Jaipur IPA</b>	IPA	5.9%
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Award winning complex, well balanced IPA with a lovely blend of citrus and fruit flavours mixed with a slight sweetness and ending with a lingering, bitter finish.

Thornbridge Brewery 01629 641000 [www.thornbridgebrewery.co.uk](http://www.thornbridgebrewery.co.uk)

<b>Jennings Bitter</b>	Bitter	3.5%
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Slightly darker than one would expect, for a bitter with such fullness of flavour. It is well balanced and satisfying with a character which belies its 3.5%ABV.

Jennings Brewery 0845 1297185 [www.jenningsbrewery.co.uk](http://www.jenningsbrewery.co.uk)

<b>John Smith's Bitter</b>	Bitter	4.0%
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Available in cask and keg, this iconic Yorkshire beer is the number one ale in the UK, selling well over half a million pints every day with annual retail sales in excess of £700 million.

Heineken UK 08457 101010 [www.heineken.co.uk](http://www.heineken.co.uk)

## Shepherd Neame Brewery



## Kelham Island Pale Rider      Bitter      5.2%

Camra's Supreme Champion Beer of Britain 2004.

Kelham Island Brewery 0114 249 4804      [www.kelhambrewery.co.uk](http://www.kelhambrewery.co.uk)

## Kents Best      Bitter      4.1%

An ambient bitter which successfully merges the biscuity sweetness of English malt with the fruity, floral countryside to give a clean, satisfying and moreish drink (to quaff effortlessly among friends).

Shepherd Neame 01795 532206      [www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)

## Lancaster Bomber      Premium      4.4%

This rich amber beer is brewed using pale ale and crystal malt to achieve a full-bodied flavour. A finely balanced hop character is enriched by the late addition of Styrian Goldings, as a dry hop to give a prominent floral hop aroma and warming aftertaste.

Daniel Thwaites 01254 686868      [www.danielthwaites.com](http://www.danielthwaites.com)

## Landlord      Bitter      4.3%

Camra's Champion Beer of Britain 1999 and famously Madonna's favourite beer. A classic strong Pale Ale.

Timothy Taylor 01535 603139      [www.timothytaylor.co.uk](http://www.timothytaylor.co.uk)

## Lighthouse      Bitter      3.4%

A classic amber beer, delivering a crisp, refreshing taste. With its light fragrance, lovely malt flavours and lingering hoppy after taste, Adnams Lighthouse shines through as another Champion Beer from the Coast.

Adnams plc 01502 727200      [www.adnams.co.uk](http://www.adnams.co.uk)

## Lees Bitter

Bitter

4.0%

Award winning beer. Copper-coloured beer with malt and fruit in aroma, taste and finish

JW Lees and Co Ltd 0161 643 2487

[www.jwlees.co.uk](http://www.jwlees.co.uk)

## Mad Goose

Pale

4.2%

Named after the fearsome Geese that patrol the Brewery. Light copper in colour with a great zesty hop character with citrus overtone

Purity Brewing Co 01789 488007

[www.puritybrewing.com](http://www.puritybrewing.com)

## Magnet

Bitter

4.0%

John Smith's Magnet, a smooth, deep copper-red bitter with a distinctive malty flavour, is a regional brand with a strong local heritage and distinct Northern identity.

Heineken UK 08457 101010

[www.heineken.co.uk](http://www.heineken.co.uk)

## Maldon Gold

Golden

3.8%

Award winning beer. A pale golden ale with a sharp citrus note moderated by honey and biscuity malt.

Mighty Oak Brewing 01621 843713

[www.mightyoakbrewery.co.uk](http://www.mightyoakbrewery.co.uk)

## Mansfield Cask Ale

Bitter

3.9%

A clean, lightly fruity bitter, it derives much of its character from the age old Mansfield strain of brewers' yeast. A malty, amber coloured beer, it has a subtle bitterness, followed by a satisfying hoppy aftertaste.

Marstons 01902 711811

[www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

## Marston's Burton Bitter

Bitter

3.8%

Marston's Bitter is a full flavoured bitter balanced by a malt flavour to give a bright, refreshing beer, using the best Fuggles and Goldings Hops. This is a slightly richer ale short of amber.

Marstons 01902 711811

[www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

## Marston's EPA

Pale

3.6%

A refreshing, lighter blonde ale with subtle citrus flavours & a delicate bitter aftertaste. It will appeal to drinkers both of traditional bitters, ales & even lagers because it delivers refreshment with flavour. An easy drinking, but flavoursome beer, EPA uses modern brewing methods & a combination of the modern and classic Cascade and Stryian hops.

Marstons 01902 711811

[www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

## Marston's Old Empire

IPA

5.7%

Old Empire is crafted to a traditional recipe to produce a beer with a tangy clean bitterness and wonderfully refreshing character. With its pale appearance, strong hoppy taste and higher alcoholic strength, it comprises all the genuine characteristics of a true India Pale Ale

Marstons 01902 711811

[www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

**Marston's Pedigree****Premium****4.5%**

Marston's Pedigree is still brewed in the oak casks of the Burton Unions to preserve its individual character, consistent quality and taste. Brewed with Maris Otter malt to give a malty depth to the flavour. Traditional Fuggle hops are added for fruitiness and fine English Goldings for a spicy high note. Together with the use of Burton water, this makes a nutty flavour with delicate hoppy aroma and a dry bitter finish

Marstons 01902 711811

[www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)**Master Brew****Bitter****3.7%**

Brewed using only the finest Kentish barley and hops, it is the best-selling cask ale brewed in Kent. A clean, dry, refreshing, session bitter, with a touch of sweetness, but an assertive and vibrant hop with a lingering bitter finish.

Shepherd Neame 01795 532206

[www.shepherd-neame.co.uk](http://www.shepherd-neame.co.uk)**M&B Brew XI****Bitter****3.6%**

M&B ales have a long and rich history and are truly products of the Midlands.

Coors Brewers 0845 6000888

[www.coorsbrewers.com](http://www.coorsbrewers.com)**M&B Mild****Mild****3.2%**

M&B ales have a long and rich history and are truly products of the Midlands.

Coors Brewers 0845 6000888

[www.coorsbrewers.com](http://www.coorsbrewers.com)**Moorhouse's Black Cat****Mild****3.4%**

Double Gold Medal Winner, International Brewing Awards 1998; Supreme Champion Beer of Britain 2000; Silver Champion Beer of Britain 2001; Bronze Champion Beer of Britain 2002.

Moorhouse's 01282 422864

[www.moorhouses.co.uk](http://www.moorhouses.co.uk)**Moorhouse's Blond Witch****Blond****4.5%**

Moorhouse's first ever 'Blond' ale, this beer is as light as you can get with a lager colour (minus the bubbles). Drinks to the strength of any good White Witch

Moorhouse's 01282 422864

[www.moorhouses.co.uk](http://www.moorhouses.co.uk)**Moorhouse's Premier****Bitter****3.7%**

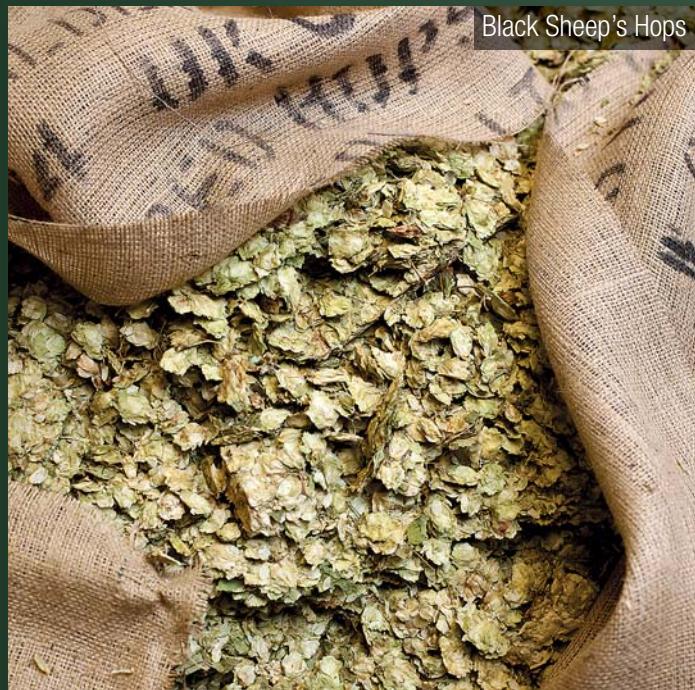
A session bitter, smooth and creamy, amber in colour with a refreshing hoppy finish. International Brewing Awards Silver Medal 1982 & 1992 and Gold Medal 2004.

Moorhouse's 01282 422864

[www.moorhouses.co.uk](http://www.moorhouses.co.uk)**Moorhouse's Pride of Pendle****Bitter****4.1%**

An exceptionally fine balance of malt and hops give this beer a long dry and extremely satisfying finish. International Brewing Awards 2004 Gold Medal Winner and 'Champion Cask Ale'

Moorhouse's 01282 422864

[www.moorhouses.co.uk](http://www.moorhouses.co.uk)**Black Sheep's Hops****Moorhouse's Pendle Witches Brew****Premium****5.1%**

A full malty flavoured beer with a strong fruity hop aftertaste. Runner-up Champion Beer of Britain 1989/90 & 1994/5 Silver Medal, International Brewing Awards 1996

Moorhouse's 01282 422864

[www.moorhouses.co.uk](http://www.moorhouses.co.uk)**Nelson's Revenge****Bitter****4.6%**

Rich, fruity and floral aromas, sweet Norfolk malts and a burst of 'citrus' hops embody this award winning ale

Woodforde's Brewery 01603 720353

[www.woodforde's.co.uk](http://www.woodforde's.co.uk)**Norfolk Nog****Bitter****4.6%**

Past winner of Camra's Champion beer of Britain. Smooth, rich and rounded 'Old Ale' with a velvety texture and hints of chocolate, treacle and liquorice

Woodforde's Brewery 01603 720353

[www.woodforde's.co.uk](http://www.woodforde's.co.uk)**Nutty Black****Mild****3.3%**

One of only four ales to ever win the Champion Beer of Britain twice! Thwaites uses only the finest dark kiln roasted malts, English barley and select fuggles and goldings hops to create a smooth dark mild with a deliciously dry finish

Daniel Thwaites 01254 686868

[www.danielthwaites.com](http://www.danielthwaites.com)**Oakham JHB****Golden****3.8%**

A Past Champion Beer of Britain. Jeffrey Hudson Bitter is a straw coloured golden ale with a hoppy, citrus aroma and a dry hoppy finish with soft fruit flavours

Oakham Ales 01733 358300

[www.oakhamales.com](http://www.oakhamales.com)**Old Hooky****Premium****4.6%**

A pale copper beer made with pale and crystal malt and a hoppy aroma and taste, with a sweet and fruity finish

Hook Norton 01608 737210

[www.hook-norton-brewery.co.uk](http://www.hook-norton-brewery.co.uk)


**Old Speckled Hen** Premium 4.5%

Old Speckled Hen is the perfect indulgence for the independent thinking premium ale drinker. High quality, flavoursome and very drinkable

Greene King 0845 6001799 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**Old Thumper** Premium 5.6%

A past Champion Beer of Britain, Old Thumper is a copper coloured full-flavoured strong ale. It is Ringwood Brewery's flagship brew and it's distinctive taste has made it a winner nationally and internationally

Ringwood 01425 471177 [www.ringwoodbrewery.co.uk](http://www.ringwoodbrewery.co.uk)

**Old Tom Strong Ale** Seasonal 8.5%

Voted World's Best Ale in the 2009 World Beer Awards and three times Supreme Champion Winter Beer of Britain at CAMRA's National Winter Ales Festival. Old Tom is a smooth, mellow ale with a dark winey colour and is available on draught or in 330ml embossed bottles.

Frederic Robinson 0161 480 6571 [www.frederic-robinson.com](http://www.frederic-robinson.com)

**Original Bitter** Premium 5.2%

Our premium ale and winner of the gold medal in the International Brewing Awards. Original is best known for its smooth, full-bodied taste.

Everards Brewery 0116 201 4100 [www.everards.co.uk](http://www.everards.co.uk)

**Oscar Wilde** Mild 3.7%

Another award winning beer from the Essex brewery. A wonderfully mellow, nutty, morish dark mild.

Mighty Oak Brewing 01621 843713 [www.mightyoakbrewery.co.uk](http://www.mightyoakbrewery.co.uk)

**Oxford Gold** Bitter 4.0%

English Target hops give this beer a remarkable aroma. Late hopping with Goldings & fermentation by the Brakspear yeast creates a remarkably zesty aroma, a full fruity flavour & a golden colour. Over 200 years of brewing tradition ensures Oxford Gold is renowned for what is best in English brewing

Brakspear Brewery 01993 702574 [www.brakspear-beers.co.uk](http://www.brakspear-beers.co.uk)

**Proper Job** Bitter 4.5%

An authentic IPA brewed with Cornish spring water and malt made from a blend of malts including Cornish grown Maris Otter barley.

St. Austell Brewery 01726 74444 [www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)

**Pure Gold** Golden 3.8%

A refreshing Golden Ale handcrafted and brewed using only premium ingredients, creating an easy drinking beer with a lovely dry and bitter finish

Purity Brewing Co 01789 488007 [www.puritybrewing.com](http://www.puritybrewing.com)

**Pure UBU** Premium 4.5%

Pronounced OO-BOO, a distinctive Premium amber coloured beer. with a balanced full flavour that is a pleasure to drink

Purity Brewing Co 01789 488007 [www.puritybrewing.com](http://www.puritybrewing.com)

**Riggwelter** Premium 5.9%

From the Old Norse "rigg" meaning back, and "velte" meaning to overturn. When a sheep is on its back and cannot get up without help, local Yorkshire dialect says it is 'rigged' or 'riggwelted'. A wolf in sheep's clothing - this is a well-balanced, deep chestnut coloured ale, with distinctive roast malt, Golding hops & banana fruit aromas. It delivers a strong & refreshingly dry finish of hops & roasted barley malt, with a liquorice aftertaste. It is brewed using the unusual Yorkshire Square fermentation system. Bottled was awarded a 2 Star Gold Award at The Great Taste Awards in 2009 & 2010

Black Sheep 01765 689227 [www.blacksheepbrewery.co.uk](http://www.blacksheepbrewery.co.uk)

**Ringwood Best** Bitter 3.8%

Brewed in the heart of the New Forest, Best Bitter is a well-rounded beer with a delicious malt flavour balanced by a tangy citrus hoppiness. Brewed with floor-malted Maris Otter barley, Goldings, Progress, Fuggles and Challenger hops, it is the market leader in the South. The first brew and still the top seller, Best accounts for over 70% of our production due to it's refreshing, easy drinking style.

Ringwood 01425 471177 [www.ringwoodbrewery.co.uk](http://www.ringwoodbrewery.co.uk)

**Ringwood Boondoggle****Golden****4.2%**

The name is taken from a Scots/American word to mean 'work of little value' or to us, a jolly! We can think of nothing better than going for a Boondoggle or two & enjoying this pale golden beer with a light citrus aroma & delicious fruity finish.

Ringwood 01425 471177

[www.ringwoodbrewery.co.uk](http://www.ringwoodbrewery.co.uk)**Ruddles Best****Bitter****3.7%**

Ruddles Best roots itself in the heart of real ale, with a distinctive late hop character this sessionable beer balances bitter and citrus flavours in a surprisingly full bodied pint.

Ruddles Brewing 0845 6001799

[www.ruddles.co.uk](http://www.ruddles.co.uk)**Ruddles County****Premium****4.3%**

Ruddles County is brewed for the established real ale fan. It's strong dark toffee and caramel flavours are combined with the crisp bitterness of the rare Bramling Cross hop.

Ruddles Brewing 0845 6001799

[www.ruddles.co.uk](http://www.ruddles.co.uk)**St Austell's IPA****Bitter****3.4%**

An enjoyable pint whose flavour far outweighs its alcohol strength and a great beer to drink at lunchtimes with a sandwich or pasty. IPA is a rich golden colour and is packed full of delicate hop flavours, that blossom on the palate.

St. Austell Brewery 01726 74444

[www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)**St Edmund's****Cool Cask****4.2%**

The first ever UK pint that allows punters to choose how they like their head. The revolutionary new beer, specially brewed to be served cooler at between 6-8 degrees, uses a unique beer engine to serve up your pint just as you like it - whether you prefer a "north" style tight, creamy head or a "south" with a crowning glory of loose bubbles.

Greene King 0845 600 1799

[www.greeneking.co.uk](http://www.greeneking.co.uk)**Sharp's Own****Premium****4.4%**

Rich roasted and malty notes are key to the aroma of Own with some light hop tones. The mouthfeel is one full of malty sweetness complimented by a good measure of hop bitterness. The finish which is sweet and malty is lingering but not satiating. This is a product packed with flavour

Sharp's 01208 862121

[www.sharpsbrewery.co.uk](http://www.sharpsbrewery.co.uk)**Sharp's Special****Premium****5.2%**

Special is the sweetest and most alcoholic of all the range. The sweetness complements most deserts and most especially those with a good measure of sugar such as treacle puddings and stewed fruits. The sweet roasted aroma also make Special perfect with creamy and rich cheeses

Sharp's 01208 862121

[www.sharpsbrewery.co.uk](http://www.sharpsbrewery.co.uk)**Marstons Brewery****Signature Range****Various**

A calendar of thirteen quality beers which aim to challenge, delight and captivate newcomers to the world of cask ale, whilst continuing to tantalise the growing legions of loyal followers. The 2011 range features a unique assortment of hand pulled ales to suit all tastes.

Daniel Thwaites 01254 686868

[www.danielthwaitesbeers.com](http://www.danielthwaitesbeers.com)**Snecklifter****Bitter****5.1%**

A very individual style of beer that has a fullness of flavour created by the chocolate and amber malt. Rich & full bodied

Jennings Brewery 0845 1297185

[www.jenningsbrewery.co.uk](http://www.jenningsbrewery.co.uk)**Southwold Bitter****Bitter****3.7%**

This copper coloured beer is brewed with the finest East Anglian malted barley, sourced locally to the brewery. We use a blend of hop varieties, including Fuggles, which we add late in the boil to preserve the herbal flavours of this traditional English hop.

Adnams plc 01502 727200

[www.adnams.co.uk](http://www.adnams.co.uk)**Spindrift****Golden****4.0%**

Spindrift is a bright, crisp golden beer with all the refreshment of a lager. Brewed with wonderful orange peel and citrus aromas and flavours, crowned with a full white head from the wheat added to the brew.

Adnams plc 01502 727200

[www.adnams.co.uk](http://www.adnams.co.uk)

## Theakston Brewery



## Spitfire Premium 4.5%

Spitfire Premium Bitter, produced in 1990 as a Battle of Britain commemorative brew, has a full malt and hop flavour with a well balanced and lasting aftertaste. Awarded the Gold Medal at the International Brewing Industry Awards.

Shepherd Neame 01795 532206 [www.shepherd-neame.co.uk](http://www.shepherd-neame.co.uk)

## Stones Bitter 3.6%

Stones is a light, golden ale, still brewed today using the same principles as it was in 1865.

Coors Brewers 0845 6000888 [www.coorsbrewers.com](http://www.coorsbrewers.com)

## Strong in the Arm Golden 4.0 %

Combines finest pale ale malt with a lightest touch of crystal malt. The classic combination of Fuggles & Goldings hops are blended together to give a distinctive and punchy hop kick.

Wadworth 01380 723361 [www.wadworth.co.uk](http://www.wadworth.co.uk)

## Sunchaser Blond 4.0%

A permanent feature in the Everards range following great success as a beer able to attract a variety of drinkers to cask ale. A thirst-quenching beer made in the style of a continental lager with subtle fruit flavours and a little sweetness within.

Everards Brewery 0116 2014100 [www.everards.co.uk](http://www.everards.co.uk)

## Tanglefoot

## Premium

4.9%

Reformulated in 2004, this is a traditional full bodied premium ale, light golden with a floral aroma and biscuity and fruity notes.

Hall & Woodhouse 01258 452141

[www.hall-woodhouse.co.uk](http://www.hall-woodhouse.co.uk)

## Tetley's Cask

## Bitter

3.7%

- First brewed at Joshua Tetley's brewery in Yorkshire in 1822 . A characteristic tight creamy head with a smooth flavour with a bitter edge. The No.1 selling cask ale in Yorkshire

Carlsberg UK 0845 6013 432

[www.carlsberg.co.uk](http://www.carlsberg.co.uk)

## Theakston Best

## Bitter

3.8%

The definitive English Bitter. This fine, golden coloured beer has a full flavour that lingers pleasantly on the palate. With a good bitter-sweet balance this beer has a robust hop character described as citrus and spicy. It's a refreshing and very satisfying pint - noted for the late addition of Fuggles and the dry hopping of Styrian Golding to add its characteristic Theakston aroma.

T&R Theakston Ltd. 01765 680000

[www.Theakstons.com](http://www.Theakstons.com)

## Theakston Black Bull

## Bitter

3.9%

A bright, amber bitter, well attenuated to give a crisp, refreshingly dry taste. The late and dry hopping with Golding hops ensures a pronounced citrus fruit flavour and aroma. Brewed all year round, available in the north of England only.

T&R Theakston Ltd. 01765 680000

[www.Theakstons.com](http://www.Theakstons.com)

## Theakston XB

## Premium

4.5%

This is a premium strength bitter, ruby coloured with a rich flavour and full body. The balance between bitterness and sweetness and XB's complex aroma, make it a beer to savour

T&R Theakston Ltd. 01765 680000

[www.Theakstons.com](http://www.Theakstons.com)

## Theakston Old Peculier

## Premium

5.6%

The beer that made Masham famous - rich, dark and smooth tasting with a character all of its own. Old Peculier is a complex and uniquely flavoured ale and is our best known beer having a large and enthusiastic following all over Britain and around the world. One of the greats of British brewing.

T&R Theakston Ltd. 01765 680000

[www.Theakstons.com](http://www.Theakstons.com)

## Theakston Traditional Mild

## Mild

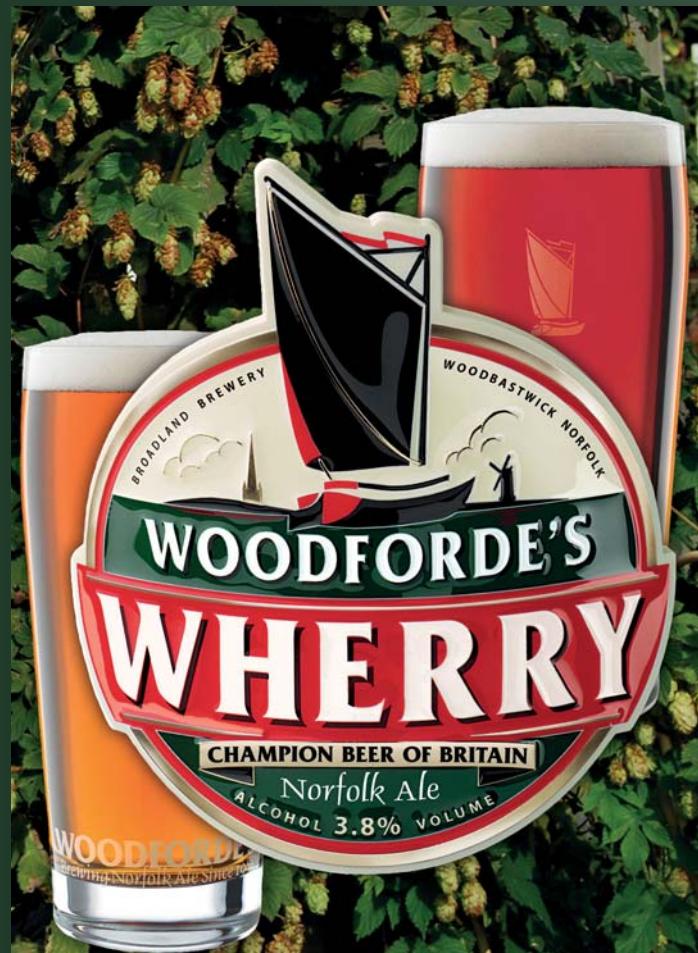
3.5%

A dark, delicious beer with a dry palate and a full, rounded, hoppy flavour. Brewed using three different malts: pale malt for body, crystal malt for rich flavour and black malt for texture and taste resulting in one of the country's most highly-acclaimed mild ales

T&R Theakston Ltd. 01765 680000

[www.Theakstons.com](http://www.Theakstons.com)

<b>Thwaites Original</b>	Bitter	3.6%	<b>Wychwood Hobgoblin</b>	Premium	4.5%
A clean dry tasting and refreshing session bitter with a glowing amber appearance. Brewed using premium grade Maris Otter malt and a blend of traditional English Hops including Goldings and Fuggles to give a malty flavoured beer with a delicate dry finish					
Daniel Thwaites 01254 686868	<a href="http://www.danielthwaites.com">www.danielthwaites.com</a>				
<b>Tiger Best</b>	Bitter	4.2%	Marstons 01902 711811	<a href="http://www.marstonsbeercompany.co.uk">www.marstonsbeercompany.co.uk</a>	
A true award winning best bitter with universal appeal. Tiger is a classic example of getting the perfect balance between sweetness and bitterness. Crystal malt gives the beer its rounded toffee character.					
Everards Brewery 0116 201 4100	<a href="http://www.everards.co.uk">www.everards.co.uk</a>				
<b>Tinners</b>	Bitter	3.7%	<b>Young's Bitter</b>	Bitter	3.7%
A traditional delicious Cornish ale, brewed with the finest malts and choicest hops. Tinners has a light refreshing flavour with only a hint of bitterness, ideal for revitalising the palate when drunk with a curry, chilli or spicy Italian lasagne.					
St. Austell Brewery 01726 74444	<a href="http://www.staustellbrewery.co.uk">www.staustellbrewery.co.uk</a>				
<b>Tribute</b>	Bitter	4.2%	Wells and Youngs 01234 272766	<a href="http://www.wellsandyoungs.co.uk">www.wellsandyoungs.co.uk</a>	
A Supreme Champion Ale of Cornwall as voted by CAMRA, Tribute is a popular favourite with locals and visitors to Cornwall, as well as being a much sought after guest ale throughout the rest of the UK. A real Cornish ambassador, it has a unique hoppy palate and citrusy nose.					
St. Austell Brewery 01726 74444	<a href="http://www.staustellbrewery.co.uk">www.staustellbrewery.co.uk</a>				
<b>Unicorn</b>	Bitter	4.2%	<b>Young's London Gold</b>	Bitter	4.5%
A magnificent pale tart and thirst quenching bitter beer. Unicorn has a superb mouth feel of rich malt and hops and complex aromas of golding hops, malt and tart fruit. This award winning beer has a long dry finish with citrus fruit notes. A Gold Medal Winner at the Brewing Industry International Awards.					
Frederic Robinson 0161 480 6571.	<a href="http://www.frederic-robinson.com">www.frederic-robinson.com</a>				
<b>Wainwright</b>	Golden	4.1%	Young's Special	Premium	4.5%
Exquisitely lovely golden ale. Named after Alfred Wainwright, the renowned Lakeland author who was born in Blackburn, Wainwright is a refreshing, golden ale with subtle sweetness and delicate citrus fruity overtones					
Daniel Thwaites 01254 686868	<a href="http://www.danielthwaitesbeers.com">www.danielthwaitesbeers.com</a>				
<b>Wherry Best</b>	Bitter	3.8%	Wells and Youngs 01234 272766	<a href="http://www.wellsandyoungs.co.uk">www.wellsandyoungs.co.uk</a>	
Champion Beer of Britain in 2005 and Supreme Champion in 1996/97, this multi award winning beer is fresh and zesty with crisp floral flavours and a background of sweet malt leading to a hoppy 'grapefruit' bitter finish					
Woodforde's 01603 720353	<a href="http://www.woodforde's.co.uk">www.woodforde's.co.uk</a>				



# Cask Ale Compendium

## **Cask Ale has never had it so good – or at least not for years.**

2010 was a year of healthy headlines and positive PR, all extolling the virtues of a natural, crafted product, that, when served correctly, is a delight to drink. This is great news for the pub, since it's the one thing that customers can't buy in a supermarket and gives the business a much needed USP.

But we've been here before, and the last Cask resurgence fizzled out due to too many pubs putting too many pumps on, and taking too little care of them. When kept badly and served through dirty lines, too warm or not properly conditioned, Cask Ale can be disappointing – or even disgusting.

Why should you care? After all, if they don't like your ale, they can drink lager, which takes very little effort and

earns you just as much money. But it makes sense to put a bit of thought and effort into anything that keeps the pub not just relevant but essential. Besides, it's worth keeping ale drinkers coming back for more, since they'll travel a good distance to enjoy a decent pint, and bring their friends with them. Cask ale is much more than a 'cross the road' category - its lovers will cross the town or even the county for it.

From back street boozers to destination gastro pubs, a good ale is the sign of a good pub, and one good ale is worth more than several poor ones. If you want to increase your range do it step by step, start with recognised brands and build your reputation steadily.

The following pages celebrate Britain's national drink and explore some of Britain's best cask ale brewers who will be happy to help you.

<b>The Task for Cask</b>	<b>53</b>
<b>The Real Beer Revolution</b>	<b>58</b>
<b>Cask Champions</b>	<b>62</b>
<b>A Very Jolly Sailor</b>	<b>70</b>
<b>Ale Points West</b>	<b>72</b>
<b>Festivals without Fear</b>	<b>76</b>
<b>The Goose is Cooking</b>	<b>80</b>
<b>Going for Gold</b>	<b>82</b>
<b>British Brewers Get Creative</b>	<b>84</b>
<b>Our Friends in the North</b>	<b>88</b>
<b>Individual Inn Character</b>	<b>92</b>
<b>Cask Marque</b>	<b>96</b>
<b>SIBA Members Set the Trend</b>	<b>98</b>
<b>Roll Out the Barrels</b>	<b>100</b>
<b>Capital Gains Beer</b>	<b>104</b>
<b>Camra Action</b>	<b>106</b>
<b>Perfect Pairings</b>	<b>108</b>
<b>The Beer Goddess Cometh</b>	<b>110</b>
<b>Cellar Keeping</b>	<b>301</b>





# The Task for Cask

**Pete Brown is the author of popular books such as *Man Walks into a Pub*, *Three Sheets to the Wind* and *Hops & Glory*. He is also the author of the independent report produced on behalf of CAMRA, SIBA, Cask Marque, the IFBB and the 'Why Handpull' group of regional brewers. The OnTrade Preview asked him what the trade could learn from the 2010 report.**

I like writing the Cask Report. It cheers me up. I like to think it cheers other people too.

Our ambition with the report is to be objective and rational, but positive. We want to tell a good story, without spinning that story into a confection of hype that gives a distorted picture of Britain's national drink.

And every time – so far – we've succeeded in doing that. In difficult years of pub closures and economic hardship, it's good to be able to offer the trade some good news just as the nights are drawing in and the sky turns a dirty grey.

When we produced the first Cask Report in 2007, our task was to convince a sceptical pub industry that cask beer, far from being in an irreversible tailspin, was doing no worse than the beer market overall. The following year, we were able to show it was doing better than other sectors of the market, and by last year we were able to prove it was the star performer in beer. Today, the general consensus is that cask ale is booming.

It may not be right for every pub, but it's outperforming other beer styles and, where it is stocked, it provides real financial benefits for licensees.

The fourth Cask Report contains the best evidence yet of cask ale's revival – with one important and naggingly worrying caveat. The report has been so positive in the recent past that it has been erroneously quoted as saying that cask ale is in strong volume growth. But it isn't, and we've never claimed it is.

It seems impossible for things to continue to improve as they are, but for cask to not be growing – but that's how it is. The first six months of 2009 did see small volume growth, and we predicted that we would reach the end of the year being able to claim an historic return to growth.

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***"Cask's volume and value figures are the best for sixteen years, and much healthier than anything the rest of the market can offer"***

---

But things slipped back a little, and by December the market was fractionally either side of 0%, depending on how you looked at the data. Excellent, in that this made 2009 the first year since 1994 when cask was not in volume decline, especially in the context of an overall beer market down by 4%. But frustrating in that a solid return to growth still proved elusive.

**The Cask Report**



## The Good News

This year's report contains a lot of good news. If we measure the value of the market rather than volume, cask grew by 5% in the context of an overall beer market in 2% value decline. More people are drinking it – 8.6 million now – and 3000 more pubs are stocking it.

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***"Cask ale is outperforming every other beer style in the on-trade, and most other drinks on the bar. But it's in danger of being a victim of its own success"***

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Anyone involved in the brewing and selling of cask ale should be delighted with these figures. But if more people are drinking it and more pubs are stocking it, how can cask ale possibly have volume growth of 0%? If we unpick that conundrum, we find a warning amid all the good news.

But let's celebrate that good news first.

Those volume and value figures are the best for sixteen years, and much healthier than anything the rest of the market can offer. When we break the numbers down, we can see that the only reason they're not even better is the moribund performance of the multinational brewers who continue to disinvest in their ale brands. Once-great beers like John Smiths, Tetley's and Boddingtons now account for only 16% of the market. But with a volume collapse of 11%, they're still dragging the rest of the market down. Regional brewers between them saw a volume increase of 1%, and from a smaller base microbrewers on average grew by 5%.



## Gaining Share

Within a declining beer market, this means that cask ale is increasing its total share. If we look at total on-trade beer (the most appropriate measure given that cask ale is not available in the off-trade) cask now has a share of 15.2% - almost one in six pints served in the pub, and its highest share for over a decade.

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***"Having proven that cask ale increases footfall and turnover in pubs, people might stick three handpulls on the bar and think the job is done. It isn't"***

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So are regionals and micros merely taking volume from the multinationals, with pubs simply substituting a Tetley's pump for, say, a Purity one? Other figures suggest not. Cask ale is in 3000 more pubs this year than it was a year ago. With a declining number of pubs, the percentage stocking cask has grown by 4%. So at least some of the growth among regional and micro brewers is thanks to new pubs taking cask ale for the first time in years, if ever. And the report features several case studies of how successful pubs have been after doing so.

## The Growth Puzzle

So what about this stubborn refusal to get back into volume growth? It does seem odd, not to mention deeply frustrating.

Part of the problem is simply the plight facing beer and pubs in general. Cask ale may be doing well, but it is doing so in a declining



market, with 39 pubs closing every week, 26% duty increase on beer in just two years, and an ever-spiraling gap between prices in the on- and off-trade. Allied to this, one of the most significant impacts of the recession is that people are simply going out less often than they did. Research by the Social Issues Research Centre shows that 34% of people claim they are going out to pubs or restaurants less often – the second most popular form of economising behind spending less money on clothes.

*"The general consensus is that cask ale is booming. It may not be right for every pub, but it's outperforming other beer styles and, where it is stocked, it provides real financial benefits for licensees"*

Given that cask ale is only available in pubs, this does make its success all the more remarkable. But the fact is that pubs are on average selling less beer, and cask is no exception. The number of pubs selling it may have increased, but the average throughput per pub has fallen, in line with beer generally, by 5%.

That explains why there are more pubs selling cask beer but not more beer being sold overall. But there's another part of the equation: how can this be happening if more people are drinking it?

## The Cask Drinker

We asked people who claimed to be cask drinkers how often they drank it these days. On being pushed further, 11% of people who had previously described themselves as cask drinkers said that actually, thinking about it, they didn't drink it any more. A further 38% said they hardly ever drink it, and another 30% said they only drink it every now and again. Only 18% of Britain's real ale quaffers would describe themselves as regular drinkers.

This highlights the double-edged sword that is the cask drinker. People who drink cask are likely to be upmarket, well-educated and comfortably off. They feel the effects of recession less, and have more disposable income. They go out more often. This is why they are valuable drinkers for pubs to attract, and the Cask Report has proved beyond doubt that cask beer helps lure them into the pub.

## Tricky Customers

They do visit pubs more often than other drinkers, and spend more money while they're there. They're more curious, experimental, enjoy trying new things and are keen to explore flavourful, crafted food and drink, making up their own minds without the help of multi-million pound advertising campaigns.

The trouble with this kind of customer is that they're also more likely than other people to go to a restaurant and order a fine bottle of wine, or to go on holiday more than once a year to somewhere obscure, or go to the theatre, or to a music festival. It's great when you've got them, but they're much harder to keep.

## The Non-Cask Drinker

If we look at why non-drinkers have never tried cask, we can fill in the picture of the issues facing the market. There are no longer any deep-seated preconceptions about cask. Of non-drinkers, those saying they're put off by a negative image of real ale as an old man's or a nerd's drink only account for 6% of the total. And only 11% reject it for beliefs (right or wrong) about the product being warm, or flat, or too bitter. This is outstripped by the 13% say they don't even know why they've never tried it, and dwarfed by the 42% who say they simply prefer other drinks. But how do they know they prefer other drinks if they've never tried it? What non-drinkers are telling us here is that cask is simply not relevant to them, that they've never been given a good enough reason to try it.

## Increasing Cask Appeal

An occasional treat for its drinkers. And an irrelevance to those who've not yet tried it. Suddenly, things look grim. So let's not forget that cask ale is outperforming every other beer style in the on-trade, and most other drinks on the bar. But it's in danger of being a victim of its own success. I worry that our reports of stronger performance every year could breed complacency, that having proven that cask ale increases footfall and turnover in pubs, people might stick three handpulls on the bar and think the job is done.

*"People who drink cask are likely to be upmarket, well-educated and comfortably off. They feel the effects of recession less, and have more disposable income. They go out more often. This is why they are valuable drinkers for pubs to attract"*

It isn't. Cask ale is difficult to get to know well. It's a disparate, diverse market – a strength, but also a potential weakness. Cask ale can be proven again and again to transform businesses. But it only succeeds in doing so when given care, attention, and due consideration with regard to stocking the right mix of beers, keeping them in perfect condition, and investing in trial, promotion and education. Only then can brewers and publicans see the full profit from making cask beer as relevant and appealing to drinkers as we know it can be.



**Marston's Beer Company runs five breweries around the country brewing a range of highly regarded beers**

- Marston's Brewery in Burton-upon-Trent, is where flagship national brand Marston's Pedigree is made, along with the likes of EPA, Old Empire IPA and Burton Bitter
- The Park Brewery in Wolverhampton, is where West Midlands favourites such as Banks's Mild, Bitter and Mansfield brands are made
- Jennings Brewery at Cockermouth in the Lake District, produces beers such as Cumberland Ale, Jennings Bitter, Cockerhoop and Sneck Lifter
- Wychwood Brewery in Witney, is the home of the Hobgoblin as well as other Wychwood and Brakspear beers
- Ringwood Brewery in Hampshire, is where Ringwood Fortyniner, Old Thumper, Boondoggle and Best Bitter are brewed

## Marston's looks forward to an even more successful 2011

**All progress occurs because people dare to be different. And, at a time where the pub and brewing industry was under immense pressure – such as the duty rise on beer, over 30 pub closures per week, people spending less on nights out – that's exactly what Marston's did: Dared to be different.**

The company kept its fantastic breweries open while competitors closed theirs down and centralised brewing – eroding the provenance of brands overnight.

Marston's sent business development managers out into the field to offer tailor made solutions to free traders – and made available everything from wine to utilities, soft drinks to fruit machines at rates generated through its national buying power.

They zigged while everyone else zagged because they recognised two important factors very early on.

Firstly, consumers are incredibly savvy and even more passionate about where their food and drink comes from – particularly beer. Having a local beer made by locals, delivered by locals, served by locals and most importantly drunk by locals is incredibly powerful both emotionally and commercially.

Secondly, in some of the toughest economic trading conditions for a generation, a local brewer – which has the buying power and expertise of a national business – is in a position to go way beyond simply selling beer.

It is this outlook, borne from these two simple factors, that makes 2011 an exciting prospect for Marston's.

Voted Cask Ale Supplier of the Year 2010, Marston's wants to build on that success by offering great, locally produced beer from Jennings, Banks's, Marston's, Wychwood and Ringwood breweries, as well as great service, support, benefit of purchasing power and industry leading innovation fastcask™.

It is this level of support that puts Marston's in a different league to other brewers.

With more than 40 beer quality technicians, 50 business development managers and a dedicated fleet of drays across the country, each with a wealth of experience and training, customers are only ever a phone call away from professional advice.

Phil Barnett, Marston's Director of Free Trade, said: "It is this combination of being able to deal with a local brewer backed up with a large range of business solutions that really separates us from our competitors."

"Having a local point of contact means that our customers are able to talk to individuals who have a good knowledge about their marketplace and are able to tailor solutions in the most effective way for that particular business."

Top service and a passion for local beers with true provenance have risen up the agenda for publicans nationwide - and Marston's is with them every step of the way.



## MORE THAN JUST GREAT BEER



You probably already know about the seven great beer brands from the five independent local breweries in the Marston's family. But did you know that there's also 16 permanent and 48 guest cask beers brewed every year, too?

Marston's can also offer you an extensive competitive range of lagers, spirits, wine and soft drinks delivered on our own fleet of vehicles. Not to mention extending our full range of support to your business such as:

- |                     |                  |                         |
|---------------------|------------------|-------------------------|
| ✓ range of training | ✓ energy advice  | ✓ legal support         |
| ✓ insurance quotes  | ✓ games machines | ✓ menu and POS printing |
| ✓ website design    | ✓ PR support     | ✓ beer quality scheme   |

In fact, for whatever your business needs, call Marston's on **0800 587 0773** or visit us at **[www.marstons.co.uk](http://www.marstons.co.uk)**





# The Real Beer Revolution

## Cask Innovation

**Pete Brown, the award winning beer writer who Walked into a Pub Three Sheets to the Wind and has since gone on to Hops and Glory, finds there's plenty to write home about in the world of cask beer**

### 'AN INNOVATION SET TO REVOLUTIONISE THE BEER MARKET!'

As a beer writer, that's the kind of headline you really hope to see on a press release someday. Finally, some big news for you to really get stuck in and write about, something that might change the game, maybe even give you a strong enough story to approach national consumer press and TV with.

When the email plopped into my inbox with this as its title earlier this year, my heart leapt into my mouth as I rushed to open the message.

Imagine the scale of my disappointment then, when said 'innovation' turned out to be a four per cent bottled lager. From a brewer who already made other four per cent bottled lagers, and had even done one under this same brand a few years ago.

Innovation is a powerful word, which makes it a tempting word to throw around. Sometimes, you'd almost believe the people using it didn't have a clue what it means.

For the record, the OED describes innovation as the act of 'making changes in something established, especially by introducing new methods, ideas or products.'

The key word there is 'new'.

### When Lager was New

My beard is showing its first flecks of grey, and I feel old when I say that I can remember when the whole notion of lager felt new to the British beer market. When I began my drinking career, lager was the fashionable, new, stylish choice, and through my twenties it quickly repositioned ale as old-fashioned and fusty.

We hardly had time to pause for breath as first premium bottle lagers, then premium draught lager, then genuinely imported lagers refreshed parts of the market other beers cannot reach with wave after wave of new news.

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*"You can keep FastCask in the back and it'll always be ready. It's also great for pub beer festivals when you can't predict the demand and might need to get extra casks on at short notice"*

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But perhaps inevitably, the pace of innovation in lager has slowed down. As big lager brewers focus on a supermarket price war that is aggressively stripping any trace of value or interest from the market, the last thing we can describe as truly innovative was the launch of 'extra cold', about eight years ago. Temperature as innovation? Even before studies proved that by the time beers had been served in warm glasses straight from the washer extra cold was little more than fiction, it felt a bit flat. Now, lager marketers are reduced to describing a new can size or light-weighted bottle as 'innovation'.

Meanwhile cask ale - that fusty, dry, ancient beer style - is undergoing its biggest period of new ideas and developments since the 1870s. Some of this is catching up with where it needed to be years ago. But other aspects are genuinely forward-looking and original.



## Revolution in the Barrel

The biggest news of 2010 has been the launch of FastCask by Marston's. One of the big limitations on cask ale is the fact that, with live yeast in the barrel, it has to settle for at least 24 hours after delivery. If it gets knocked it'll become cloudy, and could be ruined. Marston's have solved this problem with the creation of small gel beads that hold the yeast and fall instantly to the bottom of the beer container. Beer is drawn through the beads so the traditional secondary fermentation still happens in the cask, but the cask can be knocked, picked up or shaken, and still serve great beer straight away. The beer still needs to complete its conditioning process before being served, but this can happen in the brewery, or at another site, before being delivered to venues that are not equipped with the right cellaring facilities for traditional cask.

"FastCask proved its popularity over the summer at music festivals and open air events," says Marston's Director of Brewing, Richard Westwood. "It's ideal for brands like Hobgoblin because FastCask makes it available to the huge numbers of cask beer lovers who have so far been denied it at such events, and FastCask Pedigree was incredibly popular at Lord's this year."

## Innovation in the Bar

Within the pub itself, Westwood believes FastCask offers opportunities to licensees both new and experienced around real ale. "It offers licensees who have never tried cask beer the opportunity to give it a go very easily, with a very low risk. At the other end it offers big cask beer pubs that already serve a wide variety of beers the opportunity to save space in the cellar – you can keep FastCask in the back and it'll always be ready. It's also

great for pub beer festivals when you can't predict the demand and might need to get extra casks on at short notice."

FastCask technology is currently restricted to Marston's only. But the brewer has not ruled out the possibility of licensing the technology to others in the near future.

While FastCask is revolutionising the cellar, cask ale is getting a makeover on the bar too. New striking, illuminated fonts for beers such as Black Sheep, Hobgoblin and Bombardier are making cask ale look contemporary, a fitting drink for any stylish urban bar, without throwing away the traditional, iconic hand pull. Greene King have gone further, introducing a font that allows drinkers to choose whether they want their beer served in a flat southern style, or in a northern style with a head and creamy body.

## Innovation in the Cellar

And then there are the smaller innovations, less visible and newsworthy, but quietly revolutionising cask beer storage and dispense.

*"Casks can be easily stored on the bar rather than in the cellar. Because it's meant to be seen it is designed to look attractive, and it keeps up to six casks at perfect cellar temperature"*

Filton Brewery Products describe themselves as 'fairly creative' – "We spend a fortune on patents," says the company's Martin Hughes. Brewing is not their only business, but with a pub of their own they have a deep understanding of the issues and frustrations surrounding cask beer dispense, and develop solutions to them. These include a beer tap with a unified thread ("People phone up



for replacements and they don't know what size their tap is, so we simplified the tap"), a self-assembly racking, cooling and dispense system ("it's foolproof - pubs can now run their own beer festivals very easily") and a greatly improved auto-tilt stillage ("our pipes kept getting tangled up at the back, so we made one where they didn't").

Possibly the most exciting new development is a back bar cooling device. This is designed so that casks can be easily stored on the bar rather than in the cellar. Because it's meant to be seen it is designed to look attractive, and it keeps up to six casks at perfect cellar temperature.

But of course, not every innovation works. Mastering the technology is one thing. Predicting what the consumer will actually go for is quite different.

"We created a self-service beer dispense," says Hughes, "Mainly for the PR and to observe people's reactions. It had a slot where you put in your money and it served you automatically. Loads of people came to see it. They admired it, remarked on how cool it looked, what a great idea it was, and waited patiently to be served by the bar staff. Not a single person used it!"



## Innovation in the Glass

This all points to huge steps forward in the quality of beer storage and dispense – but what about the beer itself? Cask beer is an old, traditional style. Are we actually seeing any innovative beers?

Well, golden ales have been such a success over the last ten years that as a style they're threatening to completely overrun every category at the Great British Beer Festival. The use of American hops - now virtually essential for most golden ales - dates back less than a decade, but has in that time redefined the flavour spectrum we can expect from cask ale. Microbrewers are creating new hybrids, collaborations, and in some cases even brand new styles of beer, such as wood-aged Imperial stout.

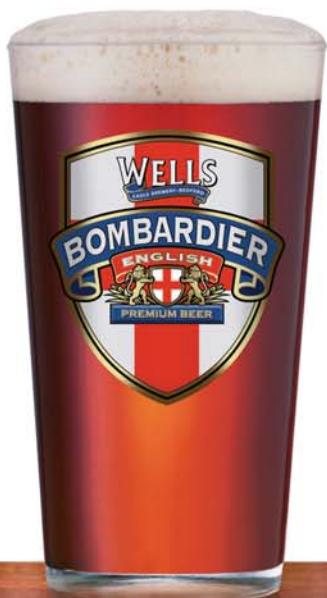
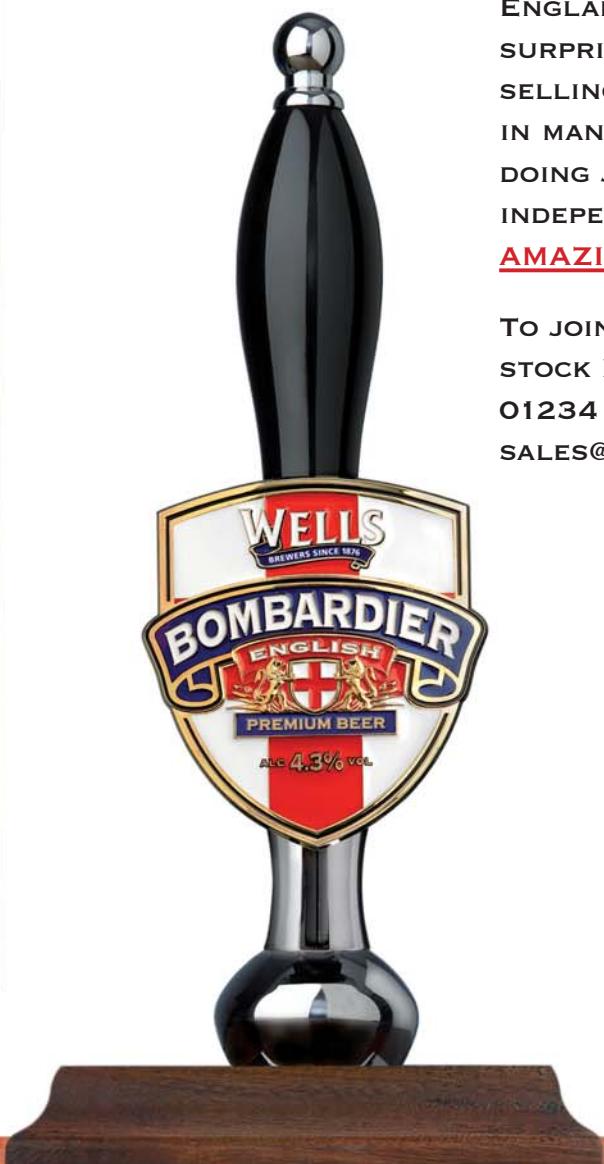
When it comes to these styles though, it quickly emerges that nothing is entirely new. John Keeling, Head Brewer at Fuller's, prefers to talk about 'rediscovering the past', leaving words like 'innovation' to his marketing department, whom he appears to tolerate with the same weary but fond resignation one would show a wayward young nephew or niece. Fuller's has recently launched a 'Brewers' Reserve' Range, releasing limited edition strong beers. The first expression was aged in 30 year-old single malt whisky casks for 500 days, and the second, launched at this year's Great British Beer Festival, was aged in Cognac casks.

"In one sense brewers have always aged beers - historically we didn't have much choice," says Keeling. "But ageing in different wood, attempting to control the process, to predict it and give it the conditions it likes - I believe that's the one genuinely new thing in brewing that no one has yet done. It takes time, and therefore it costs money. But it's opening up a whole new array of flavours."

## Look Out Lager Boys

With the exception of illuminated fonts, any one of the innovations discussed here eclipses anything that has happened in the mainstream lager market over the last decade. The fact that they are all happening now shows that across the board, in every aspect, cask ale is the beer style that is truly undergoing a revolution. Suddenly, dramatically, it is lager that's starting to look old and tired in comparison.

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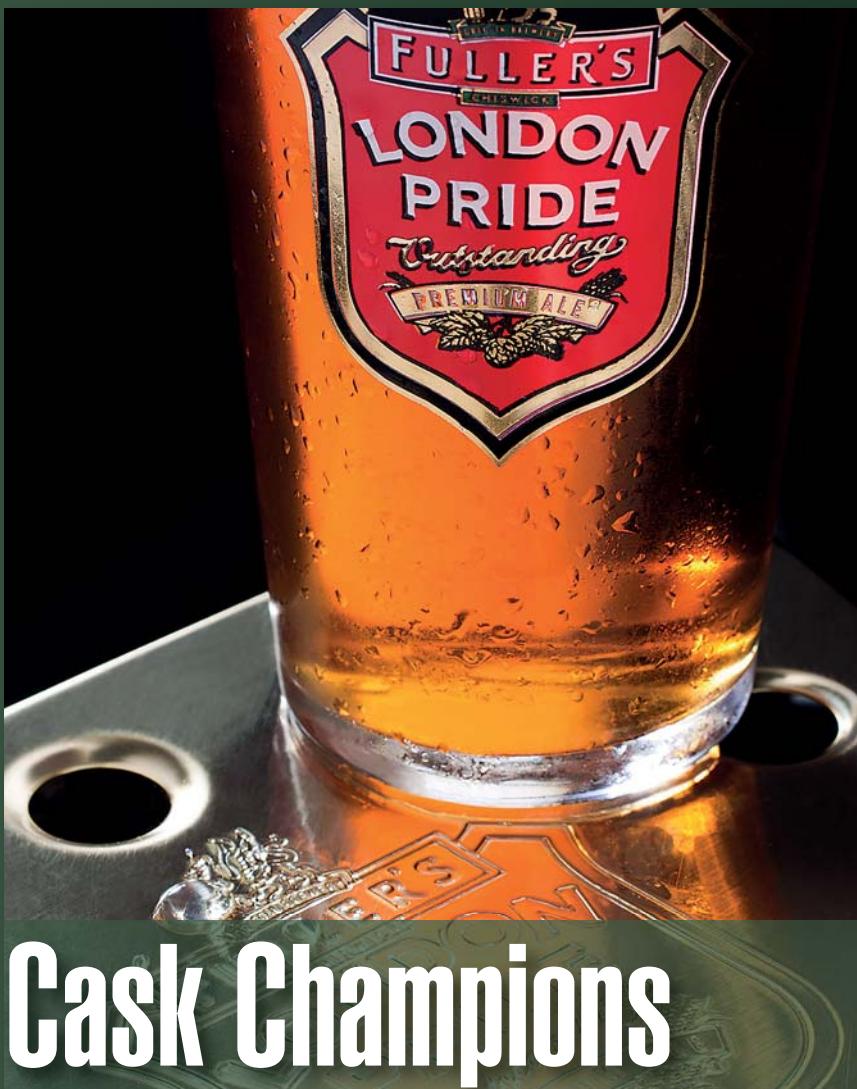
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# Cask Champions

## Family Values

**There is a tide in the affairs of men which taken in the flood, leads on to fortune. At least, that's what Shakespeare reckoned; and although (as far as we know) he never ran a pub, his words ring as true for publicans as for anyone.**

And the tide at the moment is one of cask beer. According to this year's Cask Report its long, slow volume decline has at last bottomed out, it's one of the few categories in value growth and, crucially for the longer term, it's gaining wider acceptance among the younger age groups.

Perhaps it's no surprise, then, that 3,000 hitherto all-keg pubs returned to the cask fold last year. And there's no knowing how many one-pump pubs started extending their ranges with a second or even a third regular ale and perhaps a changing guest.

The questions that all these licensees will have asked themselves are: where is all this beer to come from? And how do I create a range that combines face powder with baking powder – that is different enough to generate trial but good enough to guarantee repeat purchase?

These are not easy questions in a category that now boasts over 3,000 brands and a bewildering array of styles. Cask beer has

become, in the last 20 years, a category requiring almost as much product knowledge as wine; and inevitably the licensee taking the plunge into it is very unlikely to possess that knowledge. Where to turn?

The temptation, especially given the Campaign for Real Ale's slavish worship of microbrewers, is to assemble a range of beers as weird and whacky as possible in the hope of stimulating trial. But without knowledge and experience it all turns into a blind stab in the dark, a gimmick rather than a strategy. With all due respect to microbrewers, and fully acknowledging their many strengths, most are not set up to hold the novice's hand. For that, you need a partner with the resources, the expertise, and the incentive to help you develop a range of brands that will work in the longer term. A family brewer, in fact.

## Keep it in the Family

Old-established family brewers have been the victims of a classic two-way squeeze: in the last 30 years the nationals have stolen all their lager volume while the micros have been making substantial inroads into their ale volume. To some extent they have made up ground thanks to the nationals' near-total retreat from the ale market but their numbers have still dwindled to just 26

companies owning 4,200 pubs. They range in size from giants like Charles Wells and Fuller's to locals like Batham's and Donnington; but what they share, according to Peter Wells - Sales & Marketing Director of Charles Wells and a member of the Operations Committee of trade association the IFBB - is an absolute commitment to cask beer.

"It's our lifeblood," he says. "Most of our members stand or fall by their cask beer sales."

***Most microbrewers are not set up to hold the novice's hand. For that, you need a partner with the resources, the expertise, and the incentive to help you develop a range of brands that will work in the longer term***

## Best Sellers

Family brewers, by and large, are not flashy. You are not likely to find many elderberry porters or cranberry wheatbeers on their product list, although some of their seasonal beers are more adventurous. But, says Peter: "The temptation to look for gimmick beers is incredibly dangerous. If you try to woo customers with oddities, one or two people might try a pint but the rest is likely to stick. If you don't get rid of it you risk selling stale beer that can

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easily put newcomers off the entire category for life and will damage your pub's reputation. So you won't be doing either the category or your business any favours.

"What you want to start with is a well-made and consistent session bitter that might not be exciting but that customers can drink two or three pints of. That way the beer is always fresh, always in best condition, so you sell more of it. And the more quickly you sell it the fresher it is. It's a virtuous circle."

***"Start with a well-made and consistent session bitter that might not be exciting but that customers can drink two or three pints of. That way the beer is always fresh, always in best condition, so you sell more of it"***

Recognisable and well-marketed brands, he points out, are more reassuring to newcomers than unknown eccentricities; and family brewers have more resources to invest in marketing than their much smaller competitors. "It's in our interest to keep our brands on the bar, which means there has to be a whole package of marketing and support from branded glassware to cellar training," he says. "It all goes to build consumer confidence and turns consumers into devotees."

## Quality Training

Cellar training is an area where larger and more established companies with their own tenanted estates have a strong advantage over smaller brewers. Family breweries already have their own infrastructure of cellar services, and even those that have sold their free trade and depend on third-party wholesalers for distribution can offer training to regular stockists, even if they're tenants of the big pubcos.

That's a big investment, but it's well worth it because in the end, it's all about ale quality. Cask beer's catastrophic decline dates from the mid-1990s, when the guest ale provision of the Beer Orders stimulated demand and variety but the distribution infrastructure wasn't geared up to cope. Too many brewers and wholesalers didn't have temperature-controlled warehouses and drays, and a



succession of hot summers meant that for many consumers, their first pint of real ale was a pint of warm vinegar.

"Too many people came to associate real ale with poor quality," says Peter. "The brewing industry and distribution industries have certainly learnt the lesson of the '90s; the pub trade mustn't forget it either."

## A Devoted Following

But if the country's family brewers can deliver well-crafted traditional beers that won't frighten the horses, accompanied by a package of support and marketing from cellar training through to point of sale material and glassware and, in the case of the bigger IFBB brewers, heavyweight above-the-line advertising, can they deliver that indefinable but essential element – romance? Can they create that emotional association that turns casual drinkers into diehard devotees?

***"Cellar training is an area where larger and more established companies with their own tenanted estates have a strong advantage over smaller brewers"***

Well, even if the ranks of family brewers have thinned over the years, there are still plenty of cult names among them. St Austell Tribute, for instance, is almost a must-stock in the London free trade these days. Holden's and Bathams have fanatical followings in the West Midlands, as do Hyde's and Lees in Manchester. A sign advertising Bateman's or Timothy Taylor's outside a pub always warms the passing beer-lover's heart and lures him inside. And do you remember the uproar when Greene King took over the Brewers Arms in Lewes and tried to drop Harvey's Sussex Best from the range? Even though Harvey's ales are brewed in the town and you can get them in pretty much every pub there, such is that marvellous brewery's magic that there was practically rioting in the streets.

The fracas made national TV news and Greene King had to back down. What greater evidence of devotion do you need?

Ted Bruning





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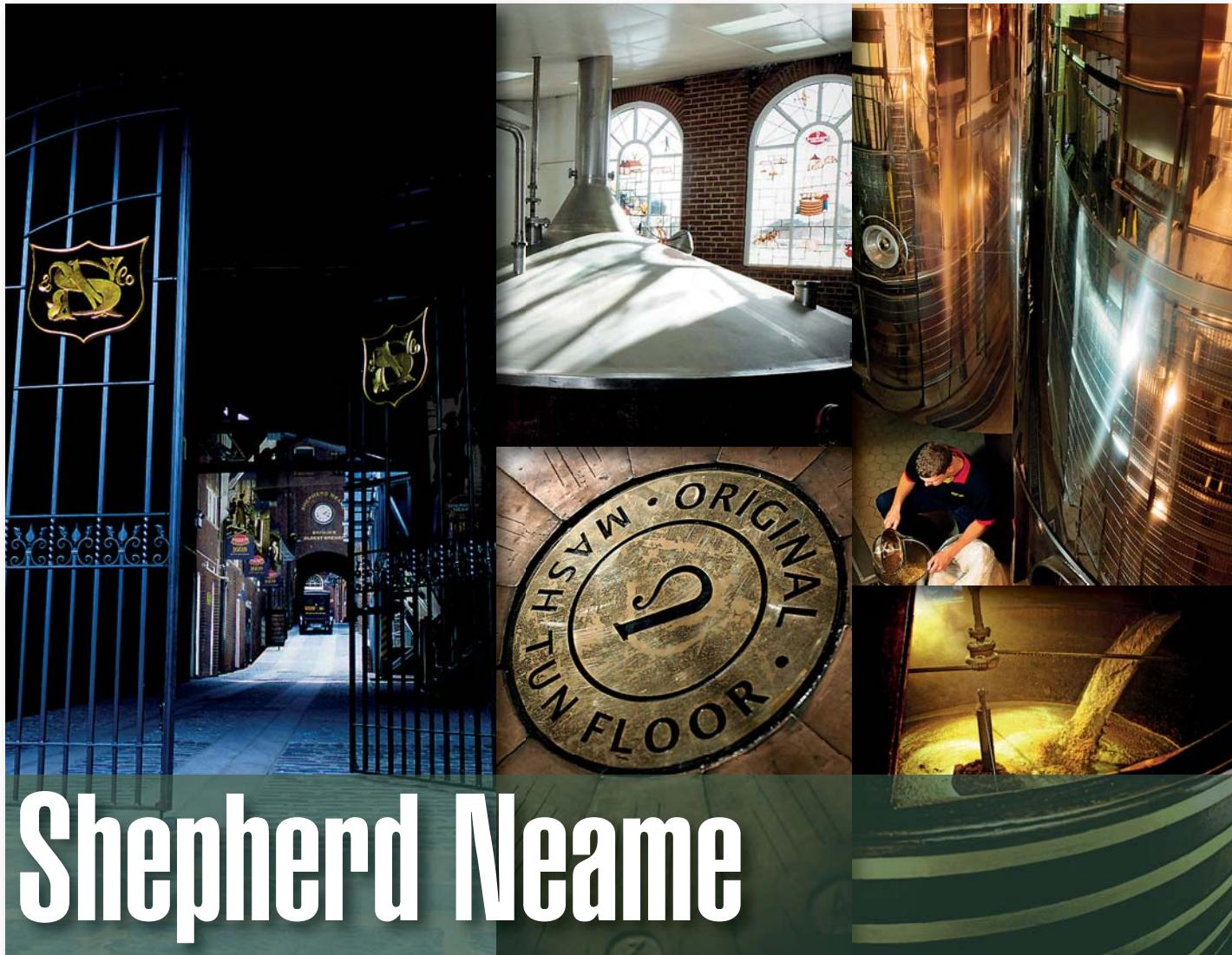
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# Shepherd Neame

**Britain's oldest brewer**

## **It's a big year for Shepherd Neame, brewers of the iconic Spitfire Premium Kentish Ale.**

Shepherd Neame, brewers of Spitfire Premium Kentish Ale, are nearing the end of a busy year supporting the brand and looking forward to more exciting promotions in the months ahead.

The iconic cask ale has been campaigning to raise thousands for Help for Heroes and the Royal Air Force Benevolent Fund during the 70th anniversary year of the Battle of Britain.

This landmark year has also seen the successful Operation Landlord competition for licensees and the launch of a new website, with many more interactive features.

Meanwhile, Spitfire has also become a licensed partner of the RAF.

Sales and marketing director Graeme Craig said: "Spitfire is extending its reputation nationwide as the first choice cask ale at the bar. This year has been one of extensive and innovative marketing activity and we are already planning an Operation Landlord Mark II for 2011."

## **Fun online**

Spitfire Ale's new website, [www.spitfireale.co.uk](http://www.spitfireale.co.uk), is proving to be a big hit with fans of the beer who have contributed their own takes on the famous tongue-in-cheek print and TV advertisements and posted their own clips and links.

Spitfire also has its own Facebook group and Twitter feed.

[facebook.com – 'Spitfire Kentish Ale'](https://facebook.com/SpitfireKentishAle)

[twitter.com – @spitfire](https://twitter.com/@spitfire)

## **Licensees win £30,000**

Geoff and Gina Mountain from the Three Horseshoes in Derbyshire won £30,000 in Spitfire Ale's Operation Landlord promotion.

Licensees were invited to text in a unique code taken from their casks of Spitfire Ale. Finalists were invited to the Faversham brewery for a three-course meal, where they each selected a random box, one of which contained £30,000 and the others £250.

## **Traditional ales and distinctive lagers**

Shepherd Neame brews a broad portfolio of award-winning ales and lagers.

The company also produces Asahi Super Dry, Japan's leading lager (5% abv) under an exclusive licence for brewing, sales and marketing. Asahi is a quality brand that offers the consumer

something different from the typical mainstream and premium lagers, a beer that's dry, subtle and very drinkable and makes the perfect accompaniment to pan-Asian foods. Asahi is proving the lager of choice for leading hotels, bars, restaurants and nightclubs. The brand enjoys unique support in the form of Mr Asahi, the world's first robotic barman, who appears regularly at prestige sporting, artistic and cultural events, as well as selected pubs and bars.

Oranjeboom Pilsener (3.9% abv) enjoys wide distribution in the South East. This award-winning Continental beer takes its name from the orange tree symbol of the Dutch Royal Family and boasts the full body and flavour you would expect of a lager with higher alcoholic content.

Bishops Finger, is a connoisseur premium cask ale (5.4% abv). First brewed in 1958, the ale is named after the distinctively-shaped Kentish 'bishop's finger' signpost, pointing pilgrims towards Canterbury Cathedral.

In Shepherd Neame's Kentish heartland, Master Brew (3.7% abv) is the "local hero". The county's best-selling cask ale is a quintessentially Kentish bitter packing plenty of bite.

Enjoyed further afield, Canterbury Jack (3.5% abv) is a light, crisp, refreshing, cask ale, that is proving popular for its citrus notes and distinct, modern identity.

Shepherd Neame's Kentish cask beers enjoy Protected Geographic Indication status from the EU. Like Champagne, Cheddar and Parma Ham, Kentish ale is heralded as a unique product, expertly-crafted with fine ingredients from a particular region.

## Freshness, quality and stability

Shepherd Neame cask ale leaves the warehouse less than five days after it is racked. Timing is vital to beer quality and this approach ensures that the aromatic qualities of Kentish beer carry through to the consumer.

Modern computer software is used to oversee the whole business process from when an order is placed, to invoicing and issuing delivery notes. The use of this technology has helped Shepherd Neame achieve 100% availability of its cask and keg beers, giving customers a reliable service.

Shepherd Neame is proud of the provenance and variety of its beers and is keen to work with licensees across the UK to make sure they are served in the best possible condition.

Our experienced team provides expert advice and technical support, including the installation of new fonts and cellar equipment.

As well as working with pubs, hotels and restaurants, the brewery invests in grassroots sport, forming close partnerships with club bars and stewards.

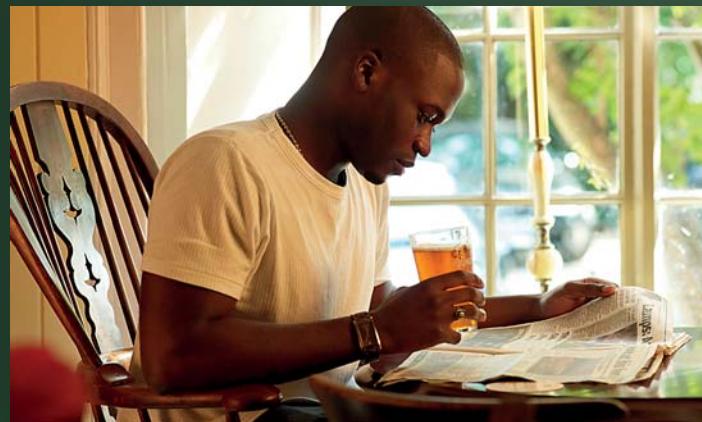
Other brands brewed by Shepherd Neame include

Hürlimann – Draught Swiss lager (4.8% abv), UK trademark owned by Shepherd Neame. Also available in bottles.

Whitstable Bay – Modern, light organic bottled ale accredited by the Soil Association (4.5% abv) with national distribution.

Sun Lik – Draught Chinese lager in the UK (5% abv) and brewed under licence from the Hong Kong Brewery Ltd, part of the San Miguel brewing company. Also available in bottles.





# It's A Family Affair

## Family Values

**The Independent Family Brewers of Britain (IFBB) represent all that is best in the world of British pubs and beers. Members own regional breweries and pub estates, with the majority private, family run businesses spanning several generations.**

This dynamic gathering look for innovation in all that they do and constantly work to develop new products and brands, whilst spending millions each year on pub developments. One common passion they all share is to maintain the traditions of cask brewing in Britain, which they continue to support and promote at every opportunity through their pub estates.

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***"Members currently produce 811,412 barrels of cask beer - which accounts for 46% of the total annual production. This is great news for UK consumers, who can enjoy over 450 beer brands from Family Brewers around the UK."***

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Family Brewers are scattered throughout England and Wales and include prominent breweries such as: Arkells, Batemans, Charles Wells, Daniel Batham, Donnington Brewery, Elgoods, Everards, Felinfoel, Frederic Robinson, Fullers, Hall & Woodhouse, Harveys, Holdens, Hook Norton, Hydes, Joseph Holt, JW Lees, McMullen's, Palmers, SA Brain, Shepherd Neame, St Austell, Daniel Thwaites, Timothy Taylor, Wadworth and Youngs.

The Family Brewers' membership occupies a unique space in the

UK brewing industry. It combines the depth of brewing tradition of its member family businesses with the greatest respect for the finest natural ingredients. This guarantees the quality, consistency and choice demanded by today's discerning consumers and by the trade that serves them.

Paul Wells, Chairman of the Family Brewers comments: "Members currently produce 811,412 barrels of cask beer - which accounts for 46% of the total annual production. This is great news for UK consumers, who can enjoy over 450 beer brands from Family Brewers around the UK."

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***Cask beer is also one of the last traditional British manufacturing industries surviving today. It's a £1.8 billion market, responsible for 45,000 jobs.***

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According to the recent Cask Ale Report, cask beer is Britain's national drink - a unique beer style unequalled anywhere else in the world. It is a unique combination of heritage and modernity - a British brewing tradition now being enlivened and complemented by an air of experimentation and creativity. Cask beer is also one of the last traditional British manufacturing industries surviving today. It's a £1.8 billion market, responsible for 45,000 jobs. Encouragingly, numbers of cask ale drinkers continue to increase. In 2009, 8.6 million people claimed to drink cask, an increase of 1.4% and relatively speaking, it's a responsible drink, combining depth of flavour with low alcoholic strength.

We asked a number of Family Brewers about their cask ale offering and this is what they had to say:

## **McMullen's:**

### **Fergus McMullen, Tenanted Trade Director**

"Having brewed cask ale in the traditional manner for over 183 years makes everyone at McMullen's immensely proud of their ales. As far as we are concerned it is the lifeblood of our pubs – remember it is still one of the products that Tesco cannot serve you from behind their delis!"

We offer our customers a choice of five different cask ales at any one time. Our bar staff are knowledgeable about the quality and different characteristics of each ale they serve. It is therefore not a surprise to us that we have already started our new financial year with positive sales in cask ale. McMullen's are passionate about cask ale. Let us hope this government understands the importance of local breweries for local taste, local heritage and local jobs."

## **Wells and Young's:**

### **Paul Wells, Chairman**

At Wells and Young's we are proud to be the UK's largest family-owned brewer with some of the UK's most loved cask beer brands including Wells Bombardier, Young's and Courage.

All our beers are brewed with accredited natural mineral water from the well sunk by the brewery's founder, my great-grandfather, Charles Wells, in the early 1900s. With an emphasis on the provenance of ingredients, we were the first brewery to gain the Red Tractor stamp of approval across our Young's cask and bottled beer range, which means that every single pint is brewed with 100% Farm Assured British barley.

## **Daniel Thwaites:**

### **Lee Williams, Marketing Manager**

"We will launch an innovative Signature Range of seasonal beers for 2011. The range will cover a spectrum of brewing styles and feature a unique assortment of thirteen quality beers.

Inspired by the very chalkboards that promote our cask ales within our pubs and bars, these new occasional beers have been crafted using two hundred years of Lancashire brewing know-how, complementing our popular, easy drinking ales, such as Wainwright and Thwaites Lancaster Bomber.

The new range will be launched in January with a 6.5% ale from our back catalogue of brewing recipes, re-presented as OBJ. Other highlights include a liquorice-infused cask Stout available for St Patrick's Day and Bee Good brewed with local Lancashire honey for the start of pollination in May."

## **Timothy Taylor:**

### **Charles Dent, Managing Director**

Landlord, our multi award winning beer, again struck Gold in the Best Bitter category at the CAMRA Champion Beer of Britain Awards

2010. The classic English pale ale was also voted runner up in the supreme Champion Beer of Britain competition.

Meanwhile, for the second time in three years, bottled Landlord won the Gold Medal at the 2010 British Bottling Institute Awards.

## **Shepherd Neame:**

### **Graeme Craig, Sales & Marketing Director**

Our broad portfolio of cask ales maintains a distinctive Kentish identity and a quality that comes from years of brewing experience, using the finest local and seasonal ingredients.

The brewery offers a selection of award-winning cask ales, including Bishops Finger, brewed since 1958, Master Brew, the "local hero", Late Red, a warming, autumnal ale, and Canterbury Jack, a light, crisp, refreshing ale with citrus notes and a distinct, modern identity.

The cask regulars are supported by a range of exciting seasonal and speciality ales such as Early Bird, Whitstable Bay, Christmas Ale and Amber Ale.

But probably the best known is Spitfire. Famous for tongue-in-cheek, wartime humour, Spitfire's distinctive advertising, combined with a lively, interactive website and its bitter, aromatic flavour, make it the must-have cask ale in bars across the UK.

Spitfire is a licensed partner of the RAF and has raised hundreds of thousands for veterans' charities.

## **Batemans:**

### **Stuart Bateman, Managing Director**

"We were thrilled to win the coveted title of 'Best Regional Brewer' in a national award ceremony organized by the Publican magazine. The Publican made it clear that the reason for our win was due to us having taken the relationship between tenants and the Brewery to a level far and beyond that of any other Brewery. Batemans won the title of best 'Pub Company' at the same awards the previous year.

We also took top honours at The Society of Independent Brewers (SIBA) East Region beer competition where our draught Dark Mild was voted overall champion and its bottled Combined Harvest was awarded the Gold in the 'Bottled Gold Beers' category.





# A Very Jolly Sailor

## Cask Champion

**Pub companies must be breathing a sigh of relief after the Office of Fair Trading rejected CAMRA's official "supercomplaint" that their tie was anticompetitive and worked against the interests of the consumer, says Ted Bruning**

Of course, the grumblings won't go away as long as CAMRA and a militant core of pubco tenants still believe that the tie needs to be weakened or even dissolved altogether. But not everybody is in complaining mood.

Paul and Louise Crawford depend on their real ale offering for their livelihoods, pretty much. And as they're tied to Punch Taverns, they have to rely on the company's beer list for enough variety to keep the customers coming back.

### A Jolly Good Pub

The story of the Jolly Sailor in Ramsey in the Cambridgeshire fens is not that of a flagging enterprise revived by a transfusion of real ale. When Paul and Louise, hoteliers from Hunstanton in Norfolk, took over the tenancy two years ago it was already the town's premier alehouse with a regular listing in CAMRA's Good Beer Guide; and the newcomers' strategy was not to alienate the existing customers with an overnight radical refurbishment, but to retain their loyalty and win new friends with gradual changes.

"It's mostly the older drinkers we get in, and they don't like sudden changes," says Louise. "We don't see many people in their 20s - except the ones who've been taught to drink real ale by their dads! - so there's no loud music or anything like that."

What makes the story more interesting is that the Jolly Sailor is that rarity these days: an entirely wet high street pub. These days the

received wisdom seems to be that a pub, even a town-centre one, could never get by without even a pretence at a food offering; but the Jolly Sailor has no trade kitchen, and food service is simply not an option. So its wet offering has to stand out; and that means making the best use of the real ale regime dictated by Punch Taverns.

Ramsey is an historic English market-town in the district of Huntingdonshire, but that's not as picturesque as it sounds. Tell people it's in Cambridgeshire and they immediately think of the haut-bourgeois fleshpots of Cambridge itself and its crust of picturesque and prosperous dormitory villages. But the fenlands in the north of the county aren't like that. If Cambridge is Islington, the fens are Walthamstow. Fat middle-class wallets and rarefied middle-class tastes might exist here, but they don't set the tone. So of Ramsey's other pubs, only two serve any real ales at all, according to Louise: one of them has two (or sometimes one); the other has one (or sometimes none).

*"The Jolly Sailor has no trade kitchen, and food service is simply not an option. So its wet offering has to stand out"*

### Jolly Good Ales

The choice of regular ales may not be adventurous but it suits the tastes of the regulars and has earned the pub a cherished place in the Good Beer Guide. Under the previous tenants it used to be Adnams Bitter and Broadside, Black Sheep Best, and Charles Wells Bombardier: all good solid beers, but not a selection aimed at the micro-worshipper. The Bombardier has held its position, but the other three today are Woodforde's Wherry, Fuller's London Pride, and Greene King Abbot: a wide enough spread of strengths and styles to satisfy anyone, but not exactly a journey through the wilder

hinterlands of the brewing industry. For that, the Crawfords have to rely on their guest ale, changed weekly and drawn from Punch's two-month list of 20 or so.

"It's actually quite a good, well-balanced list," says Louise. "It ranges from very pale to dark and from session strength up to 5% ABV, and it includes beers from quite a few micros." At time of writing the two most recent guests had come from the newly-founded WharfeBank Brewery of Otley, West Yorkshire, and long-established Wiltshire micro Stonehenge, both curiosities in the depths of the Cambridgeshire fens.

*"It's actually quite a good, well-balanced list, it ranges from very pale to dark and from session strength up to 5% ABV, and it includes beers from quite a few micros."*

If Louise has one complaint about the Punch guest-list, it's that it doesn't include enough beers local to Ramsey. "We'd like to have something from Oakham Ales, but I don't recall seeing any on the lists," she says. What she'd really like to do is sign up to CAMRA's LocAle promotion, earning green brownie points for serving exclusively real ales from within a 30-mile radius. Given the number of breweries both big and small in the area it wouldn't entail any loss of choice, she says, and it would be a valuable marketing tool. And she may be about to get her wish: she and Paul are looking hard at Punch's new-style lease that will allow many real ale specialists in its estate the free choice of one guest ale.

## A Jolly Good Time

A good choice of real ales isn't a powerful enough lure on its own to counterbalance the lack of food. The Crawford's main marketing tool, therefore, is a steady stream of special events and live music. There's an acoustic night twice a month in the back room; there are promotions for calendar highlights such as Burns Night and St George's Day; and there are occasional live bands. As well as being good earners in themselves, they attract newcomers who might perhaps become regulars. The one real ale promotional event par excellence that the Crawfords haven't tried yet is a beer festival.

"We've been finding our feet and having a fair bit of work done so the time hasn't been right yet," says Louise. "And obviously we'd have to work very closely with Punch to get a suitable line-up of beers for the event.

"But Punch has been very good to us so far. In fact we've just taken on another Punch tenancy, the White Swan at Bluntisham, and we know that Punch has supported festivals there in the past so we're sure they'll be equally supportive if and when we hold one here."

Changes are afoot at the Jolly Sailor: as former hoteliers, the Crawfords are experienced caterers and a planning application to convert the pub's old barn into a kitchen and dining room was grinding its way through the bowels of the local council at time of writing. But Ramsey is perhaps not the right town for a fine dining restaurant, so the stress is always going to be on fine ale.





# Ale Points West

**Great Western Beers**

**Discerning drinkers across the country are discovering ales from all points west, as the local brewers gain a national reputation for consistent quality, while never losing their taste for adventure.**

**Adrian Tierney Jones explores**

The southwest of England is one of the liveliest brewing regions in the British Isles. Micros, medium-sized craft breweries and family brewers with pedigrees that reach back to the Victorian age all make for a vibrant brewing scene: old school bitters such as Wadworth's 6X and Palmer's Best Bitter keep a steady hand on the tiller, while brand leaders such as Sharp's Doom Bar and St Austell's Tribute take the sunshine of the southwest throughout the land. Other beers from the region that publicans might find at the front of their bar include Otter Head, Betty Stoggs, Druid's Fluid, Yellowhammer and JJJ.

*"Bitters such as Wadworth's 6X and Palmer's Best Bitter keep a steady hand on the tiller, while brand leaders such as Sharp's Doom Bar and St Austell's Tribute take the sunshine of the southwest throughout the land"*

The wise old sages of the Cornish brewing scene used to say that the winter ontrade plunged off the cliffs as the tourists returned east to England, home and beauty, not to be seen again until the

following spring. That was then though. Nowadays, Cornwall is a year round destination - foodies flock to Padstow in the hope of catching a glimpse of Rick Stein; the eco-friendly fantasy of the Eden Project retains its magnetic pull and even the notorious nightlife of Newquay livens up things. All this has a positive effect on the brewing fortunes of Cornwall's ever-growing clutch of breweries, as visitors return home with a taste for fine ales in their hearts, and hunt them down on their home turf.

## A Tribute to Cornwall

St Austell's Tribute is one of the peninsula's great success stories. Originally called Daylight Robbery and released in 1999 to celebrate the sun's eclipse, it's a classic golden ale, citrusy and zestful with its bagful of American hops on the nose, a creation of the brewery's talented head brewer Roger Ryman. At 4.2% it's an easy drinking beer with plenty of character (one of the great mysteries of life is that it's never been CAMRA's Champion Beer of Great Britain), a drop of golden sun that is often joined at the bar top by its elder sibling Proper Job.

*"One of the great mysteries of life is  
that Tribute Has never been  
CAMRA's Champion Beer of Great Britain"*

This is also one of Ryman's creations, originally brewed at 5.5%, but brought down to a more manageable 4.5% when it became a regular in the brewery's portfolio. For those lucky enough to be in



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the vicinity at the start of December St Austell open up their brewery for a one-day Celtic Beer Festival that features over 100 cask beers, including a group of specially brewed beers. Last year's choices included Ryman's take on a Flemish Red-style ale.

'The Sour Red was a blend of the Smuggler's Ale from last year's festival (about half the cask was sold, leaving a half full whisky barrel), aged 12 months in the oak cask before being blended with HSD and fresh Raspberries,' he says. 'None of this was planned; there were no inoculations of wild yeast etc, other than those picked up from the oak cask and the environment (like the Lambic brewers in Belgium, I guess that St Austell brewery has its own micro-flora). We just tapped the cask after a year to see what it tasted like and discovered that we had produced our own Flemish style red ale!'

## **Howe Innovative**

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*"Stuart Howe is the head brewer at Sharps, a man who by day deals with the trade's insatiable thirst for Doom Bar but at night produces an intriguing batch of experimental ales"*

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Innovations and intriguing beers are also par for the course at those other Cornish brewing dynamos Sharp's. Here Stuart Howe is the head brewer, a man who by day deals with the trade's insatiable thirst for Doom Bar but at night produces an intriguing batch of experimental ales. Some of them have gone on to become regulars on the Sharps' front bench, others have been bottled and grace dinner tables nationwide. Following a pilgrimage to Belgium, the autumn of 2010 Howe's brew house saw the appearance of Jean-Marie Rock, brew master from the famous Trappist brewery Orval.

The result will be a collaborative beer, provisionally called Monsieur Rock, to be released in 2011.

'I love all beer but Belgian ales are the ones which really excite me,' says Howe. 'The story behind Trappist beer is so seductive and the beers are amazing. I have read how they are brewed and understand the techniques involved but I have always wanted to discover not just how they are made but their essence and where they come from as beers. The idea was to take this essence and make a UK brewed beer.'

## **Green, Gold and Brown**

Over the border in Devon, brewers are also busy making great beer. Otter Brewery was started by former Whitbread brewer David McCaig in 1990, and as well as making great beer, they've got green matters on their minds. The brewery is set in an isolated countryside location outside the market town of Honiton (where brewery tap The Holt serves pristine pints and wonderful food) and is one of the greenest outfits about.

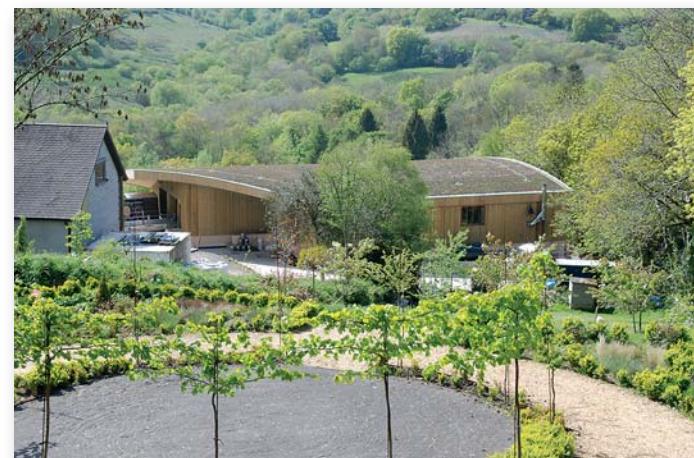
In 2009, they opened an ecologically sound cellar, while sustainable living was celebrated with willow beds, a pond and lagoons through which all the water used is filtered so by the time it reaches the bottom it's as clean as a whistle. Such attention to detail pays off with Otter's excellent beers, including the aforementioned Head and Bright, a light and flowery golden ale that is popular with lager drinkers.

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*"In 2009, Otter Brewery opened an ecologically sound cellar, while sustainable living was celebrated with willow beds, a pond and lagoons through which all the water used is filtered"*

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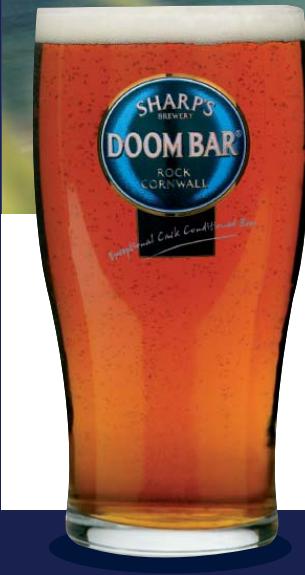
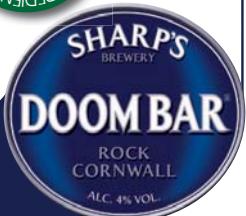
Let us not forget the long established family brewers either. Bridport is the home of Palmers, whose Best Bitter has a crisp biscuit character on the palate and a good dry finish, while their strongest beer Tally Ho is rich and liquorice-like, with toffee notes and a vinous finish. The brewery is venerable yet also forward looking: they host tours, an experience that is highly recommended. They also have the royal seal of approval - in the autumn of 2010 the Earl of Wessex started the mash for a batch of Dorset Gold.



**SHARP'S**  
ROCK, CORNWALL

# A NATURAL WONDER

The Doom Bar, Rock, Cornwall



**Sharp's beers are brewed using just four natural ingredients - Cornish water, British malted barley, whole hop flowers and yeast.**

#### Doom Bar

- No. 1 selling cask brand in the UK Harwest (South West) region\*
- The fastest growing cask brand in Greater London\*
- The highest sales rate per outlet in the UK when compared against leading cask brands\*
- The highest retail selling price when compared to leading cask brands\*

\*CGA data April 2010

[WWW.SHARPSBREWERY.CO.UK](http://WWW.SHARPSBREWERY.CO.UK) | 01208 862121

## The Legend of Wadworthshire

Another place where tradition is at a premium is Devizes-based Wadworth. They are the last English brewery that uses dray horses to deliver beer regularly and also have their own in-house cooper, Alastair Simms. Their 6X is a legend in its own right, a beer that was first brewed towards the end of 1928. Given the ructions that have enveloped the British brewing industry over the past century, it's nothing short of amazing that this full-bodied ale is still going strong (Wadworth's head brewer Brian Yorston wrote a fascinating article about the origins of the beer in the Autumn 2010 edition of the Brewery History Society's journal).

*"Wadworth are the last English brewery  
that uses dray horses to deliver  
beer regularly and also have their  
own in-house cooper, Alastair Simms"*

Yet Wadworth have many strings to their brewing bow - they produce a fresh hop beer Malt'n'Hops, have added fresh blackcurrant juice to a stout especially brewed for Wetherspoons beer festival, while Swordfish is a premium beer blended with Pusser's Rum brewed to celebrate the centenary of the Fleet Air Arm in 2009. Originally intended as a one-off beer, it is now a regular during the winter months.

'Swordfish has captured the imagination of our real ale drinkers,' explains Wadworth's Paul Sullivan. 'People are enjoying the whole experience. The nostalgia of a historic aircraft, the remembrance of a heroic battle fought by brave men, and a fellow feeling for today's troops is all tied up in the rich, dark taste of a real ale imbued with the warm flavours of rum.'

From the gentle hills of the Wiltshire Downs, over the untamed moors of Exmoor and Dartmoor down to the wild cliffs and sandy beaches of Cornwall and Devon, the landscape that generations have loved to visit has bred barrel loads of beers that generations love to drink - and now they don't have to travel so far to find it.





# Festivals without Fear

## Putting On a Fest

**Beer festivals have become almost a standard item in the publican's armoury of marketing stratagems. They keep existing regulars engaged and, hopefully, attract new ones while at very least paying for themselves and possibly even making a small return. And by and large, they do what they say on the tin. So if you haven't held your first one yet, you've almost certainly thought about it.**

Organising a minifestival isn't rocket science, but it has to be done properly if you're not to come a cropper. So to make sure everything goes smoothly, The OnTrade Preview has convened a panel of experts who have made all the mistakes so you don't have to.

### The Panel

Martin Hughes is managing director of Filton Brewery Products and has been supplying equipment to beer festivals for 25 years. Filton also has its own pub where it has so far run two festivals.

Brian Whiting is MD of Whiting & Hammond, a chain of five high-end pubs (not gastropubs!) in Kent and Sussex, which all host successful festivals. And John Nunn has run the Pig 'n' Falcon in St Neots, Cambridgeshire, for two years, stocking 8-10 real ales and 2-3 farmhouse ciders.

### Build A Reputation

The first piece of advice comes from John, and it's this: don't rush

in. Despite being the town's top real ale pub from day one, he waited a year before hosting his first festival, and he advises you to do the same.

"Build up a bit of a reputation first to ensure you've got the skills and to give the event credibility," he says. "If you're not stocking two regular real ales and at least one changing guest or seasonal, don't do it at all."

### Pick Your Time

You might want your festival to coincide with a local fair or carnival, but in general August Bank Holiday weekend is the obvious choice. The weather is likeliest to be fair and trade is likeliest to be strong, festival or no festival. "You have to be brave to decide not to go for August Bank Holiday, certainly for your first festival," says Brian.

*"Remember to hire well in advance...  
Martin recommends at least three  
months - a year, if you've  
chosen August Bank Holiday weekend!"*

On the other hand, it's when everyone else is holding their festivals, and John strongly advocates avoiding clashes. "Obviously I wouldn't hold mine while there was a CAMRA festival anywhere in the region, but I'd try not to clash with other pub events either," he says. "You can't avoid clashes completely, but as a general rule you don't want the competition."

And, he says, a well-spread-out calendar of pub festivals in the area is good for the trade as a whole, stimulating pubgoing generally.



## Get Equipped

Equipment is, of course, Martin's province, and Filton will lease you the whole kit and caboodle - stillage, bar, pipework, coolers, driptrays, the lot - starting at less than £250 including carriage. You might, of course, already have your own stillage or you might beg, borrow, or hire from the local CAMRA branch.

You might even build or improvise your own; but it has to be sturdy. And it helps to have some means of lifting full firkins, which weigh over 100lbs and leave a nasty dent in your foot if dropped: the Filton kit comes with such a device.

Remember to hire well in advance, too, wherever you're sourcing it from: Martin recommends at least three months - a year, if you've chosen August Bank Holiday weekend!

A key part of your equipment will be a cooler. Temperature is absolutely critical: real ale should be served at 10-12C. At its simplest, wrapping each firkin in muslin kept moist by putting ice on top will cool beer to the right temperature even on a hot day.

But the air needs to be kept moving for this method to work: on a still day or if your barrels are sheltered from the breeze an ordinary desktop fan should do.

There are more elaborate systems involving cooling jackets with cold water circulating through them: Filton stillage comes with all the pipework built in. But a good intermediate is an ice-blanket which you soak in water and pop in the freezer. They take up a lot of freezer space, though, and need rotating every few hours.

## How Much Beer

Surely the core question, though, is the beer order – how much, of what varieties, and who from?

First (and trickiest): how much? You don't want to run out; but you don't want to be left with lots of unsold beer either. Six different beers, plus your three or four regulars and a polycask of farmhouse cider, is about the fewest you can get away with and still call it a festival.

That's 472 pints over and above your regular weekend order. CAMRA estimates (and Brian agrees) that patrons will drink an average of three pints each, so you'll need 150-odd extra customers – which, with decent promotion and fair weather, should be possible. It might even be worth getting in a couple more firkins just in case – provided you can get them sale or return, that is! And if you put them up last thing on Saturday night they should be ready by Sunday lunchtime: "It's surprising how quickly beers will settle these days," says Brian.

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*"Six different beers, plus your three or four regulars and a polycask of farmhouse cider, is about the fewest you can get away with and still call it a festival"*

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Next: what varieties? Well, a beer festival is a special event, so the beers should be special too – ie, a rarity in your area. But that doesn't mean picking the six beers with the silliest names: you want a spread of styles to suit all tastes and give the more adventurous a decent spectrum to sample across.

John recommends a mild, a session bitter, a strong bitter, a golden ale, a stout or porter, and a "funny" – a raspberry wheat, say, or a real ginger beer – as a talking point.

But who from? John is adamant that they should all come from micros – "They have to be special," he says. Another advantage of



using micros is that they often stock each others' beers, so you can get a good range from a single source; on the other hand you might want to win green brownie points by using only local micros from within, say, 20 miles.

*"You need a chance to bat yourself in, and you don't want bad experiences - such as running out of beer early - to undermine the prospects for next time"*

Brian is more flexible: in his home patch you have to stock Harvey's to have any credibility at all, and there are other cult regionals such as Bateman's whose ales are easy enough to get but still rate as a treat. As for farm cider, it's easy enough to come by if you're in the right region; otherwise a polycask of Weston's Old Rosie is strong, still, and cloudy and is rare enough to fit the bill even if it is a bit mainstream for purists.

### Added Attractions

Food and entertainment may not be central, and you can do without them; but they are good additional attractions. There are plenty of pitfalls here, though: John admits his first festival would have been more successful if he had provided food, but his trade kitchen is given over to stillage. Brian has no problems with food, but owns up to mistakes with the music. A solo saxophonist went down like a lead balloon, he says, and loud rock bands haven't pleased the neighbours ("No drums!" he says). But the right food and the right acts can be good traffic-builders for the future.

*"A beer festival is a special event, so the beers should be special too – ie, a rarity in your area. But that doesn't mean picking the six beers with the silliest names: you want a spread of styles to suit all tastes"*

You don't want to pay a fortune to your performers, so why not invite the local talent? Britain is bursting with amateur bands of all descriptions from death metal to folk to trad jazz, all desperate for somewhere to play – and all with friends and supporters who'll come along on the day and can be converted into regulars.

As for food, you won't make a profit on it if you have to hire extra staff and equipment and it's just something additional to have to organise; but every town and village has a community group of some sort – scouts and guides, for instance – who regularly run their own fundraising barbecues and will be glad to cater your event. A local growers' group supplies Martin's festival. These, too, are all potential regulars: it's all about networking!

### Promotions

But none of this is any good without proper promotion. A banner comes with the Filton kit, and of course you'll be publicising the event among your regulars and on your website.

But the whole point is to bring in new faces, so you have to reach out into the wider community. Start with the local CAMRA branch. Contact them two months in advance – preferably three – and they'll put a notice in their newsletter and on their site, possibly even a free one with a bit of editorial. John contacts not only his own branch but also the adjoining ones, because CAMRA members will travel miles to a festival; if you're already friendly with your own branch they'll tell you how to contact others.

Don't go overboard with advertising for your first event, though. Local paid-for weeklies should get a press release a fortnight beforehand, but their advertising tends to be expensive and, sadly, they have a limited reach these days.

*"You don't want to pay a fortune to your performers, so why not invite the local talent? Britain is bursting with amateur bands of all descriptions from death metal to folk to trad jazz, all desperate for somewhere to play"*

Most communities, though, have free community giveaways whose space is cheaper and which, since they're often delivered door-to-door, have quite surprising penetration.

But your first event is actually better slightly underpopulated than horribly crowded: you need a chance to bat yourself in, and you don't want bad experiences – such as running out of beer early – to spoil the atmosphere and undermine the prospects for next time.

## In Conclusion

Don't forget that there are licensing issues, especially where live music is concerned, that you will need to sort out well in advance; and if you're in a residential area it's as well to square the neighbours first.

And there are other tips and wrinkles such as laying in a stock of plastic bottles so that you can flog off any unsold beers cheap to your regulars, and hiring polycarb glassware rather than actual glasses if serving outside: the authorities like them because they don't break, and they're actually quite attractive.

*"But the whole point is to bring in new faces, so you have to reach out into the wider community. Start with the local CAMRA branch. Contact them two months in advance – preferably three – and they'll put a notice in their newsletter and on their site"*

All that remains is to sit down after the event and analyse it thoughtfully.

It may not have been quite all you hoped, but don't be discouraged: provided it wasn't actually a disaster, there's always something to be learnt for next time... and the acid test is whether the new faces who showed on the day start turning up more often!

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# The Goose is Cooking

## Cask Champion

**Sometimes it's the simple things that mean the most. When turning round an ailing pub, for instance, you don't always have to rush in with brand new decor and a cutting-edge trade kitchen costing thousands. You might just carry on doing the things licensees have always done – offer good food, good beer, and a genuinely warm welcome – but do them better.**

That, anyway, was the approach adopted by Michael and Carol Langley when they bought the Goose & Cuckoo in the tiny hamlet of Upper Llanover, Gwent, 10 years ago.

A carpenter and an office manager from West Berkshire, they had discovered the pub in 1999 while on a walking holiday in the area and spotted its potential immediately. A small but very pretty former drovers' inn, it has few locals – Upper Llanover consists of just five houses, and although the nearest village has no competing pub, it's two miles away down a narrow winding lane. But the glorious countryside hereabouts is well frequented by ramblers, ponytrekkers, and mountain bikers, and there was also scope for one letting room and even a two-bedroom holiday cottage.

The licensee at the time was recovering from a stroke, and trade was hardly booming. "But sometimes you come across a pub that has a certain spirit of its own, and this was one," says Michael. "I could see that all it really needed was a bit of TLC."

A year later the pub came on the market, and a year after that the Langleys moved in as new owners. But they didn't rush in with boots and fists flying – in fact, says Carol, they didn't even reach for the paintpot.

"Michael sort of liked it how it was," she says. "In fact it's only recently that I've persuaded him to give it even a lick of paint."

Their first change was to make food available on a regular basis, which the previous owners had been unable to do. Carol had only cooked for her own family before, and stuck to what she knew: plain, simple, solid food, all home-made, ribsticking stuff much appreciated by famished ramblers. Her pies and ice cream have become legend, particularly ice cream flavoured with stout. Eat your heart out, Heston Blumenthal!

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*"Goosestock, along with other quirky annual events, has helped transform the Goose & Cuckoo from a much-loved and well-used wayside stop for ramblers into a destination pub in its own right"*

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Weaning the locals off the smoothflow and keg lager and on to real ale was, says Carol, "a bit of a struggle, but they got used to it after a while." And this was an essential change. Many licensees in remote and underpopulated areas feel they don't have the throughput to make cask beer a viable proposition; but the Goose & Cuckoo's kagoule-wearing passing trade are among real ale's key demographic and turn their noses up at the sight of a keg font.

They are also hard-wired to appreciate Michael's policy of stocking ales mainly from local microbreweries. (The two regular ales are from Rhymney Brewery of Merthyr Tydfil and Newman's of Caerphilly; the stout, rather than Guinness from Ireland, is Felinfoel from Llanelli.

Guest ales can come from further afield, but not from too far across the border. A local farmhouse cider is also an essential item).

"I've always been a real ale drinker myself and I just thought it was the essential component," says Michael.

The Langleys were luckier than many publicans in that Goose & Cuckoo is, although remote, not off the beaten track but actually slap bang on it. Hungry and thirsty outdoor types had for many years been putting their noses round the door but, not always liking what they found, had never returned. "The pub had always been well-known, but not much used," says Michael.

Now they were liking what they found, and as well as becoming repeat customers themselves they were also telling all their friends. Listings in both the Good Beer Guide and the Good Pub Guide soon followed, as well as rave reviews on sundry websites and even a feature on a regional TV programme about the great pubs of Wales.

What happened next is a testament to the potential of networking with customers. Two years after the Langleys took over the pub the organisers of the Pontypool Jazz Festival, having heard about the pub, called in for a beer and were impressed. They suggest arranging a small beer and music festival, and a few months later the first Goosestock was held. It did well enough to be worth repeating the following year, and that was better still. Now there are two Goosestocks a year, held on Whitsun and August Bank Holiday weekends.

*"There've been winter days when the beer delivery has had to be transferred to a farm tractor to get here and when we've stood behind the bar all day and not seen a single customer"*

Goosestock isn't the biggest pub beer festival in the world, but it has developed quite a following in the region. "We only put 10 beers up on a stillage outside, and people have to bring their own accommodation with them – tents or campervans," says Michael. "But we still get 200-250 people at each event."

"And we don't advertise it in any of the papers or magazines, only on our own website," says Carol. "It's all been word of mouth, really."

Goosestock, along with other quirky annual events such as the pram race from Blaenafon, the cricket match against Clytha (which the Goose won for the first time last year), and the annual Rusty Nail competition (whatever that is!) has helped transform the Goose & Cuckoo from a much-loved and well-used wayside stop for ramblers into a destination pub in its own right. But it hasn't been rocket science; nor has it required huge investment. The Langleys, having come fresh from the customer's side of the bar, just got the basics right: good ale, good food, and genuine pleasure in dealing with the public.

If that makes it sound easy, it isn't. When all's said and done, the Goose & Cuckoo is still two miles up a winding lane in a hamlet of only five houses. "There've been winter days when the beer delivery has had to be transferred to a farm tractor to get here and when we've stood behind the bar all day and not seen a single customer," says Michael.

So, not easy. But simple.





# Going for Gold

**Golden Ales**

**As we hit the starting blocks for the Olympics, and gear up for the Queen's Jubilee, 2012 looks set to be a golden year for the UK**

But Britain's brewers have been winning medals with their golden ales for the last couple of decades and in 2010 Castle Rock's Harvest Pale became Camra's Supreme Champion and scooped the Gold at the Great British Beer Festival.

In fact in the last decade this relatively new style of ale has been voted supreme champion no fewer than 7 times, and has become so successful that it now has its own category at Camra's many festivals

This astounding achievement has also been instrumental in tempting committed lager lovers to dip into real beer, and introducing a new generation of drinkers to the delights of cask conditioned ale.

The winning formula is not simply that it looks like lager, but even those die-hards that think ale should be served warm are prepared to serve the gold refreshingly cold. The category's triumph has helped to draw attention to the temperature issue for ale in general, highlighting consumer demand for cool drinks. For added chill factor, Fuller's have even developed in-line coolers to ensure that Discovery reaches the drinker's glass at the right temperature.

## On Golden Hill

But where did it all begin? The first golden ale was brewed, fittingly, on Golden Hill in Wiveliscombe, in 1986. A pioneering microbrewery, now called Exmoor Ales struck GBBF Gold in the first year of brewing, and is now celebrating its 30th anniversary.

The next chapter was in 1987 when the now legendary John Gilbert's brew pub in Salisbury created a beer for the local festival, and Summer Lightning went on to win numerous Camra awards.

Oakham's JHB was the first golden boy to be crowned

Supreme Champion in 2001, and since then blonds have dominated the competition.

2002's winner was Deuchars IPA, which went on to be a national success story and is credited with fuelling the Scottish Ale revival, it is hand crafted in an original Victorian brewhouse, using Britain's last remaining direct-fired open coppers.

Harviestoun took the crown the following year with Bitter & Twisted, and Kelham Island's Pale Rider galloped away with the gold medal in 2004

*"In the last decade this relatively new style of ale has been voted supreme champion no fewer than 7 times"*

Crouch Vale's Brewer's Gold made history by winning in 2005 and 2006, and perhaps as a backlash to the previous 6 years the dark and the mild had it all their own way for 3 years, until Chris Holmes reaped his just reward for Harvest Pale last August.

Golden Ale may have started life in the West Country, but it's now a national phenomenon and most brewers have at least one golden ale in their portfolio, and some of the most popular such as Thwaites' Wainwright and, more recently Black Sheep's Golden Sheep, started out as seasonal beers, but have proved so popular they are now permanent fixtures.



# Beautifully Balanced



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# British Brewers Get Creative

## Brewing Innovation

**Innovation. It's one of the most casually over-used words in the brewing lexicon, says Adrian-Tierney Jones.**

Sometimes all a brewery's marketing department means by the word is that it has come up with a new way to sell the same old beer; fine if it's already a good beer (Adnams' ground-breaking 'From the Coast' campaign springs to mind), but perhaps a more accurate word would be novelty. Other aspects of this branch of innovation include the use of online social networks - @bombardier\_beer is the biggest ale brand on Twitter.

Then there's genuine technological innovation such as eye-catching Cask Beer Fonts developed by Wells & Young's, Greene King and Black Sheep or Marston's 'Fast Cask' method of dispensation.

However there's another style of innovation where beer and brewing come into play - innovating what's in the glass. In the past few years, breweries have woken up to the fact that beer drinkers - especially the young and affluent - are developing a sense of adventure and looking for a beer that is more than the bitter or golden ale they normally drink. This is when a well-hopped IPA, an organic beer or a beer with added ingredients such as ground coffee, honey, spices, can cause a stir and excitement at the bar. New varieties of hops, different strains of yeast and methods of fermentation and historical recreations can all be grist to the brewer's innovative mill.

Relatively new concerns such as Thornbridge and BrewDog have been at the cutting edge of innovation since they first launched themselves on the unsuspecting world of brewing tradition.

BrewDog causes equal amounts of hero-worship and consternation with their media-savvy beers and associated press campaigns that have an air of Malcolm McLaren-like mischief-making to them. In the wake of the Cask Report, publicity hound James Watt, BrewDog's MD, guaranteed several column inches by declaring cask dead just as everyone else in the industry was celebrating its resurrection.

*"There are risks but if they work they can attract new drinkers, people who don't drink your beer because they tried one once and it wasn't for them"*

Despite this, and repeatedly brewing up trouble in the tabloid press with stunts such as the strongest beer in the world and bottles wedged into stuffed animals, they actually make some excellent beers such as 5am Saint, Hardcore IPA and the Paradox 'Smokehead' series.

## New Wave Beers

Thornbridge, on the other hand, is a quieter collective, still adept at publicity but less brash in their approach. New hops are experimented with, collaborations sought with other brewers and the envelope is thoroughly pushed through the letterbox of innovation and beyond. Jaipur, which celebrated its 5th birthday in 2010, was their initial calling card on the world of beer - a new wave, US-style IPA that sang its way into history with a trill of grapefruit notes. Fast-forward several years and there was Kipling, described as South Pacific Pale Ale, an orange-amber parade of tropical fruit on the nose (lychees, melon and passion

fruit). Meanwhile, Ashford gets the designation New World Brown Ale and freshly picked hops zip and zest up their gorgeous Imperial IPA Halcyon.

'We didn't really set out to be different and that is probably more in other people's eyes rather than our own,' says Thornbridge's Simon Webster. 'Our plan was always to make "modern British beer" and for people to talk about the great flavours and tastes of it, the way they do about the Belgian, German and, more recently American beers. From day one we set out to "Challenge the Drinker".'

Other small or medium-sized breweries are also joining in the fun. Try Titanic's Vanilla Stout or Saltaire's Triple Chocoholic for luxuriant lushness or wake up to Dark Star's Espresso Stout.

## Sharps' Cutting Edge

This experimental drive can be found at all points of the compass. Cornwall's Sharps might be well known for their best performer Doom Bar, but that hasn't stopped the restless and creative nature of head brewer Stuart Howe.

Several years ago, he developed Chalky's Bite in league with super chef Rick Stein; last year this was joined by Chalky's Bark, a 4.5% version of Bite, but lightly flavoured with ginger. 'It's a beer to be enjoyed for itself,' says Howe, 'but also something we have developed for its potential to match with food.'

Another superb beer developed by Howe is the 9.5% Belgian-style DW, a charity beer tribute to Dave Wickett, founder of Sheffield's Kelham Island Brewery, who is currently battling cancer. The result is Sauternes-like beer, with the sweetness mellowed by hop bitterness; tangerine hints and pineapple blasts on the nose lead to a fruit salad of desire that would hold its own in any tabletop wrestle with Stilton.

## A Break from Tradition

This sense of adventure has also spread from beyond the newer brewing community into the realms of the traditional family-owned companies. Robinson's have long been noted for their elegant barley wine Old Tom, a strong beer full of roast coffee and chocolate notes. Chocolate Tom goes a bit further with the addition of chocolate and Madagascan bourbon vanilla in the mix making for a decidedly luxuriant beer. Then there's Ginger Tom, where the strong ale is blended with Fentiman's Ginger Beer to producing an intriguing mix of chocolaty smoothness and spicy ginger edginess.

Fellow Lancastrians Thwaites, best known until recently for their deeply traditional beers such as best bitter Lancaster Bomber and mild Nutty Black. The brewer has literally gone from strength to strength since the launch of Wainwright, brewed for the first time 3 years ago and already a national hit.

In 2009, clearly inspired by this golden success story, their head brewer, Steve Fielding, announced plans to construct a micro-brewing facility at the main brewery in order to produce small runs of experimental brews.

In the summer of 2010 they created Midas Touch, a fruity golden ale with oats in the mix. A wheat beer followed to coincide with Oktoberfest, and they are planning a range of special seasonal creations throughout 2011, including a stout, a honey beer and an American-style IPA.

If there's one traditional family brewery that has hit the innovative trail with a great sense of gusto it's Adnams - they've even produced a beer called Innovation.

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***"New hops are experimented with, collaborations sought with other brewers and the envelope is thoroughly pushed through the letterbox of innovation and beyond"***

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The last couple of years has seen head brewer Fergus Fitzgerald develop beers that are light years away from the Suffolk brewer's traditional portfolio. A series of world beers in cask include an American-style IPA, a Dutch bokbier and an Irish Dry Stout. Then there was Solebay, a 10% beast of a beer packaged in a distinctive silver tin and brewed with sugar and lavender. The beer is stupendous, a complex, heady brew of wine-like immensity and Fitzgerald says it has been well received and should be brewed again. However, he does sound a note of caution when it comes to innovation: 'I think it's great to have a beer that people love and keep coming back to, and I think it is important not to lose track of that and why you are successful but I think it's also important to try something new. There are risks but if they work they can attract new drinkers, people who don't drink your beer because they tried one once and it wasn't for them or because they don't think beer in general is for them, they don't like the packaging, the image etc. But if you present them with something that looks and tastes completely different then maybe...'





# Living Legends

**Thwaites**

## Daniel Thwaites' looking forward to a record breaking 2011

2011 is already looking to be a milestone year for Daniel Thwaites brewery. The upcoming 12 months are going to see a raft of innovations from the beer artisans in Blackburn as they look to build on the continuing success of their legendary cask ales.

Leading the charge is Wainwright, in just over three years this 4.1% ABV golden ale has cemented its position as one the leading cask ales in the UK, with distribution spreading across the UK. In fact the level of success the beer has enjoyed is unprecedented in Thwaites' history, the combination of lightly hopped and subtle sweet flavour and an interesting and credible 'story' has seen the beer appeal across the demographics.

*"Leading the charge is Wainwright, in just over three years this 4.1% ABV golden ale has cemented its position as one the leading cask ales in the UK"*

It is not just the in the UK's pubs that Wainwright is proving to be a success. Two years since the first bottle of Wainwright was seen on the shelves of Waitrose it has now become one of the UK's top 30 selling bottled beers. An amazing story and as the beer achieves more listings across the UK, more and more people will have the opportunity to experience this great beer in the next 12 months.

## Signature Success

Never ones to rest on their laurels though, the brewery has entered a new era with their new Signature range of beers. Developed to ignite interest with new and existing customers, this new strategic portfolio complements their core range. It is presented in a simple and craft-like format offering consumers continuity from one beer to the next. A mixture of classic and unusual styles, the range has evolved from its predecessors to offer something to suit everyone's tastes. Look out for the new Signature range, including OBJ, Black Magic, Bloomin' Ale, 1807 and Our Boys!

*"We have a really exciting 12 months ahead and are committed to producing innovative and award-winning permanent ales from the brewery."*

## Creative Flair

Lee Williams, Marketing Manager at Daniel Thwaites comments: "Daniel Thwaites is extremely committed to creating new and exciting ales that challenge our customers. We have a really exciting 12 months ahead and we are committed to producing innovative and award-winning permanent ales from the brewery. 2011 will mark the shift into a new exciting direction for the brewery with the introduction of a revitalised range of Signature ales for the year which will bridge the gap between our permanent ranges. All of our craft-like artisan beers are evolved from our 200 years of brewing heritage."

# Spoilt for choice.

We present our new Signature seasonal beers for 2011.

Crafted with over two hundred years of Lancashire

Brewing know-how, they will be available to savour over 2011 and like you, we cannot wait for January!



# OBJ

On Be Joyful

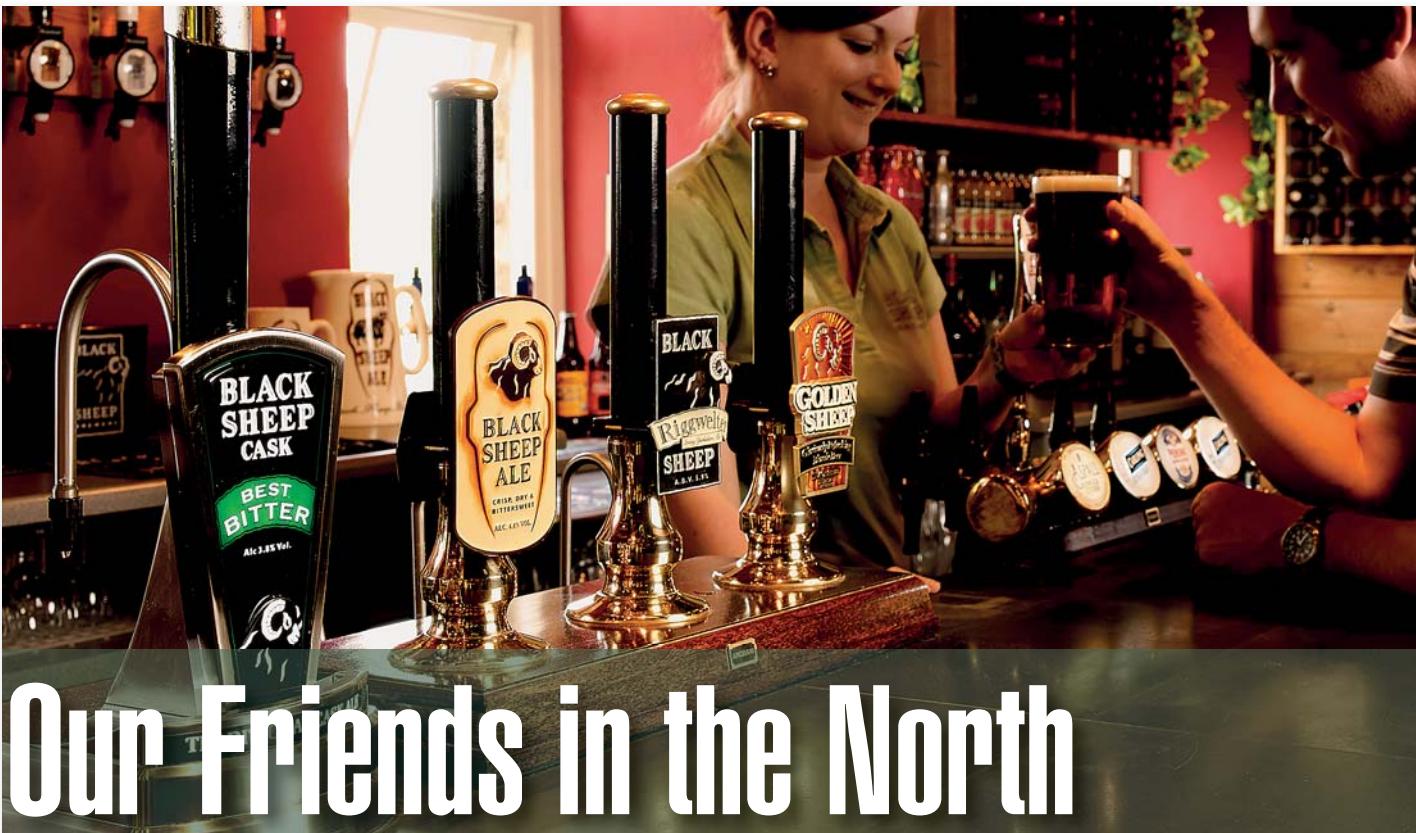


Full bodied, rich, dark  
and very warming

ALC 6.5% VOL

# Daniel Thwaites

AVAILABLE IN  
JANUARY 2011



# Our Friends in the North

**Great Northern Beer**

**There are few brands that can truly be described as icons, but maybe Tetley's can be. Its place in the market is steady, and it seems unlikely that its imminent relocation will cause much of a wobble in sales.**

It has performed the neat trick of transcending its origins, and has acquired that coveted status conferred on few - identification by a single name. Similarly, Black Sheep is a brand that has achieved a stable foothold in the market, and has become almost synonymous with Yorkshire itself – well, Black Sheep and Tim Taylor's Landlord too, I guess.

These beers punch above their weight across the whole country, as welcome in the south as they are in their home territory. But the market can't just be full of megabrands. Across the north of England, there are brewers of all sizes, from micro to large regional, and all have a positive story to tell.

## A Brewing Powerhouse

Moorhouse's MD David Grant has every reason to be buoyant about the future, as 2010 has seen their new brewhouse and brewery complex completed. says "Our capacity has increased threefold, from 320 barrels per week in the old brewery, to 1000 barrels per week with the new brewery. We were stifled somewhat by the limited capacity of the old brewery, and had reached a point where we simply couldn't brew enough beer to meet demand".

While growth has been steady over the last few years, there had been a definite levelling-off of production as the old brewery hit capacity. The new brewery will mean that not only will they simply

be able to brew more beer, but they can also brew a greater variety. With the limitations of the old brewery removed, growth in the five core brands, plus a special brew each month, is anticipated to be strong.

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*"To meet the demands of the modern consumer, regional brewers need to become a bit more "micro" and we are hoping to lead the way"*

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Another innovation that Grant has overseen this year has been getting a nationwide group of brewers to participate in a beer-swap scheme. This has seen breweries up and down the country stocking Moorhouse's beers, and then refilling Moorhouse's casks with their own beers before returning them to Burnley, where they are distributed as guest beers in Moorhouse's pub estate. This has reduced the shipping of empty casks, and has allowed Moorhouse's, in Grant's words "to achieve greater market penetration".

## The Task for Cask

The most recent Cask Report painted a weakly cheerful picture of the cask ale market, noting that although it is in decline with the rest of the beer market, both its value and its share of the market are actually growing.

David Bremner of Frederic Robinson's acknowledges that the market for cask is tough, but there are other opportunities for growth: "Overall we are trading above the market but there is much room for improvement. Total beer sales Jan to Oct are -2.4%. The decline is driven by our cask sales (keg is in growth following the development of some regional smooth brands in Oldham Bitter and



Wards Smooth). Within cask the decline is driven by our big brands such as Unicorn not being replaced by enough volume from seasonal beers. We are starting to see great growth though in our blond and specialist beers such as Dizzy Blond and Old Tom (despite its 8.5%abv strength”)

As the brewery prepares to hand over from 5th to 6th generation, there is a sense that Robinson’s is preparing to throw itself into battle. Bremner again: “We wouldn’t be spending £4m on a new brew house and visitors centre unless we were committed to quality and innovation for a long time to come. We are positioning ourselves to be much more nimble with our offer and to meet the demands of the modern consumer, regional brewers need to become a bit more “micro” and we are hoping to lead the way. This will become apparent in 2011.”

### **Sign of the Times**

Perhaps echoing Bremner’s comments about Robinson’s becoming ‘a bit more micro’, Lee Williams, marketing manager for Daniel Thwaites notes: “Over the past year the Daniel Thwaites’ Signature guest range of ales has helped the brewery to maintain the momentum developed from the advances that Daniel Thwaites’ Wainwright has made in the national market place; and the brewery looks set to end 2010 on its fifth consecutive year of cask ale growth. Daniel Thwaites are passionate about their cask ales and the range that they offer their trade customers. The brewery believes any pub that wants to send the same clear message to its customers needs to have cask ale at the focal point of the bar and offer a range of cask beer styles, with frequent variation that makes them credible in the eyes of the consumer.” There is a clear acknowledgement here that consumer segmentation and drinking

habits are changing. It’s not enough to offer the same beers year-round, even if they are icons. Consumers’ tastes are changing, and just as seasonality has become a buzzword in foodie circles, so discerning drinkers are looking to see the same reflected in the beers they are offered.

### **No Small Beer**

Given the speed with which new breweries have been opening, it would be remiss to talk about brewing in the north without mentioning at least one micro. There are lots of little breweries starting to make big waves – Stringers in Cumbria is one that looks set for great things, as does Ilkley Brewery, based unsurprisingly in the small town of Ilkley, West Yorkshire. They are perhaps typical of the micro-revolution, and from a first 8 barrel brew in March 2009, things have grown rapidly, as director Stewart Ross explains: “The company was incorporated in January 2009, and the first commercial brew was in March that year. We are moving to new premises in November 2010, and are installing a new 20 barrel plant in January 2011”.

*“Consumers’ tastes are changing, and just as seasonality has become a buzzword in foodie circles, so discerning drinkers are looking to see the same reflected in the beers they are offered”*

As the Cask Report has demonstrated, there is still good interest in that most British of beer styles, real ale. There’s no doubt that even in a tough market, classic British beer still has a place on the bar, and in the north of England, all brewers great and small are doing everything they can to make sure it stays that way.

**Zak Avery**



# Raising the Baa ...

**Black Sheep Brewery**

**It is almost impossible to believe that The Black Sheep Brewery is only 18 years old. Since first making an appearance in pubs in and around the Yorkshire Dales in October 1992 our beers have gone from strength to strength - most recently with Black Sheep Best Bitter being awarded The Publican Licensees' Choice Gold Award for Cask Ale in 2010 for the second year running.**

Black Sheep beers are now distributed not only across the UK but around the world, brewing over 20 million pints a year.

The delivery of those first casks of beer in 1992 began a new era for Paul Theakston, whose family has brewed in Masham for six generations. Following Paul's departure from the old family firm, T&R Theakston, fate played a kind hand and he was able to purchase an old maltings building in the heart of Masham. Here was an opportunity to return to what his family had done best since the 19th Century - making real beer in the time-honoured fashion. And so a new brewery was born!

Sheep have always figured largely in the history of Masham, so when a name was needed for the new Brewery Paul's wife, Sue, came up with 'Black Sheep'. A fitting name on all fronts, given Paul's maverick new start up! From the outset, giving visitors the opportunity to see the beers being brewed and to sample the ales at the brewery was always a high priority, and in May 1996 the doors were opened to the newly transformed Visitor Centre - now

a major year-round attraction in the Yorkshire Dales. Now in 2010, the sixth generation of the Theakston family brewing heritage is also proudly part of Black Sheep, with Paul's eldest son Rob as Joint Managing Director, and second son Jo as Marketing and Off-Trade Sales Director.

Over the last few years, Black Sheep has considerably expanded the market for its lead cask ale, Black Sheep Best Bitter, a classic 3.8%ABV Yorkshire bitter brewed using Yorkshire Square fermenting vessels, and it is now widely available across the UK. In 2009, they launched a fully illuminated "Dazzler" handpump for Black Sheep Best Bitter - the first of its kind to the market - giving cask ale the presence on the bar that it richly deserves! In 2010 a revised version of Golden Sheep on draught was launched - a gloriously refreshing blonde beer that has seen great success over the summer period.

Black Sheep bottled ales are well established nationally, with their lead beer, Black Sheep Ale, regularly in the top 10 bottled ales. Black Sheep Ale at 4.4% ABV, now in an eco-friendly lightweight bottle, is available nationwide from virtually all the major supermarket retailers alongside the rest of our excellent range.

As Paul Theakston says, "We are rightly proud of our award-winning range of bottled and cask ales and only brew our beers from traditional high-quality raw materials: crystal clear dales water from our own well, Maris Otter malted barley for extra flavour, a little roasted malt for colour and flavour, and generous amounts of whole English hops to make the beer really refreshing. Such a material bill is more expensive than the average, but we think it's well worth the extra!"



# Lighting up the cask ale market

Whether you're a traditionalist or like to do things differently, we've got it covered. Our award-winning Best Bitter is available through our fully-illuminated 'Dazzler' handpump\* or, of course, the traditional way.

Perfected in Masham, North Yorkshire using the finest quality ingredients and traditional brewing methods for a distinctively dry and refreshing flavour.



**DAZZLING ALE**  
Interested in stocking our beers?  
Call us on 01765 689227  
[www.blacksheepbrewery.co.uk](http://www.blacksheepbrewery.co.uk)

\*Installation of illuminated handpump subject to survey





# Individual Inn Character

## Cask Champions

**The first thing you see when you enter an Individual Inns pub is the fireplace. And the first thing you do is order a beer.**

A managed chain of high-end country pubs in Yorkshire, Lancashire, and Cumbria, Individual Inns was founded five years ago when Andrew McClean, a former director of the Devonshire Pub Company, bought the Tempest Arms at Elslack in North Yorkshire. He was joined soon afterwards by Martin Clarkson, a colleague from Devonshire and, by sheer coincidence, a previous manager of the Tempest. Soon after that, Andrew McClean was bought out by a former Bass North-West managing director, Ewan Harris. Martin stayed on as the front-of-house half of the partnership.

The company expanded rapidly, adding the Fountaine Arms at Linton-in-Craven, the Mason's Arms at Strawberry Bank, Cumbria, the Spread Eagle at Sawley, Lancashire, and most recently the Wheatley Arms at Ben Rhydding, North Yorkshire.

The pubs have a lot in common: they're all smart, well-located and well-known destination venues with letting rooms and highly-regarded food offerings attracting a mixed bag of tourists (many of them in hiking boots and cagoules), diners, and corporates as well as locals. Not all of them are in the all the national guidebooks all the time; but they're all frequent entries and in 2010 the Tempest Arms won the coveted Pub of the Year award from the Good Pub Guide.

## Beer Matters

All too often, though, the choice of beer plays a supporting role at food-led destination venues - especially, for some unfathomable reason, those with letting rooms. The availability of cask beer is a given and is taken for granted; but often it's a middle-of-the-road brand bought on price and is the cheapest the owners can get away with. But Individual Inns are not hotels and they're not gastropubs, Martin insists. They're pubs, with dining rooms and bedrooms

bolted on. And the heart of a pub is the bar; and the lifeblood that the heart pumps round is the beer.

And anyway, Martin doesn't believe in "getting away with" anything. He's been in the trade for his entire adult life – over 30 years – managing pubs for Boddington's when it was still a family firm, Jennings before Marston's bought it, then the Devonshire Pub Company, and finally Honeycombe Leisure. He describes his management style as treating every pub he ran as if it were his own, getting every detail scrupulously right and building loyalty among both staff and customers.

*"The beer is central to creating that vital first impression...Great cask ale creates an awful lot of word-of-mouth"*

"You don't just 'get away' with things," he says. "You have to believe in everything you offer or you might as well not bother."

So the beer is just as important as the food, the service, and the ambience at an Individual Inn. More so, in one sense. After all, as Martin says, the first thing most customers do when they arrive is buy a pint; so the beer is central to creating that vital first impression. "And not only that," he adds. "Great cask ale creates an awful lot of word-of-mouth."

## Freedom of Choice

In selecting a range for the company, Martin, err, doesn't. Individual Inns tries to live up to its name. There's no branding. Decor and fixtures and fitting don't come out of a central design book but are tailored to the character of each pub. Chefs are pretty much given their head in creating their own menus, subject to the two provisos that the menus they come up with should fall within the company's market position – which is the upper end of the middle market rather than £100-a-head fine dining – and that the cooking should be faultless. And so it is with the beer.

"When I was a manager myself I used to treat every pub I ran as if it were my own, and we encourage the same attitude in our managers here," says Martin. "We're flexible. We're not fetishistic about things like locally-sourced ingredients: we use local produce where we can, but with the best will in the world there are few local butchers who can guarantee to supply 1,000 pieces of lamb every week." And as for the more exotic ingredients – well, they don't grow much coriander or lemon grass in the Yorkshire Dales!

That means, in practice, that each pub operates almost as a free house in the range of beers it provides - a policy dictated almost as much by history as by philosophy. For one result of having assembled such a collection of well-established and characterful pubs is that each one has its own back story and its own following.

## **Distinctively Different**

The Mason's Arms in Cumbria, for instance, was a pioneering brewpub back in the 1980s and '90s and more or less created the vogue for fruit beers by using the damsons that grow profusely in the hedges thereabouts as a flavouring. The brewery has gone but the pub retains its reputation for an eclectic beer offering and has a bottled range of about 100. It still hosts beer festivals with up to 32 ales on stillage and has even held a cider festival.

*"Beer isn't cheap anymore and customers expect it to be right. We can afford to cherry-pick the best beers in the region, so that's exactly what we do"*

The Wheatley Arms on the other hand offers elegant accommodation and fine dining, while still keeping a strong focus on the bar. Quality spirits line the back bar while the fridge contains imported beers and Fentiman's soft drinks and mixers. "Cask beer is integral to our business" says manager Michael Baravelli. And Adam Bailey, the bar manager and cellarman is passionate about keeping his ales in perfect condition "Although we're more a restaurant than a bar, the quality of our ale is important to many of our customers. We mainly keep beers from local breweries such as Ilkley but at the moment we've got Seafarers from Gales and that's been extremely popular – people are always interested in something different" In fact the demand for the ale here has been so great that there are now up to 7 on at any one time.

## **Ales Well Kept**

"The five pubs will have about 16-17 different cask beers on at any time between them," says Martin. Wainwright from Lancashire brewer Thwaites was on sale at all five pubs at the time of writing, but Martin says there's no house bitter as such. Suppliers range from local micros such as Dark Horse of Hetton, North Yorkshire, and Hawkshead of Cumbria, through established regional favourites such as Theakston and Moorhouses, all the way up to the multinationals.

"People are pernickety, so we have to be pernickety too," says Martin. "Beer isn't cheap anymore and customers expect it to be right. We can afford to cherry-pick the best beers in the region, so that's exactly what we do."





# More Beer From Moorhouse's

**Brewing Ales**

## Moorhouse's toasts 'open for brewing' at multi million pound complex.

The North West's largest dedicated cask-ale brewer is poised to rapidly grow business throughout the UK with the commissioning of a £4.2m brewing complex.

The first traditional 'tower' brewery to be built for many years, the development signals a new era for the internationally acclaimed brewery as it takes on the mantle of full regional brewer.

Brewing capacity has now trebled to more than 1000 brewer's barrels a week. A state-of-the-art visitor centre - expected to provide a major tourist attraction for Burnley - and premier trade training school will open in the spring of 2011. The workforce will double.

The development follows several years of spiralling demand - at some 17 per cent sales growth per annum - for Moorhouse's world beating 'Pendle Witches' ales: Black Cat, Pendle Witches Brew, Blond Witch, Pride of Pendle and Premier Bitter.

During 2010 cask ale volumes grew in the free trade and with both leading pub companies and wholesalers. One top pub company made Blond Witch a nationally available brand. Business held up well in the six strong pub estate while sales of packaged beers once again increased with leading supermarkets.

## More Expansion

Three key appointments have now further strengthened the business development team to roll out the marketing strategy for expansion.

Stuart Hayes, 34, will develop business in Cheshire and further

south. He lives in Nantwich and was previously marketing manager with Wise Move Homes and sales manager for Right Move Abroad.

Nicola Harrison, 33, of Radcliffe, will handle the Manchester area. Formerly a sales consultant with Piroith International, Nicola has held positions with Croston Communications and with Virgin and Easy Jet.

Sam Johnson, 31, is covering West Lancashire, the Fylde and Cumbria. Sam, of St Anne's, has wide experience in sales working with Principal Business Promotions and Thomson Local.

The three join Glenn Wright, covering business in the Trough of Bowland, Burnley and Blackburn, and Simon Oates in Yorkshire. Mike Hiscock heads the team and handles national accounts.

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*The new brewing capacity will allow monthly special brews to be produced to provide an unrivalled beer choice*

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Additionally, Nigel Ramsey has taken the role of financial controller. Nigel joins from Style Café Ltd and was previously with Cassons Chartered Accountants. He is a member of the Association of Chartered Certified Accountants and a Fellow of the Association of Accounting Technicians.

## Casting Spells

The appointments come alongside several initiatives to support publicans' cask ale sales. These include expanding the popular Moorhouse's Showcase events and the launch of a pioneering Cask Ale Club. Each month, the one-stop-shop club offers licensees the choice of 12 guest beers from leading craft brewers alongside Moorhouse's brands. Additionally, the new brewing

capacity will allow monthly special brews to be produced to provide an unrivalled beer choice

Three years ago the Lancashire brewer became the smallest brewer ever to take to the TV screen. A humorous witch themed commercial helped to build autumn business as Moorhouse's aimed to become THE Halloween brewer in the free trade.

Now an annual promotion initiative headed "Witch Ales Are You Drinking?" offers five specials: Broomstick Bitter (4.0%abv); Witchhunt (4.8%abv); Black Witch (4.2%abv); Witches Cauldron (4.2%abv); Witchfinder General (4.4%abv). Each year the brews have lifted seasonal sales by some 35 per cent, making Halloween at least as busy as Christmas and New Year.

## More Awards

Today Moorhouse's has won more awards than any comparable brewer and now has an annual turnover of more than £3m, following year-on year growth since 2002. Brewing accolades include the Camra Supreme Champion Beer of Britain title for Black Cat ale and the Champion Cask Ale Trophy for Pride of Pendle from the Brewing Industry International Awards (BIIA) – the 'Oscars' of the industry.

The new complex will help in the ongoing regeneration of the once thriving mill town, which has suffered both economic and social deprivation in recent decades. Funding has come from investment from company directors and bank support together with help from the North West Development Agency and Burnley Borough Council.

## The Magic Touch

David Grant, managing director, said: "The Moorhouse's story is one of the most remarkable on the UK craft brewing scene today. We have defied tough trading conditions to become increasingly renowned for the quality of our products and service. As more and more publicans have realised that stocking our cask beers will boost their business, we have been rewarded with growth year-on-year.

*"While beer sales decline overall, we remain confident that there is a very positive future for well crafted cask-conditioned ale.*

"Our directors ignored the recession to go full-ahead with our major investment to transform the 145-year-old business. Now, with our dedicated and resilient workforce, we are able to offer our customers a premier quality service with an unrivalled selection of ale.

"The new capacity allows us to brew monthly specials on top of our award winning core brands. And our Cask Ale Club is a pioneering initiative that will play a key role in further helping free trade publicans.

"While beer sales decline overall, we remain confident that there is a very positive future for well crafted cask-conditioned ale. All industry evidence says that cask ale acts as a sales driver for enterprising publicans. As we emerge as a fully fledged regional brewer, our team is now in a terrific position to help both old and new customers develop their cask offer"

**Famous Five**

**BLACK CAT**  
BREWERS SINCE 1865  
ABV 3.4%  
SUPREME CHAMPION BEER OF BRITAIN WINNER

**PENDLE WITCHES BREW**  
BREWERS SINCE 1865  
ABV 5.1%  
INTERNATIONAL BREWING AWARDS WINNER

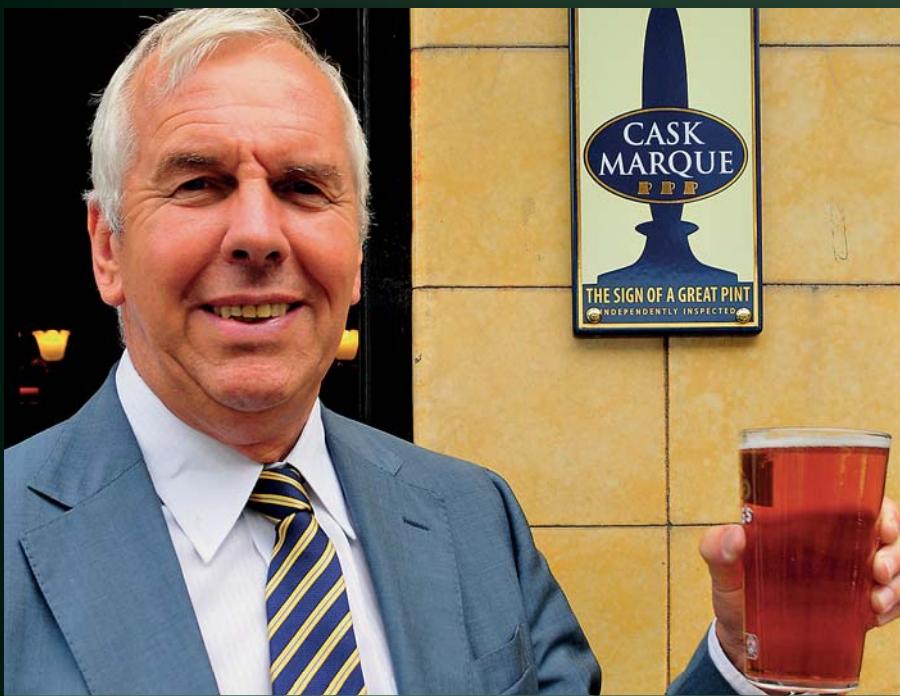
**PREMIER BITTER**  
BREWERS SINCE 1865  
ABV 3.7%  
INTERNATIONAL BREWING AWARDS WINNER

**BLOND WITCH**  
BREWERS SINCE 1865  
ABV 4.5%  
BREWED IN BURNLEY, LANCASHIRE, ENGLAND

**PRIDE OF PENDLE**  
BREWERS SINCE 1865  
ABV 4.1%  
BIIA CHAMPIONSHIP TROPHY WINNER

**MOORHOUSE'S BREWERS SINCE 1865**

**Perfection in a glass**



# How to make the most of the cask ale revival

**Cask Marque**

**Most people in our trade are now aware of the increased consumer interest in cask ale reflected by a strong growth in market share – 5% growth versus a 2% decline in beer.**

Cask beer now represents 45.3% of total ale volume and 16.4% of total draught beers. It has over 8.6 million cask ale drinkers and a 17% increase in 18-24 year olds with women continuing to show great interest. CAMRA membership rose by 14% in the year.

For a licensee the challenge is how to make the most from this growing market and interest in cask. Most licensees would like to attract cask ale drinkers to their pub because:

- ▶ They are more affluent and visit pubs more often – remember cask is only on sale in the British pub.
- ▶ More likely to be at a life stage with fewer financial commitments – important in these recessionary times.
- ▶ The cask beer drinker spends more money in the pub – on both quality beer and food.(Cask Report 2010).

Having decided that cask ale is for you, there are some golden rules to obey:

- ▶ To show you are serious about cask you need to start with a minimum of two handpumps.
- ▶ Regarding range, you need to initially stock on a permanent basis tried and trusted brands from regional brewers and when

expanding your range use guest ales from local brewers (see diag 1).

- ▶ Having a trained cellar manager is key to beer quality and yields and this can seriously benefit your bottom line profitability. A case study showed that beer quality can improve sales by 2% and yields by over 7%. Training courses are available nationwide through Cask Marque.
- ▶ Throughputs are important. A cask once placed on sales must be sold within 3 days. Cask is a live product and has a short sell by date. Good landlords may increase their range at weekends and have less beers available during the week to take account of a slow down in the rate of sale.
- ▶ You must clean beer lines every 7 days.
- ▶ Don't price too cheaply. Cask is a handcrafted product and it should be priced on a par with premium lager.

Once you are delivering a great pint get Cask Marque to accredit your pub which will entail passing two unannounced inspections. Your pub will then be included:

- ▶ On the Cask Marque website.
- ▶ On the sat nav free download giving directions to your pub.
- ▶ On the text messaging services which tells consumers their nearest two pubs.
- ▶ On the new iPhone app, Caskfinder, which not only will display details of your pubs but also the beers available and tasting notes.

The Stocking Matrix					diag 1
No of Handpumps	>18g / week	>36g / week	>54g / week	>72g / week	
1	?	?			TRIED AND TRUSTED
2	?	?			TRIED AND TRUSTED OR RESPECTED REGIONAL
3	?	?	?	?	TRIED AND TRUSTED, RESPECTED REGIONAL, LOCAL SPECIALIST OR GUEST
4	?	?	?	?	

**Find your nearest Cask Marque Pub by Sat Nav, Text or Smart Phone**

[www.cask-marque.co.uk](http://www.cask-marque.co.uk)

**By Smart Phone**

Available **FREE OF CHARGE** from **iTunes app store** and the **Android Market**. Search for **Caskfinder**. Will give you access to:

- Location Map** of Cask Marque Pubs
- Beers stocked** by outlet
- Cyclops** beer descriptions
- Cask Ale Breweries** and their beers
- Beer Festivals** nationwide

**By Text**

- 1.Text **Cask**
- 2.Followed by a **Full Stop**.
- 3.Then **where** (town or full/part postcode) e.g. **Cask.HP18 1PH**
- 4.Send to **60300**
- 5.You will receive back the **2** nearest outlets

Texts cost 25p plus your usual operator rate.

**By Sat Nav**

Visit our website: [www.cask-marque.co.uk](http://www.cask-marque.co.uk)

Remember 46% of cask ale drinkers recognise the Cask Marque plaque (NOP May 2009). 6,700 licensees hold the award and it is issued to the licensee not the pub. Currently Cask Marque has a 16% growth in accreditation in 2010.

Other promotional activity you should consider:

- ▶ Talk to your local CAMRA branch and host a CAMRA meeting. Over time, aim to be listed in the CAMRA Good Beer Guide.
- ▶ Think of running a small beer festival (it can be highlighted on the iPhone app) – see the Cask Marque website for information on running a beer festival.
- ▶ Start stocking rotational guest ales (but remember throughputs).
- ▶ Offer “Try before your buy” to encourage sales.
- ▶ Hold a ‘Meet the Brewer evening’ in your pub and organise a brewery trip to your local brewer.
- ▶ Support your bar staff with key facts about the beer and give them tasting notes.
- ▶ Ask customers to select which beers they would like as ‘guests’.
- ▶ Use the Cask Marque logo on all your marketing. Free POS is available.
- ▶ Participate in Cask Ale Week and use other events such as Halloween to promote cask.

So remember, if you want to enjoy the profit from cask beer you and your staff must be passionate about the product, beer quality is vitally important and you need to tell customers about your offering.

## THE IMPORTANCE OF DIGITAL MARKETING

Many consumers now use the internet to assist them in their decision making process. Look at the success of Trip Advisor and Laterooms.com. Many of the Guides are now accessible via the internet.

Digital marketing now takes on various forms:

- ▶ Website
- ▶ Apps on smart phones
- ▶ Facebook
- ▶ ext messaging
- ▶ Bloggs
- ▶ Sat Nav
- ▶ Twitter

All pubs should seriously consider a website. Once the small upfront cost is paid it is free marketing, and allows you to talk to both new and existing consumers, keeping them informed of special events and everyday activities.

We at Cask Marque have heavily invested in this area to bring benefits to our accredited licensees. We have a new website with a pub finder search facility which can be linked to your own site. We use Facebook, Twitter and Blogs to communicate with our friends! This covers our activities and successes and highlights issues in the industry that need attention.

Focussed directly at the consumer is the iPhone app which can be downloaded free of charge. It allows users access to:

- ▶ Details of Cask Marque pubs and beer stocked
- ▶ Beer descriptions / tasting notes
- ▶ Brewers and details of their beers
- ▶ Beer festivals in pubs and CAMRA organised
- ▶ Pete Brown beer blog

We had over 5000 downloads in the first 9 weeks and our aim is to have 50,000 people using this app – “Caskfinder”. It is also now available on smart phones that use the “android” system via the android market.

Over 800 people a month are now using the text messaging service to find their two nearest Cask Marque pubs and our new Sat Nav programme which guides them in their car to the Cask Marque pubs generates great profile for Cask Marque and also more customers for our accredited pubs.

Cask Marque pubs benefit from this digital activity, but local pubs can do so much more themselves. However, do remember to keep the website and activities updated. An out of date website is a poor reflection on a pub.



# SIBA Members Set the Trend

**The success of cask ale has been largely driven by the passion and enthusiasm of small local brewers, and Julian Grocock, Chief Executive of the Society of Independent Brewers, believes they are the key to its future**

I'm not in the brewing world on the strength of my slick marketing skills. Although I know what it all means, I can't get comfy with marketspeak jargon that tells me about an ale category in the beer subdivision of the drinks sector.

And you certainly won't hear me claim that I head up the Society of Independent Brewers merely because I'm a professional chief executive, who could also be at home in any alternative commercial environment.

No, I'm in it for the beer.

My early forays into beer politics were as a real ale activist campaigning against the 'rationalisation' that had given us insipid national keg brands that were "...worth passing a few pubs for!", would "...help me excel!", or were "...what my right arm's for!". Breweries were closing at an alarming rate and bland standardisation appeared to hold the key to the future.

But that's not quite how it all worked out, is it? CAMRA marshalled its troops, surviving regional family brewers were re-inspired to fight for their independence, and even the brewing giants that had come to dominate the industry saw a commercial opportunity for their own cask ales.

## The Microbrewing Revolution

At the same time some totally new seeds were being sown. Microbrewing began in earnest in the 1970s, as real ale enthusiasts and redundant professional brewers fired up their own tiny mash tuns. By the end of that decade more than fifty were in production, and in 1980 twenty of these pioneers banded together as SIBA, the Small Independent Brewers Association.

It is from these inauspicious and oft-derided foundations that a real revolution in British beer has much more recently made its presence felt, to put us all on the threshold of a genuinely pivotal moment in our brewing history.

*"It is a fact that the cask drinker no longer conforms solely to a middle-aged male beard-and-belly stereotype: young people and women too are buying into the 'promiscuous' choice"*

For the valiant rearguard action fought by the long-established survivors of the traditional industry did not fundamentally change the established order. Playing to the old-fashioned rules of tied-estate acquisition and brand building, rationalisation and brewery cannibalism continued, punctuated only by the upheaval caused by the Beer Orders. In fact, the creation of massive non-brewery pubcos after 1989 helped consolidate the commitment to vertical integration of regional brewers who were still allowed their own tied houses, and at the same time encouraged the development of more brands with national identity, in a contest for large-scale contracts to supply the 'free-house' portfolios of the new giants.



Julian Grocock & Keith Bott

## Cask Market Forces

Cask ale, by now a must-stock commodity in many pubs, duly took its place in this realm of marketing men and accountants. In some cases the very people who had barely stopped plotting its demise as an uneconomic anachronism of a bygone age suddenly became its biggest champions – before moving on to sell toilet rolls or dog food with apparently the same unbridled passion.

Real ale aficionados tolerated – in some cases even liked – the big-brand cask beers of super-regional, national and international brewers; I've never made a secret of my own lifetime affair with Tetley Bitter. But, as a publican myself until the mid-90s, I saw that whilst brand loyalty gave reassurance to an older, more staid type of drinker, it plainly bored the adventurous real ale enthusiast who was increasingly demanding variety rather than 'the usual'.

Microbrewers began with much the same recipe book that had produced the ales that inspired them to brew for themselves. That mostly meant bitters and pale ales within a 3.5-5.5% range; milds if you lived in the right part of the country; and maybe old or strong ales at Christmas.

## Imagination and Innovation

However, these brewers grafted a refreshing new spirit of independence, imagination and innovation on to time-honoured methodology, and they began to experiment with different beer styles – some historic revivals, others breaking new ground.

Porters, stouts, strong milds, and genuine IPAs have been brewed to reintroduce renowned flavours of the past, while alternative grains, Continental and New World hops, other aromatics, fruit, honey and chocolate have been used to create golden ales, and wheat beers and other specialist beers.

For some time these variations have been dismissed by ageing

stick-in-the-muds (like me) as gimmicky products with nothing more than niche appeal. They have reflected the growth of craft brewing in the USA and elsewhere, which has been sidelined by a mainstream industry of palate-numbing mediocrity that had long since won its war without so much as a consumer whimper.

## A New World Order

But in Britain they have enriched a persistent tradition of real quality that has refused to die quietly. Even old family brewers have embraced the excitement of experimentation and put an eclectic selection of beers on the bars of their pubs. It is a fact that the cask drinker no longer conforms solely to a middle-aged male beard-and-belly stereotype: young people and women too are buying into the 'promiscuous' choice of an industry of 700-plus local brewers. Furthermore, wholesome ingredients, artisanal production, green technology, local employment and low food miles strike a chord with today's ethical purchasing trends.

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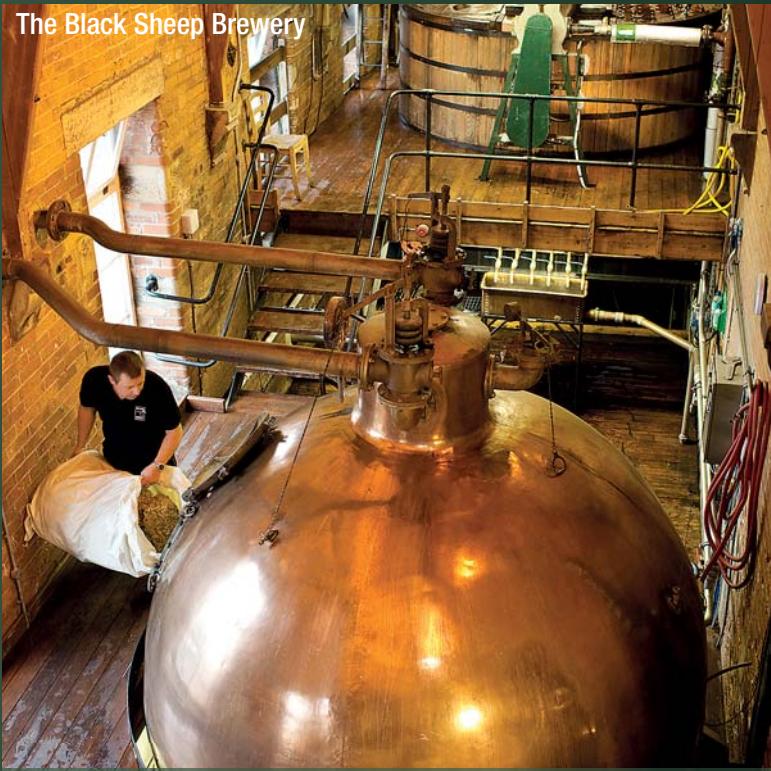
*"These brewers grafted a refreshing new spirit of independence, imagination and innovation on to time-honoured methodology, and they began to experiment with different beer styles"*

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What has not yet been accepted in the corporate corridors of big brewing is that the success of craft and local beers spells the end of individual brand power in their market. This is no longer an industry geared for commercial conquest, wholesale brewery takeovers and closures, and the pretend provenance of famous names with no genuine local integrity.

The 'brand' might indeed still be a force to be reckoned with – but now it is a collective brand of thousands of quality beers from hundreds of independent brewers.

### The Black Sheep Brewery



## Roll Out the Barrels

### The Cask Condition

**Twenty thousand barrels is the magic marker. Such is the pace of change and expansion in the cask ale sector of the industry that the term "micro" has become almost irrelevant, says Roger Protz.**

Some brewers want to stay small - and good luck to them.

But for the likes of Castle Rock in Nottingham, Dark Star in Sussex and Meantime in London, 20,000 barrels a year is the new rock and roll.

And even that figure is small beer for Moorhouse's of Burnley who will soon move to a 40,000 barrel plant, while Meantime's new site in Greenwich has room to grow to the mind-boggling figure of 100,000 barrels a year.

You have to pinch yourself to believe what is happening at the craft end of the business. Britain is coming, painfully, out of recession.



Beer is expensive, thanks to the tax bludgeon of duty and VAT. Sales of global brands are in free fall. Yet the craft sector just goes on growing.

### Keep on Rolling

Today there are 767 breweries in Britain, four times as many as when the Campaign for Real Ale was founded in 1971. As CAMRA prepares to celebrate its 40th anniversary in 2011, its members understandably feel they can raise a glass of naturally-conditioned ale to mark the milestone. As there are now 120,000 CAMRA members, it's a fair bet that a lot of ale will be downed next year.

The reasons for the growth of the craft sector are complex. There's the subjective phenomenon known in marketing speak as "no longer drinking the advertising". People are turned off by repeated TV advertisements for beers that fail to deliver on the promise of fun and frolic. Objectively, many drinkers are searching for beers made locally and not trunked around Britain and other parts of Europe. And as pub beer is mighty expensive, drinkers are choosing a couple of pints of beer full of aroma and flavour in preference to what the late Michael Jackson memorably called Ersatzbräu.

Cask beer has hit both the green and younger generations. In September I spent four days at the St Albans beer festival in Hertfordshire. When the CAMRA festival was mooted 15 years ago, the organisers were advised to abandon their plans on the grounds that St Albans was "well pubbed" with 66 outlets. But beer choice was poor. Today the choice in St Albans pubs - and 60 have survived - is excellent, thanks in no small measure to the success and influence of the festival.

And what was especially impressive this year was the large number of young people pouring into the event and sampling some of the 400 beers on offer. The Old Private Eye and Viz image of the average CAMRA member looking like a cross between Fred Flintstone and Guy the Gorilla never was entirely accurate but it bears little resemblance to the truth today. Young consumers are concerned about food and drink. They want to know where and how their beer is made and they are unimpressed by brews that chalk up large carbon footprints as they are trunked in from mega breweries on the far side of the globe.

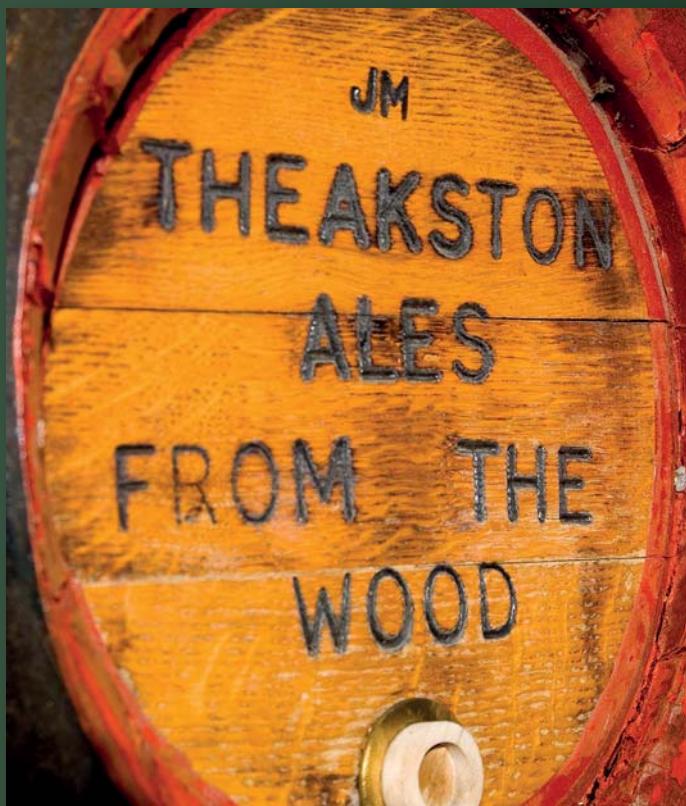
### Brown's Legacy

And then there's the Gordon Brown factor. Let's put in one good word for the poor chap before he fades into history. In 2002, when he was Chancellor of the Exchequer, Brown introduced Progressive Beer Duty that allows smaller brewers to pay less duty on beer than the bigger fry. PBD is controversial and those brewers who don't benefit from the scheme are not happy. But what is incontrovertible is that it breathed life into the small end of the business. I remember in 2002 being told by a small brewer in London that he was seriously contemplating giving up as his delivery van was knackered



THE SIGN OF A BETTER PUB

[www.theakstons.co.uk](http://www.theakstons.co.uk)



and he couldn't afford to replace it. This is not a problem often faced by Ersatzbräu Inc.

He's still brewing, thanks to PBD. And he's been joined by many new members of the fraternity. For the past four years, the Good Beer Guide has reported an average of 80 new brewers starting up each year. Some fall by the wayside but most stay the course. And today, as the annual Cask Ale Report shows, real beer is the only sector showing some small sign of growth in an overall declining market.

As well as CAMRA's long-running campaign to boost the cask sector and the Society of Independent Brewers equally passionate battle for PBD, words of praise must also be beamed in the direction Cask Marque, an industry-sponsored body that has done wonders to change the image of real ale. It wasn't just the beer-and-belly problem: cask beer was also dismissed as warm, flat and cloudy. But Paul Nunny and his team of inspectors have worked wonders to change that. They've been aided by the astonishing success of the golden ale sector, beers served cool and refreshing, looking like lager—but not tasting like it—and appealing to younger drinkers. Fuller's, for example, has installed special in-line coolers that chill Discovery as it passes through the beer engine en route to the drinker's glass.

## Rising Stars

Castle Rock's Harvest Pale is a case in point. When I visited the Nottingham brewery in July I found it could not keep pace with demand for Harvest Pale and was rationing supplies to its own pubs in order to deliver to the free trade. A new site was nearing completion in a former probationer officers' complex that will take Castle Rock to the magic 20,000 barrels level. When Chris Holmes launched the brewery in 1998, it produced 30 barrels a week, then

upgraded to 70 barrels in 2005. It's just as well the new brewery was about to come on stream, as in July neither Chris Holmes nor I knew he would walk away with the Champion Beer of Britain award a few weeks later for Harvest Pale at the Great British Beer Festival.

Dark Star's rise has been even more astonishing. It started life in 1994 in the cellar of the Evening Star pub in Brighton using kit hardly bigger than that used for home-brew. The beers were so successful that in 2001 the brewery relocated to Ansty Green with a 15-barrel plant. But demand for Dark Star beer was unstoppable and in January 2010 the company moved again to Partridge Green near Hayward's Heath with a 20,000 barrel plant.

In London, Meantime is not satisfied with one new brewery but has built two. The main plant has a flexible German mash mixer and lauter tun system that will enable Alastair Hook to grow from 20,000 barrels to 100,000 a year. A short distance away, Hook has built a tiny brewery in the former hospital of the Old Royal Naval College at Greenwich, designed by Christopher Wren and now a Unesco World Heritage Site. Here Hook brews Porter to an 18th-century recipe and plans to replicate other old styles. He is also maturing strong beer in whisky casks.

Cask beer's success is not confined to the Midlands and the South. Dave Hughes in Barnsley has brought Barnsley Bitter back to life, a beer lost when John Smith's closed the original Barnsley Brewery in the 1970s. Hughes' brewery is called Acorn on the good grounds that it might spawn a mighty oak. It seems likely. Hughes began brewing on a former Firkin brew-pub plant in 2003, upgraded to 20 barrels in 2007 and now brews on an impressive 100-barrel kit that has room for expansion, with new fermenters on order.

## The Masters of Masham

Bigger breweries in Yorkshire are also flourishing. In the famous brewing town of Masham, near Ripon, Theakston's has had to install new fermenting vessels and conditioning tanks to keep pace with the demand for its Best Bitter, which is flying out of the brewery as fast as they can brew it.

The beer was brewed for Theakston's for many years by first Scottish & Newcastle and then John Smith's. But since the Theakston family regained control of the brewery this marvelously drinkable beer, a superb balance of juicy malt and tart hops, has been restored to its proper strength of 3.8% ABV, and sales have taken off now the brand is back in Masham, where it has acquired the essential label of "provenance".

The regular brands - Mild, Best, XB, Black Bull and Old Peculier - have been joined by a number of seasonal brews. Exact figures are unknown, but, as the brewery doesn't qualify for progressive beer duty, it's comfortably making more than 40,000 barrels a year.

Meanwhile, down the road and round the corner, Paul Theakston - who left the family company to run his own show – has seen sales of his Black Sheep cask beers soar to 80,000 barrels a year, with plans to expand. No micro he – but don't mention Progressive Beer Duty to Paul Theakston as it's a long walk home from the Yorkshire Dales.



# Acorn Growth – Building On Trust

## **Acorn Brewery has again invested for future expansion as the award winning Barnsley brewer builds business throughout the UK.**

With sales spiralling at nearly 30% annually, in recent years Acorn has reached out from its original Yorkshire heartland to directly supply more than 300 pubs throughout the North West and the Midlands along with several London outlets.

Successful agreements have been established with leading pub companies such as Wetherspoon's, Market Town Taverns and M & B, while the SIBA (Society of Independent Brewers) Direct Delivery Scheme has played an important role in growth. This is supported by distribution via national wholesalers.

Former chef Dave Hughes and his wife Judi launched the Wombwell brewery on 4 July 2003, first producing Barnsley Bitter with the same yeast strain as the original Barnsley Brewery of the 1800s. This distinctive yeast is now integral to the Yorkshire character of all Acorn brands, including Barnsley Gold, Old Moor Porter, Sovereign, Gorlovka Imperial Stout and Acorn Blonde.

## **From Little Acorns**

A major investment in 2007 moved the brewery into a bespoke 20-barrel-plant on Aldham Industrial Estate, doubling production capacity to 100 barrels a week.

Acorn has won more than forty consumer and trade accolades - including silver in its class for Barnsley Bitter at the Great British Beer Festival. The SIBA Annual Business Awards have also recognised the brewer's initiatives; first for the creation of an innovative range of single hopped IPA brews and then for a successful public relations campaign to support the sales team.

While session ale Barnsley Bitter (3.8%abv) remains the top selling brand, the product portfolio has been strengthened

with the roll out of Acorn Blonde (4.0%abv) to meet the growing demand for light blonde beers and compete for the lager market. It is now the brewery's fastest growing brand.

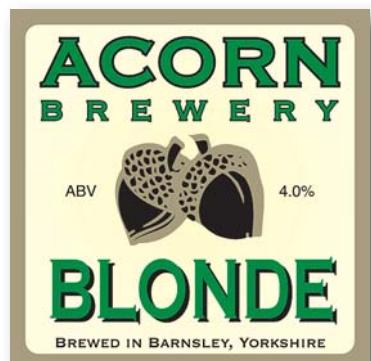
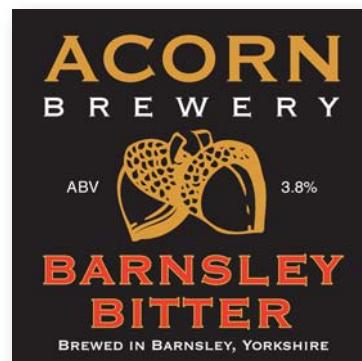
For 2011 Acorn unveiled a fifth range of IPA specials with a 'second US hop tour' selection. The monthly single variety hop brews have boosted sales every year since first launched with an English hops series.

## **Branching Out**

Investment in late 2010 added a further 50-barrel fermenting capacity, while a new cold store room has extended bottling resources. Sales and administration systems have been streamlined with the introduction of 'Brewman' software following the appointment of Matt Jackson to strengthen marketing.

As cask-conditioned-ale plays an increasingly important role for pubs, managing director Dave Hughes believes it is the trust that licensees place in Acorn beers that holds the key to future growth.

Dave says: "We have an attractive spread of styles and licensees know that they can rely on our ales, so it's just a matter of ordering the right choice for their customers. For instance Gorlovka might go especially well, but then a publican will take a lighter beer as well, possibly an IPA special, simply because they trust in the Acorn brand. This trust will be at the heart of our future success."





# Capital Gains Beer

## London Brewers Alliance

**London may not have regained its status as brewing capital of the world, but the combination of expertise, energy and passion that is being invested in the London Brewers Alliance has certainly put it back on the map. Mark Dredge, award winning blogger and beer lover, talks to some of the people behind the renaissance of London as a great brewing city.**

When Phil Lowry, the then-brewer at Brew Wharf in London's Borough Market, invited the other London brewers to gather for dinner, he didn't know what he'd get. When 15 turned up he realised: "This is a good thing and we need to carry on."

From there, the London Brewers Alliance was born, because, as Lowry states, with 14 breweries currently active in London, "It was high time we reminded Londoners what was happening under their noses."

Peter Haydon from Meantime Brewery explains the concept behind the London Brewers Alliance. "We're interested in talking about beer and brewing in London, raising the profile of brewing in London to Londoners and spreading the good news about the vibrancy of brewing in the capital."

This simple premise will have a significant and positive knock-on effect for London pubs and London drinkers. "London was the brewing capital of the world right until the last quarter of the nineteenth century," explains Haydon, and while at the time of

writing, there are 14 breweries, just six years ago only Fuller's, Meantime and Zero Degrees were making beer. Since then Brew Wharf, Brodies, Camden Town, The Florence Brew House, Ha'Penny, Kernel, Redemption, Sambrook's, Twickenham, The Ram (on the old Young's site) and Windsor and Eton have all opened, meaning, as Haydon says, that "Locally produced beers are now available in London on a scale not seen since the 1960s."

### London Pride

The largest and most experienced brewery involved is Fuller's, but, "In terms of size we are far closer to Redemption than to Coors," says John Keeling, Head Brewer, "In terms of philosophy we share so much with the other LBA members." The positive involvement of Fuller's in the capital's brewing community is not just a 'guidance from above' position: "We have more experience than the other brewers and we try to pass that on to our fellow brewers because it is not in our interest to see them fail.

*"Locally produced beers are now available in London on a scale not seen since the 1960s."*

Nobody wants to see bad beer being produced; it will only damage the market. Good beers will drive the market which is what Fuller's wants." The smaller brewers help Fuller's out, too, because "They can be more flexible and they can have a greater understanding of newer markets. Their knowledge in this is of great benefit to us."

The commitment to better beer for all is something shared by each of the members: "By working together we hope we can raise the

profile of London brewed beer and share knowledge and experiences which can only help us all brew better beer," explains Andy Moffat from Redemption Brewery. He adds: "although we all compete with each other to sell beer, I think we all, big and small, benefit from working together." And better beer is central to the individual and community development, as well as being great for London pubs: "Promoting London brewed beer to the general public we are also raising the profile of good beer generally and if that can encourage people to drink quality beer then good pubs will benefit," explains Moffat. "London pubs have an obligation to London brewers," says Keeling, "if we keep the scene fresh and exciting then they can tap into this and sell more beer. We represent the local aspect of the beer scene for them."

***"By working together we hope we can raise the profile of London brewed beer and share knowledge and experiences which can only help us all brew better beer"***

## London Locals

These beers add a stamp of London authority. "Local brews are great for promoting provenance," explains Glyn Roberts, manager of The Rake in London's Borough Market, "There's nothing better than a locally brewed beer in a local pub." As a capital city it has a constant flow of tourism and "We want London to be seen as a world-class craft brewing centre with a lot of different beers and breweries worth travelling to visit," says Will Calvert of Windsor & Eton Brewery. Having London pubs support the London brewers is also a great way for the small and new Alliance members to get their beers in new outlets: "London pubs stocking London beers will help get the smaller brewers exposure and eventually there'll be London craft beers outside London," says Roberts.

By having a customer-facing group, the Alliance brewers are able to work on a closer level with pubs and drinkers, adding a real personality behind the beer. Brewers are able to discuss the beers

with landlords and managers, talk about any problems there might be, ask for advice, and in turn the landlords can give advice and thoughts back. There is also a strong online tie-in, utilising social media and the internet to drive discussion and awareness beyond just the capital, creating a buzz for London-brewed beers. Kernel Brewery has already benefitted hugely from social media and they are fast becoming one of the 'must-drink' UK breweries. And why is this? Great beer, firstly, but the outward presence of communicating with customers and drinkers is key, presenting themselves as accessible.

## Meet the Brewers

To celebrate the Alliance, the brewers put on a showcase event on 17 September 2010. The doors were opened for the public to come and try beers from all the London breweries in one place for the first time. "We wanted to meet people, tell them what we're up to. Tell them that there is great beer being brewed in the London area," explains Lowry, "but, more importantly, we wanted to hear what people had to say about our efforts." The event introduced drinkers and members of the trade to the brewers, allowing them to meet on social terms and build important relationships. It also showcased the wide variety of beers brewed, whether it was a cask best bitter, a keg lager or a bottled stout.

***"There is also a strong online tie-in, utilising social media and the internet to drive discussion and awareness beyond just the capital, creating a buzz for London-brewed beers"***

It seems like the Alliance is already a success; all the brewers talk positively about their involvement and drinkers are talking positively about the beers with a renewed excitement for the capital's beers. The success lies in telling people about the beers being brewed and backing that up with quality products, but it's also about listening and reacting. The London Brewers Alliance want better beer for all and they are going to tell you about it.



John Keeling



# Camra Campaigns

**Louise Ashworth, Camra's head of marketing, reviews 2010 and looks forward to the organisation's 40th birthday in 2011**

2010 has been a great year to be involved with real ale and there have been a number of good news stories around new breweries and a growing interest in real ale, including amongst women and younger drinkers. Early in the year we celebrated National Cask Week with a host of breweries, pubs and pub groups with around 10,000 pubs taking part. It was really encouraging to work with the industry to celebrate what we regard as Britain's national drink, and to encourage pubs to promote real ale and consumers to sample it. Here, at CAMRA, we launched the first ever online ale tasting in a pub using twitter and had a number of pub goers tweeting their views and asking questions to beer writer Roger Protz who worked with a number of CAMRA colleagues on this, using the year's most fashionable communications tool!

## The FemAle Touch

As part of Cask Ale Week we also held a FemAle Day with the newly-established beer group for women called Dea Latis, and held a beer tasting with a large group of women including some who hadn't tried real ale before.

This was a great way to highlight that brewers and pubs should be targeting women and that, although there may be some barriers still to overcome in terms of image, there's no reason why

females shouldn't enjoy real ale as much as men. CAMRA's own research found that the number of women trying real ale had more than doubled in the last two years, and is now at 37% compared to just 16% in 2008.

## The Health Issue

Later in the year during CAMRA's Great British Beer Festival, we also celebrated new research which highlighted that beer, when drunk in moderation, can help you lose weight, cut alcohol consumption, and more generally, help supplement a healthy lifestyle. New research showed that 34% of men and 29% of women incorrectly believe that beer contains more calories than other alcoholic drinks.

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***"CAMRA launched the first ever online ale tasting in a pub using twitter and had a number of pub goers tweeting their views and asking questions to beer writer Roger Protz"***

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This research followed on from a groundbreaking report by the Beer Academy entitled 'Beer the Natural Choice?', and was authored by Isla Whitcroft, a leading health journalist. The report was a broad, eye-opening examination of the health giving properties of beer, and its composition as a natural product. In a calorie comparison of beer versus other alcoholic drinks, the report found that a half pint of bitter, for example, contained fewer calories than a typical medium sized glass of red or white wine and only around half as many calories as an "alcopop" drink.

The report received massive media attention and can help to play



Louise Ashworth

a part in demystifying many of the myths around drinking beer, demonstrating that beer can supplement a healthy lifestyle if consumed in a responsible manner.

## Festival Fever

The Great British Beer Festival witnessed another spectacular rise in visitors, many of whom were under 30 and not what the media would classify as typical real ale drinkers! Once again we ran tutored beer tastings, beer tours, another twitter tasting, and hosted more real ales than ever before and also an unprecedented selection of American beers as the foreign beer bars also grow in popularity each year.

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*"In a calorie comparison of beer versus other alcoholic drinks, the report found that a half pint of bitter, for example, contained fewer calories than a typical medium sized glass of red or white wine and only around half as many calories as an alcopop"*

There were 68,000 visitors which was an increase of over 5% in the previous year and comes at a time when CAMRA festivals around the UK are increasing in popularity, demonstrating that there really is a market out there for real ale.

## Go By The Book

The Good Beer Guide is our flagship publication which highlights the best 4,500 pubs around the UK and is now in its 38th edition. We were pleased to be able to announce that the number of

breweries had increased fourfold since CAMRA's inception in 1971. Sales of the Good Beer Guide continue to increase selling in a large number of bookstores and online retailers as well as direct from CAMRA and again good evidence of the increasing interest in well produced real ale.

## Camra Focus On The Future

Looking to the future we are launching a new website and a new membership campaign to encourage more beer lovers and pub goers to sign up to CAMRA, (we've already got 120,000 members, and find out more about real ale and pubs. We will also be celebrating our fortieth birthday in 2011.

We plan to continue to lobby the Government to stop piling more unfair taxes onto beer and to be more equitable in how it treats alcohol. We are also encouraging Government to treat pubs as local assets and help communities which wish to fight to save pubs which they believe are viable from closure and to tackle the problem of the cheap prices which exist in the off trade and undermine pubs.

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*"The Great British Beer Festival witnessed another spectacular rise in visitors, many of whom were under 30 and not what the media would classify as typical real ale drinkers"*

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Although the real ale sector is looking strong there is still much to do to promote pub going and encourage consumers that love real ale to continue drinking it in the place best suited to this noble purpose – the Great British Pub.

# Perfect Pairings



## Slow cooked Lamb Shanks with Thwaites Lancaster Bomber

Serves 4

Preparation time 20 minutes Cooking time 3 hours

### Ingredients

- 4 Lamb shanks
- 2 leeks washed and diced
- 2 carrots diced
- 1 onion diced
- 1 fennel diced
- 2 cloves garlic crushed
- Sprig of rosemary & thyme
- 1 bay leaf
- 1.1 litre/2 pints Thwaites Lancaster Bomber
- 500ml/ 1 pint lamb stock

### Method

Heat a large ovenproof pan on the stove; add the lamb and then seal. Stir in the vegetables and garlic, cook for 5 minutes. Pour in the Thwaites Lancaster Bomber and stock then bring to the boil.

Preheat the oven to 190C/375F/Gas 5 Add the herbs, cover pan and put in the oven for 3 hours or until the lamb is tender.

Remove from the oven, take out the lamb and put the pan back on the stove. Boil and reduce the liquid, skimming off any fat that rises to the surface. Check the seasoning.

Serve with creamy mash and steamed winter greens.



## Creamy Clouded Yellow Mussels

Serves 4 - 6

### Ingredients

- 3lb mussels (cleaned of barnacles and beards)
- 1 oz butter
- 4 oz finely diced onion
- A handful of roughly chopped coriander
- 125 ml Clouded Yellow Wheat Beer
- 150 ml double cream
- A good pinch of cracked black pepper

### Method

Wash the mussels under plenty of cold, running water. Discard any open ones that won't close when lightly squeezed. Pull out the tough, fibrous beards protruding from between the tightly closed shells and knock off any barnacles. Give the mussels another quick rinse to remove any little pieces of shell.

Soften the onion in the butter in a large pan big enough to take all the mussels - it should only be half full. Add the mussels and beer, then turn up the heat to rapidly boil the beer for 5 minutes tossing the mussels around during cooking until all have opened.

Add the cream, coriander and black pepper; stir and heat through. Then spoon into large warmed bowls and serve with lots of warm crusty bread, Cornish butter and a nice cold glass of Clouded Yellow from St Austell Brewery.



### **Whitstable Bay Potted Shrimp**

Serves 4 as a lunchtime snack or starter

#### **Ingredients**

1 lb small shrimp, shelled  
8 ounces of clarified butter  
2 tsp fresh lemon juice  
1 pinch of nutmeg  
1 pinch ground mace  
1/4 tsp cayenne pepper  
1 salt & pepper  
1 pint of Whitstable Bay Organic Ale

#### **Method**

Fill a large pan with the beer and bring it up to  $\frac{3}{4}$  full with cold water, add a handful of salt.

Once it is boiling rapidly, add the shrimp and after a minute begin tasting them. When they are cooked through drain them immediately.

Stir in the lemon juice, nutmeg, mace, cayenne, salt and pepper into the shrimp and place them into ramekins or other small dishes.

Top them up with the clarified butter until they are completely covered and refrigerate them immediately.

Once the butter has set, they are ready to serve, accompanied by slice brown bread and a pint of Whitstable Bay Organic Ale.



### **Baked Goat's Cheese with a Honey Dew & Lavender Dressing**

Serves 4

#### **Ingredients**

4 Croutin goat's cheese  
Washed salad leaves  
Handful of small black grapes  
For the dressing  
50ml Organic Honey Dew  
100ml olive oil  
30ml cider vinegar  
1/2 teaspoon of dried lavender flowers  
1 teaspoon French mustard  
Salt and pepper to taste

#### **Method**

Pre-heat the oven to 200°C, gas mark 6. Pour the olive oil, cider vinegar and French mustard into a jug and blend with an electric hand blender until smooth

Bring the Organic Honey Dew to the boil in a small pan. Sprinkle in the lavender flowers and boil for a few seconds then remove from the heat and slowly whisk into the dressing. Set aside to cool.

Bake the goat's cheese on a flat metal tray in the pre-heated oven for 7 to 10 minutes until the outside browns slightly

Toss the washed salad leaves in the dressing and arrange on a plate with the black grapes. Place the warm goat's cheese in the centre of leaves and serve



### **Pork Steak in Honey & Young's Bitter**

Serves 4

#### **Ingredients**

4 x 8oz Valentine Pork Steak  
250ml Young's Bitter  
100ml Clear Honey  
1 gram Mixed Spice  
1 pinch Salt & Cracked Black Pepper

#### **Method**

Season pork steaks

Mix Young's Bitter & honey with mixed spice

Pass steaks through marinade in to a deep dish

Pour remainder of marinade over steaks and refrigerate for 24 hours

Pre-heat grill and cook on each side for 6-8 minutes depending on thickness of steak

#### **Serving Suggestions**

Serve with a Sweet Potato Jacket and Walnut, Apple & Celery Salad



# The Beer Goddess Cometh

**Dea Latis**

**By way of feeling my way into this article, I punched the words 'beer for women' into my internet search engine. Rather cheerfully, at the top of the results page was the website for Dea Latis, the beer and women forum I co-founded in 2009, followed by links to press articles on the role played by women in creating beer, a poorly-evidenced 'health scare' story and a debate on the pros and cons of brewing beers especially for women.**

I have a feeling I carried out the same research five years ago, and though I've not kept a note of the results, my guess would be that the list back then looked pretty different – fewer sites that had anything to do with beer as a drink that women might enjoy, more sites with names like 'cold beer and hot women' and pictures of corset-clad lovelies bearing steins.

It would, of course, be unwise to hold up one Google trawl as evidence of anything, let alone a fundamental change in beer's image. More robust research, however, came earlier this year in The Cask Report, showing that in 2009, 1.3 million women drank cask beer, compared to 630,000 two years earlier.

That's an impressive leap by any standards and, I'd argue, doubly so for cask ale, a style that would seem to epitomise everything that's manly about beer: it's sold in the pub rather than the supermarket, and more often than not in pints.

## Beer Beauty

Two events designed to engage women with beer stand out for me from the past year. One was a beer tasting organised by the wonderful Birmingham-based journalist and film-maker Marverine Cole (aka Beer Beauty). Marverine had persuaded around 80 women to pay £7 each to turn out on a Wednesday evening to learn about, and sample, beers from three local brewers. The audience included a handful of beer enthusiasts, a lot more occasional drinkers and a fair few who admitted they never touched the stuff. They weren't all converted into beer lovers by the end of the session, but they'd all had a fantastic evening, shared a new drinking experience with other women and found out something new about beer.

*"Could it be that, without men telling them that what they really want is a lighter, sweeter beer, women are able to experiment and make up their own minds about what they'd prefer to drink?"*

In similar vein, the industry group formerly – and, it has to be said, rather unimaginatively - known as the Beer & Women Forum relaunched itself earlier this year as Dea Latis – Bringing Beer to Women. Named after the Celtic goddess of beer and water, the forum has grown steadily over the year and expanded its membership to include beer writers and tutors as well as women working within brewers, retailers and industry bodies.

Launching on FemAle Day, just days before Easter, the opportunity to offer chocolate as well as beer seemed too good an opportunity to miss. Brewsters from four brewers presented their favourite beer and chocolate pairing to an audience of 50 women including journalists and beer novices, as well as industry insiders. What struck me at this event, as at the Birmingham tasting, was how engaged, enthused and opinionated the guests were. They were vocal about their like or dislike of the beers presented, and willing to have their perceptions overturned; I heard plenty of comments along the lines of 'I'd never have tried a dark beer, but I love this.' Could it be that, without men telling them that what they really want is a lighter, sweeter beer, women are able to experiment with the plethora of styles out there and make up their own minds about what they'd prefer to drink?

Surely, the sheer diversity of flavours beer offers must be one of its 'trump cards'? To take one narrow sliver of the category and decide that this alone is what we're going to promote to half the population seems a tad self-defeating. After all, if there's one thing we know about women, it's that they like having a choice. Just look at our shoe cupboards, for goodness' sake!

## Food For Thought

Educating women about beer's taste and flavours also provides a link to its affinity with food, which should be something that resonates with women: after all, they still do most of the food shopping and cooking. For that reason, I find it a little disappointing that the majority of food-led pubs, which you'd hope would be beer and food champions, still seem to have a blind spot when it comes to recommending beer to complement their menu. Beer's what they sell at the bar before the meal, it seems, wine's what they serve at the table.

We've missed a trick if we can't create more beer and food occasions in the type of pub that women are more likely to visit, and where they could be introduced quite easily to the concept of drinking beer with their meal. More training along the lines of the Beer Academy's 'Making Beer & Food Dance' would give bar staff the confidence to suggest a beer instead of wine with some foods.



Glassware inevitably comes near the top of the 'to do' list when you talk to anyone about making beer more female-friendly. There are clearly a number of women who will happily drink pints of beer, but for many more the pint glass is a big turn-off - too big, too masculine, too inelegant. And, when they order a half-pint, nine times out of ten it comes in a 'slim jim', which does little to improve their perceptions of the drink.

*"It's disappointing that the majority of food-led pubs, which you'd hope would be beer and food champions, still seem to have a blind spot when it comes to recommending beer to complement their menu"*

Last but far from least on the list of 'reasons why women don't drink beer' are its fabled 'fattening' properties. The fact that a glass of beer contains fewer calories than the same measure of wine or spirits with mixer is still not known by most women, who genuinely think they'll add a dress size if they so much as look at a pint of bitter. Nor do they realise that the so-called 'beer belly' is caused more by the kebabs and curries eaten after a couple of pints than by the beer itself. Again, education of bar staff, perhaps accompanied by some simple POS, would surely help us quash this misconception.

Make no mistake, women's prejudices about beer are widely-held and deep-seated and will take time to change, but I think everyone with an interest in shifting beer up the 'drinks repertoire' of more women in the UK should be pleased with the progress that has been made over the last year. And raise an elegant, half-pint glass to more of the same for 2011!

Ros Shiel is an independent PR consultant in the beer and pubs industry and a founder member of Dea Latis.

Dea Latis is a group of brewers, beer tasters, publicans, writers and marketeers, united by a passion for beer and a belief that it's far too good to be enjoyed only by men! We welcome new members to the group, please contact: info@dealatis.org or call Ros on 07841 694137. www.dealatis.org



Ros Shiel



# Special List

What is a speciality beer? There is so much creativity and consumer interest in the sector at the moment that it's far easier to say what isn't a speciality. For the purpose of our listings we include beers from around the world that don't fall into any other category, from Abbey Ales to Wheat Beers - although Bavarian Weiss Beers have their own section. Lagers are also listed separately, no matter how special they may be, and dark lagers too have their own section.

If we have missed out your favourite beer please contact us at [www.ontrade.co.uk](http://www.ontrade.co.uk) and we'll try to make sure it's in the next edition

## Adelscott France 5.8%

Known in France as 'The Different Beer', the Adelschoffen Brewery was founded in 1982. The first brewery to experiment with peat-smoked whisky malt, it is this ingredient that gives the beer its amber colour and distinctive taste - deep smokey aromas with caramel and fruit. Offering a good balance of sweetness and bitterness, Adelscott is a unique beer that is appreciated by those drawn to speciality ales.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

## Affligem Abbey Belgium 7-9%

An authentic Belgian Abbey beer, brewed since the 12th century and now produced by Affligem Brewery under licence from the Benedictine monks.

SBD 01788 891966 [www.specialist-brand-development.com](http://www.specialist-brand-development.com)

## Alhambra Mezquita Spain 7.2%

This special and almost sacred Abbey style beer pays homage to the ancient Spanish city of Córdoba. A striking ruby-red in colour, it has an intense spicy aroma, is full bodied and offers touches of coffee and plenty of sweetness. One that will please even the most experienced of palates.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

## Amigos UK 6.0%

A bright, golden lager with a full body and zesty aroma. Clean crisp and refreshing with the authentic taste of Tequila and South American limes.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

## Anchor Steam America 4.9%

San Francisco's famous beer is virtually handmade, with an exceptional respect for the ancient art of brewing.

James Clay & Sons 01422 377560 [www.beersolutions.co.uk](http://www.beersolutions.co.uk)

## Belle-Vue Belgium 5.3/5.8%

The Kriek is sweet, brewed with cherries and elderberry juice, and served in a tulip glass, while the Framboise, or Raspberry is dry and served in a champagne style glass.

InBev 01582 391166 [www.inbev.com](http://www.inbev.com)

## Blanche de Namur Belgium 4.5%

Blanche of Namur from Du Bocq gets its namesake from the daughter of John, Count of Namur. It is told that Magnus IV Eriksson, King of Sweden and Norway, was attracted by the young princess's beauty, in memory of her beauty, her sweetness and her delicacy, the Brasserie Du Bocq dedicated a wheat beer to her. Cloudy, smooth and mellow, the Blanche de Namur is a very high-quality wheat beer. From the first sip, you will feel all its roundness and its delicacy that make it an outstanding wheat beer.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

## Blue Moon USA 5.4%

A refreshing unfiltered wheat beer with a distinctive and complex taste and an uncommonly smooth finish. Serve with a slice of orange to bring out Blue Moon's subtle flavours

Different World Drinks 0113 823 1065 [www.differentworlddrinks.com](http://www.differentworlddrinks.com)

<b>BrewDog</b>	UK	5-10%	<b>Chili Beer</b>	Mexico	4.2%
Innovative award winning micro brewery in Scotland, on a mission to prove that beer was never meant to be bland, tasteless and apathetic.					
BrewDog 01346 519 009			www.brewdog.com		
<b>Brugse Zot</b> Belgium 6.0%					
Translated as Bruges Fool. A Flemish golden beer, produced by brewing four different types of malt and two varieties of hop. The only beer that is brewed and lagered in Bruges, it is refermented in the bottle.					
James Clay & Sons 01422 377560			www.beersolutions.co.uk		
<b>Brussels Fruit Beer Apple</b> Belgium 3.2%					
A brainchild of Du Bocq, the 100% natural Brussels beers are brewed from wheat and fruit juices. They are light, low in sugar, and contain no artificial flavours or colouring. These subtle blends of wheat beer and natural fruit juices give this series a flavourful balance and great thirst-quenching power. Characterised by its ability to refresh. Its taste can be likened to the tastes of cider, beer, and apple juice.					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>Brussels Fruit Beer Red Fruit</b> Belgium 3.2%					
The most traditional of the fruit beer series – is a sumptuous blend of black currants, blueberries, raspberries, and cherries.					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>Brussels Fruit Beer Peach</b> Belgium 3.2%					
Smooth and slightly sweet, the originality of Brussels Peaches is sure to surprise you.					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>Casablanca</b> Morocco 5.0%					
Produced by Brasseries du Maroc, this is the leading domestic and export beer brand from Morocco. Casablanca has a perfect balance of malt sweetness with a clean hop finish. A pale straw colour with hints of malted grain and bread. An ideal accompaniment to the ever popular North African cuisine					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>Chalky's Bark</b> UK 4.5%					
Following on from the success of Chalky's Bite, this is lightly flavoured with fresh ginger. It is designed to be an ideal accompaniment to spicy food					
Sharps Brewery 0208 862121			www.sharpsbrewery.co.uk		
<b>Chalky's Bite</b> UK 6.8%					
An award winning beer with a delicate flavour balance of three different hop varieties and wild Cornish fennel. Triple fermented with a long aging period of three months					
Sharps Brewery 0208 862121			www.sharpsbrewery.co.uk		
<b>Chimay Blanche Tripel</b> Belgium 8.0%					
This beer has a typical golden colour, its slightly hazy appearance and its fine head is especially characterised by its aroma which is a result of the combination of fresh yeast and hops. The beer's flavour first comes from the nuances in the fragrance from the hops, above this are fruity notes of muscat and raisins complimented by a bitter sweetness					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>Chimay Blue</b> Belgium 9.0%					
This particular brand is known as the 'Grande Reserve' in a 750ml bottle distinguished as this, by its strong character. This beer has a fresh yeast and light flowery rose fragrance. It is a top fermented unpasteurised Trappist beer. Its flavour is first noticed in the pleasant flowery yeast fragrance going on to reveal a light but pleasant touch of roasted malt					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>Chimay Red</b> Belgium 7.0%					
Is noted for its coppery colour which makes it particularly attractive. Topped with a creamy head it gives off a very pleasant light fruity apricot aroma. When tasting initial fruity nuances noticed in the fragrance come to light its taste imparts a silky sensation to the tongue made refreshing by a light bitterness					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>Cooper's Pale Ale</b> Australia 4.5%					
Today, Coopers Brewery, Australia's sole remaining independent and family owned brewery represents a masterful fusion of modern innovation and Coopers brewing tradition and enjoys an international reputation as a brewer of distinction. With its fruity and floral characters, balanced with a crisp bitterness, Coopers Pale Ale has a compelling flavour which is perfect for any occasion. Naturally fermented in the "Burton upon Trent" style, a secondary fermentation creates the trademark sediment that gives 'Pale' its fine cloudy appearance.					
Pierhead 01322 662377			www.pierhead.uk.com		

<b>Cooper's Sparkling Ale</b>	Australia	5.8%	<b>Dixie</b>	USA	4.5%
The infamous red label is still brewed to the same original recipe as the first batch. Coopers sparkling obtains the sparkling due to the natural carbonation which occurs during the secondary fermentation a process synonymous with all Coopers ales. Citrus fruit aromas, a full bodied naturally fermented beer with a bitter hop finish.					
Pierhead 01322 662377			www.pierhead.uk.com		
Brewed once a year with the first commercial release being in 1998. An immensely complex beer with rich fruit, orange, sherry and fresh tobacco on the nose and palate. The beers are bottle conditioned with live yeast and improve with age					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>Crocodile</b>	Sweden	5.2%	<b>Dos Equis Ambar</b>	Premium	4.8%
A family owned brewery established in Halmstad, Sweden over 200 years ago making it Sweden's oldest family run brewery. A light coloured and light bodied lager with definite fruity notes on the nose. On the taste this is a dry style with light fruity flavours and a sweetish finish. A previous winner of the Worlds best lager.					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>Cubanero Fuerte</b>	Cuba	5.4%	<b>Duvel</b>	Belgium	8.5%
Also brewed by Cerveceria Bucanero this strong and full-flavoured, beer is made from the most natural and freshest ingredients, with superior malt and blended with just a touch of Cuba's finest sugars. 100% original Cuban beer. Full flavoured with subtle malt undertones whilst maintaining refreshing sweet notes.					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>De Koninck</b>	Ireland	4.3%	<b>Duvel Traditional Single Fermented</b>	Belgium	6.8%
Full bodied top fermenting ales with velvety smooth flavours. The Belgian classic is 5%, with the new 6% Blond, also available on draught. Serve in the famous bolleke glass.					
Duvel Moortgat 020 7729 7216			www.duvel.de		
<b>Delirium Tremens</b>	Belgium	8.5%	<b>Duvel Moortgat</b>	020 7729 7216	www.duvel.de
A strong golden ale that looks like a lager but is a complex pale ale. Eye catching bottles and glasses have pictures of pink elephants and green crocodiles.					
James Clay & Sons 01422 377560			www.beersolutions.co.uk		
<b>Desperados</b>	France	5%	<b>Fischer Reserve Ambree</b>	France	6.3%
A unique tequila flavour beer which is hugely popular all over Europe and is growing fast in the UK, a must stock brand in YPV's and high energy outlets.					
SHS Sales and Marketing 01242 588000			www.beersolutions.co.uk		
<b>Floris</b>	Belgium	3.5-4.5%	<b>Morgenrot Group</b>	0845 070 4310	www.morgenrot.co
A wide range of wheat beers blended with other flavours such as fruit juices. Varieties include Apple 3.5%, Chocolat 4.2%, Strawberry 3.6%, Raspberry 3.6%, Honey 4.5%					
James Clay & Sons 01422 377560			www.beersolutions.co.uk		

<b>Fruli</b>	<b>Belgium</b>	<b>4.1%</b>	<b>James Boags Premium</b>	<b>Australia</b>	<b>5.0%</b>
Strawberry, apple & banana fruit beers based on unfiltered wheat beer. the leading fruit beer in UK, imported from a craft brewery in Belgian. Available in 25cl bottles & 30-litre kegs			In 1853 James Boag commenced his brewing tradition on the banks of the Esk River in Launceston, Tasmania. Boags is fermented at a lower temperature than most Australian lagers and employs an extended maturation period. These combine with a mixture of kettle and late hopping to yield a crisp pale lager which perfectly complements fine food. Hoppy and lightly malted. Its flavours are clean and dry, with a nice bite on the finish, truly a premium beer in every sense. lager with clean and dry finish		
SBD 01788 891966	www.specialist-brand-development.com		Pierhead 01322 662377	www.pierhead.uk.com	
<b>Gaffel Kolsch</b>	<b>Germany</b>	<b>4.8%</b>	<b>Jenlain Ambree</b>	<b>France</b>	<b>7.5%</b>
Probably the best example of a Kolsch beer – the unique beer style brewed only in Cologne.			Brasserie Duyck, is above all a family affair, with a passion for beer shared by four generations since 1922. The brand name Jenlain was given to the beer in 1968, due to the name of the village where the brewery is located. The Jenlain Ambree is a Biere de Garde and a top fermented beer with a 7.5% abv. This unpasteurised beer is made using 3 different types of malt and 3 varieties of hops		
Vertical Drinks 0113 267 0565	www.verticaldrinks.com		Pierhead 01322 662377	www.pierhead.uk.com	
<b>Grimbergen</b>	<b>Belgium</b>	<b>6.5-10%</b>	<b>Jenlain Blonde</b>	<b>France</b>	<b>7.5%</b>
There are 5 beers in the Grimbergen family, ranging from the Dubbel at 6.5% to the powerful Optimo Bruno at 10%. Distinctively different, they are all based on original recipes from the Abbey of Grimbergen			The Jenlain Blonde 7.5% abv pours a clear golden colour with a medium white head. It has aromas of bready malt and notes of yeast. The taste is of candied sugars followed by honey and malt. A smooth and medium bodied beer.r		
James Clay & Sons 01422 377560	www.beersolutions.co.uk		Pierhead 01322 662377	www.pierhead.uk.com	
<b>Grolsch Weizen</b>	<b>Holland</b>	<b>5.3%</b>	<b>Jenlain Six</b>	<b>France</b>	<b>6.0%</b>
Imported from Holland, Grolsch Premium Weizen has a great balance of flavour and refreshment and was crowned World's Best Wheat Beer at the World Beer Awards in 2007			The Jenlain Blonde 6 is a Biere de Garde and a top fermented beer with a 6.0% abv. A really good interpretation of a blonde pilsner style beer. Big aromas of biscuit and caramel malt, whilst the taste is a full textured strong beer with sweet fruity flavours and a good hoppy finish		
Different World Drinks 0113 823 1065	www.differentworlddrinks.com		Pierhead 01322 662377	www.pierhead.uk.com	
<b>Hercules</b>	<b>UK</b>	<b>5.0%</b>	<b>Kasteel Cru</b>	<b>France</b>	<b>5.2/5.0%</b>
Hercules premium lager is craft brewed in small batches by master brewers. Every pound of malt, every whole real hop is weighed out and added by hand. It's brewed more slowly than mass-produced beer so that time and yeast can work in harmony to remove the harshness that "fast" beer can retain. The result is a distinctive sparkling lager with a delicate citrus nose			An exceptional lager from Alsace brewed with champagne yeast for a dry, sparkling finish. The Rose version is a subtle pink and is flavoured with elderberries and elderflowers		
Pierhead 01322 662377	www.pierhead.uk.com		Different World Drinks 0113 823 1065	www.differentworlddrinks.com	
<b>Hoegaarden</b>	<b>Belgium</b>	<b>5.0%</b>	<b>Krombacher Weizen</b>	<b>German</b>	<b>5.3%</b>
The UK's top-selling Belgian white beer, it is first top fermented and then refermented in the bottle - giving it its cloudy-white appearance. A sweet and sour beer with a little bitterness, slightly spicy, with a strong touch of coriander and a hint of orange; served in distinctive hexagonal glassware.			From the Siegerland Hills surrounding the small town of Krombach, emerges Germany's most exciting wheat beer. It delivers a full bodied texture with tangy and fruity flavours and superb grassy aromas.		
InBev 01582 391166	www.inbev.com		Morgenrot Group 0845 070 4310	www.morgenrot.co	
<b>Hue</b>	<b>Vietnam</b>	<b>5.0%</b>			
Hue Beer Brewery was first opened as a joint venture between the state and private investment to meet the local demand for beer with a capacity of 3 million litres per year. Brewed on the banks of the perfume river in the old provincial capital of Hue City, using the purest Water, Barley, Rice and Hops. creates a distinct beer, the rice flavour and note on the nose makes it stand head and shoulders above most other Asian beers.					
Pierhead 01322 662377	www.pierhead.uk.com				

<b>Kwak</b>	<b>Belgium</b>	<b>8.0%</b>	<b>Liberty Ale</b>	<b>America</b>	<b>6.0%</b>
A strong dark connoisseur's beer, with a hint of liquorice. Inspired by a coachman it is served in probably the most unusual glass in the world, in the shape of a stirrup.			Brewed strictly according to traditional brewing methods using only natural ingredients. Carbonation is produced by an entirely natural process called "bunging," which produces champagne-like bubbles.		
James Clay & Sons 01422 377560			James Clay & Sons 01422 377560		
<b>La Chouffe</b>	<b>Belgium</b>	<b>8.0%</b>	<b>Liefmans Cuvee Brut</b>	<b>Belgium</b>	<b>6.0%</b>
A top fermenting, hazy, yellow-gold beer with a touch of coriander and hops, this is the main brand from the highly acclaimed Achouffe micro brewery			Based on 'oud bruin' beer this exceptional beer is macerated with fresh whole cherries, matured for a year then blended with both Oud Bruin and Goudenband to produce a well balanced, sour and sweet Kriek of great complexity.		
Duvel Moortgat 020 7729 7216			Duvel Moortgat 020 7729 7216		
<b>La Trappe Dubbel</b>	<b>Holland</b>	<b>7.0%</b>	<b>Liefmans Fruitesse</b>	<b>Belgium</b>	<b>4.2%</b>
Dubbel is an Authentic Trappist beer with a deep red-brown colour. It has a soft aromatic, caramel-like character, a little bit sweet in taste with a fresh aftertaste..			A unique fresh fruit beer maturing on cherries for 18 months and then blended with natural fruit juices for a pleasantly sweet, sparkling refreshing beer		
Pierhead 01322 662377			Duvel Moortgat 020 7729 7216		
<b>La Trappe Quadrupel</b>	<b>Holland</b>	<b>10.0%</b>	<b>Liefmans Goudenband</b>	<b>Belgium</b>	<b>8.0%</b>
This unique Trappist beer one of the strongest for La Trappe at 10% abv spends extra time fermenting in the cellars in oak barrels which is where it takes on the unique scent and flavour comparable to wood aged red wine. The Quadrupel has a beautiful amber colour with a warm taste full and well balanced, a little bit sweet but pleasantly bitter..			A brown beer of high fermentation, brewed with special malts. A dry complex maltiness with fruity caramel notes		
Pierhead 01322 662377			Duvel Moortgat 020 7729 7216		
<b>La Trappe Tripel</b>	<b>Holland</b>	<b>8.0%</b>	<b>Lindemans</b>	<b>Belgium</b>	<b>2.5-4.0%</b>
A remarkably strong trappist beer. This beer owes its notably spicy character to the coriander undertones. Golden blond colour and a fruity, bitter sweet taste definitely one to try.			A range of Lambic beers or spontaneously fermented beers, are among the world's rarest. Produced in a similar way to champagne, and matured in oak for nearly two years		
Pierhead 01322 662377			James Clay & Sons 01422 377560		
<b>La Trappe Witte</b>	<b>Holland</b>	<b>5.5%</b>	<b>Lion Stout</b>	<b>Sri Lanka</b>	<b>8.8%</b>
The first and only Trappist white beer in the world. A fresh thirst quencher with a refined character. Recognisable as a white Trappist beer due to the use of mainly wheat malt. Brewed with very aromatic varieties of hops. La Trappe Witte is unfiltered.			Brewed in Sri Lanka, it is the ideal accompaniment to curries, chillies, and other tongue roasting dishes. Lion Stout is the only beer brand to have been personally endorsed by the late Michael 'Beer Hunter' Jackson. It is also one of Roger Protz's '300 beers to try before you die'. Multiple Gold Medal winner in the prestigious Monde Selection Awards. Available in 330ml and 625ml bottles		
Pierhead 01322 662377			Surfax Ltd 01279 600044		
<b>Leffe Blonde</b>	<b>Belgium</b>	<b>6.6%</b>	<b>Little Creatures</b>	<b>Australia</b>	<b>5.2%</b>
A dry, fruity, lightly spiced beer, full and creamy - a perfect balance of strength and subtlety. The brand has a delicate and light, malty aroma and a subtle, sweet finish.			The leading independent craft beer in Australia, this award winning, bottled conditioned beer is now available in the UK.		
InBev 01582 391166			Aspall 01728 860510		
<b>Leffe Brune</b>	<b>Belgium</b>	<b>6.5%</b>	<b>Lone Star</b>	<b>USA</b>	<b>4.7%</b>
Substantially more robust than the Blonde, combining the rich aroma of roasted caramel with a slightly sweet finish.			Known as the national beer of Texas since the Lone Star Brewery first opened today this is continued by the renowned Pabst brewing company who acquired Lone Star in 1999. A refreshing beer which pours a medium golden colour. The aroma is of toasty bread, whilst the palate has rich corn and malty flavours with a little hoppy bitterness.		
InBev 01582 391166			Pierhead 01322 662377		

<b>Maredsous</b>	Belgium	6-10%	<b>Monteiths Radler</b>	New Zealand	5.0%		
The three styles of this fine Abbey beer provide excellent accompaniments to food. Available on draught and bottle							
Duvel Moortgat 020 7729 7216	<a href="http://www.duvel.de">www.duvel.de</a>						
<b>Meantime</b>	UK	Various%					
Speciality beers include Chocolate and Coffee and a Raspberry Grand Cru as well as exceptional versions of more traditional beer styles.							
Meantime Brewing 020 8293 1111	<a href="http://www.meantimebrewing.com">www.meantimebrewing.com</a>						
<b>Mexicali</b>	Mexico	5.0%	<b>Pierhead</b>	01322 662377	<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>		
Original formula is bright deep golden yellow in colour. The aroma is of sweet malt, lightly floral and hoppy. The flavor reflects its hop bitterness; slightly sweet and just a perfect balance of two row barley malt, Chinook, Mt. Hood and Peerless hops that culminate to a very clean and semi-dry finish.							
Pierhead 01322 662377	<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>						
<b>Mexicali Dark</b>	Mexico	5.0%	<b>Moosehead Lager</b>	Canada	5.0%		
What a beauty! The colour is bright, clear and dark brown. The aroma is lightly sweet, pleasant toasted malt, with a slight coffee background. This medium bodied dark beer has great carbonation and finishes with strength. Great aftertaste							
Pierhead 01322 662377	<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>						
<b>Monteiths Black Beer</b>	New Zealand	5.2%	<b>Pierhead</b>	01322 662377	<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>		
In the heritage of dark West coast beers, this crisp, rich and smooth black uses five premium malts to provide chocolate and coffee characteristics and complexity. With biscuit, nutty caramel chocolate and coffee malt characteristics it is a special taste in beer that is truly remarkable.							
Pierhead 01322 662377	<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>						
<b>Monteiths Original</b>	New Zealand	4.0%	<b>Moosehead Light</b>	Canada	4.0%		
A New Zealand pale ale that has been brewed to the same Monteith's family recipe since 1868. It is a well-rounded ale with caramel-malt and burnt sugar characteristics and robust hop presence. On closer inspection there is a subtle blackberry aroma which originates from the female flowers of the Pacific Gem Hops.							
Pierhead 01322 662377	<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>						
<b>Monteiths Pilsner</b>	New Zealand	5.0%	<b>Moosehead Pale Ale</b>	Canada	5.0%		
A bohemian-style lager, Pilsner is brewed in the heritage of extremely hopped blonde beers from Eastern Europe. This beer has an explosive hop tang and its refreshing cleansing attributes come alive with peppery and spicy meals that complement its strong herbaceous bitterness.							
Pierhead 01322 662377	<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>						
<b>Moosehead Lager</b>	Canada	5.0%	<b>Moosehead Pale Ale</b>	Canada	5.0%		
Canada's oldest independent brewery was established in 1867 in St John, New Brunswick by the Oland family who were English emigrants. Moosehead is still produced to the original recipe and pours a light golden coloured beer with real lemon crispness to the aroma. The taste is of real hoppy, herbal notes and a finely balanced sweetness.							
Pierhead 01322 662377	<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>						
<b>Moosehead Light</b>	Canada	4.0%	<b>Moosehead Pale Ale</b>	Canada	5.0%		
Moosehead Light, known to many as 'Moose Light' contains 4.0% alcohol by volume and is a true Canadian-style lager. It is fully fermented and aged, also being aged, also being longer producing a crisp, highly refreshing beer with a smooth aftertaste and well balanced flavour.							
Pierhead 01322 662377	<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>						
<b>Moosehead Pale Ale</b>	Canada	5.0%	<b>Moosehead Pale Ale</b>	Canada	5.0%		
Moosehead Pale ale is brewed with premium 2 row barley malt and traditional top fermentation process to produce flavourful, smooth ale with a clean finish. The yeast strain used for Moosehead Pale Ale is over 100 years old. With its inherent strength, distinctive taste and clean European character, Moosehead Pale is a genuine beer drinker's beer.							
Pierhead 01322 662377	<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>						
<b>Mort Subite</b>	Belgium	4.5%	<b>Mort Subite</b>	Belgium	4.5%		
Lambic Kriek and Gueze beers, Bottles have corks and wired tops to illustrate the beer's champagne qualities							
James Clay & Sons 01422 377560	<a href="http://www.beersolutions.co.uk">www.beersolutions.co.uk</a>						
<b>Orval</b>	Belgium	6.2%	<b>Orval</b>	Belgium	6.2%		
A complex dry herby beer, it is a genuine Trappist ale.							
James Clay & Sons 01422 377560	<a href="http://www.beersolutions.co.uk">www.beersolutions.co.uk</a>						
<b>Palm</b>	Belgium	5.2%	<b>Palm</b>	Belgium	5.2%		
The best selling ale in Belgium, from a family run brewery that dates back to at least 1747. It has an aromatically toasty maltiness balanced by Goldings hop character.							
James Clay & Sons 01422 377560	<a href="http://www.beersolutions.co.uk">www.beersolutions.co.uk</a>						

<b>Palma Cristal</b>	Cuba	4.9%	<b>Quilmes</b>	Argentina	4.9%
Brewed by Cerveceria Bucanero in Holguin, Cuba. Cristal is known as 'the preferred beer of Cuba' and is the brand of choice for 80% of Cuban consumers. Cristal is brewed with top quality malt and natural water from a deep spring source making it crisp, light and refreshing with a revitalizing light hop flavour.					
Pierhead 01322 662377			www.pierhead.uk.com		
<b>Patagonia Blonde</b>					
Argentina	4.5%		Morgenrot Group 0845 070 4310		www.morgenrot.co
Cerveceria Patagonia is an Argentine company dedicated to brew and export Premium quality beers. Their beers are brewed in the oldest Argentine brewing plant established back in 1884. Amber and Golden in colour crowned by a consistent clear foam layer. Expressing an aroma of smooth fresh malt and a fragrant scent of hop flowers. On the tongue the smooth refreshing bitterness tantalizes all the senses.					
Pierhead 01322 662377					
<b>Patagonia Negra</b>					
Argentina	5.5%		<b>Red Pig</b>	Mexico	5.0%
A smooth warming spicier brew encompassing all that is needed for a cooler autumnal day. The artwork on the bottle represents the Jaguar found in Patagonia in the 19th century. The symbol of Jaguar is indigenous to local cultures as meaning a figure of power, fertility of the earth, stealth, courage and magic. Since this creature was made extinct Cerveceria Patagonia works closely with international organisations to help protect the environment and protect native species.					
Pierhead 01322 662377			This craft brew is bright, deep red copper in colour. This ale is very aromatic, intensely floral-hoppy, lightly sweet and malty. This full bodied ale offers a very pleasant bitterness, with smooth sweet malt character, creamy head with good carbonation, and with an excellent bitter sweet finish		
			Pierhead 01322 662377		www.pierhead.uk.com
<b>Pelforth Ambree</b>					
France	6.0%		<b>Robsons Durban Pale Ale</b>	S Africa	5.7%
A classic French red ale, Pelforth Ambrée is a full flavoured, rich and rounded beer. Golden in colour, Ambree offers plenty of aromatic hop and malt character followed by a fruity finish					
Morgenrot Group 0845 070 4310			Robsons beers hail from the Shongweni brewery in the land of a thousand hills in Kwa zulu Natal. These are hand crafted bottle conditioned beers made with natural processes and no artificial ingredients. A hoppy brew made with cascade and challenger hops and English yeast. It has marmalade and toffee aromas whilst the taste is of tangy hops and gentle fruits with a full body and subtle finish		
			Pierhead 01322 662377		www.pierhead.uk.com
<b>Pelforth Brune</b>					
France	6.5%		<b>Robsons East Coast Ale</b>	S Africa	4.0%
France's number one dark beer Pelforth Brune is irresistible in both taste and appearance. Mahogany coloured with spicy aromas plus some caramel and roasted malt character in its full bodied taste, this beer was originally named Pelforth 43 due to the 43kg of malt used in each mash.					
Morgenrot Group 0845 070 4310			Golden coloured though slightly hazy due to the bottle conditioning. It has a really aromatic nose of lemon and coriander, whilst the taste is crisp and clean it has citrussy tones and a tangy finish		
			Pierhead 01322 662377		www.pierhead.uk.com
<b>Petrus Blonde &amp; Dark Brown</b>					
Belgium	6.5%		<b>Robsons West Coast Ale</b>	S Africa	5.0%
Award-winning Belgian Abbey-style beers craft-brewed in an independent family brewer. Available in 33cl bottles and 30-litre kegs					
SBD 01788 891966			The newest of the Robsons range and inspired by the American craft brewers. It is ruby red in colour with aromas of biscuity malt and a soft spicy character, whilst the taste is dominated by the smooth malt flavours and fruity, spicy taste.		
			Pierhead 01322 662377		www.pierhead.uk.com
<b>Petrus Wheat Beer</b>					
			Made with unmalted wheat and malted barley it pours a dark caramel colour with a thin white head. It has aromas of clove and spice with light caramel notes, and a typical; citrussy taste with light hints of orange and lemon and a modest hop finish		
			Pierhead 01322 662377		www.pierhead.uk.com
<b>www.specialist-brand-development.com</b>					

**Rodenbach** Belgium 5.0%

The definitive example of a Flanders red beer. Aged for two years in huge brandy casks. This is unique in the world and helps give the beer its sour, tart taste & unusual red colour.

James Clay & Sons 01422 377560 [www.beersolutions.co.uk](http://www.beersolutions.co.uk)

**Rosarda Rosé Beer** Belgium 4.3%

Crisp, refreshing and fruity. A medium-sweet beer with a well-balanced flavour and just a hint of light hoppy notes in the finish. An attractive rosé colour with a tight white head and a natural fruit aroma. Available in 25cl bottles and 30-litre kegs

SBD 01788 891966 [www.specialist-brand-development.com](http://www.specialist-brand-development.com)

**St Feuillien** Belgium 7.5%

Abbey Ale, in both peachy Blonde or chocolatey Brune.

James Clay & Sons 01422 377560 [www.beersolutions.co.uk](http://www.beersolutions.co.uk)

**Schlenkerla Rauchbier** Germany 5.1%

This classic smoked beer has a distinct aroma through its palate to a clean, dry finish -a very unusual beer that goes exceptionally well with barbequed meats.

James Clay & Sons 01422 377560 [www.beersolutions.co.uk](http://www.beersolutions.co.uk)

**Sierra Nevada** USA 4.4-5.8%

The acclaimed Californian brewery exports a range of craft beers, the draught version was voted Champion Draught Beer in the 2004 - 2006 Brewery Industry International Awards. Also available are an American-style Porter, a Stout and an American-style cloudy Wheat beer.

Vertical Drinks 0113 267 0565 [www.verticaldrinks.com](http://www.verticaldrinks.com)

**Sleeman's India Pale Ale** Canada 5.2%

Craft-brewed Canadian "take" on the traditional British beer style. Available in bottles and on draught.

SBD 01788 891966 [www.specialist-brand-development.com](http://www.specialist-brand-development.com)

**Stone** America 4.4-7.7%

A selection of ales from Stone Brewing Company including Arrogant Bastard, Levitation and Ruination IPA

Vertical Drinks 0113 267 0565 [www.verticaldrinks.com](http://www.verticaldrinks.com)

**Tui** New Zealand 4.0%

As the legend has it, early in 1889, entrepreneur Henry Wagstaff stopped for a cup of tea at the banks of the Mangatainoka River. He found the water made the finest cuppa he'd ever tasted and decided this would be the ideal place to build a brewery. More than 100 years on, Tui East India Pale Ale is as popular as it was when Henry Wagstaff brewed the beer by hand and delivered it around the district by horse and cart. This fine ale is a thoroughly refreshing beer with a light palate best suited to beaches, barbecues and all beer related occasions. Serve lightly chilled on its own or with any manner of barbecued meats.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Umbel Magna**

UK 5%

Gold Award winner in Camra's 2007 Speciality Beer category, a porter with coriander.

Nethergate 01787 283220

[www.nethergate.co.uk](http://www.nethergate.co.uk)

**Vedett Extra White**

Belgium 5.20%

A unique beer refermented in the bottle and keg for one week. It has a delicious refreshing taste, surprisingly crisp, punctuated with a citrus like zest, rounded with a mildly bitter taste and dry finish. Available on draught and bottle

Duvel Moortgat 020 7729 7216

[www.vedett.com](http://www.vedett.com)

**Victory**

America 5.3-9.5%

A selection of beers from Philadelphia brewery including Prima Pils, Hop Devil IPA, and Storm King Imperial Stout

Vertical Drinks 0113 267 0565

[www.verticaldrinks.com](http://www.verticaldrinks.com)

**Waterloo Dark**

Belgium 8.5%

Everything began for Du Bocq back in 1858 when Martin Belot a farmer from Purnode began brewing beer during winter when farming wasn't fruitful. Today hardly anything has changed. The accents of caramelised, lightly roasted malts and hops in this dark beer blend harmoniously to yield a palette of silky sensations. It has a powerful, balanced aroma accompanied by a fruity touch

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Waterloo Triple**

Belgium 7.5%

Waterloo Triple is full-bodied with character and a malty, slightly fruity, taste. It is mellow without being too bitter. Despite its high alcohol content, it is highly digestible. When served in its traditional chalice, it gives a generous head of fine bubbles

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)



# World Class Beers

Today's consumer may well be drinking less, but many are becoming increasingly 'beer curious', good beer can make the difference between a busy venue and an empty one; for many outlets beer is not just a commodity but their commercial edge. And it's not just about getting a better deal than tied outlets, but being able to choose from a treasure trove of beers and using them to create a point of difference from their competitors' outlets.

<b>Belgians</b>	124
<b>North Bar</b>	130
<b>The Fruit &amp; The Wheat</b>	132
<b>The Jolly Butcher</b>	136
<b>Bavarians</b>	140
<b>Germans</b>	144
<b>Heart of Europe</b>	152
<b>Dark Lagers</b>	156
<b>White Horse</b>	158
<b>British Lager</b>	160
<b>French Connection</b>	163
<b>Rising Stars</b>	168





# The Special Lists

**Zak Avery, something of a beer specialist himself, talks to some people with their fingers firmly on the pulse of imported beers to find out what should be on a beer seller's list of specialities**

It won't come as much of a surprise that, as a lover of good beer, I believe that it's worth making that extra effort to find something really interesting. There's a strong argument to be made that even adding a small number of speciality beers to your fridges or fonts will make a big difference to how you are perceived by your customers. Even if they don't all immediately convert to the cause of craft beer, having something a little unusual as part of your beer offering is a good way to differentiate yourself from the rest of the licensed trade.

Clearly, I'm not suggesting that you should get on the phone and order one of everything from your local specialist beer supplier. If nothing else, your staff will end up needing a map to find the beers - and I've been in a pub where this was literally the case. But adding to your beer range as part of your organic growth is a sensible strategy, and it's important to expand your range of styles and flavours rather than just offer more 'me-too' brands.

## What's Hot Right Now?

Unless you've been living under an upturned beer barrel, you'll have noticed the arrival of American craft beers in a big way. The two main importers, James Clay (Brooklyn Brewery and Anchor Brewing) and Vertical Drinks (Sierra Nevada, Odell, Dogfish Head and Stone) both report strong growth as the drinking public have cottoned-on to full-flavoured American beers. The launch this year of Brooklyn Lager on draught has been a runaway success: "We

have a waiting list of accounts for draught across the UK" says Clay's Andrew Asquith, adding "Brooklyn bottled and draught is 90% up year to date on last year". Echoing this, Steve Holt of Vertical Drinks notes that "US beers are still hot and in demand and appealing to a wider market".

Samantha Johnson of Pierhead Purchasing has also seen a similar trend towards international pale ales: "Your discerning lager drinker is venturing into territory unknown, and they are choosing the subtle tones of pale ale and, it seems, enjoying it! We have recently imported several pale ales to cater for the need - Monteiths Original, Moosehead Pale Ale and Tui"

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*"Even if they don't all immediately convert to the cause of craft beer, having something a little unusual as part of your beer offering is a good way to stand out from the rest of the licensed trade"*

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Holt also says that interest in European beer continues to grow: "There appears to be greater interest in German beers, Pilsners and Weissbiers particularly but also regional beer styles such as Kolsch", something that Andrew has also found: "Früh Kolsch has new packaging to drive forward in its export markets". Staying within Europe, he also notes that premiumisation is still a hot trend: "Menabrea is positioning itself above Peroni in terms of quality, and we've seen a significant sales uplift as shops and bars look for an alternative to Peroni". Steve has also recently taken on a portfolio of craft beer from Italy that would work for places with a more affluent customer: "There are interesting beers from Italy, but price is prohibitive for most at present"



## Thinking Outside The Niche

One criticism repeatedly levelled at speciality beers is that they are destined to remain niche brands, with no hope of crossing over into the mainstream. Graham Archibald of the Morgenrot Group argues "All of our brands have seen strong growth this year but certain beer styles still have a 'niche' feel about them. Brands like Kaiserdom Dunkel and Alhambra Negra have certainly benefited from the growing demand for dark lagers in 2010 and this has definitely helped them move away from being 'niche' with increased listings and volumes".

***"By offering a range of international beers of varying styles, they can not only give their venue a unique selling point but can attract the growing number of beer drinkers who want something authentic"***

And of course, a little bit of niche can add a certain aura to a beer list. Steve of Vertical Drinks says: "Most of our brands are in growth and perhaps all could still be regarded as 'niche'. I would regard niche to be positive rather than negative", underlining the fact that offering a few unusual brands is still a clear way to differentiate your bar from the competition.

Graham agrees: "Venues now realise that they need a point of difference and are seeing their beer offering as a great way of achieving this. By offering a range of international beers of varying styles, they can not only give their venue a unique selling point but can attract the growing number of beer drinkers who want something authentic with depth of flavour, rather than beers which are brewed under licence and are being sold at a pittance in supermarkets"

This has been demonstrated by the popularity of Belgian beers, which are an absolute must stock in any venue that takes its beer list seriously, and even many that don't. From golden ales to fruit beers, they offer an easy entry into the specialist beer category and several can no longer be called niche - although they are still most definitely special

## Emerging Trends

Asked about how speciality beer has moved forward in the last 12 months, Steve is clear that consumer interest is still growing: "The trend of trade and consumers seeking out new and different brands continues. Authenticity and quality are increasingly important. There is a movement away from mass produced products to hand crafted or small batch production".

Graham tells a similar story: "I think the key trends in the industry over the past 12 months have been based around authenticity, provenance and quality and these have been the key factors why brands such as Kaiserdom, Alhambra and Quilmes have performed so well"

***"Authenticity and quality are increasingly important. There is a movement away from mass produced products to hand crafted or small batch production"***

As well as these key concepts, there is also an emphasis on food matching, as Samantha of Pierhead illustrates: "The general trend at present seems to be to match beer with foods rather than wine. There seems to be a growing foodie culture and the more it develops with different foods the more experimental people become with the drinks they choose to accompany it".

As to the next twelve months, a final heartening prediction for strengthening of a current trend comes from Johnson: "I would say that the next 12 months will continue to grow with bistro and beer. I think the more discerning restaurateur and sommelier will offer both as accompaniments to their dishes".

Food for thought, then, and hopefully well-chosen speciality beer to go with it.

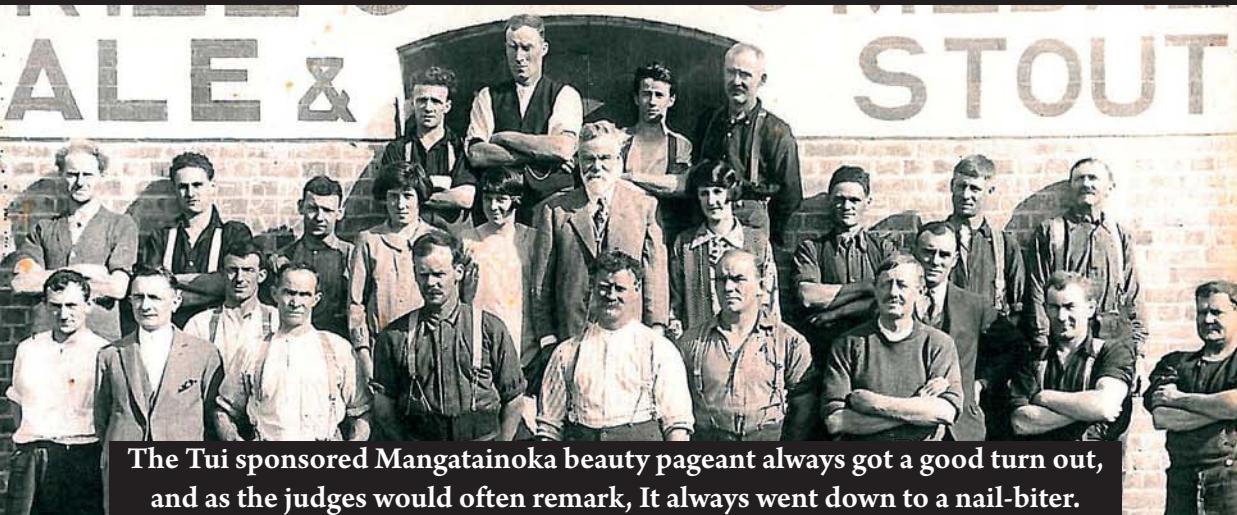




A FULL AND ROUNDED PALE ALE, WITH NOTES OF CARAMEL, BLUNT SUGARS AND A HINT OF BLACKBERRY.



THE NATIONAL BEER OF TEXAS



The Tui sponsored Mangatainoka beauty pageant always got a good turn out, and as the judges would often remark, It always went down to a nail-biter.



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**DIXIE**





# The Art of Good Beer

**Belgian Beer**

## Pete Brown explores the far from boring world of Belgian beer

Jean Claude van Damme. Bruegel. Rubens. Herge. Jacque Brel. Audrey Hepburn (yes, really). Django Reinhardt. Magritte. Eddie Mercx. And of course, Plastic Bertrand.

I just wanted to get the list of ten famous Belgians out of the way first. The website [www.famousbelgians.net](http://www.famousbelgians.net) lists 263 of them. (Although if I'm honest, I've never heard of about 250 of those. And people like Herge - real name Georges Remi - sneak in twice.)

*"What would happen if we stuck some cherries in it? Or coriander? Or mustard maybe? No, hang on, why don't we leave it in a big trough open to the elements for a few weeks?"*

But that's not the point. The point is that when we challenge each other to name ten famous Belgians, we're trying to prove how boring Belgium is. We're trying to poke fun at it as the most boring country in the world. It's most famous as the home of the EU, and what could be more boring than that?

But hang on a second.

## Small Country, Big Influence

Belgium is the same size as Wales. And yet it has three official languages among its ten million people. They invented pigeon-racing, chips and the saxophone. (For the first two, I'm prepared to forgive them the latter.)

*"A pub can buy in what is universally recognized as one of the world's greatest beers for about thirty quid a case, and it'll have a sell-by date of up to 25 years"*

The Great Gilles Carnival every February in the town of Binche sees a parade of people wearing huge headdresses made of ostrich feathers pelting spectators with oranges to the beat of frenzied drumming, and gave us the word 'binge'.

Boring?

Look a little more closely, and Belgium's dull reputation starts to feel like an elaborate practical joke - something you'd expect from the country that invented surrealism in art.

Charles De Gaulle described Belgium bitterly as "a country invented by the English to annoy the French," and that's something Belgium seems to have enjoyed doing ever since.

ANNO



1871

# Duvel

BELGIAN GOLDEN ALE



**Duvel**, regarded as one of **the world's best beers**,

bridging the gap between **taste** and **refreshment**

thanks to the **unique** bottle-conditioning





## Surrealism or Belgian Beer?

This is of course building up to a discussion about Belgian beer.

After years of studying it and appreciating it, the only remaining question in my mind is this: which came first? Surrealism or Belgian beer? Because one surely inspired the other.

It's been said that what France is to wine, Belgium is to beer. This is true, but it would be even truer if the French looked at a vintage Bordeaux or Champagne, shrugged and asked themselves, "Wonder what would happen if we stuck some cherries in it? Or coriander? Or mustard maybe? No, hang on, why don't we leave it in a big trough open to the elements for a few weeks?"

---

*"Charles De Gaulle described Belgium bitterly as 'a country invented by the English to annoy the French'"*

---

This curious, constantly experimental attitude has made Belgian beers revered around the beer geek world. Their distinctive squat bottles and chalice glasses have become global fixtures in specialist craft beer bars.

But their arcane lore and labyrinthine style codes has kept them confined to the connoisseurs, people prepared to make a little extra effort, experiment, and take the trouble to try and work out what the difference is between a Trappist and an Abbey beer, and why you could have a Dubbel or a Tripel that might be either one, or neither.

Until now.

## Beer Heroes

Because in line with the general growth of appreciation of crafted, quality beer, the Belgians are breaking out.

One of the men responsible for their growth is Nigel Stevenson at beer importer James Clay, who is responsible for selling so much Belgian beer in the UK that he was recently made an Honorary Knight of the Brewers' Mashstaff by the Guild of Belgian Brewers.

"The market in the UK is maturing, definitely," says Sir Nigel. "Growth of some styles, such as darker beers, has plateaued, but fruit beers, blonde beers and wheat beers are still growing at ten to fifteen per cent a year. Some of the bigger brands have been around for a while now, and we're really seeing specific brands emerging from the general morass of 'Belgian beer'."

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*"When you stock Belgian beers they send out a signal to the clientele"*

---

One of those brands is Duvel, up by fifty per cent in the last twelve months. Matt Willson, of Duvel Moortgat UK, believes this is due to a confluence of factors. "People are drinking less but looking for better quality when they do drink" he explains. "A beer like Duvel has heritage, provenance, tradition and culture. It's got a theatre





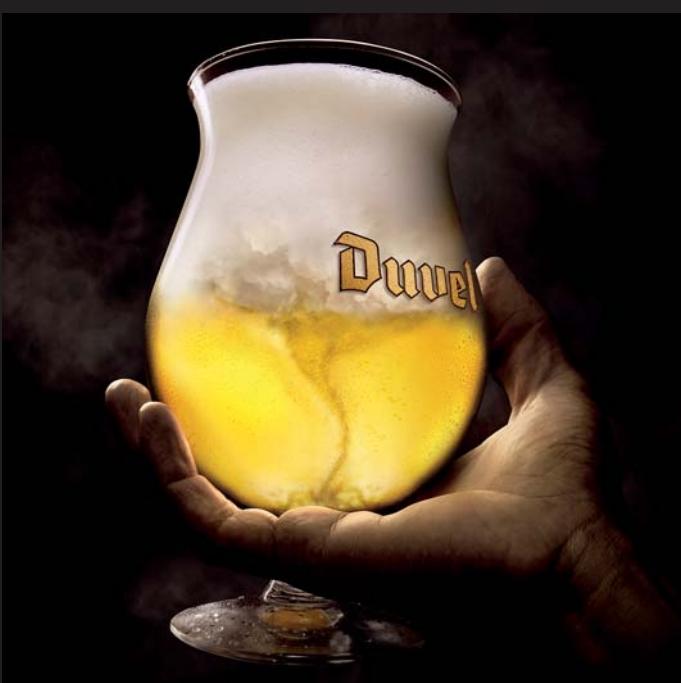
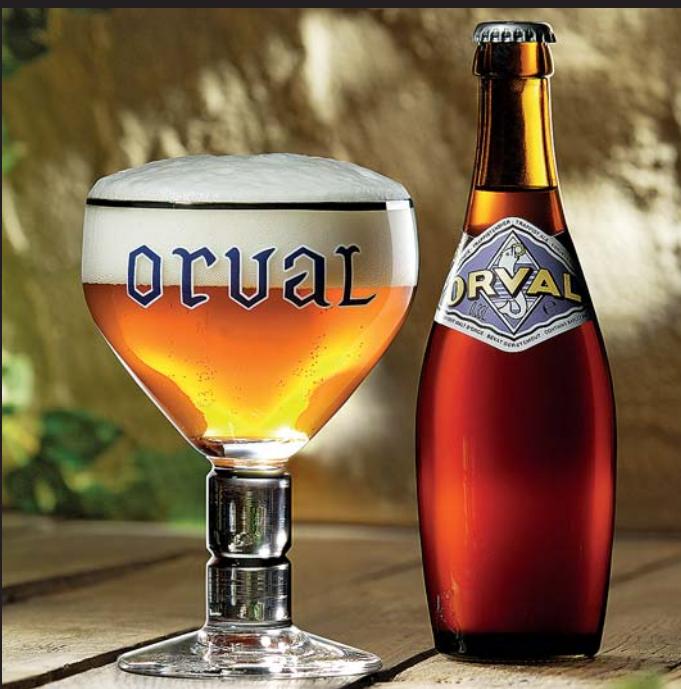
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when it's served, with the unique glass, the pour and the surge of the head. People are beginning to understand that there's more to beer than quaffing as much of it as possible, and Belgian beers just offer more than you can get with pints."

Stevenson agrees. "Most of us can't afford the best quality wines in the world. But the best quality beers in the world are much cheaper. A pub can buy in what is universally recognized as one of the world's greatest beers for about thirty quid a case, and it'll have a sell-by date of up to 25 years."

### **Belgians Behind Bars**

Glyn Roberts, manager of speciality beer bar The Rake in London's Borough market, believes this combination of quality and accessibility is unique. "Belgium is such a close country to us and the beers are so extraordinary. Whenever someone visits, when they come back they're drinking Belgian beer. Brands like Orval, Duvel and Chimay are increasingly familiar and for us they're simply must-stocks."

*"It's got a theatre when it's served, with the unique glass, the pour and the surge of the head. People are beginning to understand that there's more to beer than quaffing as much of it as possible"*

The consolidation among Belgian brewers is also allowing brands like these to gain greater scale. They're increasingly visible in high street chains like All Bar One (which exclusively launched the lower strength Duvel Green a couple of years ago), Nicholson's and Slug and Lettuce.

But as the lead brands become more familiar, there are still barriers to stocking. Stevenson believes publicans need to be a little more flexible with their approach to price. "These beers are imported and are stronger in alcohol. If you're insisting on 65 or 70% margin, you're not going to get it because you'd have to sell a 330ml bottle of Trappist beer for over £5. But if you accept a 50% margin, you're still going to get £2.50 cash profit."

### **A Sign of Quality**

And of course, the benefits go further. "When you stock Belgian beers they send out a signal to the clientele," says Willson. "I've seen rough looking groups of lads on the piss walk into a bar, see Duvel and walk out again because it's not their kind of place. Around the country, we're seeing pubs stocking our beers get a good crowd who want to sit and relax."

We've done a lot of work with beer and food matching, and that plus the presentation means we get discerning crowd of both sexes who are prepared to spend a little bit more."

So. Before we even get on to Tin Tin, Bruegel's *Tower of Babel* or *Ca Plane Pour Moi*, does Belgium *really* still sound boring? Profitable customers no longer seem to think so.

# Bluffing in Belgian

**Belgium has the most diverse range of beer styles, and some very strict rules about what it can be called. We have compiled a bluffer's guide to the basics, but recommend a tour of the country to fully appreciate the beauty and diversity of these beers. Failing that, get a selection in and give your customers a real treat**

## Trappists

There are 6 Trappist breweries in Belgium - Orval, Chimay, Rochefort, Westmalle, Westvleteren and Achel. They produce roughly 20 different beers between them, all of which are top-fermented, bottle conditioned ales and are relatively strong.

The Trappists are part of the Cistercian Order of the Strict Observance, and to use the term and the logo, they must be brewed within the walls of a Trappist abbey, by or under control of Trappist monks, all decisions must be made by the monks and they must not be made for financial profit

## Abbey Beers

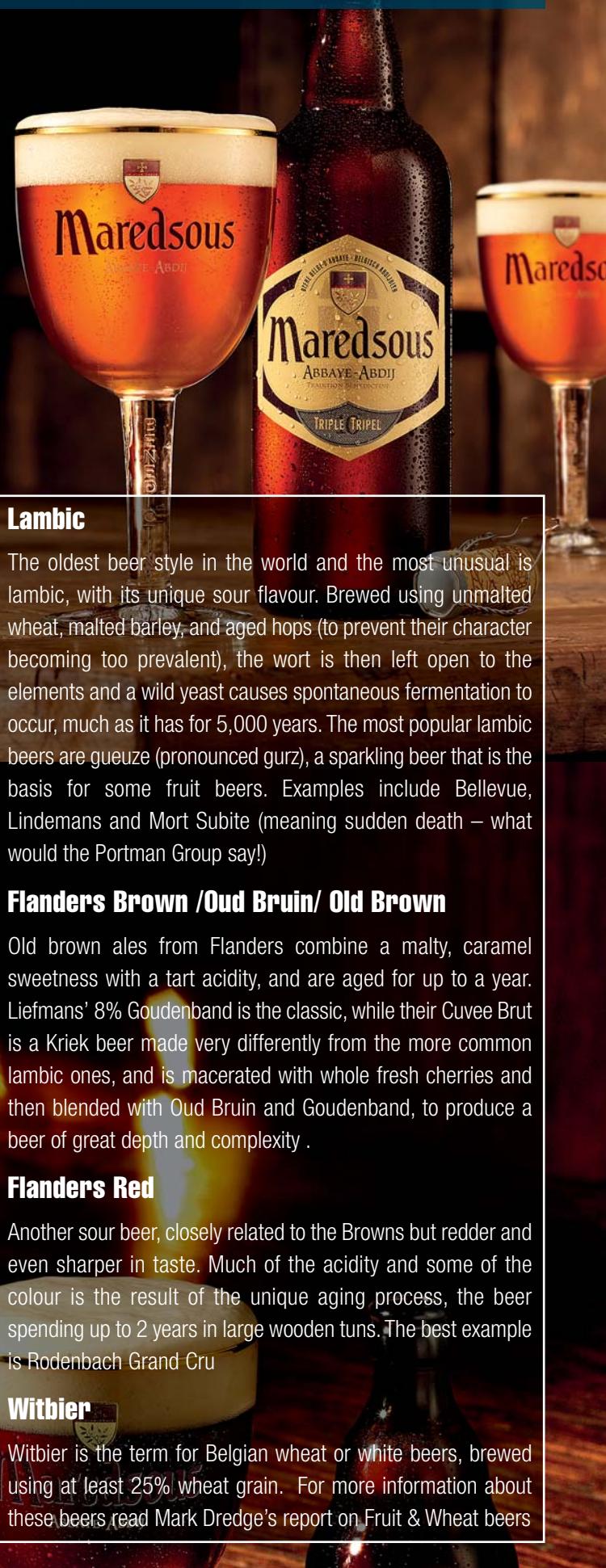
Abbey refers to a style of beers formerly brewed by monks. Some simply use the name of defunct monasteries, others retain links with the original monastic breweries, following the recipes and traditions, and returning some of the profits to the monks. The Benedictine monastery of Maredsous, for example, has royalty agreements with Duvel Moortgat, as do Leffe with InBev and Grimbergen with Alken Maes.

## Pilsener

Belgium's pale dry lager beers are frequently forgotten because of the country's more unusual beers, but this style accounts for a large percentage of beer consumption in Belgium itself. Internationally the most famous Belgian is Stella Artois, although Jupiler is No 1 in Belgium, and Vedett is growing fast, with a strong cult following in the UK.

## Strong Ales

These are top fermented, using ale yeasts and range in colour from Blonde, Golden, Amber and Dark. Typically hoppy and slightly spicy, the undisputed champion is Duvel, (pronounced Doov'l) an award-winning 8.5% ABV beer - it is literally a Belgian Devil! Clearly Belgium doesn't suffer from political correctness! Other fine examples include Brugse Zot, De Koninck, served in its famous Bolleke, Kwak, La Chouffe (Flemish for gnome) and Palm.



## Lambic

The oldest beer style in the world and the most unusual is lambic, with its unique sour flavour. Brewed using unmalted wheat, malted barley, and aged hops (to prevent their character becoming too prevalent), the wort is then left open to the elements and a wild yeast causes spontaneous fermentation to occur, much as it has for 5,000 years. The most popular lambic beers are gueuze (pronounced gurz), a sparkling beer that is the basis for some fruit beers. Examples include Bellevue, Lindemans and Mort Subite (meaning sudden death – what would the Portman Group say!)

## Flanders Brown /Oud Bruin/ Old Brown

Old brown ales from Flanders combine a malty, caramel sweetness with a tart acidity, and are aged for up to a year. Liefmans' 8% Goudenband is the classic, while their Cuvee Brut is a Kriek beer made very differently from the more common lambic ones, and is macerated with whole fresh cherries and then blended with Oud Bruin and Goudenband, to produce a beer of great depth and complexity .

## Flanders Red

Another sour beer, closely related to the Browns but redder and even sharper in taste. Much of the acidity and some of the colour is the result of the unique aging process, the beer spending up to 2 years in large wooden tuns. The best example is Rodenbach Grand Cru

## Witbier

Witbier is the term for Belgian wheat or white beers, brewed using at least 25% wheat grain. For more information about these beers read Mark Dredge's report on Fruit & Wheat beers



# Great up North

**Brew  
Haven**

**Zak Avery, beer writer and retailer, goes North to discover a place that has got enough going on behind the bar to excite the most beer curious of customers**

There's no denying that Leeds' North Bar is at the niche end of the speciality beer market. Niche it may be, but it is the original bar in a small chain, all based in Leeds, that is still expanding. At a time when the press are making much of the death of the pub, it's heartening to see someone bucking the trend. The North Bar concept isn't just holding steady in tough market, it's actually growing. No wonder North was once voted "Best Place to Drink in the UK" by readers of The Observer.

*"A brief glance at the chillers under the bar-back tells the other side of the story. Rather than whole shelves of anything, there are single facings of everything"*

It would be doing the founders a grave injustice to say that the formula is a simple one. Ten years ago, opening a bar that had no mainstream brands available was something that just wasn't done, and even today it is still a rarity. But that's only part of what makes North unique. A well thought-out selection of some of the best beers in the world certainly helps, sourced from local importers (how has Yorkshire managed to end up with so many great importers?). Add to that a bar team who are as passionate about beer as the people they serve, and you can start to see why it all works.

## Working the Beer

Perhaps one of the reasons that North has been at the top of its game for so long is their refusal to rest on their laurels. Not only have they assembled a winning formula (which of course includes that elusive something that money can't buy), but they never stop in their efforts to bring great beer to an enthusiastic customer base. Throughout the year, they have a series of themed festivals, enabling them to periodically add anything between 30 and 90 extra beers to their roster of 110 bottled beers and 16 draught lines. Chronologically, there is a Belgian Beer Fest (early April), an American Beer Festival (from 4th July), Orval Day (which coincides with the annual open day at the abbey on September 16th), Oktoberfest (don't forget – it starts in September!), and the annual 12 Beers of Christmas. Other events offer further scope for experimentation. The World Cup may only come around every 4 years, but the last thing you'll find is a lot of boring identikit international lagers.

## Variety Show

The focus at North is very much on variety, and of course this variety is physically limited by the number of fonts or handpulls you can get on your bar. A brief glance at the chillers under the bar-back tells the other side of the story. Rather than whole shelves of anything, there are single facings of everything. Even I, as hardened a beer geek as you are ever likely to meet, sometimes do a double take at the rarities that turn up in these fridges.

Working closely with specialist importers like James Clay and Vertical Drinks means that North are able to access beers not

usually available for import. These mostly take the form of bottled beers, but every now and again a keg or cask of something special turns up. Recent examples include the launch of Brooklyn Lager on draught in the UK, "Johnny Cask" a 20 barrel exclusive from US experimental brewers Dogfish Head.

## Take It Slowly

Asked if he has any advice for people seeking to broaden their beer offering, bar manager Matt Gorecki has plenty: "Take it slowly at first – there's no point in introducing beers that your customers and staff don't understand as they won't sell.

*"The key factor in the on trade is how your staff recommend, sell and serve your products. It's really great to have specialities, but if you can't sell them or your staff don't know what they are, you need to put that right"*

Training staff is the key, if you don't know much yourself get someone in to do it – most importers will provide training material for free". But he stresses that it's important not to alienate your customers with sudden major changes: "Change the odd draught line for a short run of something slightly different. As your punters become more experimental you can add more - eventually they'll start asking for stuff they've read about and seen elsewhere and you're off."

And of course, just having the beers on the bar (or in the fridge) isn't enough on its own: "I think the key factor in the on trade is how your staff recommend, sell and serve your products. It's really great to have specialities, but if you can't sell them or your staff don't know what they are, you need to put that right". Education of staff and customers alike is clearly the key.

A couple of years ago, I had a heated exchange with a section editor at a well-known trade publication. I was saying that the market for speciality beers was a buoyant as it ever has been, while he pointed to the fact that pub closures were starting to mount up, and that the industry was looking increasingly fragile.

My response was that there is space in every decent-sized town and city for at least one specialist beer bar, and that I was surprised more weren't opening. North Bar and its offspring are a great example of what can be achieved with vision and passion.

*"My response was that there is space in every decent-sized town and city for at least one specialist beer bar, and that I was surprised more weren't opening"*

Speciality beer is the sector with the growth, the great products, and the sense of fun that drove most of us into this industry in the first place. If you look around and see that you haven't got anything like this near you, maybe now is the time to get with the programme and do it yourself.



# The Fruit and the Wheat

## Speciality Beers

**As customers save their money for a big night out, successful bars and pubs are offering their customers an experience, and the act of drinking is treated as an event. An element of theatre surrounds the delivery of quality beer and as this trend gathers pace, speciality beers will play leading roles on the bar rather than just quirky bit-parts. Mark Dredge reports on the most accessible beers at the heart of this phenomenon**

Unlike some speciality beers, which can be dauntingly strong or bitter, both wheat beers and fruit beers are interesting and different but they still have simple and recognisable flavours. They are also great with food and they look the part in their own branded glasses; they play an important role in any world beer range, an easy route in for licensees experimenting with the category, and an essential ingredient in a specialist bar's portfolio.

*"People expect a cocktail to be poured with care and enthusiasm there is no reason why we shouldn't expect and demand the same for speciality beers"*

Even the most casual of drinkers know the reputations of Germany and Belgium as great beer nations, so wheat and fruit beers not only represent a broader selection of choice for the increasingly beer-curious drinker, they also come with a reassuring stamp of quality. This not only reflects well on the beer, it can enhance the image of the pub or bar itself. While their striking appearance and unique glassware makes the beers stand out visually with the different glassware and the striking appearance, stocking a selection of these speciality beers helps a pub stand out by differentiating itself from the local competition.

### The Wheat

"When sampled, the typical wheat beer product is well received by consumers, far above the kind of reception one normally sees for a new beer," says Nick Holmes, Managing Director of Specialist Brand Development. "It appeals slightly more to the younger end of the market but in fact tends to be liked by all respondents, including real ale drinkers."

"One of wheat beer's broad appeals is that it is attractive to both the cask ale drinker and the lager drinker," explains Rob Hole, agent for the best selling wheat beer brand Erdinger Weissbier, who has





considerable experience bringing new beers to the UK, some of which are now major brands.

"With yeast added to the bottle and keg for further fermentation, it has close links to cask ale, but being dispensed from a keg and at a lower temperature than ale some people automatically class it as a lager."

As with any other speciality product it comes down to staff training. 'Wheat beer' doesn't explain to the drinker what it tastes like so "having staff who can describe in simple terms what the flavours are can be very influential and can introduce new products to new people, and training staff is key," says Matt Gorecki, Manager of North Bar, a specialist beer bar in Leeds which always has at least one wheat beer and fruit beer on tap. The draught option not only increases the beers' visibility, it allows staff to encourage people to try something new "Cocktails and wine are more accessible in general than speciality beers but by offering a taste we give customers a starting point."

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Other visual receptors are extremely important but simple, such as having point of sale display, the correctly branded glassware or taking the effort to pour a beer well: "People expect a cocktail to be poured with care and enthusiasm there is no reason why we shouldn't expect and demand the same for speciality beers," says Matt Willson, the General Manager of Duvel Moortgat UK.

## **Wheat Beers**

Wheat beers are split into two areas: hefeweizens (or weissbiers), which are German, and witbiers, which are Belgian. The protein in wheat, as well as the yeast in the beer, are responsible for the hazy appearance of these styles; wheat also helps give a fuller head to the beer and a soft mouthfeel. Being unfiltered, the yeast contributes to the unique flavour which is often a subtle mix of banana, bubble gum and clove, sometimes with vanilla or smoke, finishing crisply but with a very low bitterness, which makes them accessible even to people who don't normally drink beer at all. You would expect a hefeweizen to be served in a tall vase-shaped glass and the great classics of this style include Erdinger, Paulaner and Schneider.

The most famous Belgian witbier is undoubtedly Hoegaarden from the AB InBev stable. Witbier is spicier than its German cousin thanks to the Curaçao bitter orange peel and coriander seed which it is brewed with. It's another hazy beer and the traditional flavours are from the spicing which gives a depth of citrus and a dry finish.

A less common example is Blanche de Bruxelles and other countries also produce wheat beers in this style, including Blue Moon, a US interpretation of the style by Molson Coors. While some



also serve witbiers with a slice of lemon, Blue Moon is recommended to be served with orange

"The perfect serve is always with an orange slice or wedge because it brings out the subtle flavours of the orange peel and coriander," explains Kristy McCready from Molson Coors. Not everyone likes fruit in their beer glass, so this is optional.

## Fruit Beers

***"Liefmans have also pioneered the 'served over ice' method with Fruitesse, borrowing from the innovative twist that reinvented cider as a contemporary and stylish drink"***

Some may be wary of fruit in their beer, but an increasing number of people are not just adding a slice, they're seeking out beer that has been made with it. Fruit beers take on a number of different forms. The classics of the style are Belgian brown ales or lambics aged in oak with fruit, which adds depth or sweetness. The base beers can be sour (but in a good way!) but the style has a softer side and the beers are blended with real fruit or fruit juice, leaving a sweet and slightly-sharp beer with a fruity depth that's quenching and approachable for all drinkers. Beers in this category include Liefmans' Cuvee Brut, Lindeman's Kriek and Mort Subite Kriek.

The major player here is Fruitesse, from the cult Belgian brewer Liefmans. Established in 1679, the brewery was bankrupt in 2008 and beer lovers everywhere feared that it would be swallowed by one of the world's beer producing conglomerates. However it was saved from this fate by fellow Belgian craft beer brewer, Duvel Moortgat, who has relaunched the brand and have big plans for its future.

"Liefmans Fruitesse is a refreshing fruit beer matured for 12 to 18 months on the juiciest cherries and enriched with a blend of 100% natural fruit juices," says Matt Willson "With the selection of fruit, Liefmans' master blenders have created a magnificent sweet aroma and an exceptionally refreshing fruit beer."

Liefmans have also pioneered the 'served over ice' method with Fruitesse, borrowing from the innovative twist that reinvented cider as a contemporary and stylish drink. Willson explains that the rich flavours in Fruitesse make it work with ice where other beers wouldn't, creating additional interest for drinkers and even greater potential for stockists.

A more recent addition to the fruit beer category are wheat-based brews with added fruit juice which "appeals across a broad spectrum of drinkers, especially those who do not like more bitter beers," explains Nick Holmes. Rosarda Rosé beer is aiming to appeal to rosé wine and pear cider drinkers by being light and fruity with a delicate hop character. Others in this category include Fruli, the strawberry beer, and the Floris range.

## Beer Sellers

With knowledgeable staff willing to explain what the beers are like, both fruit and wheat beers are an asset to any beer range. They look good in their specialist glasses, they appeal to a wide range of people and they are an easy introduction into the exciting world of speciality beer.

***"Some may be wary of fruit in their beer, but an increasing number of people are not just adding a slice, they're seeking out beer that has been made with it"***

As if that weren't enough, they are both great to enjoy with food. Wheat beer is an excellent aperitif, like an alternative champagne, and with the beer's full body and an almost-savoury quality it aligns comfortably with almost anything on the dinner table. It is an especially great match for salads and seafood and it can temper the heat of Mexican or Thai foods. While cherry beer is excellent with rich foods like pâté or game where the sweet and sour flavour renders the fat in the food and the carbonation refreshes the palate - and anyone who hasn't had a cherry beer with a chocolate brownie is really missing out on one of life's great oral experiences.



Liefmans is one of the cult breweries of the great Belgian Beer Country.

Liefmans Fruitesse is a unique fresh beer blend maturing for 18 months on cherries in the Liefmans cellars which is artfully blended with natural juices of strawberry, raspberry, cherry, blueberry and juniper berry.

The result is a fruity, pleasantly sweet, sparkling and refreshing beer with a soft foam head.

4.2% alc  
on draught  
bottle: 25 cl

**Liefmans**  
*Fruitesse*



# Jolly Butchers Beer House

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**Pubs are closing – everyone knows that. Twenty-nine a week at the last count, with each grim updating of the statistics prompting speculation on 'the death of the pub'**

But what happens to pubs once they've closed?

Maybe the picture is not as bad as it originally seemed. Just as most people who quote the statistic that half of all marriages end in divorce are unaware that two third of all divorces end in remarriage, so it seems there's life after death for pubs. Recently, trade estate agent Christies reported that sixty per cent of the dead pub sites they sold were reopening... as pubs.

Sometimes, when a pub does it all can and still succumbs to closure, it doesn't necessarily mean the community no longer wants a pub. It just means they don't want that pub.

Across the UK, pubs that tried to bring people in with karaoke nights, big screens, louder music and brighter lights, failed because they were heading for the lowest common denominator and actually driving people away. In sites where everything else failed, new operators are now reverting to the basics of great beer and great conversation. A pub that focuses on selling beer? Crazy idea! But it's working.

## A local's local

The Jolly Butchers was a freehouse, a local institution in the fashionable North London borough of Stoke Newington. It had more TVs than beer pumps, more TVs than customers most of the time. Sweary old drunks clutching pints of Guinness would yell at the racing on-screen. It stayed open until some ridiculous hour of the morning, and every Stokey hipster had a story of popping in for a last pint after a night clubbing in nearby Shoreditch or Hoxton and witnessing some spectacular fight.

When the Butchers (or Father Ted's, or Stokies Bar – its name changed frequently, but old names never disappeared from the signage – they were just added to, like the coats of grime on the tables) finally closed its doors in February 2010, the hipsters took to Twitter to mourn the loss of a legend.

And they expressed concerns about gentrification when Martin Harley reopened it two months later with seven real ales, farmhouse cider and perry, and an array of Belgian ales and imported Czech and German lagers on the bar, with an open kitchen in the corner turning out posh but reasonably priced pub food.

## Giving 'em what they want

But if the hipsters had flocked to the pub in the old days with anything like the enthusiasm they did after Harley's spectacular resuscitation of it, the old place would never have closed.

Harley can't keep the grin from his face as he stands at the corner of the bar, sampling the latest arrivals on the hand pumps from Brew Dog and Thornbridge before reverting to his favourite standard, the Belgian dark ale De Koninck. He was a boxer as a youth, and you can see this in his alertness, his body language and energy. He grew up in pubs, and was running two leaseholds from large PubCos when the Butchers – a freehouse – came onto the market. He jumped for it, despite the pub's dodgy reputation.

Why?

"I know Stoke Newington well, and I knew we didn't have a pub quite like this," he says. "We've got a young, professional crowd and they're looking for good quality products. We're just around the corner from all these independent shops on Church Street. The farmers' market and the Whole Foods store are packed on weekends. These are the kinds of people who understand and embrace the fact that we're doing something a little different."

## A breath of fresh beer

So far so gastropub. But what Harley did differently was place an unapologetic emphasis on craft beers, with an audacious selection including no nationally recognised brands on the bar. Harley had always been a fan of Belgian ales and German lagers, and as well as de Koninck he also stocks on draught Mort Subite Kriek, Bruges Zot Dubbel and Tripel, Erdinger, Vedett pils, Meantime Helles, even Schlenkerla, the infamous German smoked beer that makes Marmite look like something that inspires common agreement the world over. But the surprise for Harley came when he looked closer to home.

"I had no idea how many great beers there were in this country. We've got beers brewed locally by brewers such as Brodie's and Crouch Vale. A lot of these breweries are brand new – Redemption, which is nearest to us, up in Tottenham, has only been brewing since January this year. I love that we've got a beer out of Tottenham!"

You can spot the cask ale drinkers in the Butchers because it's served in distinctive, chunky, supposedly unfashionable handled jugs. Any night of the week, all the tables are full of fashionably dressed young people. And at least two thirds of them – men and women alike – are drinking from these jugs.

## Exceeding expectations

"I couldn't say I expected to get this crowd in, but I hoped I would," says Harley. "And we've done it not by being pretentious, but just by serving good beer. People say you can't make money from beer, and it's true that our margins are tight on the ales. But it's about throughput. These beers keep the pub very, very busy."

Having been open for five months at the time of our chat, the pub is certainly thriving. Has any aspect of its success surprised Harley?

"Once I'd have been very nervous about putting on a 5.9% real ale or a 7.5% cider," he says, "but of course they're drinks that are more about quality than quantity. People are really savouring them. We're not getting the binge drinking brigade, and you'd think we'd be a prime candidate for that. We open late. We're in an urban location. We attract a young crowd. We serve strong beer and cider. But we don't hire doormen. We don't need them."

It sounds like Harley's tempting fate. But just after midnight on a late summer's night, the noise level is no louder than lively conversation. People spill onto the streets outside, talking and laughing, but with none of the boisterousness of other pubs a little further down the road.

"A few weeks ago we had a window broken from the outside," says Harley, "Nothing to do with us – two blokes from the cab firm next door fighting. The glaziers turned up, looked at it and said, 'Oh yeah, we already know the dimensions of that one. We used to replace it every week!'"

And with that, he orders his 'one for the road' – Bruges Zot, the kind of beer Leffe would like to be when it grows up.





# ERDINGER *Weißbräu* – a world-famous private brewery

Erdinger Weißbräu is a traditional, privately owned brewery based in the heart of Bavaria. The picturesque town of Erding, where the world-famous Erdinger Weißbier has been brewed since 1886, is still home to every single drop of this speciality beer.

Until 1980 you would have had to travel to Bavaria to find Erdinger Weißbier, and many connoisseurs of beer did just that.

Recognising the wider appeal of this exceptional beer, Erdinger Weißbräu became the first wheat beer brewery to offer its products outside Bavaria, and it soon became popular all over Germany. 10 years later the Bavarian 'cultural heritage' was made available throughout the world, and today Erdinger Weißbier is considered the ultimate wheat beer experience in over 70 countries.

Erdinger Weißbier is a truly special wheat beer among German imports, which are themselves amongst the finest beers in the world. The brewery still sticks rigidly to the



Bavarian Purity Law of 1516: only water, hops, yeast, wheat malt and barley malt are used in the brewing process, and like cask conditioned British ale – it is unpasteurised, giving it the wonderful fresh taste and aroma that is associated with the best of Bavarian beer – and genuine Bavarian lifestyle.

Many brewers have discontinued traditional but time consuming bottle fermentation for commercial reasons. Erdinger Weißbräu however, continues to use this process – similar to the champagne method – because it creates a higher level of carbonation and makes the beer particularly refreshing.

Although the brewery is committed to producing beer using traditional methods, it has also invested heavily in the most up-to-date production equipment and facilities, enabling it to brew more than 1.5 million hl a year, without ever compromising the quality of the brand that is the most popular wheat beer – not just in Germany, but in the world.

[www.erdinger.de](http://www.erdinger.de)



The World's Most Popular Wheat Beer **ERDINGER** *Weißbier*



# Bank on the Bavarians

## Bavarian Beer

**As Oktoberfest Beer Festivals gain in popularity licensees are finding they can bank on Bavarian beers to pull in the customers all the year round, thanks to their association with good times and their reputation for heritage and quality.**

**Ted Bruning explores the reasons why**

The news that cask ale sales were up 5% to £1.4bn last year in a beer market down 2% strikes a note of optimism across the trade, all the more welcome for being so rare.

Perhaps ringing the church bells might be a bit premature, though. The news came in the annual Cask Report, and the survey results look good across the board: cask volume stable for the first time since 1994; 3,000 more pubs serving cask ale; a 17% sales increase in the 18-24 age bracket.

*"The more thoughtful consumer is looking for tradition, provenance, and wholesomeness. And with the best will in the world, the big lager brands don't ring those bells"*

But cask is still a minority drink, making up only 15.2% of on-trade beer volume. Few licensees other than dedicated specialists would pin their growth strategy on such a slender foundation. So the question is: how to inject the values that have

driven cask ale's success into the beers that appeal to those who never touch the stuff?

Cask's recovery has been based on a trinity of heritage, quality, and diversity. Now we're in recession and disposable income is tight, this trinity is really paying off: "The more thoughtful consumer," says Cask Report author Pete Brown, "is looking for tradition, provenance, and wholesomeness". And with the best will in the world, the big lager brands don't ring those bells. To get lager drinkers (or "non ale drinkers") drooling in the way that ale-heads do, we need a category of equal heritage, quality, and diversity.

*"The heritage and quality of Bavarian beers scarcely need a mention, they are renowned the world over. Their diversity, though, may surprise you"*

Two sources suggest themselves: Belgium and Bavaria. Both are great brewing regions that are increasingly well-understood by British consumers; both tick all three of our boxes. Of the two Belgium is perhaps more of a niche product. Bavaria, though...

## Heritage, Quality & Diversity

Despite Germany's status as the world's premier brewing nation, German imports are still not that common in Britain. There is one category of German beers, though, that anyone who has ever visited a supermarket will be familiar with: Bavarian wheat beers like Erdinger and Schneider Weisse are ubiquitous and growing in



popularity. The heritage and quality of Bavarian beers scarcely need a mention, they are renowned the world over. Their diversity, though, may surprise you.

Bavaria has more than 500 breweries: over a third of Germany's total and almost as many as in the entire UK. They include Germany's biggest brewery and some of its smallest, its oldest and some of its newest. One of them, Andechs, is even a monastery. Between them they brew a bewildering range of styles: lagers shading from pale to black, from low-alcohol to superstrong; wheat beers running the same gamut; and a plethora of oddities using ingredients such as hemp blossom, rye, spelt, and peated malt, and the unfiltered and uncarbonated Kellerbier – "real" lager, in fact!

But could an infusion of genuine Bavarian beers into the British pub trade enthuse UK lager-drinkers sufficiently to kick start a faltering category?

## A Bavarian Beer House in London

Well, it seems to be doing the trick at the Bavarian Beer House in London's Moorfields, where for over five years customers have been flocking to enjoy oompah bands, sausages and sauerkraut, blokes in lederhosen, and waitresses in dirndl bearing foaming steins of Krombacher and Erdinger beers.

The business is more than just a Bavarian-themed pub, with a newly-opened sister house on Tower Hill, an outside catering and events unit, and a franchise operation, as BBH's Andrea Krug



admits. "We're a group destination venue," she says. "We have a lot of corporate events and a lot of entertainment. It's not the sort of place you'd take a first date!"

But she points out that BBH's success is founded on a growing appreciation of all things Bavarian. "Lots of British people have travelled to Oktoberfest in Munich and discovered our hospitality for themselves, and the World Cup gave us a further boost," she says. "It's a little bit exotic but not too much so."

## Drinking Up The Atmosphere

And Nick Holmes of Specialist Brand Development, UK distributor of Paulaner beers, says he is seeing a growing number of Bavarian-themed outlets across the UK – not only in central London but in provincial cities such as Leeds, Liverpool, and Worcester as well.

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*"Could an infusion of genuine Bavarian beers into the British pub trade enthuse UK lager-drinkers sufficiently to kickstart a faltering category?"*

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"Bavarian imagery used to be corny, but that has changed," he says. "Six million people visit Oktoberfest every year, and a big proportion of them are British. They love the atmosphere and the sheer theatre of it and we try to import not just the beer but the magic as well."

"We are already well-established at the top end of the market where consumers appreciate the authenticity of genuine imported



beers. The next step is to cross over into the mainstream, and we believe that the opportunity for retailers is similar to that created by cask ale."

During the cask ale revival, a key indicator that the category was beginning to re-engage consumers was the interest generated in unorthodox or unusual styles, demonstrated by the consumer's willingness to experiment. This is also kicking in with Bavarian beers, says Morgenrot spokesman Sam Houston. Morgenrot is the UK distributor for Kaiserdom of Bamberg, importing its Pilsner, Helles, wheatbeer, and Dunkel, and, says Sam: "In the last year it's the dark beer, the Dunkel, which has seen the most incredible growth.

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***"Six million people visit Oktoberfest every year, and a big proportion of them are British. They love the atmosphere and the sheer theatre of it"***

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So the category has potential, and consumers are beginning to show greater awareness and interest, a good omen for the future. But what can be done to exploit a promising beginning and stir some new life into the non-ale sector?

## Bavarian Brand Champion

In these situations one normally looks for a brand champion with the clout to invest in marketing. In this sector there are no brand champions as such – there's simply no-one big enough. But Erdinger is undoubtedly the UK's biggest-selling Bavarian beer and with Wells & Young's and Belhaven among its importers – the others are James Clay and Nectar Imports – is also the best-

resourced. And for the first time, Erdinger's UK agent Rob Hole and the importers are planning some above-the-line spend for the coming year.

It's too early, says Rob, to be specific about the details, but the target market is clear: the consumers he calls "thinker drinkers".

"Speciality beers such as Erdinger aren't aimed at younger drinkers but the more mature and discriminating consumer," he says. "As genuine Continental beers they appeal to lager drinkers, but their heritage and quality appeal to cask ale drinkers as well."

"Our marketing effort to date has been quite low profile but we are already delivering good volumes and starting to roll out variants such as Dunkel, Urweiss, and Pikantus, which is 7.3% alcohol. Now, with the agreement of our importers, we can start looking at more detailed market research, at the style press, at the internet."

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***"Speciality beers such as Erdinger aren't aimed at younger drinkers ... as genuine Continental beers they appeal to lager drinkers, but their heritage and quality appeal to cask ale drinkers as well"***

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Some older readers might recall the excitement generated in the on-trade in the late 1980s by imported premium bottled lagers, and especially by the launch of Hoegaarden. For a while they were all the rage. Then the national brewers retrenched to focus on drive brands. Now the wheel has come full circle. The big brands have their strengths; but it's going to take a buzz they can't deliver to stir up the sector.

Bavaria has that buzz.

**Bavarians don't just brew wheat beer, but it's what they're famous for. And there may be other famous wheat beers, but the Bavarians are the undisputed champions in this increasingly popular style**

It's the wheat that makes the beer foam so impressively, creating the theatre that has an impact wherever it is served, especially on draught. Wheat is also less bitter, making the beer more accessible than ale or lager.

The most popular style is Hefe Weiss or yeast-wheat in German. This live, unfiltered beer goes through a secondary fermentation or conditioning in the bottle or barrel, in the same way that British ales do. The Bavarian yeast strain is very full flavoured and creates a beer with a distinctive taste and aroma of bananas, cloves and vanilla. Also widely available are Dunkel, a dark Hefe version brewed with roasted malts for a rich velvety beer and the lighter, filtered Kristall.

Below are a few of the best Bavarian wheat beers available in the UK

#### Erdinger Weissbier

Germany 0.4-7.3%

The world's biggest wheat beer brewer only brews wheat beers. A wide range of variants are available in the U.K. Hefe (5.3%) draught & Packaged, Dunkel (Dark 5.6%) draught & Packaged, Urweisse (4.9%) draught & Packaged, Kristall (5.3%) packaged, Pikantus (7.3%) packaged, Alcohol-Frei (0.4%) packaged, also imported are seasonal beers Oktoberfest and Schneeweisse.

James Clay & Sons 01422 377560

Wells & Youngs Brewing 01234 272766

Belhaven Brewery 01368 862734

Nectar Imports 01747 840100

[www.beersolutions.co.uk](http://www.beersolutions.co.uk)

[www.wellsandyoungs.co.uk](http://www.wellsandyoungs.co.uk)

[www.belhaven.co.uk](http://www.belhaven.co.uk)

[www.nectar.net](http://www.nectar.net)

#### Franziskaner

Germany 5.0%

One of the best known and most critically acclaimed wheat beers in the world, it is only ever brewed in Munich. Available as a clear or an unfiltered, cloudy version.

InBev 01582 391166

[www.inbev.com](http://www.inbev.com)

#### Kaiserdom Weizen

German 4.7%

Kaiserdom's beers are all brewed adhering to the decree of 1489 – "When brewing takes nothing more than hops, malt and water", which predates the much publicised Bavarian Purity Laws by 27 years. Kaiserdom Weizen is a world renowned wheat beer, naturally cloudy and light in colour with subtle citrus aromas and a well rounded fruitiness

Morgenrot Group 0845 070 4310

[www.morgenrot.co](http://www.morgenrot.co)

#### Konig Ludwig

Germany 5.5%

A genuine German Weissbier from the royal house of Prince Luitpold of Bavaria, descendent of Duke Wilhelm IV who issued the original Bavarian Reinheitsgebot in 1516. Available on draught.

Thwaites 01254 686868

[www.thwaites.co.uk](http://www.thwaites.co.uk)

# Famous Bavarians



Weiss Beer

#### Maisel's

Germany 5.2%

Maisel's Original Weissbier is ranked among the best of the Bavarian Wheat beers, and is available both in Hell and Dunkel varieties.

Vertical Drinks 0113 267 0565

[www.verticaldrinks.com](http://www.verticaldrinks.com)

#### Paulaner

Germany 5.5%

The world famous Bavarian wheat beer, golden, naturally cloudy, well balanced and refreshing. Available in 33cl & 50cl bottles & 30-litre kegs

SBD 01788 891966

[www.specialist-brand-development.com](http://www.specialist-brand-development.com)

#### Schneider Weisse

Germany 5.2-8.0%

Schneider Blondes at 5.2% (renamed from Weizenhell) has a light honey-colouring and a clove-like aroma, and is available on draught. The Original Weisse is 5.4%, while the more exclusive Aventinus at 8% is sweeter with a taste of chocolate

James Clay & Sons 01422 377560

[www.beersolutions.co.uk](http://www.beersolutions.co.uk)

#### Weihenstephan

Germany 5.4%

An award winning traditional Bavarian wheat beer from the oldest brewery in the World, available in bottles as both Kristal and Hefe versions

Branded Drinks 0870 066 0947

[www.brandeddrinks.co.uk](http://www.brandeddrinks.co.uk)



# Beyond Bavaria

**Germany Beer**

**Despite general acknowledgment as the brewers of the world's purest lager, the true glories of Germany's brewing expertise are known to few. Tim Hampson has travelled the country sampling the finest beers it has to offer, and shares the secrets of some of the best you can get in the UK**

It's easy to assume that all German beer comes from Bavaria and that the beer market there is dominated by a few internationally known brands such as Becks & Holsten.

This is far from the truth. Germany has a strong regional culture. It crosses all aspects of German life, from the media to politics, sport and food - and of course beer.

There is at least one brewery in almost every town, and Germans' loyalty to their local brew is recognised by an oft use phrase "you should only drink beer if you can see the brewery's chimney".

The consequence of this commitment to localism is that the country has many unsung beer heroes, which could provide a real point of difference on a British bar.

## Krombacher

"Germany is recognised by UK consumers as a brewing epicentre and is home to an array of world-renowned breweries, steeped in heritage," says Graham Archibald, senior national account manager, for Morgenrot Group.

He is responsible for the distribution of Krombacher Pilsner and Krombacher Weizen brands which are available in both draught and bottled format.

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*"Germany is recognised by UK consumers as a brewing epicentre and is home to an array of world-renowned breweries, steeped in heritage"*

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Although the Pilsener is the biggest volume brand, Weizen has generated huge interest in 2010, which he expects to be even more evident in 2011 as consumers continue to experiment with different beer styles.

He explains that as UK consumers are becoming progressively more adventurous in their beer selections, they are also becoming more knowledgeable on the different world beers available in the UK.

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"Increasingly they are moving away from brands which are brewed under licence in favour of the real brewed at source article," said Archibald.

"Consumers are searching out something a bit different with depth of flavour, real provenance and absolute authenticity and I believe the on-trade is responding by stocking brands like Krombacher, that offer exactly this."

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***"As UK consumers are becoming increasingly adventurous in their beer selections, they are also becoming more knowledgeable on the different world beers available in the UK"***

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Krombacher Brauerei was founded in 1803 in the small town of Krombach, nestled in the beautiful Siegerland Hills of Westfalia, central Germany. Although over 200 years has passed since the first beer was brewed, not much has changed in the beer making method. The brewery still adheres to the strict German purity laws and uses age-old yeast strains, the finest local hops and barley, plus its unique mountain spring water source, to produce beers which are steeped in heritage and offer the purest form of provenance.

"The flagship Pilsener offers a wonderful balance of hops and malt with a distinct crispness, whilst the Weizen, a tangy style of wheat beer, provides fruity and aromatic undertones and a full bodied taste," said Archibald.

So why should a pub stock a German beer? Archibald says with every on-trade venue fighting to keep current customers and attract new ones, it is essential that they offer a real point of difference whether it is through an interesting food offering, entertainment, cocktails or their beer list.

"Authentic German beers like Krombacher can not only give a drinks offering real stand out but consumers are more willing to pay a premium for them. This means they offer a win win scenario to licensees as they can attract the UK's discerning beer drinkers while generating better margins," he said.

### **Warsteiner**

Some breweries promotion can be described as nothing but hot air; in Warsteiner's case this is literally true. The current owner, Albert Cramer, is a keen hot air ballooner and sponsor of the German hot air balloon national team.

Brewed with passion since 1753, Warsteiner Premium Verum is a pilsener style beer with a perfectly balanced taste, giving the mild, crisp, citrus finish one often gets with Hallertau hops. It is available in the UK on draught as well as bottle and according to marketing manager Marco Gruhn it should be a "must stock beer for any pub that has passion about what it sells."

"Warsteiner Premium Verum comes from the heart of Germany and can be looked at as the prototype of a premium German pilsner," says Gruhn.

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***"Within Europe, the UK is one of the biggest beer markets and it also has a reasonable and growing premium segment. This suits Warsteiner's clear premium positioning"***

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"Urbanity, modernity, dynamism are all part of the Warsteiner DNA. With our 360 degree marketing approach Warsteiner creates a multi-faceted interface with cosmopolitan beer drinkers. Featuring the brand's elegant, understated design, Warsteiner's newly updated POS materials enhance the brand visibility in pubs and restaurants. Furthermore customized promotions within the UK drive brand experience and retailers sales" says Gruhn.

"Within Europe, the UK is one of the biggest beer markets and it also has a reasonable and growing premium segment. This suits Warsteiner's clear premium positioning and makes the UK an important market for us.

"While other beers might wish to be regarded as the king of beer, Warsteiner is the queen. "A slogan on each bottle reads "Eine Königin unter den Bieren" which translates as a queen among the Beers" said Gruhn.

# A premium Pilsner brimming with German heritage

Full-bodied with a hoppy flavour and dry finish, Bitburger is a premium beer based on a seventh-generation family recipe. Its uncompromising quality and great taste have made it Germany's No.1 draught beer.



Try it for yourself – order full flavour 4.8% ABV  
Bitburger draught or full flavour 0.05% ABV  
Bitburger Drive. Call 01502 727272





## Veltins

Veltins is brewed in Sauerland, close to the industrial Ruhr valley and the major cities of Dusseldorf and Dortmund, a rural hilly area in the north-west of Germany. Veltins is the fifth most popular beer in Germany and its brewer would like to make it the number one imported German beer in Britain.

***"Veltins Pilsener will stand out from the crowd, as the draught version is not pasteurised, which means the beer has a fine fresh aroma and flavour"***

Founded in 1824, the family firm's watch words are freshness and quality, both attributes found in abundance in its non-pasteurised Pilsner, which can now be found in some pubs in Britain.

Deals have been done with the wholesaler James Clay and several regional brewers such as Ossett, Butcombe, Robinsons, Purity. In addition the M&B group have taken the brand on for 50 of its All Bar One pubs in the London area. This already sees Veltins in 300 plus pubs and they hope to double that within the next two years.

The beer is being sold on its authenticity and provenance. It uses the natural water from its own spring which is located in a mountain by the side of the brewery. As is the north German tradition, Veltins uses a liberal amount of hops from the Hallertau region of Bavaria, producing a rich, bitter hop character, with a hint of citrus.

"The ontrade needs beers with authenticity and provenance," said



Veltins UK agent, Vertical Drinks MD Steve Holt. "Veltins Pilsener will stand out from the crowd, as the draught version is not pasteurised, which means the beer has a fine fresh aroma and flavour. It will appeal in particular to ale and lager drinkers who enjoy hop bitterness"

However, he is adamant that the brand should not become a ubiquitous drink seen everywhere, undermining its prestige and distinctiveness. "Brands shouldn't become over publicised and over exposed" he stressed.

## Bitburger and Kostritzer

Suffolk brewer Adnams has a history of developing strong partnerships with other interesting forward thinking brewers. For more than 20 years ale brewer Adnams has been importing and distributing Bitburger beer in the UK.

Clearly no 'here today, gone tomorrow' brand then, and having an agreement for this length of time gives retailers and consumers confidence explains Adnams' sales director Maxwell Bond.

"There is a growing demand in the UK for beers with real heritage that are brewed at source. Germany and Northern Europe have great credibility in authentic beer making processes."

Bitburger has been brewed exclusively at source in the German town of Bitburg for almost 200 years. Now as then, it complies with the Rheinheitsgebot, Germany's ancient beer purity laws, using only four ingredients; barley, finest, dry Bavarian hops, pure, clean Eifel mountain water and yeast from its own pure culture sources.

"When you savour the end result - the refreshing, crisp taste, the strong hoppy flavour - you'll understand why Bitburger is considered so premium and something of a rare gem amongst beers," says Bond.

The company also imports Kostritzer, a dark lager with a "blond soul". With over 460 years of brewing tradition, the Köstritzer Schwarzbierbrauerei is among Germany's oldest breweries. Founded in 1543 and located in Bad Köstritz.

"Köstritzer Schwarzbier is an exceptional speciality black beer. It has a light and sparkling character, well-rounded by a mild hop flavour. Barley malts give a distinctive flavour, delicate aroma. It is the leading black beer in Germany," said Bond.

***"There is a growing demand in the UK for beers with real heritage that are brewed at source."***

***"Germany and Northern Europe have great credibility in authentic beer making processes"***

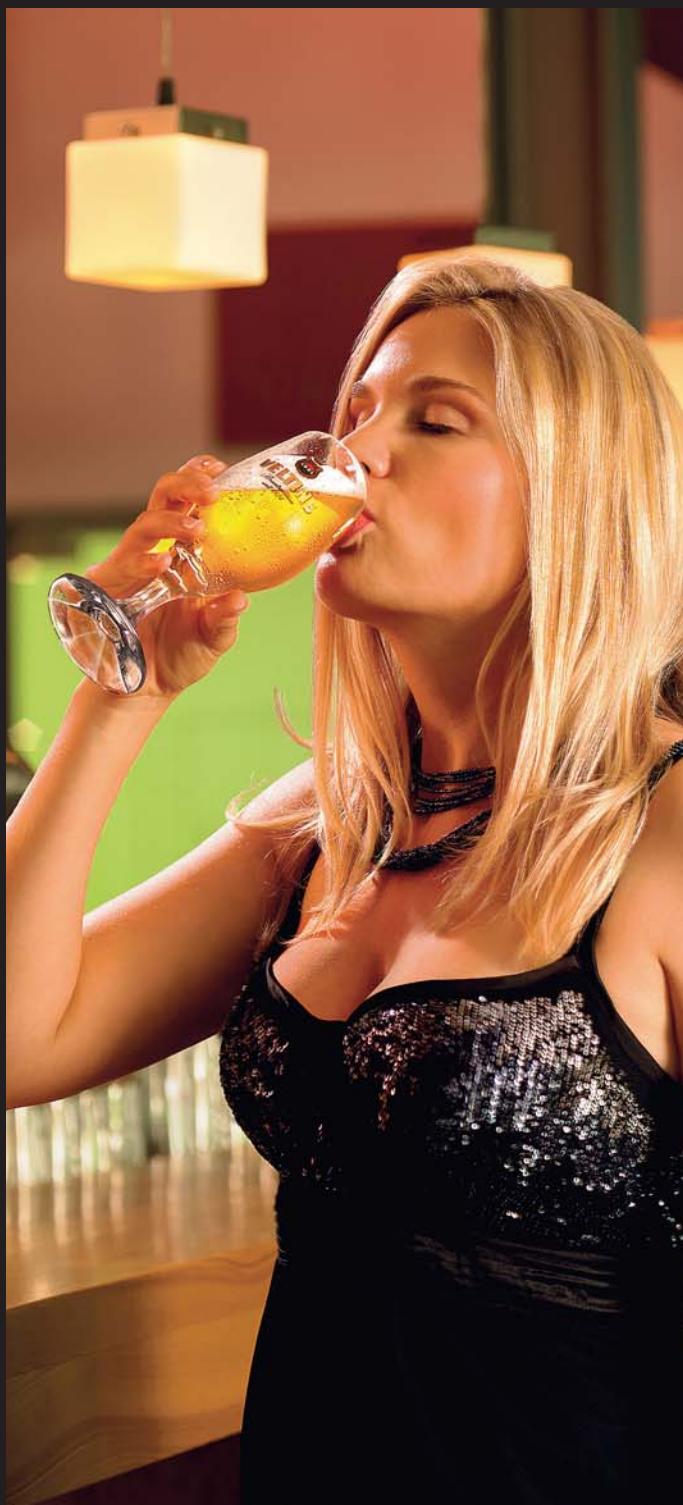
He added: "Bitburger and Kostritzer offer a great point of difference for a pub by attracting consumers who want to experience unique beers with great flavour, history and provenance.

"The beers' profiles will be raised through sponsorships and beer festivals in London, Leeds, Liverpool, Edinburgh and Glasgow and Adnams provides branded glassware and staff training for pubs that stock them."

### **That Old German Magic**

Germany is renowned for its beer culture and for the quality and purity of its brews. Beer has played a key role in German life for centuries, an integral part of mystic rituals such as drinking to the primeval gods. The ancients believed the firmament was a large brewing kettle presided over by Thor, the head brewer of Valhalla. Indeed thunder was thought to the sound of the kettle being cleaned.

A great deal of reverence and not a little of this mysticism remains to this day and perhaps by stocking a truly exceptional German beer publicans can tap into this Zeitgeist and weave a bit of this magic for their customers.



REFRESHINGLY DIFFERENT. FRESH **VELTINS**  
Original German beer.

Contact: Vertical Drinks, AVC Ltd., Unit 6, Canal Wharf, Leeds, LS5 3BT  
Phone: 0113 3458835, Fax: 0113 3220510, E-Mail: info@verticaldrinks.com



## WARSTEINER

### A Premium Beer for Sophisticated Palates

Mention German beer to beer connoisseurs and you'll be rewarded with a nod of appreciation. But when you serve them a cold WARSTEINER Premium Verum, one of the best-selling German pilsner beers, chances are their faces light up with pleasure and satisfaction.

What started in 1753 as a humble home brewing endeavor by Antonius Cramer has grown steadily into a world-class enterprise that is still led by the Cramer family, now in its ninth generation. Meticulously crafted with top-shelf ingredients in a state-of-the-art brewery, the company's flagship pilsner, WARSTEINER Premium Verum, reflects this centuries old passion for quality and taste, making WARSTEINER the beer of choice for sophisticated beer drinkers around the globe. Today, over 120 companies and affiliated breweries belong to the Warsteiner group, but it is this unwavering focus on quality and passionate commitment to simply brewing the best beer possible that are the cornerstones for Warsteiner's success. After all, "Premium is not just a slogan, but a Promise."

Solidly anchored in its respect for tradition, this ultramodern enterprise is moving forward with a keen vision towards future markets without losing sight of what truly matters - producing a premium beer deserving of the customer's high standards and expectations. Whether you are looking for an ideal companion for that delicious dinner at a top restaurant, celebrating a successful business meeting at the hotel bar, catching up on life with some friends at a cozy pub, or enjoying some quality time with friends and family in the warmth of your home, WARSTEINER Premium Verum with its clean, crisp taste is an excellent choice.

Just as the occasions to enjoy a premium beer vary, so do the preferences of beer drinkers. Warsteiner's product portfolio includes a wide variety of premium beer beverages ranging from the legendary WARSTEINER Premium Verum to the award-winning WARSTEINER Premium Fresh, a refreshing truly 0.0% alc/vol. non-alcoholic beer that will not disappoint even the most discerning beer drinker. The portfolio is rounded up by the royal Bavarian König Ludwig products, among others König Ludwig Weissbier and König Ludwig Dunkel.

Warsteiner's commitment to producing a premium beer is further reflected in the high-end design of the brand - its iconic WARSTEINER tulip, often called the perfect glass for the perfect beer and immortalized by Andy Warhol's famous acrylic prints or the signature colors of black and gold accentuating the brand's image for generations are prime examples of the company's attention to innovation and tradition. Today, WARSTEINER's newly updated modern design achieves a fresh sophisticated look by successfully combining 21st century zeitgeist with a deep respect for its venerable past as one of Germany's oldest privately held breweries. This continuity in the brand's design signals to the customer an affirming consistency of commitment to premium quality and tradition, always true to its slogan "WARSTEINER Premium German beer - since 1753."

Committed to supporting its distribution network and fostering a wide acceptance of its premium products, Warsteiner pursues multiple avenues of marketing and promotion strategies. Its sponsorship engagement focuses on cultural events such as exclusive fashion shows, art and design exhibits, international contests for emerging artists as well as offering designer merchandise around the WARSTEINER logo through its online WARSTEINER shop. Featuring the brand's elegant, understated design, Warsteiner's newly updated POS materials further enhance the brand's visibility in pubs and restaurants. With this 360 degree marketing approach Warsteiner creates a multi-faceted interface with cosmopolitan beer drinkers around the world. An innovative and interactive website complements this comprehensive effort by providing informative insights into the company, ranging from a historical retrospective to spots showcasing state-of-the art brewing processes as well as extensive information about its product offerings, sponsorships and affiliated breweries. All this is just a click away at [www.warsteiner.com](http://www.warsteiner.com).



You have high standards?  
So do we.



PREMIUM GERMAN BEER

SINCE 1753



WARSTEINER®





## Quality Czech

The Czech Republic has a reputation as a seat of brewing excellence, and that continues to this day. Budweiser Budvar UK's Joe Laventure, notes that in recent research carried out by the company, Budvar drinkers saw the Czech brewing tradition as key to brand's quality: "Their positive feeling was mainly based on the realisation that this was a beer brewed to traditional standards that always delivered its promise. Also there is a perception of the beer as being main-stream and well out of the ethnic ghetto stage, yet at the same time keeping some of its Central European sexiness".

Tied in with this is the drinker's understanding of the unchanging lineage and history of Budvar's production techniques: "The brands now owned by big brewing have in many respects departed from the traditional brewing methods which have made Czech beer so distinctive. Lagering times for instance have shrunk to 30 days in many cases as opposed to Budvar's 90. Untouched by any of this 'progress', Original Budvar has continued to hold its own in the bottle format but

# Beer from the Heart of Europe

## Central Europe

**Zak Avery, beer writer and retailer, examines the quality and authenticity of beers imported from Central Europe, where the art of brewing and the business of drinking beer are close to the heart of the people.**

In the mid to late 1800s, as the trickle of European immigration into the United States of America turned into a flood, one trade was exported that even today still has a global resonance - brewing. The taste of beer from the homeland can both assuage the pangs of homesickness and at the same time create a sense of ownership within a community.

That's essentially the story that led to the creation of the international "Budweiser vs. Budweiser" battle that has been going on for almost 150 years. The creation of the American Budweiser brand by Adolphus Busch was at once homage to the original beer, and could also have been an inspired marketing ploy.

Significantly, the UK is the only territory in the world where both beers are sold as Budweiser. Does this lead to consumer confusion? Of course not, as Joe Laventure, sales director of Budweiser Budvar UK makes clear: "In the case of Budvar it's down to always keeping the promise of putting traditional Czech brewing practice before every other consideration. More and more well informed drinkers and retailers are beginning to understand this."

is also enjoying substantial growth in the draught sector".

Despite the strong growth, Budvar are not standing easy – they have just launched their unfiltered, unpasteurised draught "yeast beer" into the UK market. This beer is a rarity even in the Czech Republic, and its UK launch may mark what might be rightly regarded by UK drinkers as the Holy Grail of authenticity in Czech beer.

*"The authenticity of the brands coupled with the rich brewing heritage of Czech beers enables the retailer to command a higher price that sits comfortably with the consumer"*

Darren Tendler, sales director for Miller Brands UK, owners of Pilsner Urquell also has insight into why Pilsner Urquell is performing well in the UK market: "The UK consumer appreciates the unique positioning of Czech lagers differentiating them into their own distinct beer segment. The authenticity of the brands coupled with the rich brewing heritage of Czech beers enables the retailer to command a higher price that sits comfortably with the consumer. Traditionally the UK consumer prefers beers with a fuller flavour - the Czech beers satisfy this requirement without sacrificing flavour when opting for a lower alcohol lager."

To capitalise on this trend the company have launched a lower ABV version of Kozel, the Czech beer named after a goat.

# Stocking Budvar draught won't just put a smile on your customer's face



## Stock our Budvar draught and we can guarantee that it will make you smile too

The secret ? We sell on quality not price. Brewed in a way that only the Czechs know, using only the finest locally sourced ingredients brought together for a natural lagering time (90 days) our Budvar Original transports the drinker back to a more leisurely and elegant world. No wonder they keep coming back for more.

Put a smile on your face today by contacting  
[salesdept@budvaruk.com](mailto:salesdept@budvaruk.com)

The proof ? In a draught lager market that has declined by 8% during the past 12 months sales of Budvar draught are up 10% (CGA Data) as more and more discerning drinkers discover it.

**Budweiser**  
**Budvar**

# PERŁA - Polish Pearl

Golden lager with a fine toasted malt and spicy hop character.



**BDD**

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## Poles Apart

Economic migration may have been the origin of the longest running battle the beer world has ever known, but it's also responsible for more recent developments in beer trends. Fast-forward 150 years and the flood of migrant workers from Central and Eastern Europe created a demand for beers from the homeland. What was once strictly a niche market grew at such a speed that now beers from that region are a staple of most of the UK's supermarket offerings. Brands that were once hard to find – Lech, Tyskie, Zywiec – became grocery staples. The talismanic quality of beer from the motherland has a dramatic pull.

*"This beer is a rarity even in the Czech Republic, and its UK launch may mark what might be rightly regarded by UK drinkers as the Holy Grail of authenticity in Czech beer"*

But clearly you can't build a successful importation strategy around the whims of a homesick central European work force, and the quality of the beers has endeared them to a wider audience. Perla Chmielowa (pronounced schmee-low-var) is one of the best of these, and has received critical acclaim from the likes of Roger Protz. The name literally means Hop Pearl and is brewed in Lublin from the world famous local hops.

## Slovenian Specials

It's a competitive market for European beers but, choose your moment carefully and you can launch your product at a time that will bring you the maximum exposure possible. Charles Gardner, Managing Director of Lasko Beer UK did just this: "We first launched the Lasko range prior to the world cup and the interest from the on-trade was phenomenal.

*"Clearly you can't build a successful importation strategy around the whims of a homesick central European work force, and the quality of the beers has endeared them to a wider audience"*

Obviously, much of this interest was from venues looking to stock beers from countries competing in the world cup but even since the competition ended, the interest has been sustained with new listings being picked up on a weekly basis. "I put this down to the quality of the beers, the stylish packaging and because I think UK consumers are always looking for something new and a bit different".

Lasko is a newcomer from Slovenia, but Gardner has high hopes for the brand in the UK: "I think the Lasko range offers beers of the finest calibre, that are steeped in history and can provide a unique selling point to premium venues nationwide. I don't think mainstream brands, especially ones which are brewed under licence in the UK, get anywhere near the Lasko beers in terms of quality and I think the brand's provenance will definitely help"

## Provenance Matters

Provenance is key to the anticipated success of Lasko in the UK, and the success of this sector as a whole rests on the “Q&A” strategy – Quality and Authenticity.

*“Lasko may be new to the market, but stalwarts like Budvar, and Urquell have been around for years. The rise of these brands demonstrates the shift in what drinkers want”*

Lasko may be new to the market, but stalwarts like Budvar, and Urquell have been around for years. The rise of these brands demonstrates the shift in what drinkers want. But whether we are talking about hopeful newcomers to the UK market, or long established brands with a proven track record of success born of quality, it's clear that beers from the heartland of European brewing continue to offer the kind of reassurance that discerning UK drinkers demand.

Quality, authenticity and provenance are terms that are gaining significance in the market place - ignore them at your peril!



## Bohemian Rhapsody



**The trip to the brewery in Budweis, or Ceske Budejovice, is seen by many aficionados as the holy grail of beer tourism. And the visit doesn't disappoint on any level.**

The combination of great beer, the endorsement of Camra and the brewery's long-running David & Goliath battle with a.n. other beer that goes by a similar name but is brewed en masse by a global conglomerate, ensures a steady stream of visitors to the little town in the deepest south of the Czech Republic.

As well as the infamous hospitality of the home team and their UK partners, the tour of the actual brewery gives a unique flavour of this hugely successful but still lovingly crafted beer.

The modern glass and steel edifice that is Budweiser Budvar HQ today comes as something of a surprise to anyone versed in the tradition and heritage of the brewery, but behind its cool, sleek exterior lurks all the pride, passion - and humour - of the Bohemian brewing legend

The tour immediately plunges into the origins of the beer - quite literally thanks to a simulated lift drop to the source of the pure spring water used to brew the beer! This trip to the ice age lake 350 meters below the town might have been more convincing had our guide's mobile not rung as we reached the bottom; but even with this distraction, peering through the glass bottom as you descend at breakneck speed through layers of sedimentary rock



towards the centre of the earth is not for the faint hearted! Thank goodness for the breakfast beer we'd drunk when we were greeted on arrival at 10am! Czech courage, indeed.

The tour continues with an interactive exhibition that walks and talks you through the history of the town, highlighting its ancient association with brewing and the close affiliation with the brewery. This is topped off with a cinematic farce illustrating the 100 year war that might well have been called Carry On Spanking the Yanks!

### Here for the Beer

But we were beer writers and, more importantly, beer lovers and we were all keen to get to the grist of the visit - to see and feel the raw ingredients that go into making the beer, to smell the wort and

the mash - and best of all to taste it fresh from the conditioning tanks.

Budvar's brewmaster, Adam Broz, was waiting to lead us into the vast space where the huge copper brew kettles are kept, scenting the warm air with their malt and hop aromas, a heady mix whetting the appetite for the samples of hot wort that were passed around. Watched by men in white coats, we ran our fingers through the noble Saaz hops - whole, female and waiting to be added to the boiling wort. We peered into the kettles, inhaled the pungent steam, sipped the hot liquor.

The cold cellars were a rude shock after all that heat, but it's here that the beer is lagered. Unlike many modern beers Budvar is still conditioned for the original 90 days, so when the brewery expanded new cellars had to be added. The sheer scale of them is awesome, with immense tanks full of beer in various stages of the conditioning cycle, but it was a relief to retreat to the friendlier old cellars for the grand finale - the drinking of the beer. So this was nirvana...the soft honey nose, the citrus, the spice, the baking bread - unfiltered, unpasteurised. But still unheated! Drinkers in the UK are about to get very lucky indeed - Budweiser Budvar UK have announced they will be importing unpasteurised Budvar and making it available in selected outlets, which means that it will be possible to enjoy the beer chilled, but in all the comfort of a warm bar.

# Lager on the Dark Side

**It was during the visit to the Budvar brewery that I fell in love with a tall, dark and exceedingly toothsome beer.**

Budvar Dark has been around in some classy UK bars for a couple of years now, but somehow we never met. We were formally introduced in the restaurant after the tour and it was love at first swallow.

Dark lager is nothing new - in fact it's very retro. Until the 19th century, all beers were dark - largely because dark malts were roasted over smoky wood fires, which added yet another level of darkness. Then along came coke-fired kilns and the temptation of pale ales and golden lagers were hard to resist.

Since that time golden lagers have dominated the world beer market; one of the last places to cling to a faith in brown beer was Britain with its traditional cask ale brewers. It seems ironic then, that just as the British embrace Golden Ales - and even begin



brewing craft lagers - the rest of Europe starts dabbling in the dark side of beer again.

The Belgian, Germans, French and even the Spanish, all kept alive a tradition of dark beer, but on a very small scale, and just as it took the revolutionary Czech brewer of Pilsner Urquell - Josef Groll - to bring light to the world, it has been another revolutionary Czech brewer that has sparked an interest in the art of dark beer.

Ales Dvorak is the passionate and pioneering assistant brewmaster at Budweiser Budvar. Despite their initial reluctance he persuaded the brewery's top brass that he would create a contemporary dark lager. And he has certainly delivered: the roasted coffee aroma and palate with notes of rich chocolate, digestive biscuits and a perfectly balanced hoppy bite is like a glass of all my favourite things. Or almost all...

# Dark & Delicious

**The more adventurous and beer curious are discovering a taste for dark beers, and there are now brands of various styles from all over the world, we list a few here, but there are others listed in the Speciality Beer List, and several Bavarian wheat beers also have a dark and Dunkel side to them.**

**Alhambra Negra** Spain 5.4%

A real trend in 2010, this dark lager from the Alhambra brewery has seen huge interest from the on-trade due to its premium quality, depth of flavour and food matching qualities. Offering the on-trade a real point of difference, Alhambra Negra is a crisp, dark beer with earthy fruit aromas plus hints of liquorice and toasted malt on the palate

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Bernard Dark** Czech 5.1%

A unique full flavoured lager produced from five types of malt, including pale, caramalt, Munich, black and roast. The chocolate and coffee aromas are balanced by floral hops, and continued on the palate. A multi award winning beer including Best Dark Lager at the World Beer Awards 2010

Pivovar UK 017963 913589 [www.pivovar.co.uk](http://www.pivovar.co.uk)

**Bohemia Regent Dark** Czech 4.4%

Export lager, garnet in colour with a clean roasted malt flavour giving a full round bodied flavour

James Clay & Sons 01422 377560 [www.beersolutions.co.uk](http://www.beersolutions.co.uk)

**Budvar Dark** Czech 5.0%

A complex dark lager beer with roasted malt character balanced by good hop bitterness, brewed in Budweis by the legendary Budvar company. Reproducing, as closely as possible, Bohemian and Bavarian lagers until the 19th century, it is fermented for at least 90 days. The delicious roasted flavour comes from the use of three types of malt: Munich, caramel and roasted. Draught and 500ml bottles

Budweiser Budvar UK 020 7554 8810 [www.budweiserbudvar.co.uk](http://www.budweiserbudvar.co.uk)

**Cusquena Malta** Peru 5.6%

Cusqueña (CUS-KEN-YA) Malta is brewed the same way as the golden lager but uses darker malts, and has rich notes of chocolate, coffee and liquorice

Chilli Marketing 0870 2424 608 [www.cusquena.co.uk](http://www.cusquena.co.uk)

**Kaiserdom Dunkel** German 4.7%

Named after Bamberg's historic cathedral known as The Emperor's Cathedral, Kaiserdom produces its beers using the finest local ingredients and age old techniques. This heavenly Dunkel offers complexity, depth of flavour, beautiful roasted barley aromas with touches of coffee on the palate

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Kostritzer Schwarzbier** German 4.8%

With over 460 years of brewing tradition, the Köstritzer Schwarzbierbrauerei is among Germany's oldest breweries. Founded in 1543 and located in Bed Köstritz. This is an exceptional speciality black beer. It has a light and sparkling character, well-rounded by a mild hop flavour. Barley malts give a distinctive flavour, delicate aroma. The legendary black beer was famously used by Goethe to sustain himself when he was too ill to eat. Now an integral part of German beer culture - 'a black beer with a blonde soul'

Adnams 01502 727200 [www.koestritzer.de](http://www.koestritzer.de)

**Monteith's Black Beer** New Zealand 5.2%

In the heritage of dark West Coast beers, this crisp, rich and smooth black uses five premium malts to provide chocolate and coffee characteristics and complexity. With biscuit, nutty caramel chocolate and coffee malt characteristics it is a special taste in beer that is truly remarkable

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Negra Modelo** Mexico 5.3%

Known as the "cream of beer", first sold in Mexico in 1926 and the country's biggest-selling dark beer

Different World Drinks 0113 823 1065 [www.differentworlddrinks.com](http://www.differentworlddrinks.com)

**Paulaner Dunkel** Germany 4.9%

Bavarian dark lager with a smooth, dry, quite intense malt character. Available in 33cl & 50cl bottles and 50-litre kegs

SBD 01788 891966 [www.specialist-brand-development.com](http://www.specialist-brand-development.com)

**Xingu** Brazil 4.6%

Pronounced Shin Goo, which is a tributary of the Amazon. An opaque, full-bodied black lager with mild bitterness which takes its colour from roasted malts and pours with a thick, tan-coloured head. Extravagant treacle and aniseed aromas lead to a sweetish tasting beer with notes of chocolate, nicely cut through with hoppiness

PLB Group 01342 318 282 [www.plb.co.uk](http://www.plb.co.uk)



# A Thoroughbred Horse

**BEST  
BEEF  
HAMBURGER**

**With 220 bottled beers and up to 40 draught products at any one time it's not difficult to see why the White Horse in Parson's Green is considered worldwide to be one of the finest beer pubs known to man – and woman, as Melissa Cole reports.**

An old coaching inn steeped in Victorian grandeur, it might be part of the Mitchells & Butler's empire but it has always had the feel of a freehouse, and long may that continue.

Consistently recognised for the excellence of its cask ales, the White Horse hasn't left the pages of the Good Beer Guide in nearly 30 years, but since he took over, manager Dan Fox has maintained and really upped the game of the speciality keg - with visitors of such note as Flying Dog, Stone, Sierra Nevada, Anchor, Chimay and Meantime – and his bottled ales boast such rarities as Lee's Harvest Ale, XX Bitter, Cantillon and Traquair House as well.

## Get the Knowledge

But, despite its current critical acclaim and financial success, it's not been a smooth road and he's keen for other licensees to learn from some of his lesson.

He explains: "I thought I was passionate about beer when I arrived, I thought I knew quite a lot about beer, certainly more than the average publican, then after a few weeks I realised just how much more I had to learn!"

"Seriously, I thought I was 80% there with everything I'd need to know about beer when I arrived – turns out I was probably more 10% and am probably only at 50% if I'm lucky now."

## The Bigger Picture

"I was very lucky when I took over there were two of us for the first few months, myself and Sonya Harris.

"She had a great background in pub retail and HR and her bigger picture approach combined with my hands-on knowledge of running the day-to-day business worked well to make the transition as smooth as possible for both us and, more importantly, the customers.

"For me it was really exciting to be able to do very much what I wanted for the first time in 10 years, because, at the White Horse, you aren't constrained by buying guides and policies.

*"You have to be educated about the marketplace and understand the balance between offering esoteric products and crowd-pleasers – but that doesn't mean you have to have mainstream brands"*

"However, I would caution people who find themselves in that situation not to get too carried away, usually big companies have structures for a reason, it's not to stifle creativity - it is to deliver a healthy profit!

"The main thing is you have to be educated about the marketplace and understand the balance between offering esoteric products and crowd-pleasers - but that doesn't mean you have to have mainstream brands.

"What it means is that you can react to the market, but you have to be careful not to jump all over the place, your customers still need to be able to understand your offering, they need certain touchstones in your range, and that's where staff training is vital."



## Full Time Commitment

Fox refuses to employ anything other than full-time staff for his operation, (45 in total of which 11 are live-in), due to the sheer weight of product knowledge that's required of them.

To help ensure they have the necessary skills to serve their often well-educated and demanding clientele, The White Horse runs weekly staff training sessions every Thursday, which are mandatory, where all staff get an hour's product training and, for floor staff, an extra half-hour on the weekly menu.

To manage the sheer volume of beer that goes through the pub, Fox has three full-time cellarmen and ensures that all staff, within three months of joining, visit at least two breweries and then, a little later on, he has forged a relationship with Ascot brewery so groups of four or five can go down and brew for a day - giving them unique insight into the beer-making process and their part in it.

## Full-On Festivals

Fox has also continued the White Horse's festival traditions. Not wishing to sacrifice the Old Ale festival, which has been running for 28 years, Fox (along with previous assistant manager Ben Lockwood, now an assistant brand manager for Nicholson's) decided to add to the calendar.

"Ben (Lockwood) came up with the idea of 20 from 20, which was to get 20 beers from a twenty mile radius, which we extended this year to 40 from 40.

"We also introduced an American Beer Festival, the two we've run have actually been my favourites for response and also for the quality of beer, they generated huge interest and we have had some amazing support from the American breweries, like Goose Island sending over an entire hogshead of their Bourbon County Stout, which was incredible."

"That's actually the key to making these festivals work, you have to be hugely organised in advance and try and make sure that your brewery suppliers work with you to offer something the beer drinking crowd has never seen before."

"Many of the people who will travel to come to these festivals to make them a success demand not only the old favourites but something new and exciting as well."

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*"We have had some amazing support from the American breweries, like Goose Island sending over an entire hogshead of their Bourbon County Stout"*

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"It's also always great to try and get brewery representatives down if you can too, whether it's just to mingle, run tutored tastings or a formal beer-matched dinner, it's a good draw."

## Partnering Food

With food being such an integral part of the White Horse's offering - £75,000 was recently spent on the upstairs to improve the ability of small groups to enjoy the menu - it's only natural that the beer plays a role in that too.

Beer matches were a legacy from previous manager Mark Dorber that Fox was delighted to continue, as are the industry and consumer nights where specific matches are espoused. "Some of my favourite events have been the simple ones, like the beer & chocolate or beer & cheese matching evenings."

"But then you've also got to pull the stops out for things like being the first pub in the land to showcase multi award-winning beers from breweries like Grand Ridge in Australia, or to tap a 720lb pumpkin full of spiced pumpkin beer from Roosters in Yorkshire."

"If you don't take risks now and then, you will only have a good pub – I want to keep the White Horse great."



# Proud to be British

## British Lager

**Adrian Tierney Jones discovers a very British renaissance in the world of lager, with several innovative brewers proving that they are more than capable of creating excellent bottom fermented beers.**

Ten years ago a new British lager called GB was launched and was dispensed through bath taps. It didn't last - maybe people thought they were drinking bath water. In the same year, Alastair Hook launched

Meantime, a London brewery solely dedicated to continental beer styles such as Helles, Vienna and Pils. Unlike GB, Hook is still here and in 2010 he oversaw the opening of Meantime's new German-built brewery in south London, as well as the Old Brewery in Greenwich. The latter is a brewpub/restaurant based in an historic part of the Old Royal Naval College. Meantime was just the start: nowadays, drinkers can enjoy a variety of British lagers (both golden and dark) from the likes of West, Cotswold Brewing Company, BrewDog and Freedom.

Microbrewery lager, craft lager, real lager, whatever you want to call it, Meantime's influence has spawned a whole range of British lager makers determined to follow the continental way. Add to this 'cask-conditioned lagers' such as Harviestoun's Schiehallion, which undergoes a secondary fermentation in cask (controversial stuff: are they lagers or golden ales?), and the formation of the lobby group LOBI (Lagers of the British Isles), and there is the makings of a British lager renaissance.

Lager beer, that is beers made with bottom fermenting yeast and cold stored (or lagered) for longer than ale, have been made in the UK since the 19th century. However, it was only in the last 30-40 years that they have seized a large segment of the beer market. Imported foreign beers from Europe are increasingly popular, but the majority of lagers are brewed in the UK, usually at big industrial plants; all of them golden in colour. They're extremely popular but as beer travellers have discovered in places such as Bavaria and Bohemia, the idea of lager doesn't always square with what is on sale in the local pub.

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*"In 2010 St Austell brewed a lager for the first time in their history. It was called Korev, Cornish for beer"*

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Fancy a strong dark beer to take the edge off winter? Then boost yourself with a Bock or if you're feeling particularly adventurous a Doppelbock. Want a light and spritzy beer to get the taste buds going? Have a Helles or if you're over the border in Bohemia treat yourself to a Krasnicove pivo, the so-called 'yeast beer'. There is a whole world of lager beers out there and British brewers have got their explorer's hats on.

### The West Effect

Over in Glasgow, West Brewery produces beers under the Reinheitsgebot (or German Beer Purity Law), which specifies that malt, hops, yeast and water are solely used in the process. West has been going since 2006 and has a portfolio of eight beers,

NEW

# At last...



## ...the perfect Cornish lager.

It's taken us nearly 160 years to create the perfect lager, and we wanted to make sure it was uniquely Cornish. Korev uses the finest lager malt, from barley grown right here in Cornwall, to achieve a refreshing, crisp taste. We think you'll agree it's been worth the wait.





including a Dunkel, Helles and its best seller, St Mungo. ‘The sort of person who drinks our beers is someone who enjoys a good quality product,’ says Franconia-born Petra Wetzel, West’s founder and owner. ‘Using the correct lager yeast is important as is the time given over to lagering the beer. We say four weeks. I don’t see you can produce one in a short time.’

St Mungo has a soft floral nose with an undercurrent of caramel. It has a good body and there is a dry bitter finish. West sell their beers at their own restaurant and bar but also deliver to bars and hotels throughout Central Scotland. Wetzel notes with pride that the golfer Tom Watson is a fan: ‘He said it was one of the reasons he played so well at a Scottish course.’

## A Cornish Revolution

Back in the 1970s when lager swept all before it and drinkers followed the bear hoping that their Harp would stay sharp to the bottom of the glass, Britain’s family brewers also tried their hand at brewing it. The result was mainly lamentable. In 2010 however, St Austell brewed a lager for the first time in their history. It was called Korev, Cornish for beer. Pale malt, German ‘noble’ hops plus Czech Saaz and a Bavarian bottom-fermenting yeast made for authenticity, while a two week primary fermentation was followed by three weeks cold maturation in tank. The result was a pale yellow beer with a light and gossamer-like lemon-accented boiled sweets nose; the delicate lemon notes continued on the palate, allied with a crisp and light mouthfeel finally finishing with a lingering bitterness. It was excellent.

‘From a purely commercial point of view, lager is an obvious gap in our portfolio,’ said St Austell’s head brewer Roger Ryman. ‘We offer wholesale lagers through our pubs, but with suppliers constantly increasing prices we think that we can brew our own more efficiently. And from a brewing perspective, I wanted to do it just to prove that I could!’

## A Lack of Freedom

Stand-alone lager brewers remain very much the exception in a market dominated by cask beer. The route to the bar top is not easy for a start, according to Freedom Brewery’s owner Edward Mayman. ‘The main disadvantage with selling craft lager is the beer tie,’ he says. ‘It is very frustrating to hear a landlord tell you how good he thinks your beer is and then follow it up with “I’d love to put it on the bar but I’m tied”.

*“Nowadays drinkers can enjoy a variety of British lagers (both golden and dark) from the likes of West, St Austell, Cotswold, BrewDog and Freedom”*

‘We are two miles from Abbots Bromley which has five pubs - all of them have asked to stock Freedom but all are tied to pub companies so cannot. It is also more involved to pour a pint of lager than it is ale. More dispense equipment is required (cooler, gas etc) so having a guest lager pump is rare but not unheard of. You could say that we are up against it because of the dominance of the mainstream brands on offer. Indeed there are still drinkers that walk into a pub and order a lager without even looking at what is on offer and as long as they get a pint of cold, yellow and fizzy liquid then they are happy. That is fine with us — they just are not our target audience. The advantage of producing hand-crafted lager is that for free of tie outlets we can offer a fantastic alternative to mainstream products and so add to the point of difference for the customer.’

It’s still early days for this craft lager renaissance and the big brands will continue to sell (even though sales are taking a dip in the recession). However, what the likes of West, Freedom, Meantime and St Austell demonstrate is that quality can be found - without a bath tap in sight!



# The French Collection

**While most people would associate wine with a trip to France, Adrian Tierney Jones was keen to explore the beers of the region, and found that they had much in common with their Belgian and German neighbours who are better known for their brewing expertise - perhaps because they can't compete on wine**

The beer belt of France stretches in an easterly direction from the Channel along the Belgian border, takes a breather in the Champagne region before continuing south through the hop-growing area of Alsace Lorraine to the Swiss frontier. Elsewhere in the country isolated breweries also make a stand for beer. Brittany has a well-established craft movement; in Cognac country Bercloux produces Bière Cognac, while the island of Corsica is home to the chestnut beer Pietra.

However, it's the lands of the north and the east where Jean Barleycorn is king, equally at home in the rumbustious environment of bar and café or the more sedate surroundings of the dinner table. In the north cuisine de la bière includes such delights as potjevlesch, a robust terrine of rabbit, pork, chicken and veal in jelly, while further east a hefty plate of Choucroute Garnie à l'Alsacienne will usually be accompanied by a glass of Alsace lager - though the region's wine is also justly celebrated.

## A Land Divided

Despite this beery kinship, the two separate areas of the French

beer belt are divided by the styles of beers they make as much as by the land of sparkling wine. Northern France's bières de garde share many characteristics with their Belgian neighbour — there's a commonality of wheat beers, saisons, triples and even fruit beers; others are amber in colour and matured (or 'garded') at cool temperatures.

The classic bière de garde still remains Jenlain Ambrée, a robust amber-coloured beer with an aromatic and earthy nose, a spicy, herbal and smooth palate and an earthy, almost cellar-like undercurrent, before a big-hearted, malt-accented finish. Other beers of note include Saint Sylvestre's Trois Monts, a ripe and rich fruity beer that drinks like a dessert wine.

## Lille Beers

The region's largest city Lille also has a rich seam of beery pleasures. It was here that Jenlain became popular with students in the 1970s, thus kick-starting the bière de garde revival.

Lille has seen several brewpubs come and go; one of them was even situated in a former pornographic cinema! On a much larger scale, the suburb of Mons-en-Baroeul is home to the popular brand Pelforth — a blonde and a brune are brewed, as well as Christmas and spring specials. These are beers best served cold; they're refreshing beers with the blonde especially hitting the spot on a hot day or just after sport.



## Alsatian Beers

In the eastern province of Alsace-Lorraine it's the lagered beers of Germany that provide inspiration (hardly surprising given the area's yo-yoing between France and Germany between 1871 and 1945). This is an area with a rich brewing tradition and it's also a major hop-growing area. There are over two-dozen breweries and brewpubs, but the Kronenbourg Brewery is undeniably the big daddy of the area; its 1664 accounts for 40% of beer sold in France. It also produces Premier Cru, a well-made adaptation of a Viennese lager.

## Fischer King

The other big player in the region is the venerable Fischer brewery. This started life in Strasbourg in 1821 although it moved to the northern suburb of Schiltigheim a few years later and has recently been bought by Heineken. Its beers include a range of lagers, both for everyday drinking and seasonal releases. Tradition is a 6% amber-coloured, full-bodied lager with slightly spicy hop notes on the palate and a hint of peach in the background, while the speciality beer market is covered by Reserve Ambrée, which includes spices in the mix. This is a beer that has a delicate orange character and is reminiscent of Sangria.

*"It's the lands of the north and the east where Jean Barleycorn is king, equally at home in the rumbustious environment of bar and café or the more sedate surroundings of the dinner table"*

According to Graham Archibald, Senior National Account Manager at drinks importers Morgenrot Group 'With a fantastic depth of flavour and their ultra stylish swing top bottles, both these beers are guaranteed to provide on shelf standout.' Fischer also produces Adelscott Malt Whisky Beer, which is brewed with peat-smoked whisky malt.

## The Meteor Cometh

The last independent brewery (discounting the brewpubs and micros) in the area is Meteor. This family establishment is based in Hochfelden and produces 520,000 hectolitres a year, and there are 10 beers in its portfolio. These include a Pils, Lager and Abbey-style beer, as well as their seasonal specialities Bière de Noel and Bière de Printemps.

According to the brewery's Marketing and Communication Manager Véronique Debs, 'Seasonal beers are an Alsace tradition. The origins of the Christmas beer came about as brewers produced specific brews at the end of the year for their employees, their best customers and the inhabitants of the home village as a gift. This was made with the last barley harvests of the year. Spring beer is brewed according to an old tradition too - with the malts of the new harvest in order to celebrate the arrival of the spring.'

The brewery is the French off trade market leader in seasonal beers with these two brands. In 2009, the Christmas beer was up +13% and in 2010 the spring beer as up +28% in volumes for both on and off trade. Meteor's beers are distributed by Casa Julia, whose Managing Director Enzo Santomauro says: 'With the UK's French restaurants and bistros currently lacking an iconic authentic French beer to pair with their food, we believe that the heritage and tradition so integral to the Meteor brand can provide restaurateurs with an exciting offering. The same can be said of style bars that are looking for something a little bit different.'

## Vive La Difference

Drinkers in Britain's bars and pubs will also be able to taste Fischer, Pelforth and Adelscott as Graham Archibald explains: 'In the past 12 months, our company has been focusing on developing its world beer offering by searching out brands which are brewed at source and recognised for their premium quality and absolute provenance. In 2010 we have witnessed huge growth in volume sales for our Spanish and German portfolios in particular, and the addition of the Fischer, Pelforth and Adelscott brands will only strengthen our European offering, especially to the on trade.'

*"On trade venues striving to find a point difference through their beer offerings are looking to stock beers of this nature in order to attract the new breed of well travelled, discerning beer drinker"*

'With on trade venues striving to find a point difference through their beer offerings, I believe that many are turning away from mainstream brands and instead, are looking to stock beers of this nature in order to attract the new breed of well travelled, adventurous, knowledgeable and discerning beer drinker. The Fischer, Pelforth and Adelscott brands have fascinating histories, stylish packaging and use the finest techniques and ingredients to provide beers which can help put any venue in the spotlight.'

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# Tiger will reward curiosity



**Tiger Beer is a brand making world beer a relevant and exciting option that consumers will pay a premium to enjoy. Brewed since 1932 and with its roots placed firmly in the Far East, Tiger Beer has successfully established itself in the UK by creating a presence in the top bars, pubs & Asian restaurants nationwide.**

Today 'discovery' remains an important factor in Tiger's ethos and in 2011 the brand will be making significant tracks across the UK to educate customers & consumers about the brand – its unique identity and everything it stands for. Tiger's activity is being delivered through the '**Know The Not Known**' campaign, which provokes curiosity and rewards engagement in a range of creative, exciting and innovative ways.

## Enlightenment

'**Know The Not Known**' is a digitally-led campaign that relates to the 'social media savvy' and includes a mix of activity including events and offers. All the activity is spearheaded by digital routes with facebook at its heart ([facebook.com/Tigerbeeruk](http://facebook.com/Tigerbeeruk)); supported by an iphone app, twitter feed, flickr and You Tube channel.

The campaign will have a presence within lifestyle publications such as VICE, Clash, Dazed & Confused and Empire as well as being supported by outdoor advertising.

Targeted at males in their twenties, the campaign features four leading contemporary artists from the fields of art, design, film and music who have been incorporated within a truly integrated campaign. Using a variety of hooks, consumers will be challenged to find and follow Tiger references in the campaign's advertising artwork to gain access to exclusive events and offers. For example, 'QR codes' will be used enabling consumers to use their smartphones to take them through to the dedicated facebook page.

## Supporting The OnTrade

Educating and supporting the on trade is an important element of the '**Know The Not Known**' campaign and Tiger has developed partnerships with outlets in key locations across the UK to help bring the activity to life.

Key elements in selling a range of premium bottled beers in any on trade outlet are visibility, trial and bar staff recommendation. Outlets are rewarded by Tiger for delivering on these 3 key elements.

For further information on Tiger Beer please contact 0131 528 1000 or visit our website [www.tigerbeer.co.uk](http://www.tigerbeer.co.uk)

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drinkaware.co.uk for the facts

# The Sun and Rising Stars



## Sunshine Beers

**It may be more than twenty years since marketing guru Harry Drnec placed a wedge of lime in the neck of a Sol bottle yet sunshine beers are anything but old sombrero, says Ben McFarland**

Having endured a post Sol slump in the mid 1990s, sales of beers from Spain and Latin America are currently enjoying a renaissance, and in 2010 the “sunshine beers” bucked the decline in on-trade beer sales. With the overall market down in value and volume by 2% and 4.1% respectively, the sun certainly shone on this sector, which basked in continuous growth throughout 2010.

And there's every reason to believe this will continue in 2011 - especially given the recent flurry of activity involving some big-hitting international brewers. In the last 12 months brands have swapped hands more times than an Eskimo with a metal detector, and there's plenty of marketing muscle just waiting to be flexed.

### Trading Places

In October, the market-leading Corona was involved in the biggest Latin transfer since Carlos Tevez swapped United for City when it decided not to renew its distribution contract with Wells & Young's.

Over the course of 15 years, the Bedford-based brewer grew Corona from 150,000 to approximately five million bottles pa, creating an iconic brand with an enviable 64% share of the UK's on-trade Latin beer market. But the Mexican brand will now be

imported, marketed and sold by Molson Coors from January 2011, following a deal struck with brand owner Grupo Modelo.

Corona Extra's arrival filled a Mexican beer-shaped gap left by the departure, after five years, of Sol and Dos Equis to Heineken UK. The move follows Heineken's purchase of Mexican brewer FEMSA earlier in 2010 and will see Sol become a key packaged player in the subsidiary's portfolio.

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***“Having endured a post Sol slump in the mid 1990s, sales of beers from Spain and Latin America are currently enjoying a renaissance, and in 2010 the “sunshine beers” bucked the decline in on-trade beer sales”***

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Bruce Reinders, Brands Director-Premium Lagers at Heineken UK says: “We are delighted to welcome Sol and Dos Equis to our portfolio of premium packaged World Beers. The brands represent a fantastic sales opportunity for our customers and will significantly strengthen Heineken UK's position within the important premium beer category.

“Sol, the original Mexican ‘Sunshine lager’ famously served with a wedge of lime, is already a familiar bar call among 18-24 year old consumers in the UK. Dos Equis a golden aromatic pilsner-style lager, is still at the ‘waiting to be discovered’ stage of its development in the UK and, with a Mexican heritage that dates back to 1897, it is a beer with an exciting future.”



[electrochut.com](http://electrochut.com)



## A New Star

The role played by Corona at Wells & Young's, meanwhile, is to be taken on by Estrella Damm from Barcelona in Spain.

Estrella is Spanish for star and the brand is Spain's biggest selling bottled beer. It has gained a solid UK footing since arriving in 2008 but, under the wing of Wells & Young's - who certainly know how to build brands - it's being touted as one to watch in 2011 and beyond.

Chris Lewis, marketing director at Wells and Young's Brewing Company, said: "The Spanish beer sector is showing particularly strong growth in the ontrade with Spanish beers performing at +7% volume growth. We can see huge growth in the offtrade with Spanish beer volume performance at +48%, a massive 37% better than Central/South American beers."

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*"As in the past with Czech and German beers, and more recently with Peroni and American craft beers, we see this sector as one for exploration and expansion, as part of a wider growth within the world beer category"*

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The brand, which has an ABV of 4.6%, is being aimed at premium and popular bars and pubs, and with a higher price point than competitor brands (£3.80-£4.20 for a pint). "We know the Spanish beer market is performing ahead of the beer market overall, and we know that consumers want choice," said Chris. "Some competitor brands have become so mainstream, despite their premium and exclusive positioning, that consumers are seeing through this."



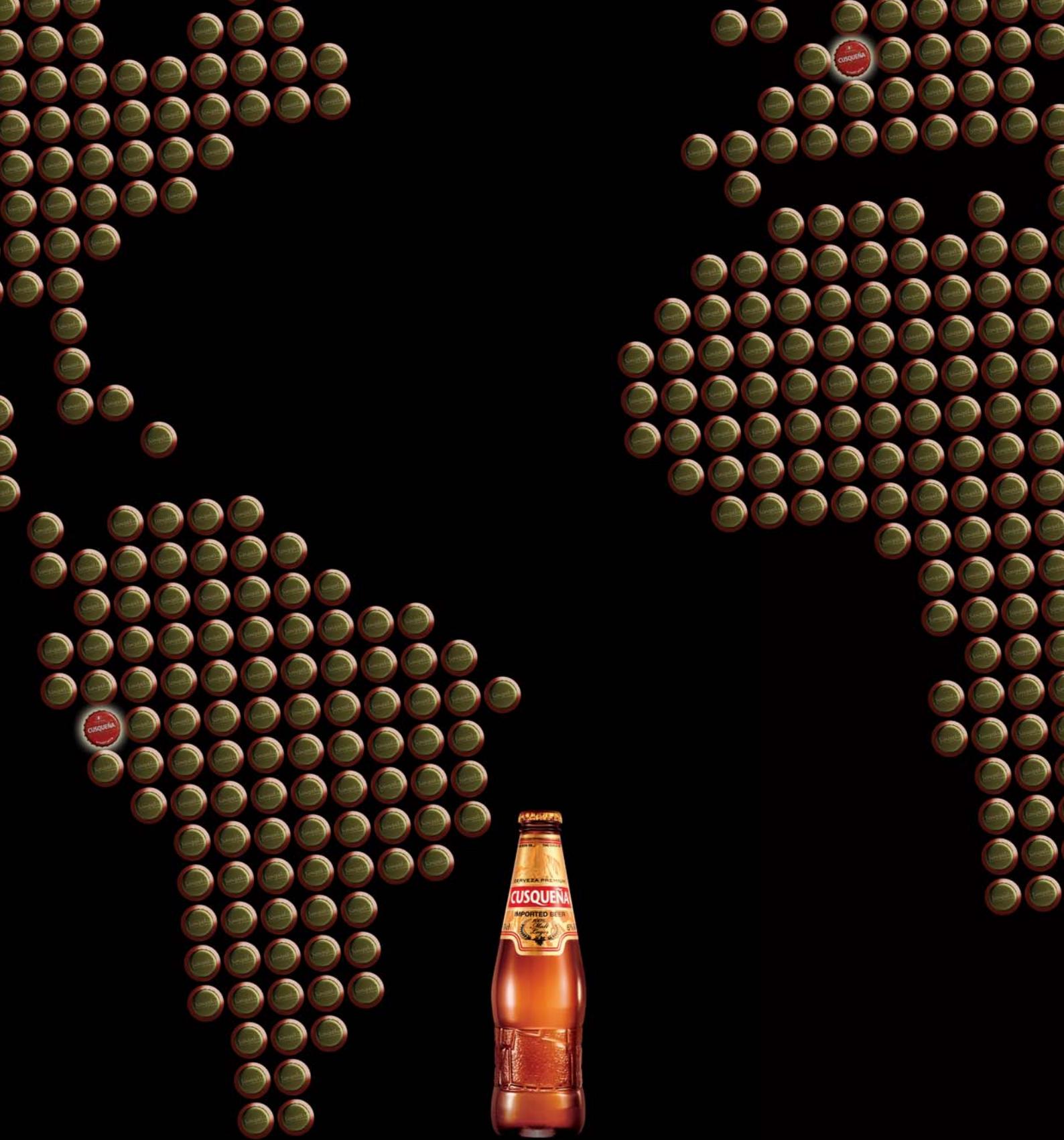
## A Terrific Draught

Estrella Damm has already been taken on by Pitcher & Piano, and Mitchell & Butler's All Bar One brand where it's served on draught alongside Pilsner Urquell, Sierra Nevada Pale Ale, Grolsch Blond and the stronger Peroni Nastro Azzurro. While in All Bar One's chiller you'll find other Latin lagers - namely Negra Modelo and Cusquena, the brew from Peru - lining the shelves.

Richard Yarnell, category manager for beer and cider at Mitchells & Butlers, said: "As part of our category approach linking beer ranges to different consumers & occasions, we continually striving to offer increasingly interesting, challenging and enticing beer ranges for our guests, looking to introduce them to new styles of beer and new products which they might otherwise pass by. This may connect with their experiences while travelling, or by satisfying a curiosity and desire for differentiation from the mainstream."

"Estrella Damm has played an exciting role for us in introducing our All Bar One guests to a new range of draught beers, while linking in with a drive to experiment and explore. As in the past with Czech and German beers, and more recently with Peroni and American craft beers, we see this sector as one for exploration and expansion, as part of a wider growth within the world beer category."

It's also worth mentioning, especially for food-led outlets, that 2011 may see some activity behind InEdit - a boutique beer designed to go with food and created in association with the world renowned El Bulli restaurant near Barcelona. "Watch this space", were Chris Lewis' words.



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## Beyond the Mainstream

Estrella Damm's biggest rival is San Miguel, from the Carlsberg stable. In 2009 the brand was relaunched, and in 2010 San Miguel was the subject of a multi-million pound push by Carlsberg including a "Make Time" advertising campaign that urged drinkers to live life more laidback like the Spanish.

Another UK company offering Iberian-style elbow bending is the Morgenrot Group which, having taken on a range of beers from Andalusia - as well as Quilmes from Argentina - has emerged as an alternative in the last year or so.

"I think South American and Spanish brands in particular are continuing to be a real trend in the UK ontrade, with many venues and consumers moving away from mainstream brands which are brewed under licence" said Graham Archibald at Morgenrot, "Our brands Quilmes, Alhambra and Cruzcampo have all had a fantastic year picking up new listings and seeing huge sales increases."

"This is partly down to a shift in consumer expectations and also because of the growing number of flourishing Spanish and South American restaurants and bars, who realise the importance of offering authentic beers which are brewed at source in their homelands."

"Through a brand's heritage, authenticity, packaging and taste profile, they can demand a higher price point which consumers are willing to pay. When international brands are brewed under license in the UK, to me they lose this authenticity and quality, which I think is a key reason why consumers are willing to part with more money."

## The Style

Once the exclusive preserve of posh polo players, since joining the Morgenrot stable Quilmes has gained listings at elite bars such as Floridita, Be@One and Guanbara. Even though it's up against big spending brands like Brahma, owned by AB-InBev, Graham has high hopes for 2011. "If there's one brand which can replicate the recent success of Peroni, it would be Quilmes".

*"I think South American and Spanish brands in particular are continuing to be a real trend in the UK ontrade, with many venues and consumers moving away from mainstream brands which are brewed under licence"*

Graham added that in 2011 the aim for the four-strong range of Alhambra beers is to both expand beyond the Spanish restaurant sector into more pubs and bars and to capitalise on the growing on-trade popularity of dark lagers with Alhambra Negra, a reddish-black beer brewed with an ABV of 5.4%.

Operating among similar style bars and restaurants is Chilli Marketing who look after Cusquena – the brews from Peru crafted with water sourced from the Andes. Again, it's gained a strong following among the bar community - especially in Manchester and Leeds - and the brand continues to strengthen its arm in the market with a concerted push of its Cusqueña Dark, a stronger, darker yet similarly refreshing version brewed with roasted malts.

Another South American advocate of ebony beer is the esoteric Xingu. Pronounced Shin-goo and launched here in 1988, it's a modern reincarnation of a 16th century Amazonian black beer brewed by virgins and fermented with their own saliva. Sadly, it's not made with virgin saliva anymore but is opaque black and silky with a tight tan head and a hint of liquorice.

Wedge of lime, meanwhile, is optional.



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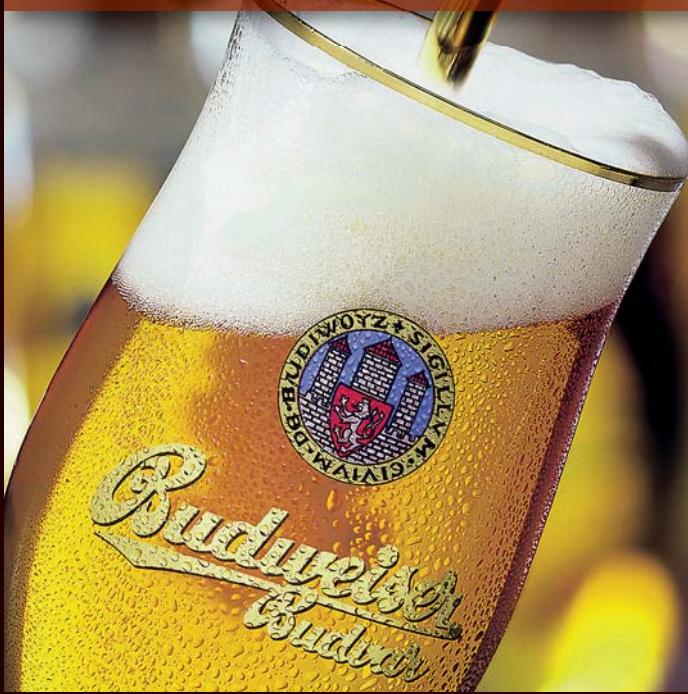
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# Lager List



## Alhambra Premium Lager      Premium      4.6%

The Alhambra brewery was founded in Granada in 1925 and is named after the city's magnificent Alhambra Palace. Alhambra Premium Lager is the brewery's largest volume brand and carries the characteristic stamp of Alhambra beer. It pours a stunning golden colour with herbal and lemony fruit aromas on the nose and offers a refreshingly crisp finish with citrus undertones.

Morgenrot Group 0845 070 4310      [www.morgenrot.co](http://www.morgenrot.co)

## Alhambra Especial      Premium      5.4%

Like all the Alhambra beers, this elegantly presented premium lager benefits from finest ingredients used in the brewing process including water from the Sierra Nevada snow-capped mountains. A deep golden colour, Alhambra Especial is smooth, bold and rich in both texture and flavour with fruity and honeyed malt undertones..

Morgenrot Group 0845 070 4310      [www.morgenrot.co](http://www.morgenrot.co)

## Alhambra Reserva      Premium      6.4%

Regarded as a connoisseur's lager, Reserva 1925 is developed over a low fermentation period of 35 days. This full-bodied, amber delight has a malted, caramel-like aroma with earthy tones and a bittersweet herbal finish. Voted 'World's Best Standard Premium Lager' at the 2009 World Beer Awards, it is presented in a sleek, embossed ultra stylish bottle making it just as at home in style bar, pub or restaurant..

Morgenrot Group 0845 070 4310      [www.morgenrot.co](http://www.morgenrot.co)

## Amstel      Premium      4.1%

Amstel, the No 2 beer in Europe, available on draught and in bottles, is closely associated with the 'perfectly chilled' atmosphere of its home city Amsterdam

Heineken UK 08457 101010      [www.heineken.co.uk](http://www.heineken.co.uk)

## Asahi      Premium      5.0%

Brewed to the same standard that it is in Japan, using identical ingredients - the finest water, malt, hops, maize and rice. The result is a clean crisp beer with a refreshing taste. Available on draught as well as in bottles.

Shepherd Neame 01795 532206      [www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)

## Bavaria      Premium      5.0%

A refreshing and very crisp tasting import from an independent Dutch brewer, supported by sport sponsorship and TV advertising .

Bavaria UK 0870 444 6842      [www.bavariahollandbeer.co.uk](http://www.bavariahollandbeer.co.uk)

## Bavaria Malt      Alcohol Free      0.0%

A great tasting alcohol free lager, this unique beer is brewed with absolutely no alcohol at all.

Bavaria UK 0870 444 6842      [www.bavariahollandbeer.co.uk](http://www.bavariahollandbeer.co.uk)

## Beck's      Premium      5.0%

Germany's No 1 export bier, brewed in accordance with the Reinheitsgebot. With a brewing heritage dating back to 1874 it is one of the UK's top 3 PPLs.

InBev 01582 391166      [www.inbev.com](http://www.inbev.com)

## Beck's Vier      Mainstream      4.0%

Launched in 2006 to generate value and margin in the lager category. Unlike most standard lager brands, Beck's Vier is imported and brewed to German Reinheitsgebot purity laws . It has the same colour and flavour profile as Beck's but the lower ABV allows consumers the opportunity to enjoy the Beck's flavour over a wider range of drinking occasions

InBev 01582 391166      [www.inbev.com](http://www.inbev.com)

## Birra Moretti      Premium      4.6%

A genuine Italian import with a golden colour produced from the top quality malt that has been used in the brewing process for 150 years

Heineken UK 08457 101010      [www.heineken.co.uk](http://www.heineken.co.uk)

<b>Birra Poretti</b>	Premium	5.0%	<b>Bud 66</b>	Mainstream	4.0%
A floral, fruity flavoured lager brewed in Italy it has a cleaner, less grainy flavour than other Italian beers making it the perfect accompaniment to traditional Italian food.					
Carlsberg UK 0845 6013 432	<a href="http://www.carlsberg.co.uk">www.carlsberg.co.uk</a>				
<b>Bitburger Drive</b>	Low Alcohol	0.5%	<b>Budvar Premier Select</b>	Super Premium	7.6%
A genuine Bitburger beer, with all the pils flavour and only a 'Bit' of alcohol. The impressive taste is due to the unique way in which it's produced, brewed in exactly the same way as the full strength Bitburger pilsner. Only when the beer has matured completely is the alcohol gently removed - leaving a fresh tasting Pils with all of the characteristics you would expect from Bitburger. One of the best-tasting low alcohol beers available on the market today.					
Adnams 01502 727200	<a href="http://www.noteveryonewillgetit.com">www.noteveryonewillgetit.com</a>				
<b>Bitburger Premium Pilsner</b>	Premium	4.8%	<b>Budweiser</b>	Premium	5.0%
Germany's number one draught lager, brewed exclusively at source in the German town of Bitburg, in accordance with Germany's ancient beer purity laws, using only 4 ingredients; barley, finest, dry Bavarian hops, pure, clean Eifel mountain water and yeast from their own pure culture sources. When you savour the end result - the refreshing, crisp taste, the strong hoppy flavour - you'll understand why it is considered so premium and something of a rare gem amongst beers.					
Adnams 01502 727200	<a href="http://www.noteveryonewillgetit.com">www.noteveryonewillgetit.com</a>				
<b>Bohemia</b>	Premium	4.8%	<b>Budweiser Budvar</b>	Premium	5.0%
A genuine import from Mexico that is bold and full bodied in flavour making it the perfect match for Mexican and strong flavoured foods.					
Inspirit 020 7739 1333	<a href="http://www.inspiritbrands.com">www.inspiritbrands.com</a>				
<b>Bohemia Regent</b>	Premium	5.0%	<b>Budweiser Budvar</b>	Premium	5.0%
Superb quality, genuine import from the Czech Republic, this beer is extremely popular in the rest of Europe and is now available on draught in the Uk.					
JW Lees 0161 643 2487	<a href="http://www.bohemia-regent.co.uk">www.bohemia-regent.co.uk</a>				
<b>Brahma</b>	Premium	4.8%	<b>Cains Finest Lager</b>	Premium	5.0%
Born in Brazil in 1888. Ever since, it has added to the energy, passion and creative spirit the Brazilians call 'Ginga'. Available in a distinctive, fluidly curved bottle.					
InBev 0158 239 1166	<a href="http://www.inbev.com">www.inbev.com</a>				
<b>Brooklyn Lager</b>	Premium	5.1%	<b>Cains Beer Company</b>	0151 709 8734	<a href="http://www.cains.co.uk">www.cains.co.uk</a>
Craft brewed lager imported from New York. Dry hopped, fresh and flowery with a firm flavour it is now available in very limited quantities on draught.					
James Clay & Sons 01422 377560	<a href="http://www.beersolutions.co.uk">www.beersolutions.co.uk</a>				
<b>Carling</b>	Mainstream	4.0%	<b>Carling C2</b>	Low Alcohol	2.0%
Britain's best selling beer for over 3 decades, brewed using 100% British Barley - to ensure the perfect tasting pint every time					
Molson Coors 0845 6000888	<a href="http://www.molsoncoors.co.uk">www.molsoncoors.co.uk</a>				
<b>Carling Premier</b>	Premium	4.6%	<b>Carling Premier</b>	Premium	4.6%
The smooth tasting premium lager dispensed using Extra Cold technology, gives you a great tasting pint that keeps its head to the bottom of the glass					
Molson Coors 0845 6000888	<a href="http://www.molsoncoors.co.uk">www.molsoncoors.co.uk</a>				

<b>Carlsberg</b>	<b>Mainstream</b>	<b>3.8%</b>	<b>Crown Lager</b>	<b>Premium</b>	<b>4.9%</b>
'Probably the best Lager in the world'. Carlsberg has proud, longstanding football relationships and is the Official Beer of the England Football Team, the FA and the FA Cup.			Unrivalled as leader in Australias premium beer market this iconic lager has a distinctive flavour and is brewed using only the finest ingredients and extended lagering to deliver a creamy fruit taste and rich, malty palate		
Carlsberg UK 0845 6013 432			FBG International 020 8843 8400		<a href="http://www.fgbg.co.uk">www.fgbg.co.uk</a>
<b>Carlsberg Export</b>	<b>Premium</b>	<b>5.0%</b>	<b>Cruzcampo</b>	<b>Premium</b>	<b>4.8%</b>
"So good the Danes hate to see it leave".			Spain's number one authentic lager dating back to 1904 and one of the biggest volume Spanish brands in the UK. Proudly brewed at source in Seville, Cruzcampo is golden in colour, with a malty aroma and a clean, refreshingly crisp finish, which leaves you wanting more.		
Carlsberg UK 0845 6013 432			Morgenrot Group 0845 070 4310		<a href="http://www.morgenrot.co">www.morgenrot.co</a>
<b>Carlsberg Special Brew</b>	<b>Premium</b>	<b>9.0%</b>	<b>Cubanero Fuerte</b>	<b>Premium</b>	<b>5.4%</b>
The UK's number one super-strength lager.			Brewed at the Bucanero Brewery, Holguin, and sold elsewhere as Bucanero, however due to trademark difficulties it is sold in the UK as Cubanero Fuerte.		
Carlsberg UK 0845 6013 432			Pierhead 01322 662377		<a href="http://www.pierhead.uk.com">www.pierhead.uk.com</a>
<b>Casablanca</b>	<b>Premium</b>	<b>5.0%</b>	<b>Cusquena</b>	<b>Premium</b>	<b>5.0%</b>
Produced by Brasseries du Maroc, this is the leading domestic and export beer brand from Morocco, and has a perfect balance of malt sweetness with a clean hop finish. A pale straw colour with hints of malted grain and bread. An ideal accompaniment to the ever popular North African cuisine			Cusqueña (CUS-KEN-YA) is brewed using the finest natural ingredients, including 100% malt, Saaz hops & pure glacial melt water from a staggering source, 18,000 feet high in the Peruvian Andes. Genuinely brewed at source for nearly a century, in accordance with German purity laws, this exceptional multi-gold award winning lager is intensely crisp with a rich, yet clean refreshing aftertaste.		
Pierhead 01322 662377			Chilli Marketing 0870 2424 608		<a href="http://www.cusquena.co.uk">www.cusquena.co.uk</a>
<b>Clausthaler</b>	<b>Low Alcohol</b>	<b>0.5%</b>	<b>DAB</b>	<b>Premium</b>	<b>5.0%</b>
Brewed in Germany according to the Reinheitsgebot, it has won more awards than any other beer in its class, the latest being wins in both the 2010 World Beer Awards and the 2008 International Beer Competition, justifying its slogan of 'Its Strength is its Taste'. It is Europe's number one selling Low Alcohol Lager. Available in 330ml bottles			Brewed by the largest brewery in Dortmund under the strict German Purity Laws laid down in AD 1516, DAB ORIGINAL is a full flavoured, smooth Dortmunder lager with a firm, rounded palate. Winner in World Beer Awards 2007. Exported to over 50 countries worldwide.		
Surfax Ltd 01279 600044			Surfax Ltd 01279 600044		<a href="http://www.dab.de">www.dab.de</a>
<b>Cobra</b>	<b>Premium</b>	<b>5.0%</b>	<b>Dos Equis Lager</b>	<b>Premium</b>	<b>4.5%</b>
Award-winning Cobra Beer is brewed to an authentic Indian recipe using only the finest natural ingredients. A unique blend of barley malt and yeast with maize, hops and rice gives Cobra its distinctive, clean and extra smooth taste.			Brewed using the Krausen brewing process, Dos Equis is a refreshing 'pilsener' style beer from Mexico		
Molson Coors 0845 6000888			Heineken UK 08457 101010		<a href="http://www.heineken.co.uk">www.heineken.co.uk</a>
<b>Cobra 0.0</b>	<b>Alcohol Free</b>	<b>0.0%</b>	<b>Efes</b>	<b>Premium</b>	<b>5.0%</b>
Alcohol-free beer that will appeal to sophisticated drinkers. It is a full-flavoured and well-rounded alcohol-free beer with a hint of sweetness on the tongue and incorporates Cobra's trademark drinkability and smoothness.			Efes is the number one selling lager in Turkey and is exported to more than 40 countries around the world.		
Molson Coors 0845 6000888			Tees Ltd 020 8556 6444		<a href="http://www.tees.co.uk">www.tees.co.uk</a>
<b>Coors Light</b>	<b>Premium</b>	<b>4.5%</b>	<b>Elector Bavarian Gold</b>	<b>Mainstream</b>	<b>4.0%</b>
A light tasting beer first brewed in the Colorado Rockies in 1873. It is the seventh biggest beer brand in the world.			Superior mid-strength pilsner-style lager. Available in 30-litre kegs.		
Molson Coors 0845 6000888			SBD 01788 891966		<a href="http://www.specialist-brand-development.com">www.specialist-brand-development.com</a>
<b>Corona Extra</b>	<b>Premium</b>	<b>4.6%</b>			
The best-selling Mexican beer in the world and in the UK. It is also the world's fourth best-selling brand. Serve with lime					
Molson Coors 0845 6000888					



**Estrella Damm**      Premium      4.6%

Estrella means star in Spanish, and is associated with good times, like Barcelona itself, where the beer is brewed - cosmopolitan and passionate yet at the same time relaxed, festive and welcoming.

Wells & Youngs 01234 279298      [www.wellsandyoungs.co.uk](http://www.wellsandyoungs.co.uk)

**Fischer Tradition**      Premium      6.0%

Brewed in Strasbourg - the heart of France's brewing industry, Fischer's Tradition lager dates back to 1821. It is amber in colour, lightly hopped and delivers strong malt flavours with fruity undertones. This smooth and low carbonated lager is available in authentic, crowd pleasing swing top bottles.

Morgenrot Group 0845070 4310      [www.morgenrot.co](http://www.morgenrot.co)

**Foster's**      Mainstream      4.0%

Second biggest selling lager in the UK now accounts for 28% of all draught standard lager sold in the country. Annual sales on draught, in can and bottle total £1.5 billion and more than 1.5 million pints are sold in the UK everyday.

Heineken UK 08457 101010      [www.heineken.co.uk](http://www.heineken.co.uk)

**Furstenberg**      Premium      5.9%

Brewed in the Black Forest, this is a deep gold in colour with hints of fruit in a big malty body and with a crisp, dry finish. First introduced into Scotland in the 1970's where it is well-known as 'Fursty'.

Branded Drinks 0870 066 0947      [www.brandeddrinks.co.uk](http://www.brandeddrinks.co.uk)

**Grolsch**      Premium      5.0%

Untraditional since 1615, the classic premium Dutch lager, owes its superb quality to the selection of the finest ingredients, a totally natural brewing process & the unique combination of two hop types; taste and aroma hops, discovered by Peter Cuyper in the mid 1600s and still used today.

Molson Coors 0845 6000888      [www.grolsch.co.uk](http://www.grolsch.co.uk)

**Grolsch Blond**      Premium      4.0%

Launched exclusively in the on-trade in 2008, Grolsch Blond is a great tasting continental lager, imported from the Royal Grolsch Brewery in Holland.

Molson Coors 0845 6000888      [www.grolsch.co.uk](http://www.grolsch.co.uk)

**Heineken**      Premium      5.0%

Heineken was reintroduced to the UK in the form of its genuine premium variant in 2003 and is available on draught and in bottles. The brand is supported by consumer promotions, including TV advertising that promotes the quality continental serve

Heineken UK 08457 101010      [www.heineken.co.uk](http://www.heineken.co.uk)

**Holsten Export**      Premium      4.7%

A traditional German lager brewed in accordance with the Reinheitsgebot purity law. This classic, continental lager combines a full bodied malty sweetness with flowery hop overtones and finishes with a spicy aftertaste.

Shepherd Neame 01795 532206      [www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)

**Holsten NA**      Alcohol Free      0.0%

All the taste of genuine lager but without the alcohol.

Carlsberg UK 0845 6013 432      [www.carlsberg.co.uk](http://www.carlsberg.co.uk)

**Holsten Pils**      Premium      5.5%

The original Premium Packaged Lager with a distinctive taste because more of the sugar turns to alcohol.

Carlsberg UK 0845 6013 432      [www.carlsberg.co.uk](http://www.carlsberg.co.uk)

**James Boags**      Premium      5.0%

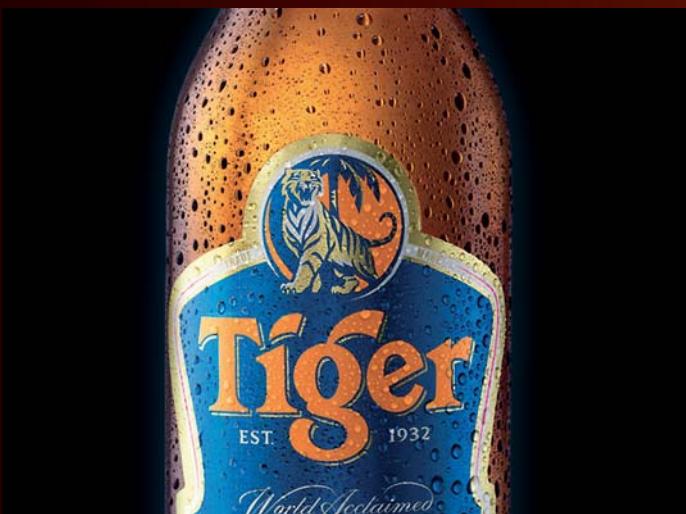
A genuine import from Australia and considered one of the country's best beers. A European style pilsner that is fermented at a lower temperature than many Australian lagers, creating a crisp pale lager.

Pierhead 01322 662377      [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Kaiserdom Helles**      Premium      4.7%

A family run, proudly independent brewery, Kaiserdom's beers have been perfected over 300 hundred years and are enjoyed in 5 continents around the world. This traditional Munich style Helles beer is golden in colour and has a malty sweetness with a slight bitterness on the finish.

Morgenrot Group 0845 070 4310      [www.morgenrot.co](http://www.morgenrot.co)


**Kaiserdom Pilsener**      Premium      4.8%

The Kaiserdom brewery was founded in 1718 in Germany's brewing epicentre of Franconia, which boasts the highest density of breweries in the world. The brewery's flagship brand Kaiserdom Pilsener is a pale, finely hopped lager with a distinct aromatic dryness.

Morgenrot Group 0845 070 4310      [www.morgenrot.co](http://www.morgenrot.co)

**Kaltenberg HELL**      Mainstream      4.1%

Already an International Award winner and brewed to the German Purity Law with no additives, Kaltenberg HELL is a crisp, clean lager with no aftertaste. Drink HELL and remember this is Pure Drinking Heaven.

Daniel Thwaites 01254 686868      [www.thwaitesbeers.co.uk](http://www.thwaitesbeers.co.uk)

**Kirin Ichiban**      Premium      5.0%

A world Top 10 beer brand and Wells & Young's is the only brewer outside Japan, other than Anheuser Busch, licensed to brew this super-premium beer using the legendary and demanding Shibori process

Wells & Youngs 01234 279298      [www.wellsandyoungs.co.uk](http://www.wellsandyoungs.co.uk)

**Konig**      Premium      4.9%

König (the German word for 'King') is one of Germany's most popular pilsener beers. Pale gold in colour, it has a light, refreshing taste and distinctive hop aroma. It is also one of Germany's oldest pilsener beers, brewed at the König brewery in the German city of Duisburg since 1858, according to the German purity laws.

Adnams plc 01502 727200      [www.adnams.co.uk](http://www.adnams.co.uk)

**Kozel**      Premium      4.0%

Brewed in the small Czech village of Velke Popovice (pronounced Velce-pope-viche) since 1874. It is an easy to drink, flavoursome beer with low bitterness, full body and creamy head. The most widely exported Czech lager and is now available in the UK, exclusive to the ontrade on draught

Miller Brands (UK) Ltd 01483 264 118      [www.millerbrands.co.uk](http://www.millerbrands.co.uk)

**Krombacher Pilsener**
**Premium**
**4.8%**

Germany's best selling pilsener from the Krombacher Brauerei founded in 1803. Traditionally brewed using Hallertau hops and summer barley malts, it is well balanced with a slight bitterness and a wonderful crisp finish.

Morgenrot Group 0845 070 4310

[www.morgenrot.co](http://www.morgenrot.co)

**Krušovice Imperial**
**Premium**
**5.0%**

The Imperial Beer of Bohemia since 1583 when the Emperor Rudolf II liked the Beer so much he bought the brewery. Brewed using spring water and Zatec hops. It is a traditional full-bodied Czech lager with a rounded finish. Gold Medal winner at the 2006 World Beer Cup.

Branded Drinks 0870 066 0947

[www.brandeddrinks.co.uk](http://www.brandeddrinks.co.uk)

**Lech**
**Premium**
**5.2%**

A premium Polish beer, Lech offers perfect refreshment and refined bitterness, with the thick white head maintaining the bouquet long after the bottle has been opened. The finely tuned production process in the Poznan Brewery guarantees the highest quality and a refreshing taste..

Miller Brands (UK) Ltd 01483 264 118

[www.millerbrands.co.uk](http://www.millerbrands.co.uk)

**Lion Lager**
**Premium**
**4.8%**

Brewed using only the finest ingredients in the exotic 'teardrop' shaped island of Sri Lanka by the Ceylon Brewery, Lion Lager is a great accompaniment to all foods but especially tropical dishes, being full-bodied with a very clean finish. Lion Lager has won numerous medals in the prestigious Monde Selection Awards. Available in 330ml and 625ml bottles

Surfax Ltd 01279 600044

[www.eabl.com](http://www.eabl.com)

**McEwan's Lager Cold**
**Mainstream**
**3.6%**

This perennially popular Scottish session lager was relaunched in November 2008 with a new name and a striking new look, courtesy of its state-of-the art condensation fount.

Heineken UK 08457 101010

[www.heineken.co.uk](http://www.heineken.co.uk)

**Menebrea 1846**
**Premium**
**4.8%**

An award winning, hand crafted beer from Italy's oldest brewer. Additive free, it's the only Italian lager still brewed using a completely natural "slow fermentation" process.

James Clay & Sons 01422 377560

[www.beersolutions.co.uk](http://www.beersolutions.co.uk)

**Mexicali**
**Premium**
**5.0%**

Original formula is bright deep golden yellow in colour. The aroma is of sweet malt, lightly floral and hoppy. The flavor reflects its hop bitterness; slightly sweet and just a perfect balance of 2 row barley malt, Chinook, Mt. Hood and Peerless hops that culminate to a very clean and semi-dry finish.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

<b>Miller Genuine Draft</b>	Premium	4.7%	<b>Oranjeboom</b>	Premium	5.0%
Using cold filtering technology to remove impurities, Miller Genuine Draft is renowned for its remarkable clarity and crisp freshness.					
Miller Brands (UK) Ltd 01483 264 118			InBev 01582 391166		www.inbev.com
<b>Modelo Especial</b>	Premium	4.4%	<b>Oranjeboom</b>	Mainstream	4.1%
A hand crafted super premium imported Mexican pilsner style beer in a distinctive bottle.					
Different World Drinks 0113 823 1065			Judged 'The Best Draught Lager in the World' at the 2002 BIIA. A light continental pilsener style lager with all the body and flavour of a higher alcohol brew.		
<b>Monteith's Pilsener</b>	Premium	5.0%	Shepherd Neame 01795 532206		www.shepherdneame.co.uk
A bohemian-style lager, Pilsner is brewed in the heritage of extremely hopped blonde beers from Eastern Europe. This beer has an explosive hop tang and its refreshing cleansing attributes come alive with peppery and spicy meals that complement its strong herbaceous bitterness					
Pierhead 01322 662377			<b>Pacifico Clara</b>	Premium	4.4%
<b>Monteith's Radler</b>	Premium	5.0%	Imported pilsner style beer brewed with water from fresh springs in the Mazatlan province of Mexico.		
Monteith's Radler is a refreshing fruity lager beer. Radler, originates from Bavaria. It was first created in the early 1920's by the owner of a Austrian Gasthaus, Franz Xaver Kugler, in search of an invigorating brew, they developed and easy drinking lager bier with a citrus twist, the perfect treat for the many cyclists (Radler in German) and mountain hikers who visited his alpine guesthouse. This easy drinking beer has an invigorating tangy fruit character and zesty finish its a great match with lighter foods, especially seafood and salads.					
Pierhead 01322 662377			Different World Drinks 0113 823 1065		www.differentworlddrinks.com
<b>Moosehead</b>	Premium	5.0%	<b>Palma Cristal</b>	Premium	4.9%
Canada's oldest independent brewery was established in 1867 in St John, New Brunswick by the Oland family who were English emigrants. Moosehead is still produced to the original recipe and pours a light golden coloured beer with real lemon crispness to the aroma. The taste is of real hoppy, herbal notes and a finely balanced sweetness..					
Pierhead 01322 662377			Brewed by Cerveceria Bucanero in Holguin, Cuba. Cristal is known as 'the preferred beer of Cuba' and is the brand of choice for 80% of Cuban consumers. It has a beautiful straw colour with aromas of nettles and herbs, a big tangy taste with a little crispness and a pilsner style freshness.		
<b>Moosehead Light</b>	Premium	4.0%	Pierhead 01322 662377		www.pierhead.uk.com
Known to many as 'Moose Light' it is a true Canadian-style lager. It is fully fermented and aged longer to produce a crisp, highly refreshing beer with a smooth aftertaste and well balanced flavour.			<b>Paulaner Oktoberfest Bier</b>	Premium	6.0%
Pierhead 01322 662377			Seasonal full-bodied lager brewed exclusively for the Munich Oktoberfest. Available in 50cl bottles & 30-litre kegs		
<b>Mythos</b>	Premium	4.7%	SBD 01788 891966		www.specialist-brand-development.com
The No.1 Authentic Greek Beer. A refreshing, easy-to-drink lager, with a blonde colour and rich head. It expresses the Greek lifestyle and way of thinking, and on a broader scale it is representative of Mediterranean way of life. Brewed using select varieties of malt barley and hops.			<b>Paulaner Original Munich Lager</b>	Premium	4.9%
Adnams plc 01502 727200			Unique Bavarian lager type, quite different from the more common, hoppy pilsner-style lagers. Available in 33cl & 50cl bottles and 50-litre kegs.		
<b>Peroni Gran Riserva</b>	Premium	6.6%	SBD 01788 891966		www.specialist-brand-development.com
Known to many as 'Moose Light' it is a true Canadian-style lager. It is fully fermented and aged longer to produce a crisp, highly refreshing beer with a smooth aftertaste and well balanced flavour.					
Pierhead 01322 662377			<b>Pelforth Blonde</b>	Premium	5.8%
<b>Peroni Nastro Azzurro</b>	Premium	5.1%	Established in 1914 in Northern France, the brewery's flagship brand - Pelforth Blonde is a lager-styled beer with a clean, malty, thirst quenching taste that belies its strength.		
Known to many as 'Moose Light' it is a true Canadian-style lager. It is fully fermented and aged longer to produce a crisp, highly refreshing beer with a smooth aftertaste and well balanced flavour.					
Morgenrot Group 0845 070 4310			Morgenrot Group 0845 070 4310		www.morgenrot.co
<b>James Clay &amp; Sons</b>	Premium	5.1%	<b>Peroni Nastro Azzurro</b>	Premium	5.1%
Known to many as 'Moose Light' it is a true Canadian-style lager. It is fully fermented and aged longer to produce a crisp, highly refreshing beer with a smooth aftertaste and well balanced flavour.					
James Clay & Sons 01422 377560			The best-selling Italian premium lager worldwide capturing the Italian spirit: a passion for life, authenticity and quality. Crafted in Italy since 1963, the beer has a distinctive, intensely crisp and refreshing character.		
<b>Miller Genuine Draft</b>	Premium	4.7%	Miller Brands (UK) Ltd 01483 264 118		www.millerbrands.co.uk
Miller Brands (UK) Ltd 01483 264 118			Top quality golden Dutch pilsner dating back to 1528, the bottled version is imported into the UK by InBev.		
<b>Oranjeboom</b>	Premium	5.0%	www.millerbrands.co.uk		

<b>Pilsner Urquell</b>	Premium	4.4%	<b>Staropramen</b>	Premium	5.0%			
In 1842, revolutionary brewmaster Josef Groll created the world's first golden beer, Pilsner Urquell, in the town of Pilsen in Czech Republic. The beer is still brewed in Pilsen using the same brewing process and ingredients: finest Saaz hops, barley and soft local water as it did when it was first created. Intensely hoppy with a balance of subtle sweetness and velvety bitterness, wrapped in a gloriously crisp body.								
Miller Brands (UK) Ltd 01483 264 118					<a href="http://www.millerbrands.co.uk">www.millerbrands.co.uk</a>			
<b>Red Stripe</b>	Premium	4.7%	InBev 01582 391166					
The national beer of Jamaica and a cult classic in the UK. Successfully promoted on its roots, it is increasingly popular outside its West Indian base. Now available in glass bottles that reinforce its authenticity					<a href="http://www.inbev.com">www.inbev.com</a>			
Wells & Youngs 01234 279298	<a href="http://www.wellsandyoungs.co.uk">www.wellsandyoungs.co.uk</a>							
<b>Sagres</b>	Premium	5.0%	<b>Stella Artois 4%</b>	Standard	4.0%			
This leading Portuguese imported premium lager joined the S&N portfolio in 2008 and is available on draught and in 330ml bottles.					Launched to offer a greater choice to consumers and add value to the 4% lager category. It provides consumers a great tasting lower ABV lager whilst giving them the reassurance that they are choosing a beer brewed with the same credentials and taste of the Stella Artois parent brand.			
Heineken UK 08457 101010	<a href="http://www.heineken.co.uk">www.heineken.co.uk</a>							
<b>San Miguel</b>	Premium	5.0%	InBev 01582 391166	<a href="http://www.inbev.com">www.inbev.com</a>				
The UK's No 1 Spanish lager and the UK's fastest-growing premium lager. Available on draught and in bottles, combines premium quality with refreshing, smooth yet distinctive taste.					<b>Stella Artois Black</b>	Premium	4.9%	
Carlsberg UK 0845 6013 432	<a href="http://www.carlsberg.co.uk">www.carlsberg.co.uk</a>							
<b>Sapporo</b>	Japan	5.0%	The latest launch from the Stella stable, not a black lager but positioned as a premium brand and available exclusively to select ontrade outlets.					
Premium Japanese beer. 5.0% abv. Available in the unique and iconic Japanese 65cl silver can					InBev 01582 391166	<a href="http://www.inbev.com">www.inbev.com</a>		
SBD 01788 891966	<a href="http://www.specialist-brand-development.com">www.specialist-brand-development.com</a>					<b>Tiger Beer</b>	Premium	5.0%
<b>Singha</b>	Premium	5.0%	The number one Asian beer in both the on and the off trade. Full flavoured and refreshing, the brand is being promoted through the use of digital media such as an iphone app, twitter feed, flickr and You Tube, enticing consumers to 'Know The Not Known' and rewarding curiosity					
The original Thai beer brewed and bottled in Thailand. A true premium Asian beer brewed from the finest ingredients, Singha is a full bodied 100% barley malt beer, distinctly rich in taste with strong hop characters.					Heineken UK 08457 101010	<a href="http://www.heineken.co.uk">www.heineken.co.uk</a>		
Molson Coors 0845 6000888	<a href="http://www.molsoncoors.co.uk">www.molsoncoors.co.uk</a>					<b>Tuborg</b>	Premium	D4.2 B4.6%
<b>Sleeman's Honey Brown Lager</b>	Canada	5.2%	Accessible easy drinking lager imported from Denmark.					
The famous Canadian amber beer. Honey-sweet and well balanced. Available on draught.					Carlsberg UK 0845 6013 432	<a href="http://www.tuborg.co.uk">www.tuborg.co.uk</a>		
SBD 01788 891966	<a href="http://www.specialist-brand-development.com">www.specialist-brand-development.com</a>					<b>Tsingtao</b>	Premium	3.8%
<b>Sol Lager</b>	Premium	4.5%	The highly malted flavour and well-hopped character make this a refreshing complement to any Chinese meal.					
Characterised by its smooth drinking qualities, Sol is the original 'Mexican sunshine lager', brewed since 1899. Still imported direct from Mexico today, Sol should always be served ice cold and with a wedge of lime					Halewood 0151 480 8800	<a href="http://www.halewood-int.com">www.halewood-int.com</a>		
Heineken UK 08457 101010	<a href="http://www.heineken.co.uk">www.heineken.co.uk</a>					<b>Tusker</b>	Premium	4.2%
Brewed since 1923 and named after the rogue Elephant that killed George Hurst, one of the founders of the brewery. Brewed with only highest quality ingredients. Equatorial barley from the base of Mt. Kenya, hops from the Rift Valley and water that originates from the Aberdare Mountain Range combine to create a crisp, smooth, refreshing taste. Repeated Gold Medal winner at the International Monde Selection Awards					Surfax Ltd 01279 600044	<a href="http://www.eabl.com">www.eabl.com</a>		

Tyskie	Premium	5.6%	Weltenburger Barock Hell	Premium	5.6%
<p>Tyskie is the most popular Polish beer within Poland and the UK. It is also the only European beer to have won two Gold Medals and a Grand Prix award at the prestigious Burton-on-Trent beer festival in 2002. With a pleasant aroma of hops, caramel and a hint of fruit, it gives a balanced sweetness and bitterness based on its unchanged historic recipe.</p>					
Miller Brands (UK) Ltd 01483 264 118	www.millerbrands.co.uk	Pierhead 01322 662377	www.pierhead.uk.com		
<p>Vedett</p>					
Vedett	Premium	5.2%	Windhoek	Premium	4.8%
<p>One of the fastest growing drinks brands in Belgium and the UK and has achieved a cult, underground following in the UK. Quirky, irreverent and hugely popular with students and 21 to 35 year old consumers, to "get" Vedett you really need to see the web site and perhaps you may even become a star for 15 minutes! Vedett is now available on Draught with its own unique font and premium glassware</p>					
Duvel Moortgat 020 7729 7216	www.vedett.com	Zatec	Premium	4.6%	
Veltins	Premium	5.0%	<p>Namibia's most famous and finest beer, arrived in the UK in April 2010, to offer licensees the chance to bring consumers a taste of Namibian adventure. Brewed and imported from Namibia, the lager is authentically crafted according to Reinheitsgebot to create a high quality, 100% pure beer.</p>		
<p>A superior German Pils brewed to the ancient purity laws using pure springwater. One of the leading brands in Germany it was judged the best pils in the World Beer awards and is now available in the UK on draught and unpasteurised</p>					
Vertical Drinks 0113 267 0565	www.verticaldrinks.com	Different World Drinks 0113 823 1065	www.differentworlddrinks.com		
Victoria Bitter	Premium	4.8%	Zywiec Full Light	Premium	5.6%
<p>Australia's favourite full strength beer, the multi award winning Victoria Bitter or VB as it's fondly known, is a full flavoured brew, less malty in character and slightly darker than traditional lagers. A gentle fruitiness in the aroma complements the sweet malt on the mid-palate balancing perfectly with a robust, hop bitterness.</p>					
FBG International 020 8843 8400	www.fbgi.co.uk	Heineken UK 08457 101010	www.heineken.co.uk		
Viru	Premium	5%	<p>Brewed in the ancient city of Zywiec, using only natural ingredients. Straw coloured with a tight beading of foam and a fine floral hop aroma balanced by juicy malt. Tart hop resins fill the mouth, balanced by rich, juicy, and slightly toasted malt. The finish is long, lingering, packed with rich malt, spicy and peppery hops and a hint of citrus. Internationally renowned and Poland's number one export beer.</p>		
<p>A superb pilsner style beer in a sleek octahedral bottle that emphasises its super-premium credentials,said to be based on the towers and churches of Tallinn, capital of Estonia.</p>					
Inspirit 020 7739 1333	www.inspiritbrands.com				
Warsteiner	Premium	4.8%			
<p>Brewed with passion since 1753, WARSTEINER Premium Verum is a Pilsener-style beer with a perfectly-balanced taste, with a mild, crisp hop finish. Carefully selected premium ingredients, like the finest noble Hallertau hops and extraordinary drinkable, soft water, give WARSTEINER Premium Verum its truly unique character and remarkably golden color.</p>					
Daniel Thwaites 01254 686867	www.thwaitesbeers.co.uk				
Madison Drinks London 02085949900	http://www.madisondrinks.co.uk				



# Cider Still Sparkling

## Cider Preview

**Cider is still top of the tree when it comes to LADs performance, and with all the growth in the premium sector there's plenty of opportunity to harvest a profit from the right brands**

The star of the ontrade drinks market, cider is the biggest drinks category that's seen any growth at all in the last 12 months and the one on which a lot of hopes still depend for 2011.

The total ontrade cider market is now worth around £1½ billion and is still growing, but it's the premium end of both draught and packaged that is driving this growth.

Draught cider still accounts for more than two-thirds of the market and after a few years of 'over-ice' led bottled growth there is a pronounced swing back to pulled pints.

Draught is growing significantly faster than the market as a whole - but with volumes more or less flat, it seems that consumers are willing to pay more for a better cider on tap.

John Edwards, head of ontrade at Westons, says: "With the pressure on pockets, people are looking for better value and may be moving away from packaged into draught."

Key suppliers are optimistic that there's plenty more growth to come for cider. "We believe 2 million more will come into the category in the next two years," said Gordon Johncox, MD of Magners GB.

Magners owner C&C International strengthened its chances of grabbing the biggest possible share of them with its acquisition of the Gaymers business this year.

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*"Provenance and Heritage are key trends in many product sectors, and the tremendous success of top quality brands show that this is particularly true in the cider category"*

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A clear picture of the role brands will take in its integrated portfolio is still forming, but Magners is already showing a recovery from the post-boom era, when the flood of competition it faced knocked back sales.

Crucially, the company has branched out very successfully into both pear and draught.

"Magners Golden Draught has performed very well since launch in Scotland where we now have over 1,000 stockists," says Johncox. "Golden Draught is specially focused on trading draught consumers up into a premium cider brand, driving more value for licensees."

# PROFIT DOES GROW ON TREES



## MAGNERS ORIGINAL...

- ... is the **No.1** packaged LAD in the GB On Trade\*
- ... is the **No.1 consumer favourite**\*\*
- ... is worth **£142 million** in the On Trade and accounts for **1 in every 3** pints of packaged cider sold\*
- ... has been made in Tipperary, Ireland since 1935; blended in our cidery using the juice from **17 varieties of apples** to create the unique taste

## MAGNERS PEAR...

- ... is now worth **£24 million** in the On Trade\*
- ... is the **No.2** packaged pear cider in the On Trade\*
- ... has **benefited** from our heavyweight **There's Method in the Magners** campaign, further driving consumer demand
- ... is made with **100% premium pears** for maximum refreshment
- ... pear cider is increasing by 9% across the On Trade, worth an additional **£11 million** per year\*



**THERE'S METHOD IN THE MAGNERS**





## Terrific Draughts

"We know from the Scotland launch that publicans can charge a premium for this format, so there's every reason to stock it. The demand has been so great that we have accelerated its launch plan into England and Wales."

Magners Golden Draught is less sweet than the bottled version and is poured ice cold from the tap - so no need for ice, making it ideal for groups standing at the bar.

Johncox says that draught will play a bigger part in Magners future, even though packaged will still get support.

"Draught has the most growth opportunities," he adds. "Although modern draught cider is in growth, it is still only 11% of the overall cider category, which is relatively small when you compare it with premium draught lager and premium draught ale which are over 20% of their respective categories."

Award winning Suffolk cyder (the traditional spelling in that part of the world) producer Aspall is another premium brand that has built its draught business in the past year.

"In 2010 we put in significantly more draught installations into the ontrade market than in 2009," says commercial director Geoff Bradman, "which is a clear indication that the marketplace is still buoyant."



## The PH Factor

Provenance and Heritage are key trends in many product sectors, and the tremendous success of top quality brands show that this is particularly true in the cider category.

"We strongly believe that quality brands with real heritage will fare well, no matter the economic climate" says Bradman

"The fact that Aspall tends to be listed in the more premium venues also gives us an advantage since these outlets did not appear to suffer to the same extent as other pubs."

"Discerning consumers who tend to frequent these outlets have not wanted to trade down to inferior products, and are unwilling to compromise on quality. This is why Aspall sales have not been affected, and on the contrary, continue to fare extremely well."

And Aspall hasn't been neglecting the packaged range on which its business was built. It launched a 33cl bottle, designed to fit more easily into the fridges than the 50cl, but using the same, iconic bottle shape.

As the brand that introduced mulled cider to the trade, it will be interesting to see what other innovations are planned

"We have several new product trials underway at the moment for which feedback so far has been extremely positive" says Bradman "These new products should be rolling out more widely in the New Year."

# Pick of the crop

The way we make our traditional English cider is the way people want cider to taste. Westons cider has been lovingly produced in the Herefordshire village of Much Marcle for over 125 years.

Throughout this time we have never wavered in our commitment to making the very best quality, traditional cider, with a characteristic rich style and a flavour simply bursting with fruit.

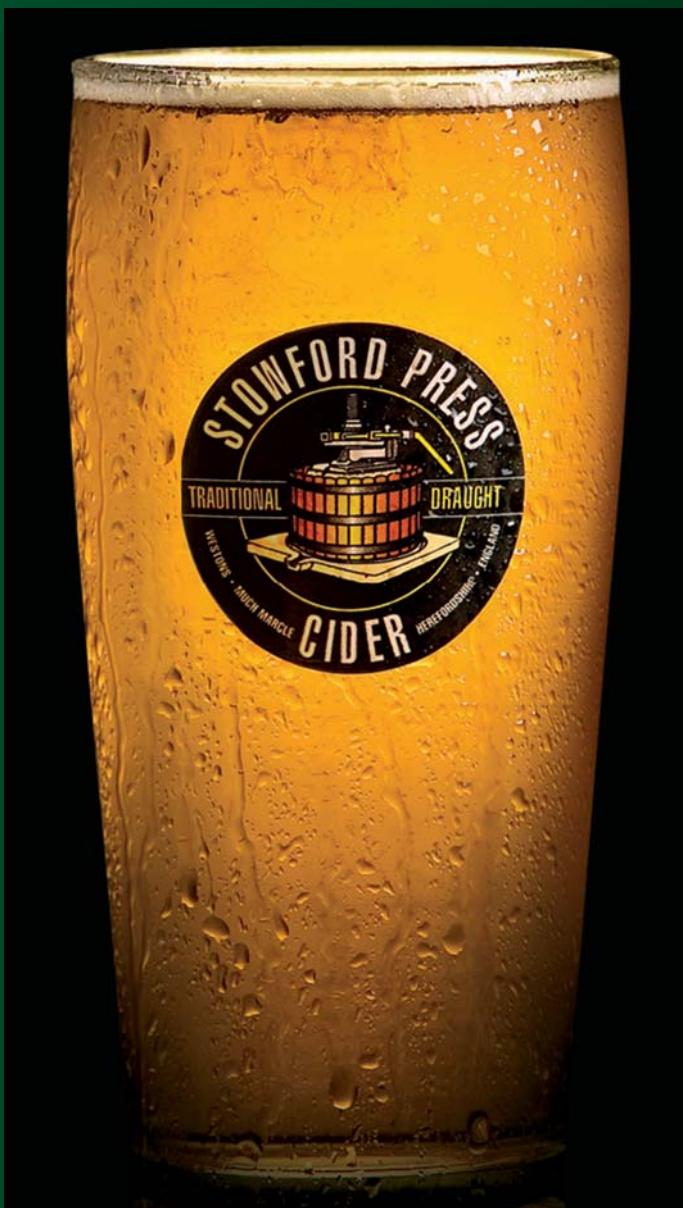
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**WESTONS**®

Ciders inspired by tradition

H.Weston & Sons Ltd The Bounds, Much Marcle,  
Ledbury, Herefordshire. HR8 2NQ England



## Somerset Cider

Martin Thatcher, MD of traditional West Country cider makers Thatchers, says his company has noticed "a big swing back to draught and away from bottles".

He adds: "We're encouraging licensees to ensure that they have more than one cider on draught. If you've got Strongbow, make sure you put another one on, such as Thatchers Gold, alongside to give consumers a wider choice. There's consumer demand for a bit of variety and cider sales are becoming more important in pubs so it should get the space it deserves."

Thatchers Gold has been on TV in the south west of England in 2010 for the first time, and the company added Green Goblin to its draught portfolio in 2010, providing an option for pubs with a younger demographic.

Another new brand is Katy Rosé, a pink cider in a 75cl bottle that's positioned as a lighter alternative to rosé wine. Thatcher says: "At only 5.4% it's not as strong as wine and suits people who are looking to have a glass with a meal at lunchtime or in the week. It goes well with food - pubs that have a good food offering do well on these products"

## Hereford Heritage

Hereford cider maker Westons has a permanent range of 5 draught ciders, all of which are proving very popular in pubs with customers that are looking for traditional crafted products.

Stowford Press, now the UK's 5th largest draught cider brand, grew by 80% last year, while the scrumpy brands - Old Rosie Cloudy, Westons Traditional and Bounds Brand - are also doing well following their relaunch in 2009.

*"Although modern draught cider is in growth, it is still only 11% of the overall cider category, which is relatively small when you compare it with premium draught lager and premium draught ale which are over 20% of their respective categories"*

2010 saw the launch of limited edition seasonal ciders with a twist, starting with Raspberry, and the company also markets Westons Premium Cider with Cider ICE. As the name suggests, this dispenses frozen cider, not water, giving licensees the chance to pour a traditional cider with an ice top, without any dilution.

In packaged cider Westons are also enjoying healthy growth with Premium Organic: "It's the premium end of packaged cider which is really in growth," says head of ontrade John Edwards.

"As a brand, Premium Organic appeals to younger adults and older drinkers - it kicked off with people who were looking for organic drinks in general, but it's really gone beyond that and just ticks boxes for people because they like the flavour.

"Cider has become a market that producers dip into and out of with different flavoured brands but we will stick to traditional premium ciders."

## Brand Leaders

The benchmark for draught brands to measure themselves against remains Strongbow, the undisputed number one draught cider in the UK. It was given new impetus in 2010 with an ad campaign positioning it as a reward for hard work.

Darryl Hinksman, head of ontrade customer marketing at Heineken UK, says: "We will continue to innovate and invest in marketing support for our cider brands in 2011.

"We are determined to keep the leading brands like Strongbow, Bulmers and Jacques at the forefront of consumers' minds. Our objective for 2011 is to build on the success of our premium cider brands portfolio and help licensees capitalise on the potential for more growth in the cider category."

While Heineken can afford to pour money into big volume brands like Strongbow, it's also getting behind more premium products such as Symonds Founder's Reserve.

Hinksman says: "Consumer research has shown that increasingly consumers want a cider which has provenance, tradition and



heritage. Symonds has a rich heritage dating back to 1727 and only our finest Herefordshire apples are used to produce a premium and distinctive cider.

Likewise, research for another brand, Woodpecker, found that a brand's integrity came out on top as a motivating factor for choosing a cider brand. Few will know that Woodpecker is the world's oldest cider brand dating back to 1897."

### The Cider Decider

While the proliferation of brands coming onto the market place means more choice for consumers, it also means some tough decisions for licensees and multiple operators trying to assemble the optimum range.

John Mills, managing director of St Helier cider firm, argues that licensees "don't need both Bulmers and Magners in the fridge".

He adds: "Have one or the other and you've got room for a pear or fruit cider and maybe a heritage brand like Addlestone's or Aspall, plus a contemporary brand like St Helier. The idea is to get a balanced range."

*"Licensees need to look properly at their fridge and maximize the opportunity by stocking a range of ciders rather than slow moving RTDs"*

Hinksman at Heineken UK adds: "Visibility of cider brands is generally poor within outlets. Licensees should ensure there is increased visibility of draught cider, using POS material which will channel consumers' attention towards brands such as Strongbow.

"As the biggest cider brand in the ontrade consumers will look for Strongbow and licensees should stock it to ensure they have the best possible chance of increasing sales."

He adds that licensees need to make ruthless decisions about other categories if they are not doing the business for the pub.

"Licensees need to look properly at their fridge and maximize the opportunity by stocking a range of ciders rather than slow moving RTDs.

"Research shows that key long alcoholic drinks are under-represented in fridges and RTDs, which now only warrant one or two lines, are over-represented.

"In contrast, cider accounts for the largest share of packaged alcohol, surpassed only by premium and world lagers."

Johncox at Magners echoes some of Hinksman's views and argues in favour of giving the leading brands top priority.

"The key is to ensure that the brands with the largest consumer demand receive the appropriate space and visibility," he says. "Another huge opportunity for publicans to gain sales is to increase their cider tap presence.

"If outlets offer two cider taps, one standard and one modern cider, customers are given more variety and the evidence from Scotland proves that this is a way to drive more value from the cider category."

Trials in Scotland have also shown that where Magners Golden Draught is stocked alongside Original it grows sales of the bottles by a third.

"There has been a definite change in consumer demands since Magners Original launched. However, many retailers are still not capitalising on this trend so we suggest that in addition to bottled apple cider, retailers offer pear cider, two tap ciders and another fruit SKU to provide solutions to all consumer demands.

"Fridges need to be stocked with products that consumers want - without these, publicans will miss out on the most exciting profit opportunities of 2011."

As the best performing drinks category of the last decade, everyone in the pub trade needs to make sure they've got the right line up for the next one.





## Aspall's 2010 key highlights:

- ▶ Reported its record year of trading
- ▶ Became the first cider aboard the luxury Cunard cruise liners
- ▶ Was named the World's Best Cider for a second consecutive year (and scooped the majority of the World Cider Category Awards)
- ▶ Invested £1m into the brand, which included new labels for its iconic bottles, new contemporary fonts and branded glassware as well as a new range of premium PoS material
- ▶ Gained CoolBrand status
- ▶ Launched a new 330ml bottle, designed to mirror the award-winning 500ml bottle and to fit more easily in fridges

# Premium cider keeps on growing

**Aspall Cyder**

**Another year on and the premium cider market is still bucking the trend and seeing strong growth, despite the continuing challenging environment. While consumers are undeniably watching what they're spending, they are also willing to spend that little bit more on premium quality drinks with the reassurance that they are getting good value for money. Yes, it may cost more, but yes, they will also have a guaranteed good experience.**

Premium cider is one of the fastest growing alcoholic drinks categories and, according to the latest figures from on-trade market intelligence agency CGA Strategy, the premium cider market is up 5% in value. Within that, premium draught cider is showing growth and premium packaged cider is selling particularly well, up 28% in value and 22% in volume (CGA Strategy MAT to October 10). Like the rest of the category, Aspall's multi award-winning range of premium Suffolk cyders is also in strong growth despite the recession, proving that quality products will never go out of fashion.

All Aspall cyders are made from a complex blend of both bitter-sweet and culinary apples fermented from 100% apple juice, which gives them their exquisite taste profile. The cyder blends are based on the original recipes which have been handed down eight generations of the Chevallier family since 1728. This means they have been tried and tested through the centuries, and the quality of the product ensures your customers will be coming back for more.

## How our customers have benefited

Aspall works extremely hard to support the brand and in the last year has invested £1m into new labels for its bottles, new fonts, new branded glassware and marketing. Perfect-serve and food-matching advice is available to every on-trade venue which stocks Aspall Suffolk Cyder, and there is continued trade support to ensure that the cyder is working as best as it can in your outlet. This, in turn, will lead to an increased footfall as consumers reap the benefits of a well-supported brand.

Many of our on-trade customers find that listing a premium cider such as Aspall on the bar (in keg format) together with a more mainstream brand vastly improves overall cider sales. Licensees should also stock a good range of ciders in the fridge, which would typically include a pear offering and a mainstream fruit variant, together with a more premium fruit variant such as Aspall Perronelle's Blush. Not only does this ensure a really solid cider range, but it also adds balance to a pub's overall long drinks offering.

## Future innovations

While there is value to be added by the more fashion-led brands, at Aspall we are focused on carefully considered innovation and, most importantly, will never become a part of the multitude of "me-too" brands being launched to market.

However, we do now have new product trials underway at the moment and over the course of the next few months you may just see something you hadn't seen before. And if feedback so far is anything to go by, you'll be impressed!

Made using only 100% apple juice  
with a minimum of 12 apples in every bottle



The Cyder House, Aspall Hall, Debenham, Suffolk IP14 6PD  
Tel 01728 860510 [www.aspall.co.uk](http://www.aspall.co.uk)



# Fruit Picking

## Fruit Cider

**You'd have to be nuts to ignore the fruit cider phenomenon, it's that rare species - a category enjoying double digit growth in the ontrade, with pear not far behind.**

CGA figures for the year to July 2010 show pear cider 9.2% ahead and fruit cider up 14.3% and supermarkets adding fruit ciders to their premium own-label ranges is a good indicator of the future commercial credibility of the sector.

They may still be just a fraction of total cider - apple is a £1 billion-plus market, while fruit has yet to hit the £100 million mark and pear is only a couple of years past that milestone - but they've filled the void left by the dramatic decline of RTDs in the last decade and are continuing to grow at a remarkable rate.

The category differs from RTDs in the breadth of its appeal, however. While the fruit cider success story began in a field at Glastonbury festival - with a band of Brothers weaning a young, cool audience off alcopops and lager tops, introducing them to the joy of pear - brands like Peronelle's Blush and Jacques have proved popular with consumers looking for a stylish, lower alcohol alternative to wine.

### Discovery Brands

Along with Brothers, many of the key players target their audience through live music and festivals, establishing their cool credentials by association with hot new bands.

Kopparberg for example, is targeted at the 20s to early 30s audience, a fact reflected in its £3million 'Find Kopparberg' ad campaign which aims to establish the brand as one to be discovered by those in the know.

*"Licensees should stock a good range of ciders in the fridge, which would typically include a pear offering and a mainstream fruit variant, together with a more premium fruit variant. Not only does this ensure a really solid cider range, but it also adds balance to a pub's overall long drinks offering."*

Davin Nugent, managing director at supplier COS Brands, says: "We're still really only seeing the beginnings of the fruit cider market in the UK. Apple is stabilising, as is pear to a point, and fruit is where the growth is coming from."



Nugent admits to being taken by surprise at how fast its most recent entrant - strawberry and lime - has taken off. "It's been an incredible success, Strawberry and Lime is growing the category by bringing new people into fruit cider as a whole. We put it into the Orchid Group first just to see what effect it would have and from there we've quickly gone into Mitchells & Butlers, Punch, Enterprise and a lot of small, independent bars."

Despite the burgeoning number of brands and flavours in the sector Nugent is confident of Kopparberg's continuing success in the market: "All competition has got to be helpful to keep the interest in the market," he says "It keeps us on our toes."

His main concern is that there are still a lot of licensees overfacing RTDs and mainstream PPLs, taking away space from cider and preventing possible upsells into a growing category.

"The challenge in 2011 is to get licensees to take a good look at the fridge and persuade them to keep refining their offering so the consumer can see something new."

Enjoy Kopparberg responsibly

# FIND THE AUTHENTIC RANGE OF FRUIT CIDERS

# FIND



★ The original fruit cider brand, Kopparberg Ciders are fermented and bottled in our family owned brewery in the town of Kopparberg, Sweden.

★ Kopparberg Pear Cider is the UK On-Trade's Number 1 pear cider brand.\*

★ Kopparberg Pear Cider is the UK On-Trade's 3rd largest packaged cider brand, of any variety.\*

★ Kopparberg Mixed Fruit is the UK On-Trade's fastest growing fruit cider brand.\*\*

★ Spending over £5m on advertising and promotion in 2011, Kopparberg Cider is pioneering the development of the UK cider category.

Premium  
**SWEDISH CIDER**

\*CGA, P7, 2010.

\*\*CGA, P7, 2010, of the top 10 cider brands.

**KOPPARBERG®**  
[findkopparberg.com](http://findkopparberg.com)

## Year Round Appeal

Traditionally cider was seen as a summer drink, and the over-ice serve reinforced this image, but the new kids drinking on the cider block are not so fickle, and continue to enjoy their tipple through the seasons.

Tapping into this market is Kopparberg's main rival, Rekorderlig, another Swede sold in the UK through Chilli Marketing, the importers of Cusquena beer.

*"Traditionally cider was seen as a summer drink, and the over-ice serve reinforced this image, but the new kids drinking on the cider block are not so fickle"*

Rekorderlig was first to market with the hugely popular strawberry and lime variant, which Chilli markets alongside pear, apple, and wild berries flavours. Promoted as a pitcher cocktail, strawberry and lime poured over ice and mixed together with mint leaves (and strawberries for extra impact) was a huge success last summer. Branded pitchers and Continental-style highball glasses added to the brand's 'super premium' status

"We attract a real 50:50 male and female split on Rekorderlig fruit variants," says Chilli Marketing's MD Kieron Barton. "We're benefiting from females switching from wines and mixed spirits to much lower ABV products. Rekorderlig is capitalising on this switch as it offers exceptional flavours and its packaging has true unisex appeal."

With this relatively new consumer to the cider category, comes the real opportunity to sell cider as a year-round product - females stay loyal within categories all year round."

For added winter appeal, a mulled version - made from apple, vanilla and cinnamon - is designed to be served warm or cold. Bartenders are encouraged to add Grand Marnier or Cointreau to it to create winter cocktails and the premium credentials are further enhanced by 500ml tankards and a branded eight-litre stainless steel urn for heating the cider in the pub

## Jacques Keeps Growing

Heineken UK has one of the drinks market's fastest-growing brands in Jacques, a product that anticipated the fruit cider boom by several years and which has been successfully built through slow-burn marketing.

Head of on-trade customer marketing Darryl Hinksman says: "A large part of cider's growth is down to the success of the category outside traditional apple cider, through the introduction of variants such as pear and fruit flavoured cider. Recent statistics show that Jacques Fruit des Bois has grown in market share over the last year and now enjoys a 6.5% share of the packaged cider market.

"Research has also found that Jacques can attract non cider drinkers to the category, particularly women, who account for 57% of the total volume of Jacques consumed."

## Fast Growing Pears

Heineken UK also launched a pear version of its Bulmers brand and has satisfied the thirst for a constantly-refreshed range among consumers with a number of limited editions. Hinksman says the limited editions are "designed to create more trial and excitement in the brand and the cider category"

*"Our research shows that currently 3.6 million people are buying pear cider, but this could increase by 50% in the next year if consumers are given more choice"*

"There is no doubt that, with the increasing number of pear and fruit cider variants coming into the category, there is pressure on our brands but we will maintain significant levels of investment

in our key brands to build on current

success and work with licensees to ensure the brands are kept at the forefront of consumers' minds."

Magners GB boss Gordon Johncox says pear is an important element of the brand: "Magners Pear is currently the fastest growing pear cider in the UK year on year. This year pear ciders have become so popular that their rate of sale is double that of some RTDs and on-trade venues should stock two brands to suit all palates."

"The pear and fruit cider segments are at a really exciting place - especially pear cider. Our research shows that currently 3.6 million people are buying pear cider, but this could increase by 50% in the next year if consumers are given more choice. Magners Pear will continue to be supported throughout 2011."



# REKORDERLIG CIDER

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[rekorderligcider.com](http://rekorderligcider.com)



- \* The benchmark in flavoured cider
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## First to the Bar

The Showering siblings behind the Brothers brand had cider in their blood, coming from a long line of cider makers. They also inherited an innovative streak, being grandchildren of the creators of superstar brand of the swinging 60s, Babycham. In 2010 they were the first to put pear cider on tap - originally trialled in M&B's Scream bars. The font dispenses pear cider which can be flavoured with Strawberry, Toffee Apple and Lemon syrups

"The concept was to take our Glastonbury draught experience to an individual pub," said Phil Plowman, the company's marketing manager. "It's a genuine piece of innovation and looks like nothing else

"It's about setting the on-trade apart from the off-trade and creating a bit of theatre. Because it is so different it can help drive footfall and bring new people into the pub."

## Traditional

While much of the noise in pear and fruit cider has been made by new brands and suppliers entering the market, it certainly hasn't been confined to them and traditional cider makers have developed products that appeal to the more discerning fruit cider drinker.

Aspall has won much acclaim for its Perronelle's Blush brand, a premium apple cider flavoured with crème de mure, a blackberry liqueur. The product is less sweet than many of the pear-based products on the market, arguably making it as much of a competitor for wine and traditional Belgian fruit beers as brands like Kopparberg or Rekorderlig.

Aspall commercial director Geoff Bradman advises: "Licensees should stock a good range of ciders in the fridge, which would typically include a pear offering and a mainstream fruit variant,



together with a more premium fruit variant such as Perronelle's Blush. Not only does this ensure a really solid cider range, but it also adds balance to a pub's overall long drinks offering."

## Cider with Rosé

If fruit ciders are one of the key drinks trends at the moment, the other has to be rosé - and some cider makers have been quick to recognise the potential for putting the two together.

Weston's, one of the country's most respected traditional cider makers, not only have an organic pear cider in their orchard, they also offer a sparkling rosé version, which is matured in old oak vats for up to six months and then blended with raspberry juice.

*"There are still a lot of licensees overfacing RTDs and mainstream PPLs, taking away space from cider and preventing possible upsells into a growing category"*

Thatchers, too, has gone down the fruit cider route as well with its Ciderberry, launched in 2010 as a companion product to the varietal apple cider Katy Rosé.

Managing director Martin Thatcher says: "Katy Rosé is more wine-like and definitely aimed at wine drinkers while Ciderberry is aimed at people who might have been drinking Jacques or one of the other flavoured ciders on the market"

It's this variety and diversity that ensures fruit ciders are no passing fad like RTDs, but a genuine category with widespread appeal to different types of consumer. With the market still relatively untapped - and both apple and pear likely to propagate more varieties in the future - this is a category that holds rich pickings for the on-trade in 2011 and beyond.

# IF YOU WANT REGULAR CUSTOMERS GIVE THEM PLENTY OF FRUIT.

Brothers sells; outperforming the market and growing at 50% year on year, so stock up on Brothers and cash in.



THE PEAR CIDER CALLED BROTHERS.

[facebook.com/brotherscider](https://facebook.com/brotherscider)

# Cider Decider



## Addlestomes Cider

D 5.0%

Addlestomes is a naturally cloudy, premium cider, rich and mellow in character. It is full of bittersweet apple fruit flavours, with a smooth, rounded finish. It is made using a unique recipe of locally sourced genuine bittersweet cider apples from Somerset and a double fermentation process which creates the Addlestomes full-bodied taste.

Magners GB 020 7784 2060

[www.magners.com](http://www.magners.com)

## Aspall Draught Suffolk Cyder

D 5.5%

Available in 500ml bottles, and also recently launched in 330ml bottles. The product outsells mainstream draught brands by 4:1. It is only made with 100% apple juice and has a lower ABV to attract male and female consumers.

Aspall 01728 860510

[www.aspall.co.uk](http://www.aspall.co.uk)

## Aspall Organic Suffolk Cyder

B 7.0%

A unique product made with locally grown Suffolk organic apples and 100% apple juice. The ancient organic apples varieties deliver a unique flavour profile. Available in 500ml bottles.

Aspall 01728 860510

[www.aspall.co.uk](http://www.aspall.co.uk)

## Aspall Perronelle's Blush Suffolk Cyder

B 5.4%

The latest product to join the Aspall range - a specially blended cyder made from 100% apple juice, which is then re-blended with Crème de Mur blackberry liqueur. Its flavour is redolent of traditional English blackberry and apple pie. Packaged in Aspall's iconic 500ml bottle as well as a 330ml bottle, the cyder predominantly targets 18-45 year-old women but also appeals to men.

Aspall 01728 860510

[www.aspall.co.uk](http://www.aspall.co.uk)

## Aspall Premier Cru Suffolk Cyder

B 7.0%

A dry, crisp and refreshing cyder produced in Suffolk from 100% apple juice, available in distinctive 500ml and 330ml bottles. The combination of premium packaging and exceptional taste makes it an ideal accompaniment to food..

Aspall 01728 860510

[www.aspall.co.uk](http://www.aspall.co.uk)

## Blackthorn Medium Dry Cider

D 4.7%

As tastes have changed slightly over the last 38 years Blackthorn has become a little more medium dry in taste. However Magners still press English bittersweet cider apples to deliver its distinctive crispness

Magners GB 020 7784 2060

[www.magners.com](http://www.magners.com)

## Blackthorn Dry

B 5.0%

Dry Blackthorn has an army of loyal fans and it's a little sharper than its Blackthorn counterpart. Dry Blackthorn is made to the original recipe with the crisp character of an authentic West Country dry cider

Magners GB 020 7784 2060

[www.magners.com](http://www.magners.com)

## Brambles

B 5.5%

White or rosé pear cider in 75cl glass bottles, aimed at the female RTD or rosé wine drinker

Halewood 0151 480 8800

[www.halewood-int.com](http://www.halewood-int.com)

## Brothers

B 4.0-7.0%

A range of uniquely different tasting ciders made in Somerset with a cult following thanks to its association with Glastonbury. Pear, Toffee Apple, Strawberry, Tutti Frutti, Bittersweet Apple, Lemon and 'Festival' strength at 7%abv. Also available on draught in selected outlets

Brothers 01749 344446

[www.brotherscider.co.uk](http://www.brotherscider.co.uk)

<b>Bullfinch</b>	<b>B 7.0%</b>	<b>Gaymers Pear Cider with Berry Fruit</b>	<b>B D 4.0%</b>
Award winning light, medium, slightly sparkling cider, refreshing and bright		Launched in 2010, Gaymers Pear Cider With Berry Fruits combines medium-intensity berry fruits with pear undertones. Classic English blackcurrant is complemented by hints of ripe strawberries and fresh cut blackberries	
R J Sheppy & Son 01823 461233	<a href="http://www.sheppscider.com">www.sheppscider.com</a>	Magners GB 020 7784 2060	<a href="http://www.magners.com">www.magners.com</a>
<b>Bulmers Original</b>	<b>B 4.5%</b>	<b>Gaymer's Somerset County</b>	<b>B 5.8%</b>
Since its launch in 2006, this premium 'serve over ice' cider in 1 pint bottles has enjoyed meteoric acclaim and is now the No 1 premium packaged cider in Britain. Pear and Light bottled variants of Bulmers Original have added to the brand's success and a draught over ice option now sells in more than 2,000 bars		This cider is crafted to reflect the character of the best cider apples of Somerset. Somerset County is a light amber cider with aromas of green apple and lime. A lively and refreshing mouthfeel that combines the fruit flavour with a little dryness in a medium length fruit hit	
Heineken UK 08457 101010	<a href="http://www.heineken.co.uk">www.heineken.co.uk</a>	Magners GB 020 7784 2060	<a href="http://www.magners.com">www.magners.com</a>
<b>Dabinett Apple Cider</b>	<b>B 7.2%</b>	<b>Gold Medal Farmhouse Cider</b>	<b>B 7.5%</b>
Single variety cider with a full-bodied taste		Strong, still vintage quality cider made from finest cider apples, such as Kingston Black, Dabinett, Yarlington Mill and Harry Master's Jersey. Available in dry, medium and sweet.	
R J Sheppy & Son 01823 461233	<a href="http://www.sheppscider.com">www.sheppscider.com</a>	R J Sheppy & Son 01823 461233	<a href="http://www.sheppscider.com">www.sheppscider.com</a>
<b>Dunkerton's Premium Organic</b>	<b>B 6.8%</b>	<b>Goldfinch Cider</b>	<b>B 7.0%</b>
Dunkerton's is one of Herefordshire's best. The medium-sweetness is offset by a dry finish with a hint of acidity		A dry, slightly sparkling cider, with a clear crisp flavour.	
Dunkertons 01544 388653	<a href="http://www.dunkertons.co.uk">www.dunkertons.co.uk</a>	R J Sheppy & Son 01823 461233	<a href="http://www.sheppscider.com">www.sheppscider.com</a>
<b>Farmhouse Cider</b>	<b>D 6.0%</b>	<b>Henry Westons Extra Dry</b>	<b>B 6.0%</b>
Farmhouse Draught at its finest, made from a variety of local apples fermented in wood. Dry medium and sweet.		A very dry, crisp tasting cider. Fermented and matured in old oak vats to develop its very special character and flavour	
R J Sheppy & Son 01823 461233	<a href="http://www.sheppscider.com">www.sheppscider.com</a>	H. Weston & Sons Ltd 01531 660233	<a href="http://www.westons-cider.co.uk">www.westons-cider.co.uk</a>
<b>Gaymer's Devon County</b>	<b>B 5.8%</b>	<b>Henry Westons Medium Dry Cider</b>	<b>B 6.5%</b>
This cider is crafted to reflect the character of the best cider apples of Devon, with a hint of wood and smokiness. Devon County cider has a rich golden colour that smells like a basket of freshly picked apples. Noticeably sweeter than Somerset with a slight hint of classic Devon woodiness that combines with but does not overpower the full fruit flavour		This popular cider is full bodied, mellow in flavour with the traditional character of an old oak conditioned cider. Fully matured in old oak vats to develop its very special character and flavour	
Magners GB 020 7784 2060	<a href="http://www.magners.com">www.magners.com</a>	H. Weston & Sons Ltd 01531 660233	<a href="http://www.westons-cider.co.uk">www.westons-cider.co.uk</a>
<b>Gaymers Original Cider</b>	<b>B 4.5%</b>	<b>Henry Westons Medium Sweet Cider</b>	<b>B 4.5%</b>
Gaymers Original Cider is an easy-drinking medium cider, cold filtered for a crisp, refreshing taste. Made using English apples and crafted to create a flavour that retains its distinctive qualities when served ice cold. Best served ice cold or over ice to complement the mellow apple aroma and soft and fruity character		Made from many traditional bittersweet cider apple varieties ensuring a rich fruity character. Fully matured in old oak vats to develop its very special character and flavour	
Magners GB 020 7784 2060	<a href="http://www.magners.com">www.magners.com</a>	H. Weston & Sons Ltd 01531 660233	<a href="http://www.westons-cider.co.uk">www.westons-cider.co.uk</a>
<b>Gaymers Pear Cider</b>	<b>B D 4.5%</b>	<b>Henry Westons Vintage Cider</b>	<b>B 8.2%</b>
Launched in 2008, Gaymers Pear cider is 4.5% ABV and delivers a full aroma of fresh cut pears, alongside pleasant fermentation notes. The medium body and sweetness balanced with mid range acidity, crisp flavour of ripe pears.		A very special, rich, full-bodied cider made from top quality cider apples of a single year's crop. Selected by our Master Cider Maker as the very best of the year's vintages.	
Magners GB 020 7784 2060	<a href="http://www.magners.com">www.magners.com</a>	H. Weston & Sons Ltd 01531 660233	<a href="http://www.westons-cider.co.uk">www.westons-cider.co.uk</a>

**Jacques****B 5.5%**

This sparkling fruit cider is available in 750ml and a new 440 ml bottles in two flavours – Fruits of the Forest and Orchard Fruits. Served over ice, Jacques has become a firm favourite with wine drinkers who are increasingly looking for a stylish drink with lighter and more refreshing qualities.

Heineken UK 08457 101010

[www.heineken.co.uk](http://www.heineken.co.uk)**Kopparberg Pear****B 4.5%**

Our most popular cider is fermented using an original Swedish recipe that dates back to 1930. Fermented using naturally occurring soft water sourced close to our town and the finest quality pears. Kopparberg Pear Cider is light in colour and refreshingly fruity to taste. Kopparberg is the UK On-Trade's Number 1 packaged pear cider brand.

C.O.S. Brands +44 (0)28 90 668901

[www.findkopparberg.com](http://www.findkopparberg.com)**Kopparberg Mixed Fruit****B 4.0%**

Mixed Fruit offers a unique twist to the traditional cider flavour. The juice of raspberries and blackcurrants are mixed with Kopparberg Apple Cider to produce a truly unique, fruity taste, rich in colour and refreshing down to the last drop.

C.O.S. Brands +44 (0) 28 90 668901

[www.findkopparberg.com](http://www.findkopparberg.com)**Kopparberg Strawberry & Lime****B 4.0%**

The juice of strawberries and limes are added to Kopparberg's Apple Cider to deliver an intense fruity tasting cider with an unmistakable strawberry aroma.

C.O.S. Brands +44 (0) 28 90 668901

[www.findkopparberg.com](http://www.findkopparberg.com)**Kopparberg Elderflower & Lime****B 4.0%**

The juice of both Elderflower and Lime are added to Kopparberg Apple Cider, resulting in a drier yet still invigorating and refreshing taste. Clear in colour and slightly less sweet, this old Swedish favourite brings a different taste profile to the Kopparberg cider family.

C.O.S. Brands +44 (0) 28 90 668901

[www.findkopparberg.com](http://www.findkopparberg.com)**Kopparberg Apple****B 4.0%**

Kopparberg Apple Cider is naturally light, mild and deliciously easy to drink. The sweet apple taste is the perfect alternative to other drier tasting cider brands.

C.O.S. Brands +44 (0) 28 90 668901

[www.findkopparberg.com](http://www.findkopparberg.com)**Kopparberg Alcohol Free Pear**

The first alcohol-free pear cider. Kopparberg Alcohol Free delivers the same great Kopparberg taste but without the alcohol.

C.O.S. Brands +44 (0) 28 90 668901

[www.findkopparberg.com](http://www.findkopparberg.com)**Magners Golden Draught****D 4.5%**

Magners Golden Draught is produced with the same craft, care and dedication as Magners Original Irish Cider in bottles. The product, however, differs from bottled Magners as it is made using a higher proportion of the smaller, harder Dabinett and Michelin apples. This produces a crisper, less sweet taste which is perfect for draught cider. Magners Golden Draught is served extra cold so there is no need for ice..

Magners GB 020 7784 2060

[www.magners.com](http://www.magners.com)**Magners Light****B 4.5%**

Magners Light retains all the characteristic qualities of its parent brand, yet provides an alternative that is lighter in calories. In fact it contains just 92 calories (per 330ml bottle) and has less than 1% carbohydrates, but is still 4.5% ABV.

Magners GB 020 7784 2060

[www.magners.com](http://www.magners.com)**Magners Original Irish Cider****B D 4.5%**

Magners Irish Cider is a premium, traditional brand of Irish cider. A blend of seventeen varieties of fresh culinary, dessert and cider apples are used to create the unique taste of Magners Irish Cider. Patiently matured in vats close to the orchards of the Tipperary countryside, Magners Irish Cider has a crisp, refreshing flavour and a natural authentic character.

Magners GB 020 7784 2060

[www.magners.com](http://www.magners.com)**Magners Pear****B D 4.5%**

Magners Pear Cider is crafted to the highest standards that you would expect from Magners. The only fruit used in Magners Pear Cider is pear. The best quality pears are ripened, carefully selected and then slowly fermented and cold filtered to provide a distinctive character and a delicately refreshing taste.

Magners GB 020 7784 2060

[www.magners.com](http://www.magners.com)**Maguires Original****B 4.5%**

A lightly sparkling cider served over ice also available in Pear and Raspberry flavours.

Halewood 0151480 8800

[www.halewood-int.com](http://www.halewood-int.com)

**Merrydown Vintage Cider****B 7.5%**

The 15% wine fermentation is blended with apple juice to reduce the ABV to 7.5%. This results in the fresh and fruity flavour recognised as Merrydown's hallmark

Merrydown Cider Co 01737 735007

[www.merrydown.co.uk](http://www.merrydown.co.uk)**Oakwood****D B 6.0%**

Blended to suit medium and dry tastes, Oakwood is a careful mix of home grown apples, fermented and matured in the finest oak vats. Available on draught and in bottles.

R J Sheppy &amp; Son 01823 461233

[www.sheppscider.com](http://www.sheppscider.com)**Old Rosie Cloudy Scrumpy****D 7.3%**

Award winning Old Rosie Scrumpy, allowed to settle out naturally after fermentation resulting in a traditional, full flavoured, appley, cloudy, scrumpy. Well balanced medium dry character.

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Olde English****D 4.5%**

Olde English is a medium dry cider made with a unique blend of English dessert and cider apples. It is enjoyed for its deliciously refreshing taste.

Magners GB 020 7784 2060

[www.magners.com](http://www.magners.com)**Orchard Cornish****D 4.5%**

A quality Cornish kegged cider, naturally made from premium grade local cider apples.

Sharp's Brewery 01208 862121

[www.sharpsbrewery.co.uk](http://www.sharpsbrewery.co.uk)**Rekorderlig Apple Cider****B 4.5%**

Made using the finest fermented apples to deliver a truly crisp, refreshing taste! Serve over ice.

Chilli Marketing 0870 242 46 08

[www.chilli.uk.com](http://www.chilli.uk.com)**Rekorderlig Pear Cider****B 4.5%**

Made using the finest fermented pears, this is bursting with deliciously fresh ripe pear flavours! Serve over ice.

Chilli Marketing 0870 242 46 08

[www.chilli.uk.com](http://www.chilli.uk.com)**Rekorderlig Strawberry and Lime Cider****B 4.0%**

Made using the finest fermented pears with an added summery burst of strawberries and limes. The product is a cider that is deliciously refreshing and bursting with summery freshness! Pour over ice and add a couple of the freshest mint leaves for a real taste sensation!

Chilli Marketing 0870 242 46 08

[www.chilli.uk.com](http://www.chilli.uk.com)**Rekorderlig Wild Berries Cider****B 4.0%**

The latest addition to the Rekorderlig offering in the UK, made using the wondrous pear base with the addition of fresh berries. Serve over ice with berries of your choice for an uber refreshing experience!

Chilli Marketing 0870 242 46 08

[www.chilli.uk.com](http://www.chilli.uk.com)**Rekorderlig Winter Cider****B 4.0%**

Limited edition with a blend of the finest apples infused with cinnamon and vanilla, the best flavours of the season have been packed together to make this truly stunning cider. Serve over ice for ultimate refreshment or hot for a perfect winter warmer!

Chilli Marketing 0870 242 46 08

[www.chilli.uk.com](http://www.chilli.uk.com)**Roaring Meg****B D 5.5%**

This cider was a winner at the Three Counties Show in 2007. It is named after a cannon used to defend Goodrich Castle in the south of Herefordshire.

Lyne Down Farm 07756 108501

[www.lynedowncider.co.uk](http://www.lynedowncider.co.uk)**Samuel Smith's Organic****B 5.0%**

Bright straw-gold with excellent clarity, Samuel Smith's Organic Cider has a light body, with brilliant conditioning, a crisp clean flavour, and a dry finish. The bouquet is fresh apples, with a soft floral note.

Samuel Smith Old Brewery 01937 832225

**Savanna****B 6.0%**

Premium dry bottled cider from South Africa made with Granny Smith Apples. Generally served in the bottle, often with a lemon wedge in the neck.

Babco 0871 222 0127

[www.babco.co.uk](http://www.babco.co.uk)**Scrumpty Jack****D 5.2% B 6.0%**

Available on draught and in bottles, Scrumpty Jack is a premium dry cider that perfectly complements the Bulmer's cider range.

Heineken UK 08457 101010

[www.heineken.co.uk](http://www.heineken.co.uk)

**Sheppy's Organic Cider****B 7.0%**

Made to organic standards from home-grown cider apples, this traditional cider spends time 'on the lees' after fermentation to develop a richer flavour. Available in dry and medium versions.

R J Sheppy &amp; Son 01823 461233

[www.sheppycider.com](http://www.sheppycider.com)**St Helier Cider****B 5.0%**

Light, lively and refreshing, Attractive packaging and available in 5 distinctive variants: Pear, Apple, Raspberry & Lime, Blueberry, Blackcurrant and Cherry.

InterContinental Brands 01642 256 154

[www.stheliercider.com](http://www.stheliercider.com)**Stowford LA****B 0.5%**

Matured in old oak vats this cider is then carefully blended producing a refreshing low alcohol drink with that particular quality and character only associated with Westons.

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Stowford Press****B-D 4.5%**

A truly medium dry cider taste. Light, refreshing and fruity with a long lingering finish

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Strongbow****D 4.5 B 6.0%**

The unrivalled consumers' favourite, Strongbow accounts for more than 3 in every 5 pints of draught cider sold in the UK every day. The availability of Strongbow Extra Cold fuelled draught sales to new heights and helped the brand to tap into the buoyant 'cold sector'

Heineken UK 08457 101010

[www.heineken.co.uk](http://www.heineken.co.uk)**Symonds Founders Reserve****D 5.5%**

A premium cider with a rich heritage dating back to 1727 and the golden age of traditional Hereford cider making. Pressed and blended from the finest Herefordshire bittersweet cider apples including Dabinett and Michelin varieties the result is a characteristically fresh, crisp, fruity cider, with a high degree of complexity and depth of character.

Heineken UK 08457 101010

[www.heineken.co.uk](http://www.heineken.co.uk)**Taylor's Gold Cider****B 6.0%**

Taylor's Sweet is an old Somerset cider apple, a mild and delicate variety which produces a medium sweet cider with a light, refreshing flavour, and subtle aroma.

R J Sheppy &amp; Son 01823 461233

[www.sheppycider.com](http://www.sheppycider.com)**Thatchers Cheddar Valley****D 6.0%**

A traditional Somerset cider, naturally cloudy and matured in oak vats to ensure a distinctive full flavoured robust cider.

Thatchers Cider Co 01934 822862

[www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)**Thatchers Ciderberry****B 5.4%**

A rich red, lightly sparkling medium Somerset cider with blueberry, blackcurrant & raspberry.

Thatchers Cider Co 01934 822862

[www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)**Thatchers Gold****B D 4.8%**

Thatchers Gold is full of flavour made with English apples, many of which are harvested from Thatchers own family orchards in Somerset. This crafted medium dry cider has a smooth, refreshing taste and a bright sparkle.

Thatchers Cider Co 01934 822862

[www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)**Thatchers Green Goblin****B D 6.0%**

Made with English apples and matured in 100 year old oak vats, Green Goblin cider is a full-flavoured, bittersweet blend, beautifully balanced to give a fresh character with a medium dry finish.

Thatchers Cider Co 01934 822862

[www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)**Thatchers Heritage****D 4.9%**

A light, refreshing, unfiltered traditional Somerset cider with a rich haze and matured in oak vats.

Thatchers Cider Co 01934 822862

[www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)**Thatchers Katy****B 7.4%**

Thatchers Katy is a light, medium dry single varietal cider, made with the finest Katy apples.

Thatchers Cider Co 01934 822862

[www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)

**Thatchers Katy Rosé****B 5.4%**

Refreshingly light and fruity, this medium Rosé cider has been blended and blushed from the rosiest Katy apples.

Thatchers Cider Co 01934 822862

[www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)**Thatchers Pear****B 4.5%**

Thatchers Pear cider is refreshingly light, with a smooth and fruity taste, crafted from the finest quality pears.

Thatchers Cider Co 01934 822862

[www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)**Thatchers Traditional****D 6.0%**

Based on an original 1904 recipe, this naturally hazy, unfiltered and uncarbonated cider is produced from a blend of English apples to create a mellow, smooth cider.

Thatchers Cider Co 01934 822862

[www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)**Tremletts Bitter****B 7.2%**

A fine old Somerset cider apple which produces juice with a high tannin content, the mark of quality found in traditionally made cider - one for the connoisseur, .

R J Sheppy &amp; Son 01823 461233

[www.sheppscider.com](http://www.sheppscider.com)**Westons 1st Quality Cider****D 5.0%**

A clear, bright still cider, with a smooth well balanced fruit flavour and a clean apple finish

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Westons Bounds Brand Scrumpy****D 4.8%**

A crisp, still, dry, fruity, traditional cloudy scrumpy cider

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Westons Cider with Raspberry****B 3.8%**

A delicious fusion of refreshing cider blended with pure raspberry juice. This light, sparkling, fresh and fruity sensation will delight the taste buds and quench the thirst

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Westons Country Perry****D 4.5%**

English perry made traditionally in Herefordshire. Fully matured in old oak vats to develop its strength and traditional character. An exquisite, delicate, light and fruity character, softly floral with a pale natural colour

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Westons Perry****B 7.4%**

A superior quality, lightly sparkling perry, crafted to deliver a fresh medium dry fruity flavour

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Westons Premium Cider with Cider ICE****D 4.5%**

Refreshing, contemporary cider topped with Cider ICE. No added water, just pure Cider ICE. No risk of dilution to lessen the flavour.

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Westons Premium Organic****B 6.5%**

Produced using organic cider apples and matured in old oak vats which results in an easy to drink cider with a ripe apple aroma and a refreshing well balanced taste.

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Westons Premium Organic Pear Cider****B 6.0%**

A refreshing pear cider produced from organically grown pears. Fresh and fruity with a rich pear flavour.

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Westons Traditional Scrumpy****D 6.0%**

A hearty and wholesome cloudy cider. Sufficiently strong to satisfy but not too sweet to smother the mature flavour of traditional bittersweet apples

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Westons Vintage Organic Cider****D 7.3%**

A clear, still cider, made with specially selected top quality organic cider apples, from one year's harvest. Well balanced, robust, astringent, medium dry with a clean fresh taste rich with autumnal fruitiness

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Woodpecker****D 4.0% B 3.5%**

The UK's no 1 sweet cider offers 'refreshing enjoyment' on draught and in bottles.

Heineken UK 08457 101010

[www.heineken.co.uk](http://www.heineken.co.uk)

# No Worries Wine



**The UK has the most dynamic and diverse wine market in the world**

**We have become a wine drinking culture and enjoy it, both on its own and with food, on a regular basis**

**But there are still many regular wine drinkers that don't drink it in pubs, often because they're not confident of what they will get. With beer sales in what appears to be terminal decline, licensees should make sure they don't miss out on the wine trend.**

Connoisseurs like to complicate the subject, but most customers are no more knowledgeable than you, and will want advice on choosing wine. The easiest and most effective way is to attend a short course or training session, and then have a crib sheet for each wine that you sell. This is useful for both you and your staff and most suppliers are happy to arrange this.

## **Stock selection**

Listen to what people are asking for, take advice from suppliers who will be aware of current trends. Rosé is still hot, and in the summer was popular served over ice. After years of being eclipsed by New World wines, the old world is back in favour, with Spanish and Italian wines faring particularly well, while English wines continue to grow in stature, and are proving popular with people that want local produce.

Establish a minimum and maximum purchase price, get samples from your chosen supplier/s, and arrange a tasting, inviting anyone involved in serving wine. Taste blind and use a simple scoring system, to gauge quality and suitability.

## **Assess your customers**

The level of wine you need to offer will be dictated by your customer base, and this is also something that suppliers can help with, but why not ask the customers themselves what they like?

## **Pricing**

By considering purchase price, you can also set your margins or mark-ups. Offer your customers value for money, regardless of the buying and corresponding selling price. If your wine is reasonable you will sell much more and increase profits that way.



## **Presentation**

As you develop and build your list, establish how you will present the wines on a list, blackboard etc. Take some pride in your selection and remember that your greatest asset in all of this can be your staff. Glassware, in shape, design and capacity, can also have a direct bearing on sales.

## **Food Matching**

View your menu and establish which wine styles are most suitable with your food. Consider including recommendations on the menu, or make sure all waiting staff can offer that information.

## **Promotion**

Promotions that add value are highly effective at driving sales. Food led outlets can offer one good quality cheese (of the week or month) or a pudding with a suitable glass of wine, at an all-inclusive price.

## **Preservation**

It is not acceptable to close a bottle by replacing a cork, at the very least use a Vac-U-Vin for wines that are sold by the glass. At the end of the session ensure the wines are kept cool.





Source \*Mintel Report 2009, \*\*The Publican Market Report 2010, \*\*\*HIM On Track 2008, \*\*\*\*The Publican Report 2009, # Nielsen 2009

# WINNING WITH WINE

Wine consumers spend 14%\* more per head than the average pub consumer, with the wine category experiencing increasing sales and remaining one of the growth categories in the UK on trade, today\*\*. Despite this, and its growing popularity, wine is often the least promoted, visible and understood category.

You don't need to be a wine connoisseur or expert to be able to inspire confidence in both your staff and customers when it comes to helping them choose a wine they will enjoy. Stowells and Jack Rabbit have put together some tips and tools to demystify the wine category, giving you some basics on selling wine, from the perfect serve and up selling opportunities to building a range that works for your business to drive your sales.

## Stowells WINE GUIDE

Stowells has put together a useful quick reference booklet, which can be placed on your fount or cabinet so that you and your staff always have wine hints, and tips to hand.

For your Wine Guide visit [www.stowellsworldofwine.com](http://www.stowellsworldofwine.com) or call 0800 917 5866.



### THE PERFECT SERVE

Did you know 9 out of 10 customers who get a perfectly served drink would buy another?\*\*\*

**Use this simple checklist below to ensure you deliver customer satisfaction every time:**

- Wine glass clean, dry and in good condition
- Wine at the correct temperature
- What size are you serving?  
Could you up sell to a large glass or bottle?
- Make recommendations and up sell to a branded wine?

### CUSTOMERS ARE KEY

The customer experience is paramount; a satisfied customer is more likely to stay longer, spend more money and most importantly, keep coming back again and again.

### HOW CAN YOU INCREASE SPEND ON EVERY OCCASION:

#### CROSS PROMOTION

Food and drink meal deals encourage customers to stay longer and spend more.

#### TRADING UP

Encourage customers to move from the house wine to a brand. It shouldn't be difficult as 62% of customers think it is important to have well recognised wine brands within the range.#

#### DIFFERENTIATE

Offer something special, a different serving suggestion or style where customers feel they are getting something more. Sparkling wine is great for celebrations and creating an occasion, it's easy to serve and enables you to provide a profitable alternative within your wine range.

#### RECOMMEND

Encourage your customer to try something new with tasting opportunities and try before you buy.



## EVENTS

Check your diary for upcoming events. You could even create your own i.e. live music, wine festivals, cheese and wine evenings and movie nights are just a few ideas.

Stowells has created an Events Calendar highlighting key selling opportunities. Download yours at [www.stowellsworldofwine.com/downloads](http://www.stowellsworldofwine.com/downloads)

## BUILDING A RANGE THAT WORKS

Here are some hints for putting together a great range. Stowells and Jack Rabbit ranges are available in:

- Mini bottles which guarantee you freshness and convenience without taking up too much valuable shelf space
- 75cl bottles which are great for groups to share and allow you to create really eye-catching back bar displays
- Draught which is easy to dispense and a fast serve option while reducing wastage

## WINE LISTS

One third of consumers will look at a wine list to select their wine\*\*\*

Wine menus help drive profit by:

- Engaging consumers with wine away from the bar
- Making your wine offering more visible
- Suggesting new ways to enjoy wine such as food matching
- Display price and taste profiles

Stowells and Jack Rabbit offer Wine Listing Services – if you would like your wines to stand out from the rest email our team at [cts@cbrands.eu.com](mailto:cts@cbrands.eu.com)

to arrange for your consultation.



**Stowells**  
enjoy your  
world of wine

## THE UK NO. 1 ON TRADE WINE BRAND<sup>#</sup>

The Stowells wine merchants believe the world of wine is too wonderful and varied to stick to just one country, so we select our range from wherever great grapes grow, covering both the New and Old World. With over 130 years experience and more than 20 different wines from around the world, a glass of Stowells guarantees a delicious journey of discovery every time.

Stowells have created a range of tools to support outlets, grow their wine sales and drive profits. Quarterly seasonal tool kits and consumer promotion kits are sent to Stowells stockists.

To sign up for these tools and find out more information about Stowells visit our trade exclusive website at [www.stowellsworldofwine.com](http://www.stowellsworldofwine.com)



**Jack Rabbit**  
*Sophisticated to a point*

Launched exclusively to the on trade in 2004, Jack Rabbit has been a runaway success story with consistent year on year double digit growth since its launch making it one of the top 5 On Trade wine brands in the UK\*

## The Jack Rabbit Wine Club – Rewarding you for stocking Jack Rabbit

The Jack Rabbit Wine Club is a fun way to make stocking our delicious wines even more satisfying and rewarding. Collect Bunny Points from promotional cases and turn them into great incentives and POS.

The Jack Rabbit Wine Club is free to join, simply visit [www.jackrabbitrewardsme.com](http://www.jackrabbitrewardsme.com) or call on 0800 731 3047



# That's The Spirit

Spirits don't just offer the most potential for profit, they're also the most interesting and inspiring products, and a little bit of knowledge goes a long way to help sell more of them

**Nick Griffin**, The OnTrade Preview's spirits guru, is the owner of award winning pub company Pleasure, and has made spirits his specialist subject. The Pull & Pump has 50 tequilas, the Great Eastern stocks around 70 bourbons and the St James more than 80 rums. These pubs aren't swanky bars - they're proper boozers, where you can still get a fine ale, good Guinness and a great Sunday Roast.

On the following pages Nick and a line-up of other experts and aficionados share their passion to inspire a thirst for knowledge and a desire to enter the spirit world

<b>Spirit Training</b>	210
<b>Turner's Trend Watch</b>	215
<b>The Art of Craft</b>	216
<b>Geronimo Inns</b>	218
<b>The Joy of Rum</b>	220
<b>The Hemingway Way</b>	230
<b>American Whiskies</b>	232
<b>Vodka The Clear Winner</b>	240
<b>Make Time for Tequila</b>	246
<b>Spirit of Fun</b>	252

# Mix Business with Pleasure

**"Evening Landlord, what do you recommend today?"** Not an unusual question and one I've been asking for over 25 years, and I invariably get the same answer. Nothing unusual in this, it happens with most retailers with one crucial difference that to this day I struggle to comprehend. In our industry, the answer always, but always, promotes the lowest margin product in the pub, no other industry is quite so proud of its ability to ignore a category of products that delivers great margins, wonderful diversity and consumer choice.

So why are spirits so far down our list? I've contemplated this for many years and always come back to the same answer: while our customers look it straight in the eye we generally have our backs to it.

Out of sight, out of mind as the saying goes! There can't be any other reason can there? We don't deliberately avoid selling our high margin products surely? Hold on, we might - and here I start to lose friends. But we must 'fess up folks. We simply don't know enough about it, we need educating. We are all experts in our ales, well most of us, but when it comes to our back bar it's all a bit of a mystery.

## Do the Maths

So why promote spirits? Well, let's do the maths. A 1% swing in your gross margin % on a £500k pa pub means £5k directly onto your bottom line, you don't need to be a great mathematician to work that out, but does this require you to sell lots more spirits? Not at all, with margins of 70% plus compared to around 50% for beer in tied pubs (if you are lucky!) then a 1% swing in your overall margin takes only a small shift in your sales mix. Consider the affect on your business of changing the mix from 10% spirits to 15%.

I've already mentioned the issue of knowledge. I don't blame licensees for this; they're encouraged by the brewers or their landlords to concentrate on beer.

And don't worry; it's not going to cost you a fortune to train yourself and your staff. The spirits industry is falling over itself to help you, usually at no cost to yourself. Training and brand awareness, consumer evenings and quality point of sale are only a phone call away in most cases.

Enough of the maths, what about the fun! We all see how the numbers stack up. But running a pub isn't just a numbers game is it? Otherwise accountants would make the best publicans! Let's look at the other reasons for taking this category seriously.



## The Spirit of Adventure

I wouldn't want anyone to think that selling spirits is purely a means to an end. In its complexity and enjoyment it's as exciting a category as cask ale. Steeped in history and anecdotes, rich in diversity and nuance, easily accessible for those only wanting to dabble but, like chess, taking a lifetime to master. Even the smallest of bars can have some fun and really challenge both themselves and their customers. Everyone knows a bar that has several malts, but Scotch is well down the list of spirits consumed in most pubs these days.

*"It's not going to cost you a fortune to train yourself and your staff. The spirits industry is falling over itself to help you, usually at no cost to yourself"*

Take a look at the trends and there's been a real growth and understanding of rums over the past few years, but many pubs carry only the bare minimum. If I was to be pushed on a trend for the next couple of years, I wouldn't be surprised to see tequila shedding its reputation and making headlines for all the right reasons.

Nick Griffin



BACARDI BROWN-FORMAN BRANDS  
**TRAINING**  
*Team*

Well-served cocktails appropriate for the venue have been doing incredibly well with the Bacardi Mojito still the biggest seller in many outlets and there's also a resurgence of the Pina Colada. The fact that cocktail sales have remained so buoyant during this difficult period shows that consumers are increasingly seeking out experiences and drinks that they can't get or make at home. The drinks don't even have to be what we traditionally think of as a cocktail, it can also be a novel way of serving them such as the Jack Daniel's mini barrels which are an enormous success (a 50ml Jack and cola in a miniature distillers barrel), or our Southern Comfort Jam Jar serves have also been a massive hit.

It's been clear for some time now that food is a vital part of a large number of On Trade occasions and consumers seek out set or known pricing e.g. Jack

# Ask the Experts

[www.pourfection.com](http://www.pourfection.com)

The  
Training  
Team

**As the UK's leading supplier of premium spirits, the team at Bacardi Brown-Forman have the measure of the market with all its challenges and opportunities, so we asked On Trade Sales Director Oliver Berney to share his insight into the trends that can help pubs and bars delve into the world of spirits**

**Q. How has the trade performed over the last 12 months?**

There is no question that the last 12 months have continued to reflect the tough economic environment with the more traditional sectors taking much of the pressure. However there are some reasons for optimism as many short term measures are suggesting things may be improving.

**Q. What trends are influencing consumer purchasing?**

Those customers who have differentiated their offer, either through quality, value or service, are growing sales despite the market conditions. For spirit drinks in these outlets this means retailers who have moved to finished drink pricing for branded drinks e.g. Bacardi and cola for £2.99. This is clear and represents good value. The combination of a trusted, authentic brand at a known price avoids 'bill shock' and gives consumers the reassurance to order and spend. A lot of our customers have also been offering a 'same for less' or 'better for the same' promotions e.g. a regular G&T for £2.45 down from £2.99 or a Bombay Sapphire and Tonic for £2.99 - the price of a regular G&T previously.

and a burger for £5.00, which competes strongly with the Off Trade's "meal for 2 for £10" promotions. Reassuring consumers that they can be certain not to exceed their current disposable funds gives them the confidence to go out and spend a little rather than stay at home and spend nothing.

**Q. What are the new drink serve trends?**

We recently ran a Trends workshop/seminar in Chamonix for operators from all over Europe to discuss exactly what the new drinking trends are. This gave us some very interesting insights into what people are drinking and how they influence the way bars operate. It showed that people are still going out when they are offered experiences they can't get at home.

The rum driven Tikki culture is gaining momentum as a way of bringing some of the fun back into drinks and drinking, with Tikki influenced bars opening around Europe.

We have noticed more use of vermouth as part of a trend towards drinks that are lower in calories than beer and wine; this is an area where spirits have an advantage. Many bars are promoting shared drinks as they add to the overall experience their guests expect. The Mojito is still massively popular and will be for the foreseeable future

**Q. What is BBFB doing to help the trade?**

The key to pubs and bars being more profitable is to offer a better service and excite their customers. The BBFB website [www.pourfection.com](http://www.pourfection.com) has a number of different solutions to help the trade become more profitable; our GP calculator allows all

operators the chance to see how much profit they are making or can make. We have the Create a Menu system that provides either bespoke or pre-designed menus for operators; menus are a valuable tool that can encourage customers to increase their drinking repertoire. There are also guides to delivering the Perfect serve, a cocktail database and how to get the most from your bar staff



We've undertaken an enormous amount of research into what retailers can do to remove some of the barriers to spirits purchases (often the most profitable part of their wet sales mix) e.g. finished drink pricing, drink menu layout including images of the type of glass the drink will be served in, to give particularly male consumers confidence they aren't going to get a drink that sends the wrong image for them. All this research has been integrated into our Category Vision which we are sharing with the trade now.

We've rolled out a number of other initiatives such as digital in-bar media which shows consumers how drinks are made, whetting their thirst and reassuring them of the contents of the drink and how it will look when made. Some of the sales uplifts for these drinks have been exceptional at over 900%.



We are currently trialling a number of cocktail machines which allow outlets to serve freshly made cocktails such as the Bacardi Mojito by simply pushing a button or pulling a lever. Although these are currently still on trial the early indications are very positive.

#### **Q. What's new from your Training Team?**

We have recently launched our own Training Team section as part of Pourfection.com (log onto [www.pourfection.com/trainingteam](http://www.pourfection.com/trainingteam)) as a resource for all members of the drinks industry. As we are dedicated to increasing the knowledge and skills of all bar staff there are training videos, all our courses and their content, loads of articles covering our insider guides to spirits and cocktails, drink of the week and much much more.

We'll continue to run training road shows next year with a new format and will hold more open training courses for bartenders, managers and operators as well as brand programmes Build Belief and Friends of Jack. See the website calendar for up and coming training courses which can be booked on line. You can also follow us on Twitter and Facebook

#### **Q. What are your three top tips for publicans and bartenders?**

Treat every customer as they were a guest in your own home

Follow the perfect serve for every drink you make

Enjoy yourself and your customers will enjoy themselves as well

#### **Q. Can you give us a flavour of what BBFB will be focusing on in 2012?**

The focus on building premium bar call spirits will remain. We will continue to invest heavily in the On Trade in order to achieve this. We are also about to launch some incredible ready to serve original cocktails that mean great pubs and bars who chose not to make cocktails can now serve fantastic cocktails in superb packaging straight from the fridge.





# No Train, No Gain

**Spirits  
Spirits  
Training**

If training is the key to shaking up your spirits and stirring your staff into working the bar and not just behind it, where can busy operators turn to for inspiration and help? We asked Tom Sandham of Dwink to find out

There was a time in the bar industry when the word 'trainers' would've meant a pair of Nikes. And that time was only 10 years ago, because, although they have the ability to be the top scorer on any bar's team, when it comes to spirits training, the industry has been on the bench for a long time.

Fortunately a re-birth of cocktail culture, London's status as the mixed drinks capital of the world, Mojito mania and the demand for better drinks even in mainstream venues, has inspired a thirst for more knowledge. And while it obviously takes a bit of time, it seems the industry is finally on the ball.

Of course, the WSET offers comprehensive spirits training, but most would argue there needs to be more at this level. Compared to wine it's still woefully short, which is why the brand owners have taken on the job of supporting and educating bar professionals themselves.

## BBFB Believes in Bars

Bacardi Brown Forman Brands (BBFB) is at the forefront of this development and believes it has a responsibility not just to promote its own brands, but spirits in general.

The Pourfection website not only gives background information on all spirit categories, it is full of tips, recipes and business advice including GP calculators and templates for cocktail menus.

In addition, BBFB's hugely successful Training Team consists of some of the stars of bartending and, through educational road shows and in depth ontrade training days, it has had a huge impact on bar professionals.

"The training we do is incredibly worthwhile," says Alex Turner, a former bar professional with an enviable CV who now heads up the BBFB Training Team. "People who have experienced what we do have noted a genuine influence on increasing sales and staff retention. The staff retention is particularly important in a business that suffers from a lot of churn, but if you put your bar staff into training we've seen how they feel much more valued, it makes staff feel you have made a real investment in them. It's also very impactful if they get the training while they are working, so they don't have to take time off."

## Something for Everyone

The Training Team can offer something for everyone, from pubs up to premium bars, taking on everything from the perfect serve of a gin and tonic up to molecular mixology. And with bar professional powerhouses such as Ben Carlotto, Ian McLaren and Ben Reed amongst the trainers, it's no surprise it has made such an impression.

*The Pourfection website not only gives background information on all spirit categories, it is full of tips, recipes and business advice including GP calculators and templates for cocktail menus.*

The team recently held a series of seminars in Chamonix at the Rushmore Group's Clubhouse where they broke down the barriers between bartenders and managers as well as investigating the best ways to up-sell spirits. This exercise alone was a serious commitment to getting the industry talking about training.

The Rushmore Group own a string of award winning bars in London and across the world, and owner Jonathan Downey is an advocate of staff training at every level. Throughout the group, which includes the Match bars and Trailer Happiness, every member of staff is encouraged to learn about the products they are selling - a perfectly logical but far from universal attitude.

"I always say that the two most important things about any bar are the people who go there and the people who work there" says Downey



### Louisiana Jam

A refreshing cocktail with a twist – it's served in a jam jar, guaranteed to stand out in any bar.

#### Ingredients

35ml Southern Comfort

20ml lemon juice

20ml apple juice

2 bar spoons of apricot jam

8 mint leaves

15ml sugar syrup

Method: Place mint leaves into the jam jar and gently muddle, place remaining ingredients into the jam jar & half fill with crushed ice, put the jam jar lid on and shake vigorously. Remove the lid and top up with crushed ice

Glass Jam Jar

Garnish lemon wedge & sprig of mint

## Raise the Bar

"If you own or run the place but you're not there all day and every day, doing everything by yourself, then you're going to need some help. That's where training comes in and it's the most important thing you can do today"

He also has shares in an urban pub in Greater Manchester and believes that the same principles apply in pubs as they do in bars.

BBFB is by no means unique and are not alone in their mission to raise standards across the industry, and another giant of the spirits world, Diageo, has been raising the bar in spirit service for decades.

Raise the Bar was created in support of the Finished Drink programme, which focuses on educating licensees and bar staff on how to create perfectly served spirit and mixer drinks and communicate the offer in their outlets to help drive sales.

*"People who have experienced what we do have noted a genuine influence on increasing sales and staff retention... if you put your bar staff into training we've seen how they feel much more valued"*

"Raise the Bar is a customer engagement programme for the on trade," says Andrew Leat, senior category development manager. "It's designed to help licensees and their staff deliver the best possible service and serve to consumers."

The commercially based training is delivered by our dedicated Raise the Bar teams using a process called EDIC - Educate, Demonstrate, Imitate and Consolidate. Interactive one hour, two hour or full day sessions provide licensees with the appropriate tools and knowledge to help them deliver a great experience for their customers in outlet."

### Lynchburg Lemonade

Tangy, light and very easy to consume. Benefits from the sour mash edge of the Jack Daniel's whiskey

#### Ingredients

25ml Jack Daniel's

25ml Cointreau

15ml sugar syrup

14ml lemon juice

dash Angostura bitters

Method: Fill hi-ball glass with ice, add Cointreau, Jack Daniel's, syrup, juice and bitters. Stir well and garnish with lemon wedges

Glass: Highball





## Mixxing with the Masters

Maxxium's Mixxit team has been a huge success with bartenders and the presence of someone like Wayne Collins, who is a regular face on the BBC's Something for the Weekend, really helps promote their training.

But Wayne is not just a TV star, he's served a good few years behind bars himself, and has firsthand knowledge of the challenges of working with customers in a busy bar.

Together with another bartending legend, Andy Gemmell - whose hands on experience ranges from pot boy in his uncle's pub to running bars in the UK and abroad - and the talented Patsy Christie who has recently joined the team from Canada, they have taken training to new levels in the on trade.



## Inspiring a Passion

The three Mixxiteers head up a national sales force, every one of which is able to give training on site. This three tiered programme focuses on categories rather than brands, with levels to suit every style of outlet and every level of expertise, and aims to inspire the creation of quality mixed drinks and cocktails. With a passion and belief in consistent quality the team urge bartenders to ensure that every drink is perfectly made, but are at pains to impress on everyone that mixology is no replacement for simple customer service.

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*"The team urge bartenders to ensure that every drink is perfectly made, but are at pains to impress on everyone in the industry that mixology is no replacement for simple customer service"*

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The programme is also backed up by an accessible website that offers comprehensive tips and videos to help bartenders through the mixing process.

As well as up-sell opportunities, spirits brands have learned to appreciate the passion that training can ignite in bar professionals. A recent training session on Maxxium's Sauza Tequila demonstrated the enthusiasm for learning amongst bartenders.

It helped that Tomas Estes, one of the foremost voices on the category, was running the session and with Maxxium's Wayne Collins also chipping in with views on cocktail heritage it was always destined to be fascinating. But what proved most inspiring was the view from Tomas that the UK has the best bar scene in the world right now, largely due to the bartenders' desire to learn.

# Raise the bar with mixxit® training



Wayne Collins



Andy Gemmell



Patsy Christie

Today's consumers are more discerning than ever. They demand quality drinks, a welcoming atmosphere and value for money, so ensuring your staff have the right level of training to exceed customer expectations has never been more crucial.

At **Maxxium UK**, we are passionate in our belief that every drink can be perfectly created. To bring this belief to life we created **mixxit**, an educational training initiative, which aims to inspire, influence and captivate the trade to make delicious mixed drinks and cocktails.

## KEY PRINCIPLES AND BENEFITS OF MIXXIT TRAINING

- Training programme devised by internationally renowned mixologist, Wayne Collins
- Free of charge
- 3 levels tailored to the needs of the outlet, delivered in outlet
- Category Led
- Available country-wide
- Delivered by highly skilled Maxxium sales force or mixologists
- Repeat visits on each category
- Useful leave behind tools

## CASE STUDY

### Woody's Bar, Northwood Hills - a 25% uplift in spirit sales

Woody's bar hoped to develop its cocktail offering and increase its spirit sales. In consultation with the manager, Natalie, it was agreed that the **mixxit** training would focus on creating a quality cocktail and simple mixed drinks offering and train the staff to be able to serve them.

Woody's bar has taken on a new lease of life since the training, having completely revised its drink offering. The trainer took the team through the basic principles of mixing a drink, guided them through the flavours and mixed drinks families and showed them how spirits are the building blocks of the art of cocktail-making. Over six months on, Woody's reported an increase in female drinkers, a 25% uplift in spirit sales and a more fulfilled team. Natalie says: "*The training has helped us take our business in a new direction. The customers love it.*"

**mixxit** training, which is delivered free of charge by Maxxium's national team of brand development managers, can significantly help to improve your business. For more information, please e-mail [mixxit.uk@maxxium.com](mailto:mixxit.uk@maxxium.com). For ideas and inspiration visit [www.mixxit.co.uk](http://www.mixxit.co.uk) and click on **You've Been Trained** to find more examples of how **mixxit's** sales team has helped increase trade for other customers.

For more **liquid inspiration** log onto:

"I went along to see Tomas talk because I want to learn more about tequila," says Jack Pinnington, who manages the multi award winning Raoul's bar in Oxford. "We were learning about a specific product in Sauza's Tres Generaciones, but we also got a chance to pick up new information about tequila. You attend these sessions because you can always learn more, even if you've been behind the bar for years like me."

***"By training staff you are giving them with the tools to tell a story that may be the factor to inspire a customer to buy one product over another"***

Other examples of this passion for learning can be found at the Match Group where the group's head bartender Alex Orwin organises the First Tuesday training session. The long-running regular sessions invites guest speakers to talk to the group's bar staff on all categories with a test for attendees afterwards.

### The New Brand Plan

As new brands hit the market the significance of decent training becomes ever more evident, a reality Beefeater embraced when it launched Beefeater 24. Dan Warner has travelled the UK and indeed the globe to train bar staff on the new addition to the Beefeater portfolio and gin in general.

"In my experience great bartenders are great story tellers and entertainers as well as hosts and drinks makers," says Dan. "The stronger your knowledge the better equipped you are to tell entertaining stories. By training staff you are giving them with the tools to tell a story that may be the factor to inspire a customer to buy one product over another."

Competitor Hendricks Gin meanwhile has built a global following from heading into bars and talking directly and in the first instance almost exclusively to bartenders. William Grant wanted to target the best bar staff in the world because they know a decent bartender can influence the customer choice if they're armed with comprehensive knowledge. And it helps that in Xavier Padovani they've found a global brand ambassador who can communicate a passion for the product and the category.

"Brands have a responsibility to share with the trade every single piece of information on how the brand is made technically speaking," says Xavier. "When bartenders know exactly how a product is made they are way more comfortable about selling that same product and can actually educate the consumers. Spirit training and knowledge should ideally inspire bar staff in such a way that it builds their confidence when talking the products up and indirectly educates the consumer on category."

### Specialist Subjects

Mangrove is amongst the more specialist spirit distributors out there, but Dion Rowntree, spirits specialist at the company, shares the views of the more mainstream operators such as Diageo, BBFB and Pernod/Chivas.

"It is also valuable to educate staff how the product fits into its category," says Dion. "Comparative tastings are useful. This adds more value for the venue and the supplier shows that they have confidence in their unique product. Knowledge gives staff the ability to push or up-sell products. This is really useful in giving the staff confidence in their house spirits and cocktails, ideas about which components may work in creating drinks with certain products and reasons to up-sell from the back-bar."



**Alex Turner has had his finger on the pulse of the spirit world for many years, and The OnTrade Preview asked him to point it at the trends he believes will stir the soul of pub and bar goers**

The cocktail revolution is in full swing and more and more consumers are switching on to the refreshing options afforded by mixed drinks and spirits. Cocktails give bars an opportunity to showcase their skills and service and emphasise the differences between themselves and the competition. The challenge for the on trade is to respond to the key trends in drinking culture in order to stay ahead of the crowd.

Those trends are different depending on the sector of the trade in which bars operate but in general there are a few which are worth everyone taking notice of.

### **Skinny Drinks**

Drinks for the calorie conscious are not a new thing...low calorie soft drinks were first introduced in 1952 but it wasn't until the 1960s that it took hold of the drinking world both mixed with spirits and without. Now people are looking to skinny drinks as a 'guilt free' way of having a drink with their friend without worrying about the calorific content as they may do with beer and wine. Drinks with low GI sugars such as fructose and agave syrup, the use of chilled fruit teas as mixers and the revival in the cocktail market of the Vermouth category are all key factors in the success of the Skinny drink.



# **Turner's Trend Watch**

### **Sharing Drinks**

The shared drink is no longer just the preserve of a bottle of wine between a group of friends. The excitement and energy which cocktails can bring has transformed the sharing occasion into something fun and chat worthy with bars using unusual vessels and bar room theatre to bring the moment to life.

The experience of bars who try unusual sharing options, (we've seen pirate treasure chests and gramophones, 1970s fruit shaped ice buckets and mini tin baths) is that when they serve one, there is a flood of orders at the bar as people rush to be a part of the action.

### **Food Occasions**

The grape has long been the dominant player at the dining table but people are increasingly conscious of the number of units of alcohol involved in sharing a bottle of wine or two between friends. At the same time they are also having their eyes opened to cocktails such as the Daiquiri or Aviation which have the crisp dry finesse of any Sauvignon or the Manhattan with all the richness of a New World Shiraz.

Recognising these trends is only half of the job. Communicating them to the great British public is another. Some drinking habits are generations old and are steeped in family and community tradition as well as being entrenched in the palate. The key to this is effective communication and not trying to force an inappropriate offer on to a hostile audience. Pink drinks in Martini Glasses are unlikely to go down well in working men's clubs of Yorkshire whilst drinks served in pineapples won't sell in the lobby bar of a 5 \* hotel.

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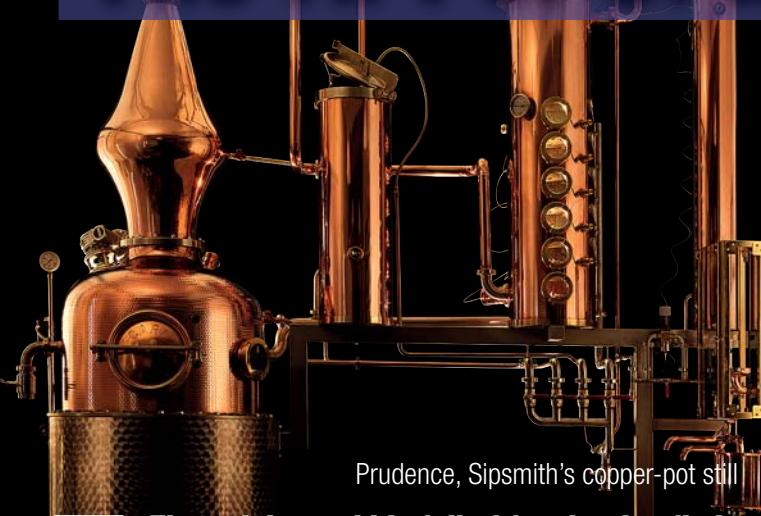
*"Pink drinks in Martini Glasses are unlikely to go down well in working men's clubs of Yorkshire whilst drinks served in pineapples won't sell in the lobby bar of a 5 \* hotel"*

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Equally important is that the drinks suit the skill set of the staff in the outlet. Not writing cheques the staff can't cash is the key to success and being able to make the cocktails quickly when under pressure is imperative. The way to do this is through effective training so that everyone knows what to recommend and how to make it.

Alex Turner is Head of Product Training & Mixology at  
Bacardi Brown Forman Brands

# The Art of Craft



Prudence, Sipsmith's copper-pot still

**H  
and  
Crafted  
Spirits**

## **The spirit world is full of fascinating finds and delightful discoveries, but one of the biggest surprises was the recent opening of a distillery in Adnams' Sole Bay brewery**

Perhaps it shouldn't have come as a bolt from the blue, as the seaside brewer has long been a pioneer in the traditional world of family brewers. From green initiatives and the ground breaking Beer from the Coast advertising campaign, through to creative brewing of world style beers, this corner of Suffolk is known for thinking outside the barrel

Tapping into the zeitgeist, as drinkers consume less but better and seek out local products with provenance and authenticity, Adnams' spirits will join the select but fast growing range of hand crafted spirits that were once the preserve of the super rich in style bars but are now being discovered by discerning drinkers in all walks of life

The distillery, built in the brewery's copper house, will produce handcrafted artisan vodka, gin and whiskey - although we'll have to wait 3 years for that as it is currently maturing in oak casks.

Chairman Jonathan Adnams said: "We are proud to add distilling to our expertise. Small scale distillation produces spirits of a quality and character that far surpass mass-produced products. The addition of a small distillery to breweries is not uncommon in mainland Europe, but I believe we are the first brewery in the UK to brew beer and distil spirits on the same premises."

Another first - or at least for almost two hundred years - is the creation of a new distillery in London. Once considered the spiritual home of gin, the city had over 40 distilleries at the end of the 18th century, but most London Dry is now made elsewhere and the term describes a process not its provenance. The last couple of years have seen something of a renaissance and the art and craft of distillation has returned to the capital thanks in no small part to the team behind Sipsmith.

The Sipsmith distillery itself may be new but its genealogy is alcohol aristocracy. Built in the Hammersmith office of beer and whisky connoisseur, the late great Michael Jackson, the building was previously a micro brewery, and both Sipsmith London Dry Gin and Sipsmith Barley Vodka were created by spirit guru and drinks historian Jared Brown

The spirits are distilled by hand on a unique 300 litre copper-pot still, affectionately called Prudence, just a few hundred bottles a time. This 'small-batch' process delivers stunning products that are smooth, full of character and have true intensity of flavour.

Since the first batch in 2009, the spirits have already won 10 international gold and silver medals, including Golds at the San Francisco World Spirits competition and Spirits Business Gin and Vodka Masters. They also scooped Best UK Food and Drink Newcomer 2010 by Observer Food Monthly

"From the fantastic response to our product from both trade and consumers, there definitely seems to be a real interest in hand-crafted spirits which tell a story" says co-founder Fairfax Hall "We believe that people today are far more conscious about what they consume and where it comes from than ten years ago. It seems only natural this should apply to spirits as well as food, which paves the way for small artisan distillers. Ultimately though whilst it is the provenance and the story that first captures the imagination, the product quality has to be there to back it up"





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# The Spirit of Geronimo

## Spirit Movers & Shakers

**Don't know if you've heard, you probably have, but times are have been a tad tough in the ontrade of late. Hundreds have shut their doors in the last year and positive pub-related tales have, like a lazy stingray that can't swim, been a bit thin on the ground.**

Yet amid all the doom, behind the reams of bad news and bad mouthing of boozers, there are some on-trade operators who are outperforming expectations - coaxing folk off their sofas, cajoling punters away from the supermarkets and luring people back into their local. The Geronimo Inn group, which owns 12 freehold and 16 leasehold pubs located in Central and Greater London, is a case in point.

Set up in 1995 by chief executive Rupert Clevely and his wife Joanna, Geronimo Inns was named as Pub Company of the Year at 2009's Publican Awards and in 2010, having purchased several pubs from Punch, the group's gross profits rose by nearly 40% to £2.5m.

### Distinctively Different

While being in London, an area more immune to adversity than most, has certainly helped, there are things that Geronimo do which are a bit different. It decks out its venues in distinctive décor and there aren't many pub companies who order whole cow carcasses rather than individual cuts of beef and encourage chefs to use it all - from filet steak to bone marrow.

Geronimo has adopted a similarly innovative approach with regards to spirits. Often an afterthought among more traditional pub

companies, the back bar has become a big part of what Geronimo does and spiritual enlightenment is key to staff education.

Each new recruit is given a spirits education manual on arrival and "buddied" with an experienced bartender

This is followed by a training day, entitled the "Geronimo Way", in which spirits education and spirits service are key

In "Sunday Communion" sessions, staff are urged to explore new ways of upselling spirits – be it pairing it with food or offering it as an aperitif or digestif.

And then there's the regular 'Geronimo Love Inn Club' where staff can sip and sample new spirits.

### The Olympic Spirit

In autumn 2010, Geronimo also hosted its own Bloody Mary Olympics where staff were tasked with creating the perfect Bloody Mary and coming up with a snack to complement it. Everything from wasabi to Guinness and beetroot juice were used in twists on the classic cocktail, while the accompaniments ranged from filo pastry to vodka-marinated crayfish.

*"The guys that went out to Cuba are spreading their knowledge through the company via a series of training sessions. They're like missionaries"*

In association with Havana Club rum, Geronimo also flew two of its staff over to Cuba, home of both the daiquiri and the mojito, where they worked shifts at the world famous Floridita bar in Havana. As part of an exchange initiative, a pair of Cubans will be coming over to the UK to work in a Geronimo pub.

## Missionary Position

"Training is very important to us. It's about passion as much as education though," said Rupert Clevely, Geronimo Inns' chief executive. "The guys that went out to Cuba are spreading their knowledge through the company via a series of training sessions. They're like missionaries.

"Spirits education and training is improving, it's a lot better than it used to be, but the trade can do more. There's always room for improvement."

***"In the ontrade, you can't afford to be anything less than open-minded and opportunistic.  
But if you're going to do something,  
you've got to do it right or not do it at all!"***

Rupert admitted the Cuban trip is part of a wider commitment to spirits and expanding beyond mere long drinks like a G&T. "What we're looking at is cocktails," he said. "Cocktails will, one way or another, play a much bigger role in pubs in the future"

While Rupert conceded that, in the past, getting cocktails right in pubs has been a challenge, he believes that pubs can be just as good as bars when it comes to cocktails. "In the ontrade, you can't afford to be anything less than open-minded and opportunistic. But if you're going to do something, you've got to do it right or not do it at all," he said. "It's all very well serving gin and tonics but cocktails offer an extra dimension to what a pub can do.

"The barrier has always been time and education but with later opening hours and with food playing a greater role, there's no reason why pubs shouldn't be able to offer four or five cocktails that are easy and quick to make and delicious to drink."

Such lofty cocktail ambition owes much to the stimulation of the spirits category. "In the past, spirits were part of an everyday offer but they weren't something that pubs overly focused on," added Rupert. "Not least because pubs were only working with a few brands and there simply wasn't the choice to get invigorated about.

"But in the last few years, the spirits category has changed enormously and there is so much choice. There's better quality in

the bottle, the packaging is better, there's an enormous amount of innovation and differentiation within each individual category.

"It's not something that the on-trade is inventing, people are doing it at home. I went to a friend's house this weekend and they had four gins on their drinks trolley – it used to be just Gordon's".

With a wider range of brands, there's more to learn and staff training becomes even more crucial. "Staff training is obviously key and an important part of the business but when a category is exciting, when the brands are being innovative in the way they market their products, the staff are all the more enthusiastic and there's an appetite to learn more. When there's nothing happening in spirits, it's difficult to inspire staff. Understandably, things can be a little apathetic."

At The Elgin in Ladbroke Grove, Geronimo has transformed a genuine gin palace into a pub that specialises, rather aptly, in gin. There are approximately 40 bottles of gin sitting on its shelves and the vast Victorian pub will soon have its own "gin hero" so that, in addition to staff knowledge, there's someone there who can really talk consumers through the different gins and spread his expert advice.

***"Staff training is obviously key, but when a category is exciting, when the brands are being innovative in the way they market their products, the staff are all the more enthusiastic and there's an appetite to learn more"***

"Rum, gin and vodka are all looking extremely exciting," said Rupert Cleverly. "Gin especially so – it wasn't long ago that gin was a dying breed but it's now coming back very strongly and while vodka remains very strong, it doesn't have the same consumer affection or affiliation with British culture that gin does."

And then, of course there's the rather tasty margins to be had. "It makes a lot of sense financially, the margins on spirits are high and, of course, we've got to be profitable as a business in order to pay people well and attract the right staff," added Rupert. "But it's not just about that, that can't be the reason for focussing on the category. Having a broad range, an eclectic choice, is what customers demand and are willing to pay for."





# The Joy of Rum

**Rum Business**

**Rum is hot stuff right now, there's a real buzz about it and a lot of pubs are missing out on the excitement - and the profits, says Pleasure Group's Nick Griffin, owner of the multi award winning St James pub in Brighton**

Rum is by far the most versatile of all the spirits we sell throughout the group, with the greatest variety. Whatever the mood, whatever the need, there are rums for everyone, from light white rums through luscious gold rums to dark navy rums, with all the fun that comes with spiced rums thrown in for good measure.

The St James stocks 80 different rums, and although some sell better than others, none of them gather dust

With such variety, and the growing confidence of the consumer and their desire to be more adventurous in their choice, it's no surprise that rum is enjoying its moment in the sun.

An apt expression, this summer everywhere I looked people were sipping their Mojitos - not sure where the sun was though!

## Rum Running

So what is rum? It is made from sugar cane molasses or juice, using techniques similar to that of whiskey - adding yeast to the sugar wort to start fermentation, and then distilling it, before resting in wood casks.

Rum has its origins in and around the Caribbean, and its history is tied to sugar, colonialism and slavery. But its current popularity is thanks to its association with fun, romance and adventure.

We're all familiar with the old favourites, Bacardi, Captain Morgan Lambs and Woods, and most pubs will carry a spiced these days, either Morgan's Spiced or the new kid on the block Sailor Jerry.

Most pubs don't venture much beyond this and it's a real shame and a missed opportunity, there are some stunning rums out there just waiting to be introduced to your customers. And if you have a good selection everyone can see you've done a bit of exploring yourself and know how exciting the category is; it gets them talking, and wanting to experiment for themselves - with you and your staff to guide them

You don't need to be a connoisseur, just know a few basics about each one you stock - and if you and your staff have tried them you can give your personal recommendations. At the St James we run a monthly rum club which all the staff are encouraged to attend and we often have a supplier down to talk about their products

So let's get a taste for some of the styles you may wish to try as a starter.

## Cuban and Latin American

These rums are light and delicate, the perfect ingredient for making the drink of the moment: grab a handful of mint leaves, some lime juice and a bit of sugar and you have all you need to make a refreshing mojito.



Simple to make and a great drink that your customers will love - and between you and me, so will your bottom line!

Bacardi is by far the most famous of this style, and the classic white is the best known member of a family that includes Oro, a golden rum that can also be used for Mojitos and other mixed drinks, and the 8 year old Reserva.

Another celebrity rum is Havana Club, which has a much larger family, ranging from the basic level Blanco to the super premium Máximo Extra Añejo

## **Barbados**

Bajan rums are soft and balanced and considered easy drinking. Rich, mellow, & aromatic they're a good place to start a newcomer to the rum trail. Examples include Cockspur and another rum I'm starting to see plenty of these days - Mount Gay. The oldest rum brand in the world, and if you like that one, consider trading up to Mount Gay XO (Extra Old). Trust me, you won't be disappointed.

## **Demerara**

No back bar should be without a Demerara rum. Nearly all are! All true Demerara rums come from Guyana, on the North East tip of South America. These rums are subtle and soft in style and perfect for sipping or mixing. A favourite of mine is the El Dorado range. The five year old is a great price for such quality and the older rums in the stable are still fantastic value if you want to raise your game.

## **Rum Styles**

The definition of rum is a spirit distilled from sugar cane by products, with a minimum abv of 37.5%. Within the category are several different styles

### **White or Silver**

Clear, colourless, and light, used as a base for cocktails and mixed drinks.

### **Gold or Oro**

Sweetish smoother rums that get their colour through aging in oak barrels, sometimes with added caramel.

### **Black, Dark or Navy**

The traditional rum style, full bodied, deeply aromatic, caramel frequently added, and aged in heavily charred barrels.

### **Aged or Añejo**

Deep amber to mahogany colour, can be aged up to 30 years, although 15 to 20 is considered the optimum period.

### **Single Barrels**

Unblended rum from a single distillery, rare, expensive and very special

### **Overproof**

White rums over 57% abv - a popular ingredient in punches

## Jamaican

If you are looking for the Islay Malt of the rum world then turn your attention to rums from Jamaica, these rums are dry and fruity on the palate and a real mouthful in the best possible way. They may take some getting used to but they are well worth the effort. One easily available and that never disappoints is Appleton VX. Check it out.

## Bermuda

I can't write an article on rum without mentioning my personal dark rum favourite. Bermuda's oldest business, Gosling's Black Seal rum is considered the "Spirit of Bermuda". A dark, rich rum with vanilla and caramel flavours, Black Seal is great over ice but for a real treat this is the only rum you can use to make a "Dark 'n Stormy".

Sounds difficult? Not at all, just top up with ginger beer and garnish with lime. Easy to make - amazing to drink.

## Agricole

Rhum agricole is made on the French Caribbean islands and produced from fresh sugar cane rather than molasses. These rums have a vegetal taste with a slight sweetness, but lack the treacle taste of other categories of rum.

Often aged in French Oak casks, similar to bourbon, which imparts a spicy edge to the rum. It's not for everyone, but a category to think about once your customers start to appreciate your range. Check out Trois Rivieres, or Barbancourt for great examples of agricole rum.

So we've done a whistle stop tour of the Caribbean and still only scratched the surface. Part of the joy of rum is discovering your own favourites, doing your own research and having the satisfaction of recommending amazing rums for your customers to indulge in. Go on give it a go, it'd be a rum old world without a drop of rum!



## Rum Facts

### Rum Words

The word rum predates the creation of the spirit, and originally meant fine, excellent. In the 16th century a "rum doxy" was a handsome whore while "rum booze" is defined in the Oxford English Dictionary as "good liquor". Easy to see how the spirit got its name, but no one knows how the word came to mean something odd or bad - but the same happened in reverse with wicked in recent years.

### Tropical Ageing

The constant heat in Caribbean countries means that rum ages three times faster than European spirits, which makes a 7-year-old rum the equivalent of a 21-year-old Scotch!

### The Colour of Rum

Dark and golden rums get much of their distinctive colour from the aging process, which takes place in barrels previously used for bourbon, in plentiful supply since it is illegal for bourbon producers to use second hand barrels. White rums are also aged, but the colour is removed through charcoal filtration.

### The Angel's Share

The porous barrels mean that up to 6% of the liquor can be lost annually during the aging process, and this is called the angel's share. The Jamaican term is duppy's share, a duppy being a ghost.

### Blending

Rums are blended from a mix of styles, ages and types, and some also have caramel added to improve the colour, taste and aroma. They are then reduced to bottling strength with water and left to 'marry' together.



# The Spirit of BACARDI



Original BACARDI distillery



Don Facundo Bacardí

The world's first premium aged white rum

4th February 1862, Santiago de Cuba, Cuba.

Don Facundo Bacardí Massó created the ultimate mixable spirit designed to neither dominate or disappear in a drink. It has inspired cocktail pioneers ever since.



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It seems to have worked. Drake retired a rich man, but his drink stayed on in the Caribbean and remained popular over the next 300 years.

Nowhere more so than in Havana, where it was held to be the best defence against yellow fever and cholera.

*"Descended from the Draque, a health potion prescribed to his men by privateer Captain Richard Drake as far back as the sixteenth century"*

### Evolution of a Classic

At some stage the Draque evolved and became the Mojito, gaining glassware, crushed ice and soda along the way. No-one is quite sure when this happened, though renowned drinks writer and historian Dave Wondrich states that it must have been sometime after 1862, the date at which Don Facundo Bacardi created BACARDI Superior rum.

# Mojito's Mojo's Working

**the  
Mojito**

**Crafted with a touch of theatre at the bar, blessed with the fresh aromas of light rum and mint, and with a perfect balance of sugar and lime, it is no wonder that the Mojito has captured the imagination of consumers on every sensual level. It is generally acknowledged to be the most popular cocktail in the world at the moment, a testament to the appeal of its light, refreshing, eminently drinkable style.**

The Mojito sounds exotic, carrying with it a sense of afro-caribbean magic, and yet its flavours are simple and accessible; rum, lime and mint. It is neither overtly masculine or feminine, is served in a regular highball glass - and James Bond drinks them, you can't go far wrong with that.

So when and where does it come from? Whilst there are some who maintain that it is a Cuban version of the Julep, it seems most likely that it is descended from the Draque, a health potion prescribed to his men by privateer Captain Richard Drake as far back as the sixteenth century. Drake combined lime juice to protect his men from fever; mint to aid their digestion; sugar to give them energy; and aguardiente, the rough, raw cane spirit of the islands, to keep their bloodlust up.

This date marks a key turning point in the history of rum and cocktails in general. What Don Facundo did was to revolutionise not just how rum is made, but how it is consumed and by who.

Unlike the other rums of the time, which were inconsistent, fiery and rough to taste, and generally only consumed by the lower orders of society, BACARDI rum was light and smooth with a subtle complexity of taste that appealed to those with a sophisticated palate.

*"It was this unique style and complexity that inspired cocktail pioneers in Cuba and subsequently around the world to create an entirely new style of cocktail: crisp, citrusy, refreshing drinks, like the Mojito, the Daiquiri and the Cuba Libre"*

It was this unique style and complexity, a result of Don Facundo's secret process of parallel distillation, barrel maturation and charcoal filtration, that inspired cocktail pioneers in Cuba and subsequently around the world to create an entirely new style of cocktail: crisp, citrusy, refreshing drinks, like the Mojito, the Daiquiri and the Cuba Libre, and that appealed to everyone. As a result, Cuban rum, Cuban cocktails and Cuban bartenders became the envy of the world, setting the standard wherever they were found.

## 7 Simple Steps to the Perfect Mojito



**Step 1** take a handful of 10-12 mint leaves, slap them in your hand to bruise them, rub them around the rim of a tall glass and drop them in

**Step 2** freshly squeeze 15ml of lime juice into the glass (top tip: using juice rather than muddled wedges avoids the unwanted bitter oils from the skin)

**Step 3** add two heaped barspoons of caster sugar (top tip: caster sugar is what was used originally in Cuba, dissolves quickly, and gives the drink a delightful sherbety texture)

**Step 4** half fill the glass with crushed ice and use the flat end of a bar spoon to churn the contents vigorously for 5-6 seconds

**Step 5** fill the glass with crushed ice and add 50ml of BACARDI Superior rum and a small splash of soda water

**Step 6** stir quickly to mix all the ingredients

**Step 7** top the glass with a 'crown' of crushed ice and add a mint sprig for garnish (top tip: place the straw beside the mint garnish to enhance the impact of the aroma when drinking)

### Mojito Magic

As for the name; there is a Spanish word *mojo*, meaning sauce, and another, *mojar*, meaning to wet, and then there is the West African word *mojo*, meaning spell or magic. So a Mojito is a little bit of magic that wets your whistle and adds a little spice to your night!

The earliest written recipe for the Mojito, from *La Ley Mojada* by Pedro Chicote, a Spanish bartender who worked in Havana during the 1920s, confirms that BACARDI Superior rum is the original and authentic choice for a Mojito, and also that there is not, and never has been, any vodka in it! The Mojito was born to refresh thirsty drinkers in the seductive warmth of the Caribbean; the bone-aching chill of the Russian winter has no place in it.

Whilst there is a bit of craft involved in making a great Mojito, it is not the time-consuming, physically draining activity that some make it out to be. Here is a simple recipe to get it right from scratch:

**LA LEY MOJADA**

**MOISES-COCKTAIL**

Prepárese en coctelera:  
Unos pedacitos de hielo.  
Una gotas de curaçao.  
1/2 cuchara de vermut italiano.  
1/2 — de jerez quina.  
Agítense muy bien y sírvase en copa de cocktail.

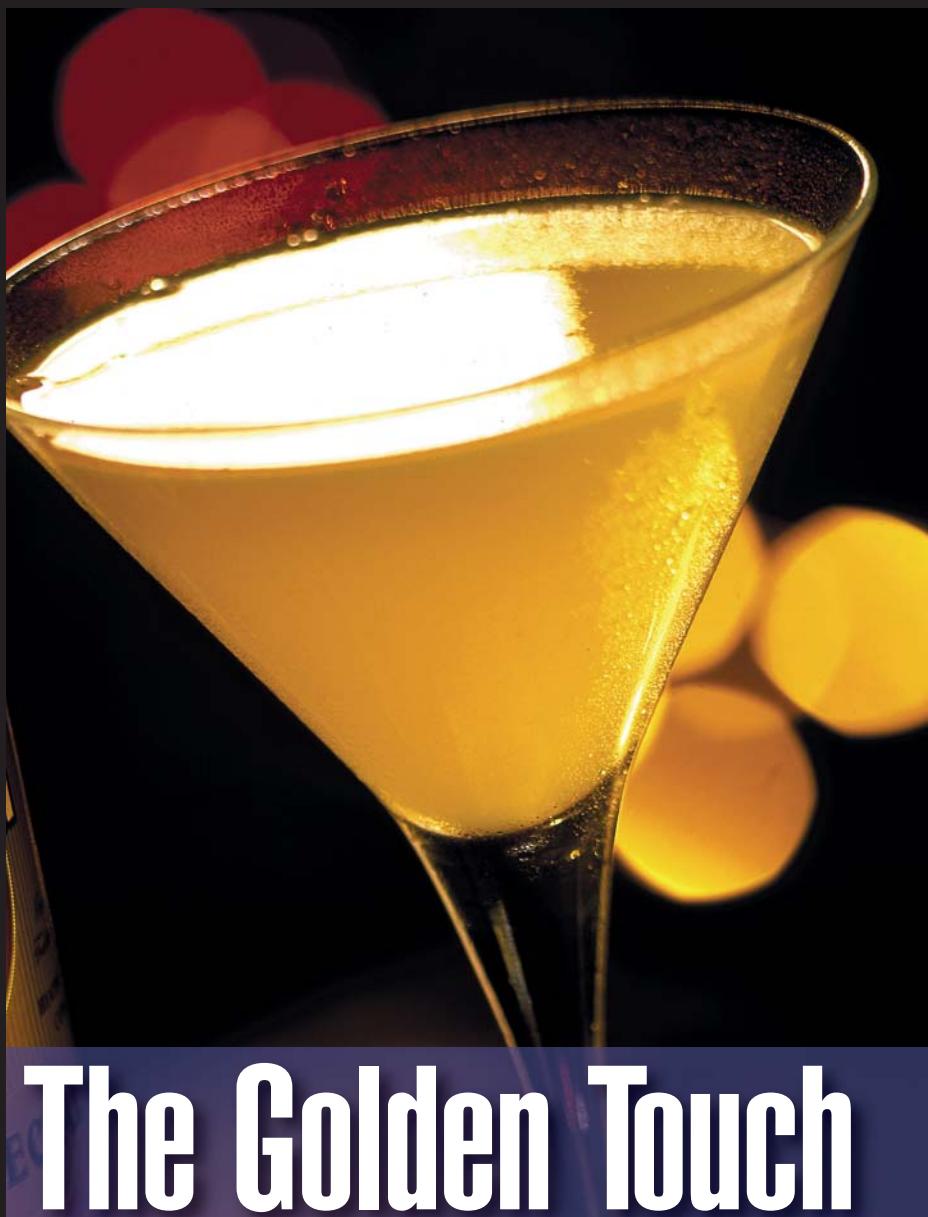
**MONCAYO-COCKTAIL**

Prepárese en vaso grande:  
Unos pedacitos de hielo.  
1 cucharada pequeña de azúcar en polvo.  
1 — — de jugo de limón.  
1 cuchara de leche.  
Unas hojitas de hierbabuena.  
1 copita de ron Bacardi.  
Remuévase con una cucharilla y terminese de llenar de sirope.

**PEDROCHICOTE**

Prepárese en coctelera:  
Unos pedacitos de hielo.  
1 cuchara de jugo de piña.  
1/2 — — de jugo de piña.  
Una gotas de curaçao.  
Agítense y sírvase en copa de cocktail.





# The Golden Touch

**Golden Rum**

**There's a definite gold rush on in bars; as drinkers turn away from the white stuff and explore the darker side of spirits, gold rum is enticing them with good looks, an accessible taste and a brilliant versatility**

Advocacy by a generation of bartenders has seen golden rum sales increase by 14% in the year to October 2010, according to CGA figures. The category

- which includes spiced rum - is now a £100 million+ on-trade market and over half the size of white rum, the traditional base for standard mixer serves like rum and Coke.

James Stocker, marketing controller for dark spirits at First Drinks, whose brands include Sailor Jerry and Mount Gay, says: "Rum is one of the most versatile of spirits which is why it's so popular. It's great as classic cocktails like the Mai Tai and daiquiris at the top-end but the Mojito trend is now filtering down into the mainstream pubs market."

Sue Beck, senior brand manager for the Lambs range at Halewood International, believes that golden rum works because it can be

applied to a number of drinking occasions and drink styles.

"Golden and spiced rum is still key for the on-trade with the category continually growing ahead of all other spirit categories," Beck says. "Much of this growth is driven by simple serves such as cola and ginger beer but many consumers are now venturing into the world of rum through spiced and golden rums in cocktails."

No brand has championed the rum cocktail market as much as Pernod Ricard's Havana Club. Customer development director Dan Reuby says: "Havana Club has developed several perfect serves across its range to provide the on-trade with ideas and inspiration on how to develop their rum offering beyond rum and cola."

## Cola Rules

But 'and cola' remains the number one rum bar call, and Morgan's Spiced is leading the charge here; in 2010 high profile national TV ads and an extensive on-trade sampling programme built on the success of the brand, which had already seen growth of 24% in value and 25% in volume in just 12 weeks at the beginning of the year.

Highlighting the adventurous spirit that is associated with rum and its drinkers, the

ad featured a group of men undertaking a series of tongue-in-cheek adventures on the way to their local bar, encouraging people to find adventure in 'the everyday'.

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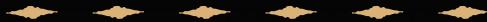
*"Much of this growth is driven by simple serves such as cola and ginger beer but many consumers are now venturing into the world of rum through spiced and golden rums in cocktails."*

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Ali Wilkes, Marketing Manager for Morgan's Spiced at Diageo GB, commented: "We see huge potential for Morgan's Spiced, having seen significant growth in Scotland and North England and we are investing significantly to extend this success across the rest of the UK"

With so much commitment from suppliers and interest from consumers, it's no surprise that this is such an exciting category. And with overall spirit sales stagnant at best, and few ontrade drinks categories able to claim any growth at all, licensees should make sure they don't get left behind in the gold rush

# GET READY FOR THE GOLD RUSH



Morgan's Spiced® is the number one brand in one of the only spirits' categories currently in growth.<sup>1</sup>

Expertly blended to taste great with cola, a variety of long mixed drinks and cocktails, it's no surprise the brand is enjoyed by over three million loyal consumers.<sup>2</sup>

Over the next year, we'll be placing £5m behind the brand, and our national campaign will drive trial of over one million consumers. Make sure you have plenty of stock. After all, for big returns you should always invest in gold.

**drinkaware.co.uk**





# Rum Round Up

## Angostura

Trinidad & Tobago

40%

A range of premium rums including Angostura 1824 and 1919 from the house of the famous bitters.

Burn Stewart 01355 270387

[www.angostura.com](http://www.angostura.com)

## Appletons

Jamaica

37.5-43%

A range of rums from Jamaica, considered among the best in the world, including Appleton Estate, a blend of aged rums, Estate Extra which is aged in bourbon barrels and V/X which is aged in oak for at least 5 years.

J Wray & Nephew 020 7378 8858

[www.appletonrum.com](http://www.appletonrum.com)

## Bacardí 8 Year Old

Puerto Rico

40%

This premium "anejo" (aged) rum is Bacardí's smoothest and most complex rum, best savoured neat or over ice but its depth of flavour makes it the perfect base for the Mojito.

Bacardi Brown-Forman Brands 01962 762100 [www.pourfection.com](http://www.pourfection.com)

## Bacardí Gold

Puerto Rico

40%

A light bodied golden rum created using the same pioneering techniques as BACARDÍ Superior. It is matured in American oak barrels for a longer period, the colour is entirely derived from the barrel, no caramel is added.

Bacardi Brown-Forman Brands 01962 762100 [www.pourfection.com](http://www.pourfection.com)

## Bacardí Superior

Puerto Rico

37.5%

Founded in Cuba in 1862, it is the world's original premium aged white rum; fermented using a single strain of cultivated yeast for a consistent, light bodied spirit, distilled through a parallel process of distillation to give a balance of character and smoothness, aged for a minimum of 12 months for complexity, then filtered through charcoal to remove flavour spikes and ensure harmony.

Bacardi Brown-Forman Brands 01962 762100 [www.pourfection.com](http://www.pourfection.com)

## Brugal

Dominican Republic

38%

One of the world's top golden rum brands, and the best selling rum in the Caribbean. Imported from a family run estate in the Dominican Republic, it is now the fastest growing rum brand in Europe. Although both are aged rums, Extra Viejo contains more mature rum in the blend than the Anejo.

Maxxium UK 01786 430500

[www.brugal-ron.com](http://www.brugal-ron.com)

## Captain Morgan's

Caribbean

40%

A unique dark rum blend that is full bodied and rich, flavoured with potstill rums that have aged to a deep dark colour with a sweet caramelised aromatic bouquet. The taste is dry with nutty mild wood nuances.

Diageo 0845 7515 101

[www.captainmorgan.com](http://www.captainmorgan.com)

## Cockspur

Barbados

37.5-40%

Golden rum matured slowly in American whiteoak barrels. Cockspur 12 Crafted Rum is a premium 40% version produced using rum aged for a minimum period of 12 years.

Whyte and Mackay 0141 248 5771

[www.cockspurrum.co.uk](http://www.cockspurrum.co.uk)

## Cruzan Single Barrel

US Virgin Islands

40%

A unique blend of select Cruzan rums from the Diamond Estate Distillery in St Croix in the US Virgin Islands, which has been making rum since 1760.

Maxxium UK 01786 430500

[www.cruzanrum.com](http://www.cruzanrum.com)

## El Dorado

Guyana

40-43%

A range of award winning rums from 3 to 25 years old. The 15 year old was 5 times winner of 'Best Rum Worldwide' and is an elegant sipping rum, with notes of dark coffee, candied orange, almonds, dark chocolate, pepper & rich vanilla.

InSpirit 020 7739 1333

[www.eldorado-rum.com](http://www.eldorado-rum.com)

<b>Havana Club</b>	Cuba	40%	<b>Pampero</b>	Venezuela	40%
<p>The most widely distributed authentic Cuban rum worldwide, Havana Club embodies the spirit of Cuba with its unique and delicate aroma. The brand's range includes a 3 year old white rum, Havana Club Especial (5 year old), a 7 year old rum and a 15 year old variant, as well as Cuban Barrel Proof and super-premium Máximo Extra Añejo.</p>					
Pernod Ricard UK 0208 538 4484			www.havana-club.co.uk		
<p><b>Lamb's Navy</b></p>					
	Caribbean	40%	<b>Plantation</b>	Caribbean	40%
<p>Famous for Navy, the traditional oak aged blend of 18 Caribbean island rums, the Lamb's family now includes a golden Spiced version at 37.5%</p>					
Halewood 0151 480 8800			A range of premium gold and dark rums from eight different islands in the Caribbean, with 11 different expressions.		
			www.lambsnavyrum.com		
<b>Matusalem</b>	Dominican Republic	40%	<b>Bibendum</b>	www.plantationrum.com	
<p>A range of rums from the Dominican Republic, made in the Cuban tradition. Gran Reserva is a gold rum aged for 15 years and has been described as the cognac of rums, with a buttery caramel palate and aromas of fruit, spice and oak.</p>					
PLB Group 01342 318 282			Bibendum 020 7449 4120		
			www.bibendum.com		
<b>Morgan's Spiced</b>	Caribbean	35%	<b>Pusser's</b>	British Virgin Islands	54.5%
<p>A spirit drink of premium Caribbean Rum blended with the mellow spices of Cassia and Vanilla. Its smooth, mellow taste makes it ideal for mixing and extremely versatile.</p>					
Diageo 0845 7515 101			The traditional rum of the Royal Navy, the heart of the original grog, a blend of water sugar, rum and lime juice given to sailors twice a day to keep their fluids up when at sea.		
			Cellar Trends 01283 217703		
			www.pusser.com		
<b>Mountgay</b>	Barbados	40%	<b>Sailor Jerry</b>	Caribbean	40%
<p>The oldest rum brand in existence, distilled in Barbados since 1703. The range includes Extra Old, an award winning rum with a deep oakiness and notes of ripe banana and toast, followed by vanilla, pastry and warm spice.</p>					
First Drinks Brands 01256 748100			Created in the name of the founding father of tattoo design and flash art from the 1930's, Norman 'Sailor Jerry' Collins. Sailor Jerry is a unique blend of aged Caribbean-style rum with vanilla, lime and other spices.		
			First Drinks Brands 01256 748100		
			www.sailorjerry.co.uk		
<b>Mount Gilboa</b>	Barbados	40%	<b>Wood's 100</b>	Guyana	57%
<p>A rich amber coloured rum with rich aromas of summer citrus &amp; tropical fruits, and a hint of toffee and caramel.</p>					
Inspirit Brands 020 7739 1333			Considered by bartenders as "the real deal" - an essential item in their cocktail kit. Distinctive packaging format which has remained unchanged for 50 years reinforce the authentic, classic nature of the brand. Surprisingly smooth despite its strength, it is a lush, spicy drink with rich fruity vanilla flavours and aromas of toffee and caramel.		
			First Drinks 01256 748100		
			www.woodsrum.co.uk		
<b>Myers's Rum</b>	Jamaica	40%	<b>Wray &amp; Nephew White Overproof</b>	Jamaica	62.8%
<p>The pre-eminent cocktail dark rum, made from 100% Jamaican molasses. A blend of up to nine select rums, Myers's is produced from continuous and pot still distillation and is then matured for up to four years in white oak barrels.</p>					
Global Brands 01246 868900			The world's top-selling white overproof rum, this rum is more than just a powerful alcohol brand. It is a legend in its Jamaican homeland and accounts for 90% of all rum sold. It is an essential ingredient in an authentic rum punch, as well as cocktails such as daiquiris.		
			J Wray & Nephew 020 7378 8858		
			www.jwrayandnephew.co.uk		
<b>OVD</b>	Guyana	40%	<b>Zacapa</b>	Guatemala	40%
<p>Scotland's No 1 Dark Rum and the best selling Demerara rum in the world, Old Vatted Demerara is made from Demerara Sugar, produced from the finest sugarcane grown on the banks of the famous Demerara River in Guyana.</p>					
First Drinks 01256 748100			A super-premium rum from Guatemala, including Centenario 23 and the ultra premium Centenario XO. The Zacapa brand has been recognised internationally as one of the best rums in the world receiving multiple, top-tier awards and accolades. Although a dark rum, it is made from pure sugar cane honey rather than molasses and has a subtly sweet taste, with notes of caramel, cinnamon, cocoa and vanilla.		
			www.zacapa.com		
			Diageo 0845 7515 101		
			www.diageo.com		



# The Hemingway Way

## Spirits Movin' & Shakers

Last year, a quartet of London bartenders set-up their own company called "Seven Eightths", bought a ropey old boozer in East London and breathed life back into it. Ben McFarland popped in for a swift one and liked what he saw

The pub, called The Hemingway, is named after the eponymous author and epic elbow bender, while the company gets its name from Hemingway's famous iceberg theory of prose. The new firm represents a formidable foursome with more than 50 years' experience of running bars and restaurants.

There's Fraser Chapman, a former manager at the award-winning and world renowned Milk & Honey; Leon Costa, an ex-trainee tailor for Ozwald Boateng who swapped stitching for bartending at Milk & Honey and The Player in Soho; former Groucho assistant manager Damian Benjamin who's been working behind bars since he was 18; and Ruairi Gilles - who ran The Ebury in Sloane Square and was bar manager at The Electric in Portobello.

### A Proper Pub

Given their collective history, you'd be forgiven for assuming they'd be turning a local pub into a cocktail lounge, some kind of exclusive members club or gentrified gastropub. But The Hemingway is first and foremost a pub - albeit a pub with all the professionalism and feel you'd expect from a quality style bar or restaurant.

There's a touch of the Prohibition bar about it but, thankfully, it's not another venue shouting "speakeasy". Dapper design touches include

art deco mirrors, a bronze statue on the bar, genuine chunky Chesterfield sofas and gunchairs - yet the most striking feature, set above the bar, is undoubtedly the Manhattan-style copper ceiling.

By sneaking in a small open-plan kitchen next to the bar, space has been afforded for a dining room to the rear complete with a cosy alcove big enough for a dozen diners. There's classical music and Molton brown soaps in the bathroom, outdoor seating in the front and plans to open up a "secret" garden out the back.

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*"The line between pubs and bars is becoming increasingly blurred and the on-trade landscape is moving towards the American model. Over there, you can walk into a pub and get yourself a well-made Manhattan"*

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"It's not a bar," said Fraser Chapman. "The site influenced our decision a little but it was our deliberate choice to open a pub. We wanted to create the kind of local that we'd like to live across the road from."

"People are looking for something a bit more rustic at the moment, they want value for money but they also want quality – in terms of the food, the drink and the surroundings"

### Blurring the Lines

Fraser admitted that the line between pubs and bars is becoming increasingly blurred and the on-trade landscape is moving towards the American model. "Over there, you can walk into a pub and get yourself a well-made Manhattan," he added. "They are doing mojitos in Wetherspoon's for goodness sake."



But, surprisingly, The Hemingway doesn't have a cocktail list. "Cocktails are great but we're not going to put them at the forefront of what we do, it's not really conducive to cocktails here," said Fraser. "Of course, if people want a Dark & Stormy or a Tom Collins, nothing too outrageous but a couple of notches above the norm, then we can certainly make them. But it's something that is led by those on the other side of the bar".

## A Rare Spirit

Yet while mixology is taking a back seat at the Hemingway, focus remains very much on spirits and the back bar is lined with an impressive and rather esoteric array of rare bottles and vintages – as well as a huge choice of premium brands. If you'd like a scotch with your scotch egg, for example, there's a sought after bottle of Laphroaig Cask Strength alongside a wealth of single malts.

*".If you'd like a scotch with your scotch egg, for example, there's a sought after bottle of Laphroaig Cask Strength alongside a wealth of single malts"*

Among other exclusive spirits more readily associated with upmarket bars, there's Tanqueray Sterling Vodka; a first batch of Woodford Reserve Four Grain bourbon and an original bottle of 45.5% Smirnoff Silver Label.

"We won't stock anything that we don't think is premium or that is below 40%", said Fraser. "We're influenced by friends and the brands we believe in. We also try and source up-and-coming spirits that will be big but aren't as yet."

In most pubs, these bottles would merely gather dust but the

Hemingway staff gently encourage regulars to experiment and drink in a more discerning, adventurous manner. "People are more relaxed in a pub than they would be in a bar – where things can be a little intimidating for the uninitiated," said Fraser.

"We have between 70 to 100 regulars who we see day in and day out and they feel able to ask us questions about the spirits and beer and wines. In a weird way, it's a better environment to get people involved. We think it's better to just shoot the breeze and let them (customers) come to you or suggest stuff to people who we think would appreciate it. We're a segue way to the consumer."

*"In most pubs, these bottles would merely gather dust but the Hemingway staff gently encourage regulars to experiment and drink in a more discerning, adventurous manner"*

## It's A People Business

One of the things you notice at The Hemingway, and something that bars do more than pubs, is the lack of point-of-sale material. "We're not cool with saturating the bar with pieces of paper", said Fraser. "You don't need it if you've got the right staff"

With more contacts in the spirits world than medium David Akorah, Seven Eights has worked closely with brands to perfect their offer. "We've had a lot of love from brands in terms of stock but we're trying to do this without debt – financial or otherwise," he said. "As a pub, especially if you're trying to do something special with spirits, it's really worth speaking to companies and building a relationship as it gives you an opportunity to get a better price, improve training and benefit from their knowledge of the trade".



# What a Difference an E Makes

## Whiskies Behind Bars

**US whiskey has moved beyond the wild frontier; so move over Manhattan - from Manchester to Maidenhead, the spirit of America is mixing with the movers and the shakers**

The rebel spirit has come of age, and while Scotch struggles to be relevant to the 21st century consumer, its American cousin has no such problems. It's perfectly at home in a Manhattan, an Old Fashioned or a Whiskey Sour - but when it comes to sipping it's a real smoothie. Its rock n roll image makes it the drink of choice for trend setters, while its distinctive silky taste appeals to the discerning drinker. A little back street pub in Brighton, The Great Eastern, part of Nick Griffin's Pleasure Group, stocks over 70 American Whiskies - and sells them all too.

Operating several pubs in the highly competitive South East of England, tied on beer and paying for the privilege with low margins, Nick looked to spirits to boost his business. The policy has been a huge success, winning him plaudits and punters in equal measure.

Says Nick, "I don't run cocktail bars, pubs are my business, but it makes sense to sell what makes the most profit for the business"

While many pubs have traditionally kept a selection of Scotch whiskies, Nick recognised that times have changed and there is now more interest in other spirits, which are underrepresented in most pubs. So to whet the appetites of his customers, he turned to the hotter topics of rum, tequila, gin - and the spirit and soul of America.

Focusing on American whiskies has been one of his best calls: the Great Eastern has won several awards and the staff and manager are passionate about what has become their specialist subject - and passion is a great sales tool.

Training is key to developing that passion, but Nick doesn't believe in learning as hard work - there's no class room, no swotting, no tests, but everyone on the team is encouraged to try the brands for themselves - in moderation of course! - to find a couple of drinks they like, and start from there. As he says, with the rock n roll spirit as your subject, learning is going to be fun.

The OnTrade Preview asked him to share some tips on getting into the spirit



**ASK OUR BARRELMEN WHAT MAKES  
WHISKEY-MAKING THE IDEAL JOB.  
THEY'LL LIKELY TELL YOU IT'S "THE WHISKEY-MAKING."**

JACK DANIEL'S  TENNESSEE WHISKEY

[www.jackdaniels.com](http://www.jackdaniels.com)

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Your friends at Jack Daniel's remind you to please drink responsibly.

for the facts [drinkaware.co.uk](http://drinkaware.co.uk)





# My Pleasure

**Yeah yeah I know, I've heard it before. "American whiskey, you mean bourbon don't you? Why don't you man up and have some real whiskey? Drop an "e" pal, get with the program and treat yourself to a proper scotch"**

Well, their loss can be your gain and your customer's gain too. There's a rich seam to be mined with American whiskies - from simple corn through to the most complex ryes and bourbons.

So where to start? No one wants to go out and spend a king's ransom, but start with a good selection to cover all the basics to kick off. For me, that means a rye whiskey and a bourbon to sit alongside the Tennessee Sour Mash most of you will already carry - Jack Daniel's. Why the selection? Well you wouldn't have a collection of Scotch whisky and have them all be Islay malts would you? It's no different with whiskey from across the pond - ryes, corns, bourbons, they all have their unique characteristics.

## Catch a bit of Rye

Rye whiskey, noted for its spicy rich flavours, is growing in popularity and pre-prohibition it was the whiskey of choice for all discerning Americans - and more than a few less discerning ones! Bourbon came to prominence back then as a few of the distilleries were allowed to remain open for "medicinal" purposes during prohibition, and were best placed to take advantage of the repeal. A straight rye won't cost the earth and will enhance any bar. A Pikesville at entry level or if you really want customers talking Sazerac will always catch their eye in its decanter style bottle.

## Bring on the Bourbon

There's far wider choice when we look at bourbon. Most pubs don't carry any bourbon at all, many under the misconception that Jack Daniel's falls into this category.

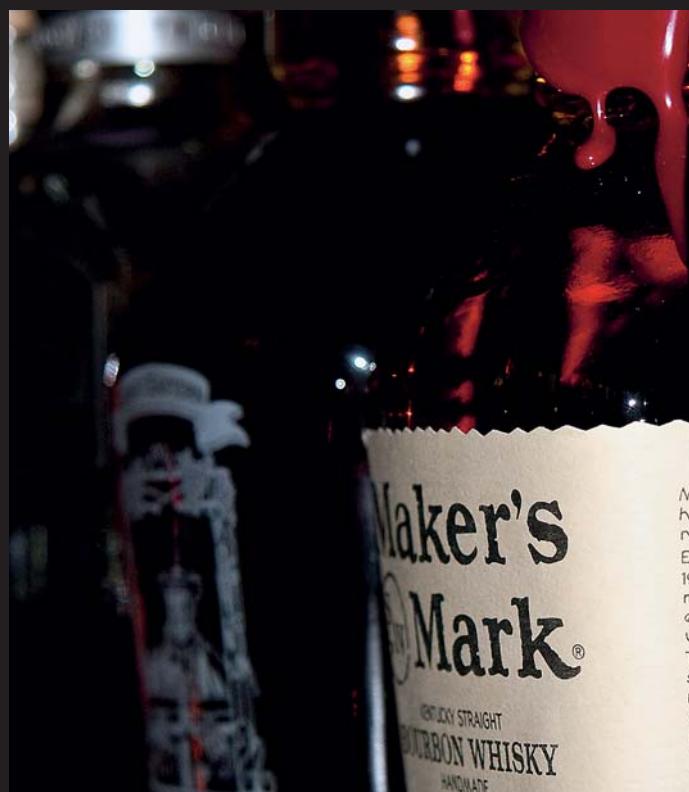
It doesn't. It is a Tennessee Sour Mash. Bourbon is recognised by an Act of Congress passed in 1964 as a "distinctive product of the United States" so the very least we can do is ensure we have a bottle on our back bars. Made from a mash of at least 50% corn - with most having a far higher percentage - bourbons are usually a little less spicy than ryes, with a rich sweetness imparted by the charred oak barrels that all bourbons are rested in, many of which are recycled by scotch whisky makers.

For a full flavoured bourbon you can't go far wrong with Buffalo Trace, its use of rye in the mash pushing it towards the taste profile of a rye whiskey, but softened by the corn.

If you're after a wonderfully complex bourbon, you need look no further than Jim Beam Black Label. Older brother of the world's best seller, this whiskey has a deep long finish; the initial sweetness is soon replaced by woody, oak notes. Aged for 8 years, this is a remarkable whiskey which is great on the rocks - the cutting really helps the taste develop.

For those wanting something more accessible, make it a Maker's Mark. A personal favourite of mine, Maker's is a wonderful Kentucky bourbon, using wheat in the mash rather than any rye which allows for a sweeter smoother finish. Besides it will look fantastic on any bar - its striking square bottle and the iconic red candle wax sealed bottle always catches the eye.

For a real treat look out for Elmer T Lee; a Single Barrel named after the retired Master Distiller of Buffalo Trace. Rare, but really special - something to sip and savour.



If we could make it any faster,  
we wouldn't.



Hand-dipped, handmade  
premium bourbon.

**Maker's**  
**Mark**

WE MAKE OUR BOURBON CAREFULLY. PLEASE ENJOY IT THAT WAY.  
Maker's Mark® Bourbon Whisky, 45% Alc./Vol. ©2010 Maker's Mark Distillery, Inc. Loretto, KY, USA

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## Playing Jacks

Which leads us to those Tennessee sippin' whiskies, the most famous of which, Jack Daniel's, will be known to us all.

Don't be fooled, just because JD is so popular doesn't mean it is a commodity whose heritage and history is to be ignored.

I've been to Lynchburg and seen the attention to detail that goes into making every drop of Jack's famous whiskey. Jack Daniel's has a smooth sweet taste imparted by filtering every drop of whiskey through ten feet of sugar maple charcoal; it's called the Lincoln County process and it's what differentiates Tennessee whiskeys from bourbon.

Jack is no one trick pony either, and I can highly recommend his two sister whiskies, both available in the UK.

An exceptionally smooth whiskey, Gentleman Jack is a must for any bar. It is charcoal filtered twice and kept at the bottom of the barrel house to give it its unique taste profile.

At the other end of the spectrum sits Jack Daniel's Single Barrel, each barrel individually selected and stored at the very top of the barrel house to ensure the very best characteristics from barrel ageing. Each barrel is bottled separately and no two barrels are the same. It is truly a stunning whiskey, perfect straight up or over ice. This whiskey is so good that we have been out to Lynchburg twice to pick our very own barrel!

## Corn

Not all pubs will want to carry a corn whiskey, but for the sake of completeness you may, and if you want the whiskey closest to the moonshine those early pioneer farmers made under the cover of darkness, then a corn it is.

Search out Georgia Moon which proudly boasts it is less than thirty days old and comes, not in a bottle, but a mason jar. It's not for the purist but it has sold well in every bar I have listed it. Virtually clear and with the sweet taste of corn it has real novelty value even if it is a pain to pour from that mason jar!

So there we have it, a whistle-stop tour through the fascinating world that is American whiskey. I've barely scratched the surface, that's for you to do. The variety is rich, the quality excellent and the category great fun.

There's many a pub up and down the land that already have great sales of American whiskey and will benefit hugely from seeing the customer demand and developing it, what is to lose? If you want further proof drop into The Great Eastern and dip your toe into this fascinating world. I am confident you'll find something that you not only love, but that you will take back some great ideas to try out in your own venue.

So the next time someone suggests you drop the "e", agree. Grab a bottle of Maker's Mark, they spell it the Scottish way!

# Bourbon Business

**Jack is still master of all things American, at least in the spirit world, but Bourbon is bringing even more people to the party.**



There's no shortage of excitement in the category, with brands like Hi-Spirits' Buffalo Trace, Inspirit Brands' Four Roses, Maxxium UK's Jim Beam and Maker's Mark and Diageo's Bulleit among a plethora seeking to challenge the dominance of Jack Daniel's.

## The New Black

Maxxium recently unveiled a new, stylish bottle for Jim Beam Black. Brand manager for Jim Beam, Steve Batchelor says: "It is the right time to invest in a more premium look for Jim Beam Black. American whiskey is currently the key driver of imported whisky growth in the off-trade, which is growing at 10%, and in the on-trade we are seeing American whiskey growing its share of total spirits, with premium imported whisky brands out-performing mainstream brands. Jim Beam Black offers a very clear trade up proposition at a time when discerning consumers are looking for something special."

"The new packaging reflects the quality of the liquid inside, which remains the same as it has been for over 215 years."

## Making a Mark

Maker's Mark brand manager Lee Walker says: "Maxxium UK has focussed on mixability for Maker's Mark in 2010.

Made with soft red winter wheat rather than the rye used in most Bourbons, Maker's Mark has a sweeter taste which is perfect for mixing and ideal for recruiting new drinkers into the category.

"It works well in a range of drinks including traditional serves such as the Old Fashioned and Julep, but also with berries and other mixers, and makes a fantastic summer long drink served with ginger beer in an ice filled tall glass with a wedge of lime to garnish.

"Licensees will boost profits by recommending this to customers as an alternative to their usual whisky and Coke."

Buffalo Trace continues to support the on-trade, in particular with their current promotion. By registering at [www.buffalomigration.com](http://www.buffalomigration.com), and collecting corks, stockists can redeem them for prizes in their 'loot locker'.

### **Cherry Manhattan**

A simple twist that works wonderfully in this classic cocktail

2 shots Jim Beam Black Bourbon

½ shot Sweet Vermouth

½ shot Bols Cherry Brandy Liqueur

2 dashes Peychaud's Bitters

4 black cherries

Put all ingredients into a clean, empty Boston Glass

Using a muddler, gently muddle together

Add cubed ice and shake vigorously for 12 seconds

Fine strain into a pre-chilled cocktail glass threw a conical strainer

Garnish with an orange zest and black cherry



**Jim Beam Black, the extra aged expression of the best-selling bourbon in the world, has a premium new bottle which emphasises its quality credentials.**

The stylish new bottle is tall and elegant and designed to have better standout on the back bar, as well as be more distinguishable from Jim Beam White. The new label highlights that **Jim Beam Black** is triple-aged, having been aged for a minimum of 6 years in charred American Oak barrels, which is three times the minimum legal requirement of any bourbon.

Give your customers the full flavour of our 6 year old, triple aged bourbon however they please. On its own, over ice, with a dash of water or alternatively, serve mixed with ginger ale or cola,

For something more adventurous – try **Jim Beam Black** in a classic cocktails such as the Whiskey Sour, with fresh lemon juice and sugar.





# Great Americans



## Buffalo Trace

### Bourbon

45%

The 18th century pioneers followed the trail, or trace of migrating buffalo and the pioneering Harrison Blanton named his distillery after what was called The Great Buffalo Trace. Buffalo Trace Kentucky Straight Bourbon Whiskey was introduced in 1999 as the distillery's flagship bourbon. Blended from a maximum of 45 barrels of whiskey, all aged for at least nine years and bottled by hand, this is an exceptional easy drinking whiskey with hints of vanilla, mint, and molasses, its taste is pleasantly sweet.

Hi Spirits 01932 252100

[www.buffalotrace.com](http://www.buffalotrace.com)

## Baker's

### Bourbon

45%

A remarkably smooth bourbon. Intensely flavorful, full-bodied and ideally balanced, it is preferred by Cognac aficionados, making for an excellent after dinner drink.

Maxxium UK 01786 430500

[www.jimbeam.com](http://www.jimbeam.com)

## Basil Hayden's

### Bourbon

40%

The abundance of rye gives it a slightly peppery taste and aroma, perfect for sipping on the rocks. Aged 8 years, it has a broad appeal and is delicious in mixed cocktails.

Maxxium UK 01786 430500

[www.jimbeam.com](http://www.jimbeam.com)

## Booker's

### Bourbon

60%

The only uncut, unfiltered, straight-from-the-barrel, connoisseur's sipping bourbon available today. Bottled at its natural proof, and aged between six and eight years.

Maxxium UK 01786 430500

[www.jimbeam.com](http://www.jimbeam.com)

## Bulleit

### Bourbon

40%

Recreated by the great great grandson of Augustus Bulleit, this 80 proof Kentucky bourbon is russet coloured with a rich, oaky aroma. The dry, clean flavour is mellow and smooth, not hot in the throat. It delivers a wonderfully complex taste with hints of vanilla and honey and a long smoky finish. The design of the bottle is reminiscent of an old-fashioned brown medicine flask with its distinctive shape and embossed letters

Diageo 020 8978 6000

[www.bulleitbourbon.com](http://www.bulleitbourbon.com)

## Elmer T Lee

### Bourbon

45%

Single barrel rye recipe bourbon named for the legendary retired master distiller at the Buffalo Trace Distillery.

Hi Spirits 01932 252100

[www.buffalotrace.com](http://www.buffalotrace.com)

## Four Roses

### Bourbon

40%

The Four Roses distillery produces ten distinct Bourbons using two mash recipes and five yeast strains. Yellow Label, the brand most easily available in the UK is a blend of all ten. Also available are a single barrel and a small batch version. An award winning, light bodied bourbon with a sweet honey nose and fruity, spicy taste with just a touch of oak.

InSpirit 020 7739 1333

[www.fourroses.us](http://www.fourroses.us)

## Gentleman Jack

### Tennessee

40%

Jack Daniel's sophisticated older brother, Gentleman Jack receives an additional "blessing" when it is Charcoal Mellowed again after reaching maturity - making it the only whiskey in

the world to be Charcoal Mellowed twice, giving it ultimate smoothness. Gentleman Jack is full-bodied with fruit and spices, and its finish is silky, warm, and pleasant

Bacardi Brown-Forman Brands 01962 762 100 [www.jackdaniels.com](http://www.jackdaniels.com)

**Jack Daniel's No 7** Tennessee 40%

From the oldest distillery in America Jack Daniel's is the UK's no 1 Imported Whiskey. Over 80% is consumed with Coke. Produced in Lynchburg, Tennessee since 1866 using a charcoal mellowing process.

Bacardi Brown-Forman Brands 01962 762 100 [www.jackdaniels.com](http://www.jackdaniels.com)

**Jack Daniel's Single Barrel** Tennessee 40%

The ultimate super premium American Whiskey. Single Barrel is matured in the highest reaches of the Lynchburg barrelhouse where the dramatic changes in temperature cause its colour and taste to deepen further. Each barrel is hand selected for its robust taste and notes of toasted oak, vanilla, and caramel, and enthusiasts can visit the distillery and select their own barrel

Bacardi Brown-Forman Brands 01962 762 100 [www.jackdaniels.com](http://www.jackdaniels.com)

**Jim Beam Black** Bourbon 43%

Jim Beam Black is aged for 8 years, and bottled at 86 proof producing a refined bourbon of truly distinctive character - a smooth sipping whiskey with elegant toffee and vanilla notes. The bottle and label were redesigned in 2010 to reinforce the quality and premium credentials of the brand

Maxxium UK 01786 430500 [www.jimbeam.com](http://www.jimbeam.com)

**Jim Beam White** Bourbon 40%

Distilled today by Jim Beam's descendants to the original formula and with the same commitment to quality since 1795. The youngest member of the Jim Beam family, it's the world's number one bourbon and its sweet and spicy taste makes it a great mixer

Maxxium UK 01786 430500 [www.jimbeam.com](http://www.jimbeam.com)

**Knob Creek** Bourbon 50%

Bottled at 100 proof as all good bourbons were a century ago, and aged nine years in wood, giving it the distinction of being aged the longest of the Small Batch Bourbons. Awarded Bourbon of the year in its class in the 2011 Whisky Bible

Maxxium UK 01786 430500 [www.jimbeam.com](http://www.jimbeam.com)

**Maker's Mark** Bourbon 45%

Spicy with hints of butterscotch & vanilla, this small batch bourbon is produced using yellow corn and winter wheat as opposed to traditional rye. The casks are aged for a minimum of 6 years and each bottle is individually hand dipped in wax.

Maxxium UK 01786 430500 [www.makersmark.com](http://www.makersmark.com)

Sazerac

Rye

45%

From the award winning Buffalo Trace Distillery, Sazerac Kentucky Straight Rye Whiskey is a powerful spirit, despite its mellow colour. The aromas of caramel and vanilla take the edge off the strength but this is not a whisky for beginners.

Hi Spirits 01932 252100

[www.buffalotrace.com](http://www.buffalotrace.com)

**Southern Comfort**

Speciality

40%

The Grand Old Drink of the South hails from New Orleans, the birthplace of jazz and cocktails. Originally invented by a bartender to smooth the edges of some of the rough whiskies of the day, Southern Comfort is neither a bourbon nor even a whiskey. It is a grain spirit based liqueur which adds a contemporary twist to many classic cocktails and can be used as the base for long mixed drinks. Serve with lemonade and a dash of lime cordial over ice

Bacardi Brown-Forman Brands 01962 762 100 [www.jackdaniels.com](http://www.jackdaniels.com)

**Wild Turkey 8 year old**

Bourbon

50.5%

Authentic Bourbon Whiskey found on the top shelves of the UK's leading style bars. Named to commemorate a successful hunting trip, the Wild Turkey family includes this aged version. It is both rich and mellow, with powerful vanilla and caramel flavours, along with aromas of oak and citrus.

Cellar Trends 01283 217703

[www.cellartrends.co.uk](http://www.cellartrends.co.uk)

**Woodford Reserve**

Bourbon

45.2%

A hand crafted, small batch bourbon, with a creamy, buttery taste and distinctly fruity nose. It is the only bourbon which is triple distilled in copper pot stills, the time-honoured method of production. The distillery is the oldest of ten working bourbon distilleries in Kentucky. In 1995, the distillery was listed on the National Register of Historic Places. In 2000, it was designated a National Historic Landmark

Bacardi Brown-Forman 01962 762200

[www.woodfordreserve.com](http://www.woodfordreserve.com)





## Vodka - The Clear Winner

### Vodka Victorious

**Everywhere you look these days there's an article telling you the next big thing is rum - or tequila, or bourbon or gin - and while these categories are growing fast vodka is still the biggest selling spirit, and vodka and cola is by far the most popular bar call**

The latest figures from CGA show that vodka still accounts for 37% of all ontrade spirit sales, compared to golden rum's share of just 3%. The early part of 2010 saw a significant drop in volumes, which was driven by a combination of bad weather and the even worse economy, not to mention the uncertain political climate. CGA's numbers for the 12 weeks to October 2nd look far healthier though, with a 2% increase - no small beer on a category that size.

Despite the lack of column inches, vodka is still an exciting category - not least because the leading brand owners are spending serious money on exciting initiatives to keep them on everyone's lips.

### Experience the Smirnoff Effect

Mainstream pubs have resisted the call of the niche and for the most part have stuck with Smirnoff, the world's best selling vodka, which continues to dominate the sector, and, despite the plethora of other brands Smirnoff retained its number one slot in The Power 100 list, the annual survey of the world's leading drinks brands compiled by independent brand valuation company, Intangible Business.

And the brand is by no means resting on its laurels as global leader of the spirit world. In 2010 Smirnoff raised its game with the Be There campaign by launching a global initiative to discover and celebrate the best of nightlife from around the world. The Smirnoff Nightlife Exchange Project used a powerful combination of TV advertising and social media to organise an audacious exchange project that culminated in Miami coming to London for the night.

### Meet the Russian Standard

Russian Standard has also been getting into the party spirit, with a series of promotions centred on the two key night time entertainment events - music and movies. Russian Standard is the number one premium vodka in its homeland, and shot to the number two slot in the UK shortly after its launch in 2007 thanks to a substantial and carefully targeted campaign aimed at 'discerning achievers'.

Continuing this strategy the brand staged a series of free gigs and screenings throughout 2010, offering consumers the chance to win 'money can't buy' tickets through a Russian Standard Originals privilege card. Backed up with advertising and sampling in both the on and off trade, the brand continues its impressive growth, and is up 53% year on year.

### Small Batch Success

At the other end of the scale three notable English distillers are also keeping the interest in vodka alive. In 2006 Chase Distillery was established on a farm in Herefordshire, to create a vodka that would use the potatoes that were too small to be made into their premium crisps, Tyrells. 2 years later it was voted Best Vodka at the San Francisco World Spirits Competition.

In 2009 Sipsmith, London's first new distillery for 200 years, created a stir with the launch of their artisan spirits, including a multi award winning Barley Vodka, and at the end of 2010 Adnams, the brewer on the Suffolk coast opened a distillery in the brewery's copper house and produced three exquisite vodkas, Copper House, Longshore and North Cove, an Oaked Vodka at a powerful 50% abv.



# SETTING THE STANDARD

THE REAL RUSSIAN VODKA TO DRINK THIS SEASON

There's no doubting that Russian Standard Vodka is the choice for the discerning drinker. From ingredients to distillation to packaging, Russia's No. 1 premium vodka offers true authenticity and impeccable taste – reclaiming Russia's rightful position as home of the world's finest vodka.

As Roustam V.Tariko, founder of Russian Standard Vodka says: "By marrying Russia's best vodka-making traditions with the most modern technology available, we created a vodka of exceptional taste and purity".

## Russian Standard Original

The benchmark for traditional Russian vodka, Russian Standard Original adheres accurately to Dmitri Mendeleev's original formula and features his signature on every bottle as a mark of its absolute authenticity. Russian Standard Original is a superb smooth spirit with a pure taste, maintaining the true 'bread' flavour of authentic Russian vodkas.

## Russian Standard Platinum

For people who know and desire perfection, Russian Standard Vodka Platinum is the discerning choice, with a unique, superior silver filtration system recognized for premium refining values. Found in the hottest bars around the world, it symbolizes the exquisite fusion of provenance and authenticity with the modern dynamism of Russian nightlife.

## Imperia

With its irrefutable authenticity, absolute clarity and smooth-tasting quality, it is an outstanding example of what Russia has done best for centuries: produce the finest vodkas in the world.

## RUSSIAN STANDARD VODKA ORIGINALS

brings exclusive music and film experiences to drinkers of Russia's favourite premium vodka. Live music gigs in London and Edinburgh have already headlined the hottest acts in the country, including Noisettes, Plan B, The Hoosiers, White Lies, Paloma Faith and Grammy-nominated singer-songwriter Kelis.

While for film buffs, the classic film festival has screened the best films ever made – as voted for by **RUSSIAN STANDARD VODKA ORIGINALS** members – in five cities around the country in a return to the original picture house experience.

Joanne Birkitt, Senior Brand Manager of Russian Standard Vodka, comments: "It's been a great first year for our members and we're even more excited by what's coming next. For those of you who are not yet members, my advice is to get on board and sign up as quickly as possible. Pick up a specially-marked bottle of Russian Standard Vodka and register at **WWW.RSVORIGINALS.CO.UK** now. Your membership opens up a whole world of free music and film events!"

Get inspired with this great-tasting Russian cocktail

### Siberian Sunrise

The taste of vodka and tang of lime come together to create a tantalising sensation with a chilled twist.

- 35ml Russian Standard Vodka
- 25ml lime juice
- 1tsp sugar
- Blend with ice and pour into a chilled cocktail glass
- Garnish with a slice of lime



  
**RUSSIAN STANDARD<sup>®</sup>**  
VODKA

Enjoy Russian Standard Vodka responsibly.





# Taste & Flavour

## Vodka Flavours

**If you ever thought all vodka tasted the same, a sip of one of the increasingly popular flavoured varieties will be enough to make you drink your words**

Flavoured vodka is huge in the US and, as with so many other trends, the UK is picking up on what's going on over the pond and getting a taste for it too.

Although flavoured vodkas have been around for years, until recently they were confined to style bars, while mainstream pubs didn't really bite. That looks set to change, thanks to Smirnoff's high profile launch of Green Apple, Lime and Blueberry. Promoted as a spirit that mixes simply with cola and lemonade, the range is perfect for busy pubs and bars that don't have the time or inclination to create fancy cocktails.

The success of the Smirnoff range has increased interest in the category as a whole and brands such as Absolut and Finlandia are set to benefit as more pubs and bars realise that it's worth stocking a range of flavours to cash in on the consumer trend to seek out new drinks

Flavoured vodka isn't new to the UK, with Absolut getting the ball rolling back in the 80s with Absolut Peppar, while the 90s saw the launch of the first Finlandia Fusion, Cranberry. Cocktail bars immediately saw their potential for adding excitement, creating new drinks and developing twists on classic recipes.

### A Perfect Finnish

Finlandia works closely with top bars, and operates a 'Finnishing School' which educates bartenders about the vodka category as a whole. There is also a Finlandia Vodka Cup that runs in several UK cities and encourages new bartenders to create new cocktails, the winner going on to compete in a global final. This has all helped to ensure good distribution and an excellent reputation for the brand in

top bars, and as the trend for flavoured vodkas extends beyond the niche, this success is starting to spill over into other quality outlets

As Chris White, brand manager for Finlandia at Bacardi Brown Forman points out, "The US is ahead of the UK in flavours and although the Finlandia range has done fantastically well in bars since its launch, we are just starting to get traction in premium mainstream outlets"

Although the creation of cocktails is a key part of flavoured vodka's success in style bars, as Smirnoff has proved they are a great ingredient for adding interest to simple long mixed drinks too. Finlandia's most recent addition is the award winning Grapefruit Fusion and Chris recommends serving it with tonic and lime, a crisp refreshing drink that will appeal to anyone who likes a gin and tonic.

### Poles Apart

While Nordic countries like Finland and Sweden have whetted our appetite with fruit based flavours, the people who invented vodka have been adding herbs and spices to it for centuries. Discerning drinkers are discovering the delights of some intriguing Polish creations. Perhaps the best known in the UK is Zubrowka Bison Grass which dates back to the 16th century, but ones to watch out for are the award winning range from Wódka Żołdkowa Gorzka. Translated as 'bitter vodka for the stomach' these are in fact sweet vodkas with a spicy, herbal aroma and taste. The classic was first launched in 1956 in Poland, where it has been awarded CoolBrand status. Now available in the UK, it includes a Mint version, as well as Honey and the recently introduced Bison Grass. Introduced in 2009, Bison Grass immediately won gold medals awards at International Taste & Quality Institute and the Monde Selection.

Whether you decide to take the fruit route or go for herbal essences ensure they don't get left on the shelf by stocking at least 3 varieties, blocking them together for maximum impact and creating a couple of serving suggestions

# ŻOŁĄDKOWA

(Zho-want-KO-va)

## Six-Step Distillation and Filtration



The Fastest Growing vodka  
in the World\*

Gold Medal winner  
2010 International Spirits  
Challenge and  
Monde Selection 2010



With over 100 years of  
distilling experience we  
proudly present  
Żołądkowa Gorzka Bison  
Grass.

Combining bison grass and  
herbs with a hint of apple  
juice.

Awarded Gold Medal at the  
2010 International Spirits  
Challenge and Monde  
Selection 2010.

Czysta de Luxe is the market  
leading clear vodka in Poland.  
The fastest growing vodka  
brand in the world.

**BDD**

Unit 33, Cumberland Business Park  
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Park Royal London NW10 7RT  
tel: 020 8955 6878 fax: 020 8955 6879  
e-mail: admin@bdd.net web: www.bdd.net

\* AC Nielsen MAT May 2010



# A Round of Vodkas

**42 Below**

New Zealand

42%

Super premium vodka from New Zealand. The classic version has aniseed and vanilla flavours on the palate with a dry, peppery finish. It is also available in a range of infusions including honey, passionfruit and - not surprisingly - kiwi.

Bacardi Brown-Forman Brands 01962 762100 [www.42below.com](http://www.42below.com)

**Absolut**

Sweden

40%

Absolut is a global icon, as well as being the world's No.1 premium vodka and the world's 4th largest spirit brand. Absolut's range includes original, Citron, Pears, Raspberry and Vanilia variants, as well as the premium Absolut 100.

Pernod Ricard UK 020 8538 4484 [www.absolut.com](http://www.absolut.com)

**Adnams Copper House**

England

40%

Made with 100% East Anglian Malted Barley - the same that's used in Adnams beer, it's created in copper stills to produce something crisp and pure with a smooth, soft finish.

Adnams 01502 727200 [www.adnams.co.uk](http://www.adnams.co.uk)

**Adnams Longshore**

England

48%

A silky smooth handcrafted vodka with an elegant sweetness on the finish from the addition of barley, wheat and rye to the distillation. Serve from the freezer, simply over ice.

Adnams 01502 727200 [www.adnams.co.uk](http://www.adnams.co.uk)

**Adnams North Cove**

England

50%

Barrel fermented in the cellars in Southwold, new French Oak imparts rich butterscotch notes, sweet vanilla and a delicately balanced spirit. Serve at room temperature, over ice.

Adnams 01502 727200 [www.adnams.co.uk](http://www.adnams.co.uk)

**Belvedere**

Poland

40%

Super premium Polish vodka made from 100% Golden Rye and distilled in small batches using copper stills. The tall elegant bottle makes it a style bar favourite and it will stand out on any back bar.

Moet Hennessy 020 7235 9411

[www.belvederevodka.com](http://www.belvederevodka.com)

**Blackwoods**

Shetlands

40%

A triple distilled wheat based spirit from the Shetlands, filtered over Nordic Birch Charcoal, and finally ice filtered.

Blavod 020 7352 2096

[www.blavodextreme.co.uk](http://www.blavodextreme.co.uk)

**Blavod**

UK

40%

A uniquely black vodka; a must stock for halloween. It is coloured with catechu which doesn't affect the taste, but the dramatic colour makes it a fun cocktail ingredient.

Blavod 020 7352 2096

[www.blavodextreme.co.uk](http://www.blavodextreme.co.uk)

**Blavod**

UK

40%

The world's only English potato vodka, made in Herefordshire from the same potatoes that are used to make the premium crisp, Tyrells. This exquisite vodka was launched in 2008 and was voted Best Vodka at the San Francisco World Spirits Competition 2010.

Chase 01531 670 049

[www.chasedistillery.co.uk](http://www.chasedistillery.co.uk)

**Ciroc**

French

40%

Fresh tasting premium vodka made exclusively from fine French grapes.

Diageo 0845 7515 101

[www.ciroc.com](http://www.ciroc.com)

<b>Czysta de Luxe</b>	Poland	40%	<b>Smirnoff Black</b>	Vodka	40%	
Pronounced Chista the lux, this multi award winning vodka is the number one brand in Poland and the fastest growing vodka in the world. The exceptional quality is the result of a six stage filtration and distillation process.						
BDD 020 8955 6878			www.bdd.net			
<b>Finlandia</b>						
<b>Finlandia</b>	Finland	40%	<b>Smirnoff Nordic Berries</b>	Vodka	37.5%	
One of the world's purest vodkas made using glacial spring water, six-row barley and a state of the art distillation process. In addition to the classic original there are four flavours, Cranberry, Mango, Lime and Grapefruit.						
Bacardi Brown-Forman Brands 01962 762100			www.finlandia.com			
<b>Grey Goose</b>	France	40%	<b>Smirnoff No 21</b>	Vodka	37.5%	
A small batch vodka, smooth, light and crisp with citrus undertones. An Orange version is made using a five step distillation process with an infusion of succulent oranges.						
Bacardi Brown-Forman Brands 01962 762100			www.greygoose.com			
<b>Karlsson's Gold</b>	Sweden	40%	<b>Smirnoff No 57 Blue</b>	Vodka	45%	
Created by Master Blender Börje Karlsson, also known as the father of Absolut Vodka. Made from 100% virgin new potatoes, it is the unique single distillation that gives the spirit its distinctive almost buttery taste.						
Fluid Brands 0207 520 9360			www.karlssonsvodka.com			
<b>Ketel One</b>	Holland	40%	<b>Smirnoff Flavours</b>	Vodka	37.5%	
A copper pot distilled super-premium vodka from the Nolet family in Holland, who have been distilling spirits for more than 300 years.						
Diageo 0845 7515 101			www.ketelone.com			
<b>Russian Standard</b>	Russia	40%	<b>Stolichnaya</b>	Russia	40%	
Russia's number one premium vodka is distilled and bottled in St. Petersburg at a new state-of-the-art distillery and is made from only the finest Russian ingredients. In order to achieve optimal clarity it is distilled four times and filtered twice through charcoal.						
First Drinks 01256 748100			www.russianstandard.com			
<b>Sipsmith Barley Vodka</b>	England	40%	<b>Vladivar</b>	UK	37.5%	
Hand-crafted small-batch vodka made with the pure water of Lydwell Spring, one of the sources of the River Thames.						
Sipsmith 020 8741 2034			www.sipsmith.com			
<b>Skyy</b>	US	40%	<b>Wyborowa</b>	Poland	40%	
An American grain spirit, the distinctive cobalt blue bottle stands out on the back bar. Made using a 4-column distillation and a 3-step filtration process. Natural flavour 'infusions' include Citrus, Passion Fruit and Raspberry.						
Cellar Trends 01283 217703			www.skyy.com			
<b>Zoladkowa Gorzka</b>	Poland	40%	<b>Zubrowka</b>	Poland	40%	
Traditional herb infused vodka, its aroma and bitter sweet taste has made it Poland's favourite flavoured vodka. Recently launched and already winning awards is Bison Grass flavour.						
BDD 020 8955 6878			www.bdd.net			
<b>Zubrowka</b>	Poland	40%	Pronounced Jhoo-Brov-Ka, the last word in premium vodkas, infused with Bison Grass.			
Marblehead 0141 955 9091			www.zubrowka.net			



# Make Time for Tequila

## Talking Tequila

**To say that tequila has an image problem is like noting the religion of the Pope or commenting on the pastime of bears. Of course it has an image problem, but that is its only issue. Get beyond the prejudice and a wonderful journey awaits you.**

Now I know you are struggling to believe me, I know exactly how you feel! I had the same doubts - for much of my drinking life tequila had a special place, it was my yo-yo drink, to be avoided at all costs. Not anymore, I've seen the light. Stay with me on this one and hopefully we can change your opinion too.

For too long tequila has been consumed (I won't say drunk!) in

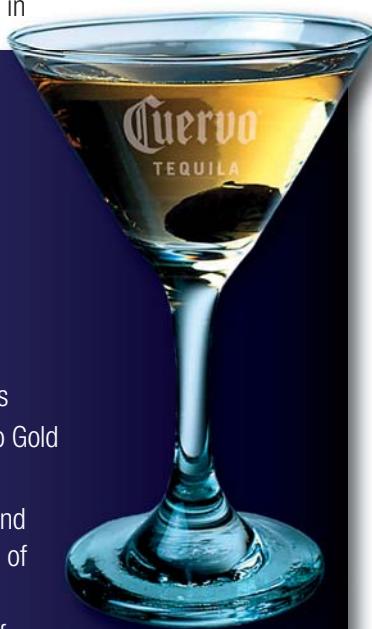
### Cuervo Gold Tequini

Ice cubes  
3 dashes orange bitters  
75ml Cuervo Gold  
2 teaspoons Noilly Prat

#### To garnish:-

Black olive

Fill mixing glass with ice cubes  
Add orange bitters and Cuervo Gold  
Stir gently for 10 seconds  
Take a chilled cocktail glass and add Noilly Prat, film the inside of the glass and tip out  
Stir bitters and Cuervo Gold for a further 10 seconds  
Strain into chilled glass  
Decorate with large black olive



just one way. Salt to make you thirsty enough, a straight shot of cheap tequila and straight onto the wedge of lemon to make it vaguely palatable. The thought of sipping tequila was enough to make seasoned drinkers recoil in horror and contemplate abstention. No wonder there is an image problem. But it doesn't have to be this way, tequila is rich in variety and as complex as cognac, but far less stuffy!

### Myth Busting

Tequila is made from the blue agave, a native plant of Jalisco State in Mexico and the town of Tequila became the centre of production in Jalisco. In 1795 Jose Cuervo opened his first distillery and the production of tequila grew steadily with others opening up in the town including Sauza in 1873. By 1976 production had been regulated and in 1992 production supervised so that certificates of authenticity and quality issued, look for the CRT and NOM numbers on the bottle.

*"Blanco is the real intense tequila and is either unaged and bottled straight after distillation, or aged for up to 60 days in stainless steel or neutral oak barrels"*

So let's dispel some myths. Firstly tequila isn't made from a cactus plant; Blue Agave is actually a closer relation to the lily. The second myth is that tequila has a worm in it; indeed there are two myths here! It's Mezcal, not tequila that can have a worm in it and it's not a worm it's a moth larva!

### Style Counsel

Rather than just give you a list of some good tequila, it's more important to understand the "expressions" or styles initially as most tequila brands have a range of styles to choose from.

Mixto tequila is not 100% agave and can contain up to 49% cane or other sugars. Cheaper and often poor tequila is used in these and if you are serious about your tequila you should steer clear of anything that seems too cheap.

Blanco (sometimes known as silver or plata) tequila. This is the real intense tequila and is either unaged and bottled straight after distillation, or aged for up to 60 days in stainless steel or neutral oak barrels. For the great tequilas the Blanco is the real deal and some think they are better unaged, having the true tequila taste; most, however, improve from some ageing. Some Blanco tequilas have caramel added to it to give the appearance of ageing and these are known as gold tequilas. A favourite blanco of mine is Ocho tequila, grassy peppery notes and a stunning long finish, this is the tequila of Tom Estes the Tequila Ambassador so it should be good!

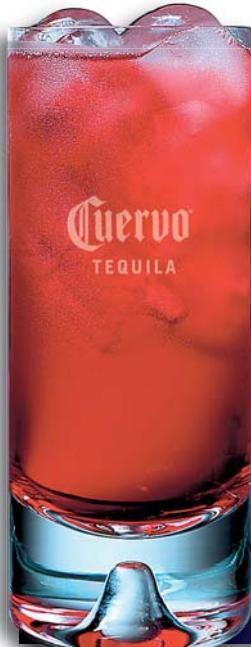
Tequila aged for anything between sixty days and a year is known as reposado, this translates as rested. Resting usually takes place in oak barrels. Jose Cuervo Tradicional Reposado is one to seek out, matured in white oak barrels Tradicional has a wonderful smooth peppery finish and is the perfect sipping tequila - not just my opinion, it won a double gold medal in the 2010 San Francisco world's spirits competition

For the real connoisseur Añejo tequilas are rested for a minimum of one year with Extra Añejo aged for a minimum of three years in oak barrels. Tequila at this level can start to get expensive and I would dabble at the reposado level before delving into Añejo where the flavours can be really complex.

## Not Just Shots

Shooting tequila is associated with fun, and wild nights out, and there's certainly nothing wrong with that - but there's so much more to this fine spirit than that.

So how do we get people to take time over their tequila? One way is to serve it with a side glass of sangrita (loosely translated as "little blood") a non alcoholic mix of orange juice, tomato juice and chilli with a little freshly squeezed lime. Of course you can serve over ice for another sipping experience.



### Cuervo & Cranberry

35ml Cuervo Especial Gold / Silver  
12oz tall tumbler  
Fill 2/3 ice  
1 measure Cuervo Gold  
Top up with mixer  
Cranberry Lime Wedge  
Fill glass with solid cubes of ice.  
Add the tequila and fill to the top with Bitter Lemon.  
Finish with a juicy wedge (not slice) of lime (not lemon).

Of course, if you want to ease your customers in gently you could do a lot worse than getting them to start with a classic margarita, it's easy to make with tequila, triple sec (or Cointreau) and lime juice.

Finally no article introducing you to the wider world of tequila would be worth its salt without mentioning a couple of variations that are well worth checking out. Firstly we have already alluded to Mezcal, made from the heart of the maguey plant known as the pina most comes from the Oaxaca state of Mexico. Generally drunk straight mezcal is noted for its smoky flavour. Secondly, and harder to find is sotol. Made from a plant known as Desert Spoon sotol is the drink of the state of Chihuahua and is well worth seeking out.

*"Shooting tequila is associated with fun, and wild nights out, and there's certainly nothing wrong with that - but there's so much more to this fine spirit than that"*

This article is just a foretaste of all the wonderful styles available to anyone wanting to learn more about this great spirit. It's worth putting all those prejudices behind you, all the complexity of cognac is just waiting to be discovered. Be adventurous, you won't regret it.

That's the message from Nick Griffin, MD of the award winning Pleasure Group, who believes that tequila is misunderstood, and wants people to swallow their prejudices - along with a selection of fine tequilas. His pub, the Pull & Pump in Brighton, stocks over 50 tequilas of every kind and customers not only get to try them all, they can learn about them through regular Tequila Club tasting events.

### The Original Cuervo Gold Margarita

3 lime wedges  
fine sea salt  
1 1/4 measures Cuervo Gold  
3/4 measure Triple Sec  
1 1/4 measures fresh lime juice  
4-5 ice cubes

#### To garnish:-

Lime slice

Dampen the rim of a chilled cocktail glass/tumbler with lime wedge

Dip rim into fine sea salt

Pour Cuervo Gold, triple sec and lime juice into cocktail shaker Squeeze juice from 2 lime wedges into shaker, squeeze to release skin oils also and add wedges to shaker

Add ice cubes

Shake vigorously for about 10 seconds

Strain cocktail into chilled glass

Decorate glass rim with lime slice





## Salud, Mr. Ambassador

### Tequila Talking

**Tomas Estes owns Café Pacifico and La Perla in London, bars which have specialised in tequila since they opened. His passion for the spirit, and his tireless championing of it, has earned him the official title of European Ambassador of Tequila.**

The Ambassador of Mexico to the UK shakes my hand in his Official Residence. It has been opulently and tastefully remodeled since the last time I was there in the company of the former Ambassador. The new Ambassador introduces me to the gathering. He says that he is at a disadvantage to me since he is only the Ambassador to the U.K. and I am Ambassador to the entire European community, "Ambassador of Tequila" he adds.

I thank him and we both have a good chuckle at his good natured humour. The fact that we are here in the Ambassador's residence, in the company of so many of the most influential people in London's bar scene, demonstrates the extent to which tequila has been rehabilitated, and this is happening all over the world.

I have recently returned from Athens where tequila is thriving in the Greek cocktail culture. Even in this tucked away corner of Europe, tequila has shown itself to be a rising star, and many top bartenders there have told me that it is their spirit of choice, not only to mix with but also to enjoy as their own preferential drink.

### The Pride of Mexico

When I was in Guadalajara, Mexico I interviewed various 'tequileros' [tequila producers]. A number of these men told me how the image of tequila was changing there too. They said that some few years before when ordering a tequila in a cantina or bar they would do so under their breath so as not to attract attention, since they were almost ashamed of the drink in those earlier days. Nowadays however, they said the image of Mexico's national spirit had changed to the point of positive recognition and chest forward pride. They would order a tequila with their heads held high, loudly enough for all to hear.

The reason that tequila's image has changed so radically is due to the raising of standards and the resulting higher quality of tequilas. This has been a conscious, effort and intention on the part of the tequileros and their governing body the C.R.T., the Tequila Regulatory Council. The tequileros I have spoken to have expressed a strong desire to capture as much of the world market as possible and they understand that this requires making better and better quality tequila and communicating this to the consuming public.

### Contemporary Tequila

Of course the market is still predominantly the tequila of earlier times, one that I am still fond of, with its association with wild, fun times. Thankfully that will always retain its place in the market. The big difference today is that the newer 'designer' and 'boutique' tequilas that are being introduced are able to broaden and expand the perceptions of the public as to what tequila is and can be.

*"The contemporary tequila market today then has kept its 'bad boy' image, expanded into the high class portion of the market and expresses itself on all points along the spectrum in-between"*

These tequilas show that they can vie with the best cognacs and single malt whiskies as spirits of renown, refinement and rarity. The contemporary tequila market today then has kept its 'bad boy' image, expanded into the high class portion of the market and expresses itself on all points along the spectrum in-between.

This gives tequila the enviable position of having unparalleled versatility for the bartender and consumer alike. With tequila there is something for every taste.

I finish my talk with my fellow Ambassador and the gathered party by expressing my gratitude and admiration at seeing tequila lauded in that rich, exclusive environment. Tequila has come a long, long way from its beginnings with its image as a drink for the poor and underprivileged.

Those assembled raise their glasses and toast loudly, proudly to Mexico's national spirit - TEQUILA HAS ARRIVED.

#### Cuervo Gold Mexicola

4 lime wedges

crushed ice

1 ¼ measures Cuervo Gold

150ml (½ pint) cola

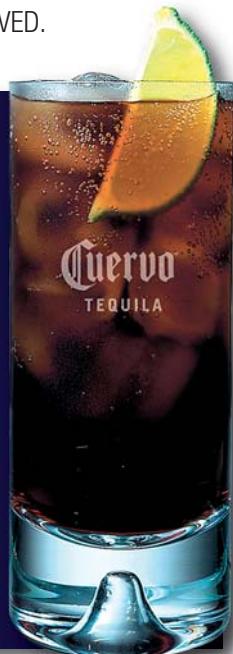
Put the lime wedges into a highball glass and crush gently with a pestle to release juices and oils

Fill the glass with crushed ice

Pour in Cuervo Gold

Pour in cola

Stir gently lifting the lime wedges through the drink



# JOSE CUERVO CALLS THE SHOTS



The world's No.1  
Tequila Brand is also  
the No.1 in the UK<sup>1</sup>

Jose Cuervo is the oldest  
most recognised and  
awarded family owned  
tequila brand in the world<sup>2</sup>

## IT TAKES TWO

Introducing Jose Cuervo Silver  
a brand-new liquid  
featuring a smoother taste

Outlets stocking both Gold and  
Silver sell over **50%** more  
units than non-dual stockists  
delivering an **incremental**  
**£1,352 profit per annum<sup>3</sup>**



NEW

Cuervo®  
**HOT**  
With TABASCO® Sauce

## GIVE IT YOUR BEST SHOT

The Cuervo Hot shot:  
Jose Cuervo Gold and  
two drops of TABASCO®  
Brand Pepper Sauce

Cuervo®  
TEQUILA

TABASCO® is a registered trademark for sauces and other goods and services; TABASCO®, the TABASCO® bottle design and label designs are the exclusive property of McIlhenny Company, Avery Island, Louisiana, USA 70513. The JOSE CUERVO word and associated logos are trade marks Tequila Cuervo La Rojena, S.A. de C.V. <sup>1</sup>Nielsen Off Trade data to 12 June 2010, CGA On trade MAT 12 May 2010. <sup>2</sup>JCI Archive 2010 <sup>3</sup>Source is CGA On trade MAT 12 May 2010, based on 448 Dual stockist; 973 Non-dual stockist.

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts



# A Round of Tequila

## Cazadores

### Tequila

40%

The one with the deer, as it is often referred to. Cazadores means hunter in Spanish, and the deer is the symbol of the Jalisco highlands known as Los Altos where the tequila is produced. A 100% agave premium tequila with a rich, fruity, naturally sweet taste. Unlike many other tequilas which are aged in used bourbon barrels, Cazadores only ages in new American oak casks, adding a distinctive oaky spiciness to its unique flavour profile. Available in three variants - the youthful, un-aged Blanco; the Reposado which is rested for a minimum of 3 months; and the eldest of the trio, the Añejo, which is aged for a minimum of 12 months.

BBFB 01962 762 100

[www.pourfection.com](http://www.pourfection.com)

## Gran Centenario

### Tequila

38%

Mellowed in French Limousine Oak barrels made using an original Selección Suave (smooth selection) process. This unique process blends newly rested Tequilas with the smoothest, aged tequila reserves creating the highest quality and best tasting tequila available. The result is a collection of three award-winning, ultra-premium Tequilas - Plata (silver), Reposado (rested) and Añejo (aged).

Diageo 0845 7515 101

[www.diageo.com](http://www.diageo.com)

## el Jimador

### Tequila

40%

A range of premium 100% Blue Agave Tequilas, Blanco, Reposado and Añejo, introduced in 1994 by the renowned Casa Herradura distillery in Mexico. Named for the Jimadors, the master harvesters of the agave plant, it is the best selling premium tequila brand in Mexico.

Coe Vintners 020 8551 4966

[www.coevintners.com](http://www.coevintners.com)

## Herradura

### Tequila

40%

The original ultra premium tequila, distilled since 1870, it is the only 100% hacienda-made tequila in the world. Four expressions, Silver, Reposado, Añejo and Selección Suprema. Coe Vintners 020 8551 4966

[www.coevintners.com](http://www.coevintners.com)

## Jose Cuervo Gold Especial

### Tequila

38%

Exceptionally smooth tasting with a hint of sweetness and a rich, well-balanced character of oak, spice and vanilla tones. It has a unique amber hue, better known as gold. It is best served as chilled shots with salt and a lime wedge or alternatively as a sweet shot with a chunk of orange dusted with cinnamon. Cuervo Gold also makes the classic Margarita using fresh lime juice and Triple sec or the premium quality José Cuervo Margarita pre-mix.

Diageo 0845 7515 101

[www.diageo.com](http://www.diageo.com)

## Jose Cuervo Silver Especial

### Tequila

38%

Jose Cuervo Especial is also now available in Silver - a completely new liquid featuring light agave notes and a smooth, clean finish - aimed at young adult males who enjoy white spirits.

Diageo 0845 7515 101

[www.diageo.com](http://www.diageo.com)

## Jose Cuervo Tradicional

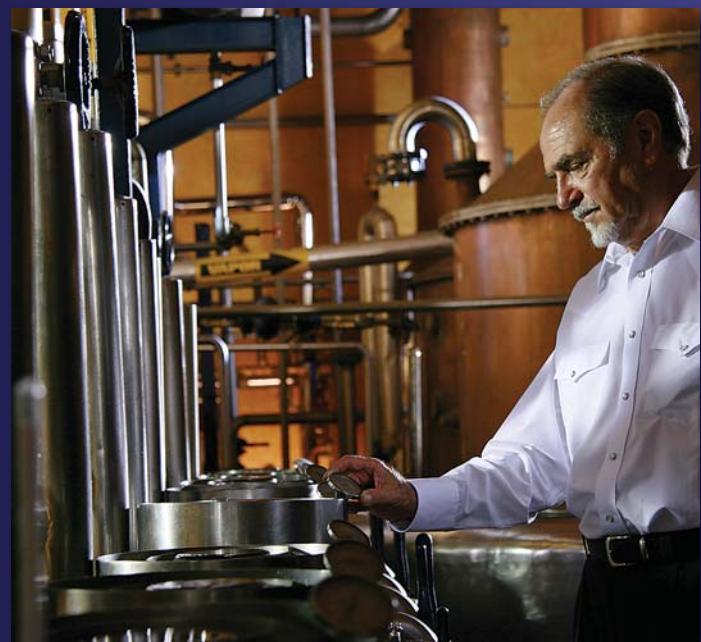
### Tequila

38%

Winner of a double gold medal at the 2010 San Francisco world's spirits competition. This is a pale straw-coloured reposado made from 100% blue agave and rested in white oak barrels. Only a limited amount of this rare tequila is produced each year.

Diageo 0845 7515 101

[www.diageo.com](http://www.diageo.com)


**Maestro Dobel Diamond**
**Tequila**
**40%**

Maestro Dobel Diamond Tequila is a fascinating aged tequila that looks like an extremely clear silver tequila. It embodies the richness and wood flavor of the Reposado, Añejo and Extra-Añejo tequilas which create the blend and the spirit's clarity is due to the proprietary filtration.

Marblehead 0141 955 9091

[www.marblehead.uk.com](http://www.marblehead.uk.com)

**Monte Alban**
**Mezcal**
**40%**

Not a tequila, but a Mezcal which is frequently billed as tequila's big brother. Mezcal was first distilled from the agave plant 500 years ago. Made in Mexico, each bottle of Monte Alban comes with a worm in the bottom, and legend has it that the worm gives strength to anyone brave enough to eat it, and is also rumoured to be an aphrodisiac.

Hi Spirits 01932 252100

[www.montealbanmezcal.com](http://www.montealbanmezcal.com)

**OCHO**
**Tequila**
**40%**

An estate-grown, 100% Blue Agave Tequila range that is the first tequila to highlight the important role of terroir and vintage in creating premium tequilas. Available in 3 expressions, Blanco, Reposado and Añejo. Created in collaboration with the Tequila Ambassador Tomas Estes, Reposado is aged 8 weeks and 8 days while the Añejo is laid down for exactly 1 year.

InSpirit 020 7739 1333

[www.inspiritbrands.com](http://www.inspiritbrands.com)

**Olmeca**
**Tequila**
**40%**

The original Olmeca is a premium mixto tequila, but the recently launched Olmeca Altos is 100% Blue Agave, and is available as both Plata and Reposada. Developed as a collaboration between tequilero Jesus Hernandez and Henry Besant & Dre Masso, two of the UK's leading bar experts. Olmeca Tezon is also available in the UK. While all Olmeca brands contain a percentage of it, Tezon is the only tequila to use 100% tahona liquid, the juice produced from traditionally milled agave plant.

Pernod Ricard UK 020 8538 4484

[www.pernod-ricard.com](http://www.pernod-ricard.com)

**Partida**
**Tequila**
**40%**

An authentic estate-grown premium Tequila, made from 100% blue agave in the heart of Mexico's historic Tequila region. With a clean, smooth, exceptionally pure taste, this Tequila is one of the only major Tequila brands still produced - from agave cultivation and harvest to distillation and marketing - as an estate-grown product. Available in four styles, Blanco, Reposado, Añejo and Elegante.

InSpirit 020 7739 1333

[www.inspiritbrands.com](http://www.inspiritbrands.com)

**Patrón**
**Tequila**
**40%**

Patrón is the world's number one Ultra-Premium Tequila. Handcrafted in Mexico by skilled artisans, the range includes five expressions, including the Gran Patrón Platinum and Gran Patrón Burdeos. This connoisseurs choice is distilled at 55% alcohol, from blue agave harvested in the highlands then aged for a full year in specially created barrels.

Cellar Trends 01283 217703

[www.cellartrends.co.uk](http://www.cellartrends.co.uk)

**Sauza**
**Tequila**
**40%**

The Sauzas are credited with creating the international market for tequila. In 1873 Don Cenobio Sauza bought a distillery and began turning the rough local 'vino mezcal' into tequila and exporting it to the US. The brand family now includes Gold and Blanco at entry level, and a full range of premium products. Sauza Hornitos is a unique style of 100% agave tequila which was developed by the 3rd generation Sauza to preserve more of the agave flavour. Hornitos is available in Plata, Reposado and Añejo, made from 100% blue agave and double distilled. Tres Generaciones (or 3G as it is called by its fans) from the same distillery is a super premium triple distilled tequila also available in Plata, Reposado and Añejo varieties.

Maxxium UK 01786 430500

[www.mixxit.co.uk](http://www.mixxit.co.uk)



# Party Spirits

**The spirits market has been one of the most dynamic in alcoholic drinks in recent years and the downturn in the ontrade's fortunes hasn't blunted the appetite for suppliers to bring innovation to the market, or for the most forward-thinking pub operators to take on board exciting new products**

Despite the current economic situation, and the pressures on the pocket, premium spirits are performing well and there has been no sign of people turning to cheaper drinks, thanks to a trend that has been dubbed the 'Weekend Millionaires'. Something of an exaggeration perhaps, but it is certainly true that although people are going out less, when they do go out they are not cutting back; on the contrary they are determined to have a good time.

While spirits sales are declining overall, sales of speciality spirits and liqueurs, the drinks most associated with parties and fun, are enjoying considerable growth across both the ontrade and offtrade, and are doing particularly well in venues where young people gather to have a good time together.

This boom in party spirits is largely a result of the creativity of young adults, who are always on the lookout for something new, using their imagination to concoct their own drink experiences, from cocktails and shotails, to Jager bombs and Jager trains.

This has led to a considerable revival in cocktails and mixed drinks recently - the

Mojito is the biggest selling cocktail at the moment, but Cosmos, Margaritas, Mai Tais and Woo Woos - the latest twist on Sex on the Beach - are all hot stuff in cool bars.

## Making a Bomb

But the hottest drink behind bars this year was a herbal liqueur. Sold as a chilled shot, but also frequently served with Red Bull or other energy drink and called a "bomb", Jägermeister has taken off in a way that has surprised everyone - probably even the brand owners.

Jägermeister's tremendous success has given a real boost to those bars and pubs that have tapped into the herbal liqueurs phenomenon, which was initially a cult trend but is now a huge hit anywhere that people go to party.

Mike Swingwood, UK marketing manager for Cellar Trends, Jägermeister's UK distributor, says: "The main reason for our rapid growth is our investment in brand building and supporting the ontrade.

"Independent research undertaken by CGA showed that accounts that served Jägermeister ice cold - especially through our tap machines - tripled their sales instantly. A Jägermeister tap machine was proven to generate incremental sales of £466 per month."

The tap machine chills up to 3 bottles at a time, down to a seriously cold -18C, and dispenses the spirit at the absolutely perfect temperature. This can't easily be replicated in the home, and has made the machines hot property in the rock world - which Jägermeister is heavily into.





# SERVE ICE COLD

See our websites: [www.jagermeister.co.uk](http://www.jagermeister.co.uk) and [www.jagermusic.co.uk](http://www.jagermusic.co.uk)

For all UK enquiries [www.cellartrends.co.uk](http://www.cellartrends.co.uk)

**drinkaware.co.uk**



Joining forces with a rock mag and the chain that own the O2 venues, the brand created the Jager Music Tour, a series of free gigs around the country which reinforced the brand's association with good times. They also work with pubs, bars and clubs in over 19 cities to increase awareness of the brand.

### The Next Big Thing

Sweet tea liqueurs and vodkas from the States could be the next big thing in 2011, with Diageo giving a soft launch to its Jeremiah Weed brand exclusively through Wetherspoon, but with wider distribution a possibility in the months ahead.

Hi-Spirits is entering the sweet tea fray with its Sazerac-owned Firefly brand from the states and, never slow to spot a trend, the company also recently launched a cinnamon whisky drink called Fireball, which MD Jeremy Hill describes as "the next Jägermeister"

*"Young adults are going out later for a night out. They have a few drinks at home and then when they go out they are drinking spirits and/or liqueurs with mixers over ice"*

"Cinnamon infused whiskey is a new flavour, and it again shows how important innovation is to the shot market," says Hill. "We've continually added new flavours to the Antica Sambuca range, with 2010 seeing the launch of Antica Chilli and Antica Amaretto.

"We've also run very successful promotions with Monte Alban Mezcal, the Mexican spirit with the worm in the bottle. We've been able to source extra supplies of worms from the distillery in Mexico,

so pubs have enough for every customer ordering a shot to follow up with a worm. It's one of the world's best known drinking rituals, and there's been huge demand from pubs."

Other brands innovating in the shots market include Sourz, the Maxxium UK brand, whose innovation has included getting fans of the brand to vote for the pack designs of limited editions on Facebook, which is one of the best places to go to get an idea of what is 'liked' by young adults.

### See the Light

The Daily Mail would never report it, but there is another important trend among young adults that is boosting the popularity of lower strength drinks such as Amaretto and cola, Sambuca and other flavoured aniseed liqueurs John Mills, MD of InterContinental Brands explains: "Young adults are going out later for a night out. They have a few drinks at home and then when they go out they are drinking spirits and/or liqueurs with mixers over ice.

"We are finding that young adults want to have fun but are becoming more responsible about how much alcohol they are drinking. They know they have to get up for work or to go to college the next day and are becoming increasingly aware of the alcoholic content of drinks"

This was shown by recent research conducted by ABInBev, Noctis, and the National Union of Students, which revealed that most students (77%) frequently or always take into consideration their academic commitments for the following day when planning how much they'll drink on a night out.

*"This boom in party spirits is largely a result of the creativity of young adults who are always on the lookout for something new, using their imagination to concoct their own drink experiences"*

InterContinental Brands have recently launched Sambuxo, a lower alcohol Sambuca, and Black Star, a 22% abv spirit drink that appeals to drinkers that want the smokey bourbon taste without the full strength alcohol hit. The company has run promotional nights in Student Unions where the brands' lower strength and lower price has been a great selling point with students wanting to party without paying for it the next day.

As Mills says: "Although they can't always tell you the specific abv or the exact number of alcoholic units in a drink, they know the impact that certain drinks will have and are therefore making choices about what they drink. This explains why light spirits and liqueurs as well as cocktails are doing so well. The message to bar operators is to ensure they are stocking a wide range of styles and flavours to match this demand."

It seems that, despite the tabloid fixation on binge drinking, the truth is that, to paraphrase Cyndi Lauper, young adults just wanna have fun



# The Liqueurs & Speciality Drinks category is really taking off!

Overall sales of spirits in the On Trade are declining -3%.....  
Liqueurs and Speciality drinks sales are growing at 4%!!\*

**Make sure you are stocking the brands your customers want!!!**

Source

\*Nielsen Scantrack Total GB value sales MAT to July 2010



[www.icbrands.co.uk](http://www.icbrands.co.uk)

Sales: 01642 256154

DRINK RESPONSIBLY

[drinkaware.co.uk](http://drinkaware.co.uk)



# Party Spirits

## After Shock

Liqueur

30%

Striking flask style bottles, each flavour has its own unique dual hot and cold taste sensation. Available in 5 flavours including Hot and Cool Cinnamon and new Fizzy Orange. Used as a shot or served over ice with cola or an energy drink, Maxxium also suggest a range of 'shocktails' for each variant.  
Maxxium UK 01786 430500

[www.mixxit.com](http://www.mixxit.com)

## Antica

Sambuca

38%

A premium range of classic and flavoured Sambucas - Amaretto, Apple, Banana, Black, Cherry, Chilli, Liquorice, Mandarin, Orange & Mango, and Raspberry - using all natural flavourings and produced to a traditional recipe in Italy.

Hi Spirits 01932 252100

[www.anticasambuca.com](http://www.anticasambuca.com)

## Archers Schnapps

Schnapps

23%

A premium peach schnapps with a refreshing, crisp taste.

Diageo 020 8978 6000

[www.diageo.com](http://www.diageo.com)

## Black Star

Liqueur

22%

A blend of premium fermented alcohol and spirit mixed with smokey bourbon flavours and containing sour mash, whiskey and oakwood flavours.

InterContinental Brands 01642256154

[www.icbrands.co.uk](http://www.icbrands.co.uk)

## Bols

Liqueur

15%-50%

The Bols range is unprecedented in terms of variety and quality, and offers an array of 36 different flavours in glorious technicolour, all in eye catching bottles. From amaretto to vanilla, there is a flavour for every occasion, and the Bols website has plenty of classic and unusual cocktail ideas.

Maxxium UK 01786 430500

[www.bolcocktails.com](http://www.bolcocktails.com)

## Cointreau

Liqueur

40%

Made with pure essential oils from sweet and bitter oranges it lends a distinctive orange flavour to cocktails.

First Drinks 01256 748100

[www.firstdrinks.co.uk](http://www.firstdrinks.co.uk)

## Disaronno

Liqueur

28%

Italian liqueur, with a taste resembling marzipan. One of the oldest brands in the world, the secret recipe of herbs & fruits steeped in apricot oil hasn't changed since 1525, but its almondy flavour is finding favour with today's party people

First Drinks 01256 748100

[www.disaronno.co.uk](http://www.disaronno.co.uk)

## Southern Comfort

Special

40%

Crafted from the world's finest black and red raspberries, authentic Madagascan vanilla, Moroccan citrus peel, honey and XO cognac to create a delicious all-natural black raspberry liqueur. Use in cocktails or add to champagne

BBFB 01962 762 100

[www.pourfection.com](http://www.pourfection.com)

## Drambuie

Liqueur

40%

A secret elixir of herbs, spices and heather honey crafted with aged scotch whiskies, still made to the same secret recipe dating back to 1745. Good for creating classic cocktails and long mixed drinks.

BBFB 01962 762 100

[www.pourfection.com](http://www.pourfection.com)

## Goldschlager

Schnapps

40%

An authentic hot cinnamon schnapps from Switzerland which contains floating flakes of real 24 carat gold. The distinctive bottle looks impressive with the gold held in suspension - billed as the drink to increase your inner bling!

InSpirit 020 7739 1333

[www.opalnera.com](http://www.opalnera.com)



<b>Fireball</b>	Liqueur	33%	<b>Sourz</b>	Special	15%
Launched at the end of 2010 and targeted at the Jager generation, a cinnamon & whisky based liqueur that is popular in its native Canada.			Billed as the Brilliant Tasting Shooter and one of the fastest-growing spirits brands in the UK. Sourz brilliant fruit flavours and vibrant colours appeal to 18-30 year old drinkers, generating impulse sales and boosting profits.		
Hi Spirits 01932 252100			Maxxium UK 01786 430500		<a href="http://www.mixxit.com">www.mixxit.com</a>
<b>Jagermeister</b>	Liqueur	35%	<b>Southern Comfort</b>	Special	40%
Distinctive herbal liqueur from Germany, based on a unique and secret recipe of 56 herbs, roots and spices. Should be served as an ICE COLD Shot or alternatively as a mixer with Energy Drinks, Cola or Tonic. A massive hit in many top bars and music venues, there is a 'Jager Tap' which chills 3 bottles to -18 degrees, guaranteeing great standout and an ice cold shot every time. It is also popular as a Jager Bomb, a single shot dropped into a Red Bull.			The spirit of New Orleans, the birthplace of jazz and cocktails, is closely associated with music and good times and is a versatile spirit based liqueur which adds a contemporary twist to many classic cocktails and can be used as the base for long mixed drinks. Serve with lemonade and a dash of lime cordial over ice.		
Cellar Trends 01283 217703			Bacardi Brown-Forman Brands 01962 762 100		<a href="http://www.southerncomfort.com">www.southerncomfort.com</a>
<b>Luxardo</b>	Sambuca	38%	<b>Taboo</b>	Speciality	14.9%
A range of premium sambucas including Original as well as black, cream, cranberry, pomegranate, spiced apple and raspberry. Designed to be drunk as long drinks, cocktails and layered cocktail shots – or shottails			A versatile blend of vodka and tropical juices.		
Cellar Trends 01283 217703			First Drinks 01256 748100		<a href="http://www.firstdrinks.co.uk">www.firstdrinks.co.uk</a>
<b>Monte Alban</b>	Mezcal	40%	<b>Tia Maria</b>	Liqueur	40%
Mezcal is billed as tequila's big brother, and was first distilled from the agave plant 500 years ago. Made in Mexico, each bottle comes with a worm in the bottom, and legend has it that the worm gives strength to anyone brave enough to eat it, and is also rumoured to be an aphrodisiac.			Made with coffee beans and vanilla to add a velvety coffee dimension to long drinks and cocktails.		
Hi Spirits 01932 252100			First Drinks 01256 748100		<a href="http://www.firstdrinks.co.uk">www.firstdrinks.co.uk</a>
<b>Opal</b>	Sambuca	40%	<b>Tuaca</b>	Liqueur	35%
Nera is a premium black sambuca that takes its colour from elderberries, the taste is reminiscent of liquorice and anise, while Bianca is the white version.			Based on fine cask-aged brandy, with a blend of vanilla & orange essences, this Italian liqueur can be enjoyed on the rocks, as a chilled shot, in coffee or cocktails		
InSpirit 020 7739 1333			Bacardi Brown-Forman Brands 01962 762 100		<a href="http://www.tuaca.co.uk">www.tuaca.co.uk</a>
<b>Sambuxo</b>	Liqueur	22%	<b>Vaccari</b>	Sambuca	38%
A lower lighter sambuca drink in Original, Black, Cherry and Blackcurrant, flavours, designed to be mixed, added to coffee or drunk as a chilled shot.			Highly aromatic with a good balance of both star anise and Mediterranean anise:		
InterContinental Brands 01642256154			Maxxium UK 01786 430500		<a href="http://www.mixxit.com">www.mixxit.com</a>
<b>Zamaretto</b>	Liqueur	22%	<b>Zamaretto</b>	Liqueur	22%
A rainbow of brilliantly coloured flavoured Amaretto liqueurs, in Apple, Cherry, Blue Raspberry, Chocolate and Original. They can be drunk over ice or mixed with juice or a sparkling mixer. Rich, sweet, smooth and almondly, Zamaretto comes in an imposing square bottle, either 50 or 70cl.			A rainbow of brilliantly coloured flavoured Amaretto liqueurs, in Apple, Cherry, Blue Raspberry, Chocolate and Original. They can be drunk over ice or mixed with juice or a sparkling mixer. Rich, sweet, smooth and almondly, Zamaretto comes in an imposing square bottle, either 50 or 70cl.		
			InterContinental Brands 01642256154		<a href="http://www.zamaretto.com">www.zamaretto.com</a>



# The Jagerbomb Explodes

## High Energy

**Driven by the vodka and Red Bull mix, energy drinks have become a core category in high-energy on-trade outlets in recent years.**

The last year has seen the emergence of the Jagerbomb - a Jagermeister and energy drink mix that has given the category extra impetus. The "bomb" trend now seems to be spreading to other niche spirits as well.

Tom Smith, Red Bull UK trade communications manager, says: "This is a big opportunity for pubs and has certainly helped to inject some excitement into the category, not to mention some big profit opportunities.

"We've already been told by some of our large managed customers that Jagerbulls [the unofficially branded version of the Jagerbomb] are now their number one selling drink which is an indication of the emergence of this new trend."

### Vodka Going Strong

Smith adds: "Vodka is an incredibly valuable category and vodka and Red Bull remains an extremely popular serve. Red Bull has the bar call which means it's seen as the category signpost but in order for the trade to maximise the opportunity they should ensure good visibility and that they serve a full cold can over the bar."

"Demand for functionality is sky high which means that energy drinks will be flying into customers' hands with the right focus from licensees.

Energy drinks have a big part to play with people on a night out - whether it's for someone partying all night, a designated driver,

people looking for a quick energy boost or for a group of friends wanting a fun night out.

"It's important that we continue to work with customers to get the basics right. Good availability, the correct serve, the right visibility and communicating the offer leads to increased sales, so it's vital to the ongoing success of the category that this remains a focus for the on-trade."

Dave McNulty, on-premise trading director, at Coca-Cola Enterprises, says the energy drinks sector has grown +17.5% in the last year, and is now worth £645.2 million.

The company reports a 43% rise in sales of its own Relentless and Monster brands.

*"Good availability, the correct serve, the right visibility and communicating the offer leads to increased sales, so it's vital to the ongoing success of the category that this remains a focus for the on-trade"*

"As soft drink category leaders, CCE is committed to driving growth across all segments through innovation and last year launched Relentless Origin and Relentless Juiced Tropical across the UK on-premise in 25cl bottles that provide the ideal portion and flavour alternatives for customers."

Most recently, CCE has extended its portfolio with the launch of Monster Export and Monster Ripper, both available in 250ml cans.

"The addition of these products into CCE's existing energy portfolio in the on-premise will give licensees an even greater choice of quality energy drinks to offer their customers," says McNulty.



Customers who see Red Bull, buy Red Bull. Keep it visible on the top shelf of the fridge or go for a Red Bull cooler.  
And don't forget, when served with vodka, it can be one of your most profitable drinks.

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## ExSellence in Action

### The Soft Sell

**Drink-driving and health issues as well as greater accessibility for families have all helped to make soft drinks much more important to pubs, but it's still easy for them to be seen as a secondary category. That's why a little support from suppliers can go a long way.**

Ian Patefield, Channel Marketing Manager - Licensed at Britvic, says "Soft drinks represent a huge profit opportunity for licensees. An appealing range of soft drinks, served and marketed the right way, provide a genuine reason for people to stay in a pub if they're not necessarily drinking alcohol."

### Expect ExSellence

Britvic is the number one supplier of soft drinks in the licensed channel, with sales of £1.1 billion and a 47% value share. But far from resting on their laurels, they are continuing to invest millions in the on-trade to help their customers drive sales.

In addition to product innovation and stylish new glassware, a significant part of this investment has been practical support in the form of a new customer training programme which was introduced at the start of 2010.

"The new ExSellence training scheme goes beyond perfecting the perfect serve and sees the soft drinks supplier work with licensees to improve and grow their business across the board" explains Keith Richardson, Category Controller at Britvic Soft Drinks "The scheme provides staff with the skills to create fresh ideas on driving the soft drinks category, including selling tips to generate additional profits"

In-depth product knowledge is also part of the programme – as other categories such as ale and premium spirits have shown, product knowledge can be a useful selling tool for staff.

ExSellence is a modular programme based around the key principles that drive incremental soft drinks sales, delivered by Britvic experts. These include:

- ▶ Unavoidable visibility – Prompting purchase through display and merchandising
- ▶ Maximising the spend – Driving customers to spend more or buy more often on every visit
- ▶ Exploiting occasions – Linking to specific occasions when licensees can sell more soft drinks
- ▶ Compelling serves – Delivering a serve experience that adds value and excitement to the product offer
- ▶ Engaging experiences – Making soft drinks a more enjoyable experience for the customer all-round

### Think Three Fs

There are three areas where the pub trade can make significant gains in sales: food, families and females.

Food is increasingly important to on-trade outlets, which means that it's a good idea to offer soft drinks that work well with food.

"In June 2010 we launched J20 White Blend, based on insight from the principles of food matching" Patefield says "With two variants including White Grape and Kiwi plus Red Grape and Blackcurrant, it's a range that complements the food offer and our customers have benefitted by activating them together."

## Food for Thought

Britvic's first rule is that the weight of food should match weight of drink, so J20 White Blend White Grape & Kiwi would go with light salads while a Red Grape & Blackcurrant with burgers and chips.

The second rule is that flavours should work in harmony or, occasionally, contrast. An example of this might be a pineapple juice with either a cheese ploughman's or Hawaiian pizza.

Salt, acidity and fizz work well together and acidic drinks also work well with oily and fatty foods as the bubbles help cleanse the palate. An example here might be a Britvic 100 Orange or 100 Apple with fish and chips.

Another general rule to remember is that acidic drinks also complement umami (savoury flavours) in food, a principle that would see tomato juice paired with grilled red meat steaks.

Hot and spicy dishes can be cooled by sweeter style drinks, such as an ice cold Pepsi with both Indian and Thai curries.

The final rule is that drinks for desserts should be sweeter than the pudding itself. A J20 Orange & Passion Fruit would generally go well with most cheesecakes.

## Family Values

With a pub lunch seen increasingly as a destination outing for families, Patefield recommends that pubs ensure their range of soft drinks matches the needs of the whole family.

"Naturally, Robinsons Fruit Shoot is a good fit and the brand continually offers publicans tools to help increase dwell time," he says.

"Our Juiced magazine is a good example of a value added offer from Britvic that is designed to keep kids happy, which will ultimately help to keep their parents in the outlet, spending money."



## Female Friendly

Cocktails and mixed drinks are also a potential growth area for licensees and continue to be popular with female visitors.

Britvic have also launched a mixed drinks menu this winter to give publicans and bar owners ideas for mixed drinks to maximise their soft drinks sales.

The menu offers a range of great tasting mixed drinks that utilise the whole of Britvic's portfolio of mixers and juices which, if used, should be communicated by POS on the bar.

## The Soft Opportunity

Soft drinks have proved more resilient to the recent downturn in the economy and general on-trade fortunes.

Although consumers were visiting licensed premises less both this year and last year, there remains a significant opportunity for publicans and licensees that cater for a food offering

Soft drinks are a huge market for the licensed channel and continued to outperform the overall drinks market in 2010. This means that there is an opportunity for publicans and bar owners that get their soft drinks ranges right and cater for this demand.

As with any other product, they can be purchased cheaper in supermarkets but licensees can make them far more attractive by offering a point of difference.

This comes in the form of the whole on-trade experience right from in-outlet theatre to the provision of an interesting, wide-ranging drinks offering and friendly staff. Those pubs that are paying attention to this are seeing the most success.

A major element of this is serving soft drinks in the right way. Achieving this is crucial to maximising the opportunity the category provides and the more licensees can get this right, the greater the sales opportunity.



# Turning Soft Drinks into hard cash

Although over a third of all on trade occasions already involve a soft drink<sup>1</sup>, there's still a big opportunity to increase the number consumed on each occasion, which is currently lower than other categories.<sup>1a</sup>

By helping you sell just three more soft drinks every day, Britvic can help boost your revenue by £1,555 every year.<sup>2</sup>

Our 'six golden rules' make selling soft drinks easy. So make them part of your daily routine – and something all of your team instinctively acts upon every day.



## 1 Offer the right range for the occasion

The right range of soft drinks, in a well merchandised chiller, will ensure your customers find what they're looking for; especially important as almost half of consumers would buy more soft drinks if the choice was greater.<sup>3</sup>



## 2 Create eye-catching displays

Your back bar is your shop window. Using engaging displays, point-of-sale and finished drink pricing can drive additional sales.



## 3 Provide compellingly served soft drinks

A perfectly served soft drink, delivered by knowledgeable staff, will encourage repeat purchase and visits.



For more advice on maximising your Soft Drinks sales, order your **FREE** guide from Britvic by calling **08457 585 450**

## 4 Make the most of food occasions

Nearly half of all food occasions include a soft drink<sup>4</sup>, so pairing soft drinks with foods can help to increase profit and encourage additional purchases.



## 5 Deliver the value your customers expect

Providing kids' magazines, meal deal combos and finished drink pricing are all ways of delivering value to your customers – and getting them spending more.



## 6 Encourage guests to stay longer

Creating a relaxing atmosphere, making recommendations or simply engaging in conversations, all ways to keep customers longer – even if it's just for one more drink.



1. Kantar Worldpanel AlcoVision, YE March 2010 (1a. solus soft drinks). 2. Nielsen - GB Total Brewers Value/Purchase units for packaged - cola / flavoured carbs / glucose / stim / sports / juice drinks / water (x3 x 365), Jan 2010. 3. Mintel, On Trade Soft Drink Report, Dec 2009. 4. NPD Group/CREST, Soft Drinks Incidence in Pubs, YE June 2010 vs YA. Britvic and J2O are registered trademarks of Britvic Soft Drinks Ltd. Fruit Shoot is a registered trademark of Robinsons Soft Drinks Ltd. 7UP, Pepsi and the Pepsi globe device are registered trademarks of PepsiCo Inc.

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The No.1 adult juice drink<sup>1</sup>



The No.1 Kids' drink<sup>1</sup>



No.1 Juice Mixers<sup>1</sup>



The No.1 carbonated juice drink<sup>1</sup>



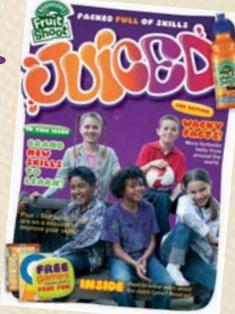
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### Fruit Shoot Magazines

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# Soft Drinks Mean Business

## The Modern Pub Report

**Despite the tabloids' addiction to binge Britain stories, the truth is that as a nation we are drinking less alcohol, and less often. This doesn't mean that pubs will die out, replaced by cafes and coffee shops - but it does mean that in order to be fully armed in the battle for the leisure pound, pubs need to adapt to appeal to the 21st century consumer**

The pressure on people's pockets has increased the trend away from posh nosh and pubs are the perfect antidote, offering casual dining in a relaxed atmosphere that the whole family can enjoy

In addition, bars that are trading well outside the peak weekend drinking window are catering for breakfasts, business and community meetings, coffee and cakes, 'retail therapy relief' and snack lunches, as well as the usual meal time trade. Pubs generally have a larger trading area, and a more comfortable environment, so with the right offering they can easily compete with the local Starbucks or snack bar.

Good quality tea and coffee are a must for all those occasions, but you also need an attractive range of other non-alcoholic drinks - customers have a tremendous selection when shopping for the home, and are looking for the same choice when they're out and about

### Stocking Selection

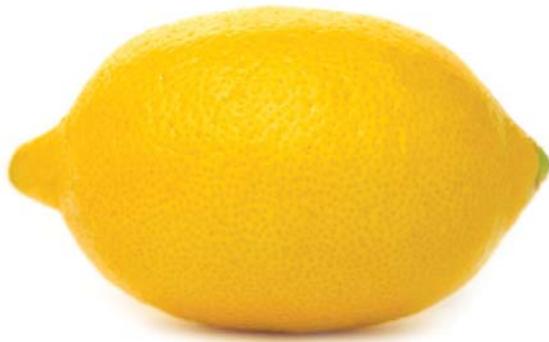
There are now soft drinks just for adults as well as for the kids, soft drinks designed to go with food and ones geared to efficient thirst quenching, soft drinks for men and soft drinks for women, soft drinks to give you a mental lift and even ones to help you chill out again. Soft drinks have come of age.

*"The key to making hard cash from soft drinks is to stock a wider range, increase visibility of them so that customers know they have more options, present and serve them well"*

The UK soft drinks market as a whole has grown 6.3% in the year to October 2010, according to Nielsen figures, with on-premise sales worth £4 billion. That's more than double cider and well in excess of wine. And if that figure alone isn't enough to make you take soft drinks seriously, Dave McNulty, on-premise trading director at Coca-Cola Enterprises, has more food for thought:

"In pubs, more often than not, soft drinks don't get the credit and attention they deserve. Beer and other alcohol categories remain the landlord's focus for driving sales. However, for many customers soft drinks are the preferred choice, with around one in four people entering a bar just wanting a soft drink."

Many licensees have woken up and smelt the fruit juice, but there is still plenty of untapped potential, and both CCE and



**Lemons come in over 50 varieties.**



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Your customers love Coca-Cola more than any other cola.<sup>1</sup>

In fact, compared to its nearest competitor, they're even prepared to pay more for it.<sup>2</sup>  
That's why it's the on trade's No.1 packaged soft drink<sup>3</sup> and the UK's first £1 billion brand.<sup>4</sup>

**When your customers ask for a Coke, make sure you give them a Coke.**

1. Six times more people surveyed, prefer Coca-Cola when ordering a brand of Cola. Him! On-track research – July 2009 – asking 4,736 consumers which brand of cola they preferred to be served in pubs/bars.  
2. Nielsen: Total coverage /price check, October 2008 MAT. 3. Nielsen: Rate of Sale, average litres per month. Total Brewer end January 2010 MAT. 4. Nielsen 52w/e 26 December 2009.

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Britvic have launched programmes to help pubs and bars build soft drinks sales - CCE with its Open More business scheme and Britvic with ExSellence.

A good soft drinks offering can be profitable in its own right, at the same time as improving the reputation of the pub or bar, and the key to making hard cash from soft drinks is to stock a wider range, increase visibility of them so that customers know they have more options, present and serve them well - and make the most of food opportunities.

One of the key trends of the moment is for food matching - with wine, with beer, even with spirits - and Britvic has tapped into this trend with the creation of J20 White Blend, a range comprising White Grape & Kiwi and Red Grape & Blackcurrant, designed specifically for meal occasions.

*"The higher margins on soft drinks guarantee that a little thought about presenting a range of alternatives will be rewarded in healthier profits"*

Responding to the growing trend for healthier, sugar free drinks, CCE relaunched Schweppes Deuce - this time with no added sugar. The juice drinks come in 275ml glass bottles and are available in two popular flavour combinations - 'Orange & Guava' and 'Cranberry & Raspberry'. These join the popular carbonated Appletiser/ Fruitiser range which is also sugar free.

## Innovation

Halewood International - best known for alcohol brands such as Crabbie's, Red Square and Lambrini - has begun a major push into the adult soft drinks market with Iron Press - a rare soft drink launch that is targeted at men.

Marketing director Graham Oak says: "We identified an opportunity to take a significant share of this market. Iron Press looks like a beer, pours like a beer, laces the glass like a beer, but is a great tasting soft drink."

Halewood has followed this up with the launch of a soft drink version of Crabbie's Ginger Beer. "Adults are limited in what they can drink in the ontrade if they don't want an alcoholic beverage," says Oak "and research has shown they are tired of the soft drinks currently available. The launch of Iron Press and John Crabbie's Cloudy Ginger Beer provides adults with real alternative to the soft drinks that have been around for years."

In a reverse move, Fentimans, the botanically brewed Adult soft drink company famed for its traditional ginger beer has brought out an alcoholic version

## Healthy Options

One of the key trends of the last decade has been the growing demand for healthy options - and it's not confined to families and females - which has led to a fantastic variety of real fruit juice products

Fruit juice is massive in supermarkets - the chilled category alone worth almost £1 billion – and not from concentrate (NFC) is the premium option. Premium is driving many of the positive trends in the ontrade at the moment yet many pubs are missing out on the demand for this real thing.

Cartons aren't practical in most pubs, but market leading NFC (not from concentrate) Tropicana Orange Juice is available in ambient 275 ml bottles, as are Britvic 100 squeezed orange and pressed apple variants.

Pago too are gaining ground in the juice market, as pub operators look beyond the big suppliers to find products to differentiate themselves.

The Arc Inspiration Group, for example, has 8 outlets trading through the day, which means that they cater for a whole range of customers from breakfast and mid-morning snacks, through lunchtimes, afternoon tea, evening meals and then onto night-time drinking.

Arc selected Pago because it offered a high quality, 100% natural premium juice, with 16 flavours, ranging from the usual orange, apple and tomato through to cranberry, strawberry and peach.

MD, Martin Wolstencroft explained 'Our customer proposition changes throughout the day and we needed a juice that reflected the quality of our offer and one that would suit all manner of drinking and eating occasions.'

The newest kid on the fruit juice block is Folkington's, with a USP of traceability and reduced air miles, elements that might fit with modern food-led outlets. The trend towards local produce is hard when it comes to oranges and tomatoes, but the fruit is sourced from the nearest place such as Valencia for oranges.

Managing director Paul Bendit says: "It seemed to be a product that needed to be done. Orange juice and tomato juice tend to be treated as a commodity: people have no idea what type of orange or where the oranges come from. It could be Belize or the US or even China."

"Pubs are having a torrid time but it's in some way a good time to do business with them because they need to think about how they can give the customers a better offering, and they're not going to do that by pumping out the big brands."

Another niche producer, Bottlegreen, put its focus on a packaging revamp to give it more in-outlet visibility in 2010. Sales director Andrew Cooney says: "We're seeing good growth in the ontrade through a combination of new customers stocking Bottlegreen and those who are already stocking it selling more."

"2011 may see new flavours in the cordials. We're working with

spirits suppliers to improve cocktail offerings; elderflower is now a key flavour for bars offering a different range of cocktails."

Cooney said that food-led pubs are a big opportunity for soft drinks. "We've been focusing on being in the right places for our product, places that sell food, have an overall premium offering and a slightly more female customer base."

*"One of the key trends of the last decade has been the growing demand for healthy options - and it's not confined to families and females"*

## Make an Impression

Cooney also makes the point that pubs need to work hard at impressing customers with presentation as well as range.

"You wouldn't pay £3 for a flat pint in a dirty glass so why should you accept that for a soft drink," he says. "Soft drinks are going to become even more important especially with more pubs doing food and the possibility of changes to the drink-drive laws."

"Products like ours are a good opportunity for food-led pubs to make themselves a bit different."

Tiffany McKirdy, operations director at Fentimans flags up the importance of staff knowledge as well as presentation in helping to drive soft drinks sales.

# Evolution not revolution

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"Statistics suggest that 70% of customers have not decided what to drink when entering a pub and 51% will purchase on staff recommendation," says McKirdy "Fentimans takes time to conduct product knowledge days with staff, which means that our drinks are at the forefront of the minds of the bartenders or waiting staff when being asked for recommendations.

"There is an increased demand for premium soft drinks, as this has been proven to increase sales, most notably in family friendly pubs. The higher margins on soft drinks guarantee that a little thought about presenting a range of alternatives will be rewarded in healthier profits.

"Fentimans suggested selling price is around 15%-20% above standard packaged soft drinks, ensuring a healthy profit."

## Mixing with the Masters

With all the buzz about product innovation and premium brands, it's easy to forget the basics.

With spirit sales on the increase, long mixed drinks offer great potential for profit; mixers are an important part of the ontrade offering, and both of the major players in soft drinks have recognised the benefits of teaming up with their natural partners, the big spirits suppliers.

Coca-Cola Enterprises has been working on a joint promotion with Diageo to improve the spirit-mixer experience for consumers in pubs.

The 'Always Better Together' initiative involves providing ontrade education programmes, jointly developed in-outlet POS and consumer marketing to over 10,000 pubs. The campaign aims to promote perfect serves across core premium spirit and mixers on leading brands, such as Gordon's and Schweppes Tonic,

Pimm's and Schweppes Lemonade, Smirnoff and Coca-Cola and Bell's and Coca-Cola.

McNulty at CCE says: "It makes sense for the leading spirit and mixer brands to work together to ensure consumers are getting the most out of their mixed drink experience and it offers new opportunities for innovation across these iconic brands.

"We're confident our joint campaign with Diageo GB did a fantastic job in creating greater consumer interest, and we're looking forward to more joint activity in 2011."

Britvic has joined forces with Pernod Ricard UK in their aim to help pubs increase the profitability of spirit mixed drinks.

*"78 per cent of all ontrade spirit sales are mixed with a soft drink and Nielsen data shows that 42 per cent of consumers would consider a spirit and mixer if the price was inclusive and clearly displayed"*

According to research conducted by Pernod and Britvic, 78 per cent of all ontrade spirit sales are mixed with a soft drink and Nielsen data shows that 42 per cent of consumers would consider a spirit and mixer if the price was inclusive and clearly displayed.

With that in mind the companies have developed a campaign to include dual branded POS kits such as posters, menus, table tents and mats featuring dual branded servings, all designed to increase visibility and encourage purchase.

There are also guidance notes on cash margins and pricing of mixed drinks to help improve pricing consistency and overall profitability for each outlet, and sales teams will offer in-outlet training to licensees.

As part of their ongoing mission to reinvigorate the mixers and juices category, Britvic has also had a complete revamp of the packaging, introduced a 160ml bottle - replacing the 125 ml and 200 ml sizes - and added soda water to the range.

The new size helps deliver a more consistent and balanced spirit-mixer serve, important because research has shown that many consumers value taste as the most important part of a spirit-mixer, followed by flavour and then price.





# The Perfect Soft Serve

**To maximise profits licensees need to create a point of difference through choice, theatre and presentation, in order to compete not just with other operators but also with the cheaper prices available in supermarkets.**

As with any other category, success is dependent on offering good value, which means ensuring the perfect serve, every time

## For a great straight soft drink

Take a large, cold, appropriate glass

Add good quality ice up to 1/3 full

Pour over the chilled product

Add fresh garnish - fruit, mint leaf etc

## For a great spirit-mixer

Fill appropriate cold glass ¾ full with ice

Lightly squeeze lime/lemon over ice to reduce melt

Add spirit measure

Top up with mixer

Add fresh garnish

**Glassware is very important - many brands come with dedicated glasses, such as Coke, Pepsi, J20 etc - and neither straight soft drinks nor spirit-mixers should be served in glasses designed for beer.**

Plenty of ice is the key to a good serve - the more there is in the glass, the slower it will melt and dilute the drink.

In many cases only one person goes to the bar so use POS around the outlet, on tables, chalkboards, menus etc to make sure all customers know what's on offer.

Give your soft drinks maximum impact by stocking the full range. They have more standout in the fridge and are developed to complement each other.

Train your staff to sell soft drinks alongside food and offer refills during the meal. Most customers won't return to the bar once their meal has been served, so table service is essential

Pitchers of soft drinks or non alcoholic cocktails are popular, especially with meals, and if they're presented well they are a great promotional tool



## Snack Action

**Predicting consumer behaviour is always a hostage to fortune, but those who forecast that the rise of the gastropub would sound the death knell of the bagged pub snack must surely be choking on their slow-roasted lamb shank with sweet potato fondant and red cabbage drizzled with a blackberry jus. John Porter suggests ways of rustling some extra profit from these pub staples**

Figures from the cash & carry sector show that a bag of crisps – and more specifically a 35g bag of Walkers Cheese & Onion crisps – is the biggest-selling branded food item bought by the UK on-trade. Overall, bagged snacks remain as important a part of the pub sales mix as ever.

*"However much you might want to slap anyone who uses marketing buzzwords, the adage that "eye level is buy level" has become a cliché for a reason – it's true"*

Crisps and nuts are an essential weapon in a publican's armoury because they perform two vital functions. They are incremental to a drink sale, putting more cash in the till and improving margin. Additionally, bagged snacks are salty, and so customers are more likely to order a second pint after eating them. None of which is rocket science, but the fact is, many pubs still miss out on sales by neglecting some of the basics.

## Display

There are plenty of reasons to find 'EastEnders' distressing, but one aspect of the soap which makes grown marketing managers shout at the screen or cry into their planograms is the Queen Vic's approach to snack display. The pub's crisps are stored in the hall, away from the public area and well out of sight of customers.

No matter how unlikely the programme's plots may be, this is a practice many pubs would have to hold their hands up to. If the snacks aren't stored out the back, then they are under the bar, in a cupboard or even in the cellar. Anywhere except in sight of customers.

*"Dedicating precious bar space can pay dividends though - a trial in one London pub that put bags of crisps in a bowl on the bar, instead of behind it, saw an increase in sales of 162%"*

However much you might want to slap anyone who uses marketing buzzwords, the adage that "eye level is buy level" has become a cliché for a reason – it's true. Category management research for the brewing industry shows at least 25 per cent of customers don't even know what drink they plan to order when they arrive at the bar, and so are prompted by the drinks on display.

This is even more true of snacks, which are typically an impulse purchase. More than a third, and potentially up to two thirds of snack sales are unplanned – so if those customers don't see a pub's snack range, they probably won't buy.



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Display space is a perennial challenge for pubs, and snacks suppliers have always had to work hard to ensure their products are seen 'front-of-house'. The classic peanut display card, revealing more of the model as each bags is bought, is still used by the Big D brand, and has even been adapted by comedian Harry Hill for his range of Fairtrade nuts.

Dedicating precious bar space can pay dividends though - a trial in one London pub that put bags of crisps in a bowl on the bar, instead of behind it, saw an increase in sales of 162%. Beyond that, bartop display fixtures and solutions using minimal space, such as clipstrips, are available through snacks wholesalers, normally at no cost. If all else fails, a poster showing the snack range is better than nothing.

## Range

Whittling the choice of the hundreds of snack brands available down to the right range for an individual pub - probably somewhere between five and fifteen snack lines - takes some thought. Issues to consider include:

### Should you simply stock the bestsellers?

This may be an issue in price-led venues where customers will compare pub prices with the retail price of a familiar snack.

### Should you stock less familiar or on-trade only brands?

Customers may think twice about ordering a product if they're unsure how it tastes

### Should you go up market?

The margins on premium brands or larger sharing packs are tempting, but they're only profitable if customers want them. A pound or more a packet may be a price point too far, and while large sharing bags sell well in supermarkets, they may not be right for all on-trade outlets.

Most pubs will need to strike a balance between all these points, bearing in mind that the best judge of what customers want in any given pub is the licensee.

## Consumer trends

Innovation drives the snacks market, but it's important to remember that new product development is driven by retail, where consumer behaviour is different. The concerns of millions of mothers who buy crisps for school lunches have prompted all the major snack brands to substantially reduce the salt and fat content of their products over recent years.

While pub customers may be beneficiaries of this trend, they certainly haven't driven it. Snacks which trade solely on their healthier credentials, by proclaiming that they are baked rather than fried, or made with whole grains, are unlikely to push pork scratching and scampi fries off the list of pub classics.

A better fit for many pubs is the growing number of brands which use natural or authentic flavours. While 'mature cheddar with caramelised red onion' may seem slightly pretentious compared to 'cheese & onion', if it commands 25p a pack more from more affluent customers, it's worth stocking.

*"While 'mature cheddar with caramelised red onion' may seem slightly pretentious compared to 'cheese & onion', if it commands 25p a pack more from more affluent customers, it's worth stocking"*

Flavour innovation is also very much in vogue with brand owners. For example, UB regularly launches 'limited edition' flavour for its McCoy's range, while Walkers has run several 'vote for your favourite' flavour promotions - both approaches are ways of trialling new varieties.

For pubs, it's worth treating these in the same way as a guest ale, with a rotating slot on the snack shelf for new flavours. Customers will enjoy the novelty, but it's very rare for a new variety to become a permanent addition to the range, so don't neglect the best sellers.

## Promotions

As with NPD, on-pack snack promotions tend to be devised with retail in mind, and may not work as well in a pub setting. However, there's plenty of evidence that pub customers respond to properly targeted promotions, such as two-for-one menu offers or set price curry-and-a-pint deals.

These ideas can easily be adapted to snacks, for example by offering two bags for the price of one, or a set price deal for a pint and a bag of crisps.

By incentivising bar staff to up sell snacks promotions, they'll get in the habit of routinely asking customers if they want snacks.

When it comes to the crunch, bagged snacks are bought by customers out for a drink, not for a meal.

A snack sale isn't a lost food sale, but rather increases the value of a drink sale. Pubs which aren't making the most of the snacks opportunity are missing out.

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# A Pub's Crowning Glory



**In the absence of any more lucrative offers, If you managed to resist the temptation to do favours for gentlemen in darkened back-alleys to pay your bills and keep a roof over your head over the last year then you have done pretty well and it's time to treat yourself.**

Why not book a weekend at the Doubletree Hilton Chester Hotel in the North West of England. This carefully restored 18th century manor house beautifully combines the past with the present, offering modern comforts and conveniences with traditional styling and decor. Among the hotel's outstanding facilities is the recently installed year round garden room with retractable roof and sides created by Crown. This cost effective facility comfortably seats 120 for complete year round enjoyment and you could do the same for a fairly small investment with dramatic ROIs.

Alfresco dining, weddings and other functions all immediately covered at the touch of a button. Barbecues whenever the fancy takes you or your patrons with the bonus of never having to run for cover whatever the weather is doing "outside". Whichever way you look at it you need to make the most of your outdoor entertainment areas all year round and with Crown it's possible to do this without selling your next of kin.

Even as a tenant it's still possible. Contrary to popular belief not all national pubcos are run as a thiefdom and some do understand the needs of their customers. Take for example the Water's Edge near Wigan which is a Punch site run by Shaun and Liz. An external

sports viewing venue was recently commissioned here and it's capable of comfortably accommodating 150 people inside an area with a retractable roof and sides. Throw in a couple of decent sized televisions and to quote a delighted Shaun "**We have a brilliant venue which on match days is ticket only and guaranteed to be a sell out. I have quadrupled my business and it's all thanks to my incredible new facility.**"

Then there is the Foxton Lock, a Scottish & Newcastle tenanted operation benefiting from a gorgeous view of the canal which was completely wasted for 11 ½ months of the year. Six weeks after the initial contact with Crown a delighted Steph said "**I will make sure any future property I invest in has the outside space to give it the Crown treatment, because it really makes my business work. It's the best investment I have ever made**".

Or we could quote the Beachcomber in North Wales, plagued with high winds and owned by Thorley Leisure who had tried all sorts before being introduced to Crown at a Marston's Road show. The resultant fully retractable solution withstands a force 11 gale and a very pleased proprietor is quoted as saying "**It's the most used room in the venue I just don't know what I did without it, business is booming**".

Still not convinced? Then what about the roof top terrace in Central London shown in the Crown advertisement and designed to be used for "having a good time" It has doubled the size of the operating space and according to the owner, Giggsy "**It is always the first area to fill up, all day every day. It has paid for itself in the first few weeks and I am kicking myself for not doing it earlier. I am benefiting massively from tremendous new business and I am the envy of all my competitors.**"

Crown have helped hundreds of similar food and beverage operations transform the way they use their outdoor space and are here to help you. Practical and stylish solutions that add more space to your facility and get your tills ringing. Think of the benefits, the tremendous ROI and profit enhancement such a dramatic multifunctional room will provide to you, your clients and your stakeholders alike.

Crown guarantee to set you apart from the crowd, increase footfall and dwell time, loyalty and spend. No more rained-off functions and no more stress, just pure profitable pleasure and a surprisingly cost effective way of beating the competition.

If you are free trade it's a no brainer, call Crown now. If you are with a pubco that does not eat one of your children every time you ask for help, then you need to get on the phone to them. It's time to discuss the possibility of dramatically increasing your margins with a year round garden room courtesy of Crown.

# Functionality, Aesthetics and Quality Nothing Else Matters

## London 2010

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We design, create and install coordinated solutions so that you can profit from and enjoy your outdoor space all the year round



# The Licensing Act 2003

Licensing  
M&L

**Poppleston Allen are the biggest and best known licensing practice in the UK with a team of Ten experienced solicitors based in Nottingham and London. The OnTrade Review has invited the firm to produce an edited version of their Licensed Trade pocket guide; a handbook used by managers, owners and operators of licensed premises as well as police and council officials:**

## **The Licensing Act 2003 – General Principles**

This Act, which came into force on 24th November 2005, swept away the previous separate schemes of licensing control which had governed the sale and supply of alcohol, entertainment and late night food, and which had split responsibility between Local Authorities and Magistrates.

These three activities, the sale or supply of alcohol, provision of entertainment and the provision of late night refreshment became licensable activities requiring authorisation from only one authority – the Local Authority. The authorities added the control of licensing of alcohol to its existing functions for licensing music, dancing, late night food, plays, cinemas, theatres, etc. Under the 2003 Act if you wish to provide any of these activities from your premises, you will need only one licence/certificate to do so.

This is no longer true as far as sexual entertainment venues are concerned. The Policing & Crime Act 2009 created sexual entertainment venues principally covering lap/pole/table dancing but also probably extending to topless barmaids, and possibly blue comedians.

There are exemptions to premises that provide entertainment of this nature for no more than 24 hours on less than 11 occasions in a period of 12 months but each occasion must be a month apart. If you are thinking of providing this entertainment then it is important that you contact us for advice as the legal position is complicated. Sex Establishments require a separate licence but if they also wish to provide any of the things mentioned in the previous paragraph they will also need a Premises Licence.

The Local Authority's discretion is limited in every other respect as it must reach decisions in accordance with the four licensing objectives which are crucial to the licensing scheme:-

- **The prevention of crime and disorder**
- **Public safety**
- **The prevention of public nuisance**
- **The protection of children from harm**

Promotion of these licensing objectives is the key factor in considering applications, and any conditions which may be felt appropriate.

The intention of the Government in passing the Act was to streamline the procedure and make it easier for those in the licensed trade to obtain and/or vary their licences/certificates. Similarly, it is easier for responsible authorities and interested parties, together with the Local Authority, to enforce responsible management and if necessary impose sanctions upon badly run premises.

Nevertheless, the Regulations MUST be complied with. The forms and the information needed to complete them, together with the Act itself (201 sections and 8 schedules) and the National Guidance (152 pages) plus a council policy for every single Local Authority, make applications quite intimidating:- failure to tick a small box on the form can leave you without a vital permission, and helpful comments in your operating schedule can result in an inflexible condition which will tie your hands.

## 24-hour Licensing

The Act imposes no limits upon the hours for the sale of alcohol. It will be up to the applicant to decide what hours he needs, on a daily, weekly or monthly basis and make the application accordingly. The grant of those hours will be subject, in the case of each individual set of premises, to the views of the police, environmental health, residents, businesses, etc. If, for example, you are cheek by jowl with residents, Local Authorities may be reluctant to permit late trading unless the operator makes provision for protection for the residents from noise and disturbance.

The Crime & Security Act 2010, when it comes into force, will give each Licensing Authority power to restrict Premises Licences, Club Premises Certificates and Temporary Event Notices so that they will have no effect to the extent that they authorise the sale of alcohol between 3am and 6am. The Local Authority may make the order to cover every day or particular days, for the whole or part of the Licensing Authority's area, or for a limited or unlimited period.

If the Local Authority chooses to adopt this provision they would have to give notice and if you oppose it you should contact us straight away. Remember it may apply to all premises and will affect existing licences whatever hours have been granted.

The Act does not control the consumption of alcohol. Accordingly, there is no need to state a period of time during which your customers will be permitted to drink up their alcohol. However, you do have to state the opening and closing hours of your premises to members of the public.

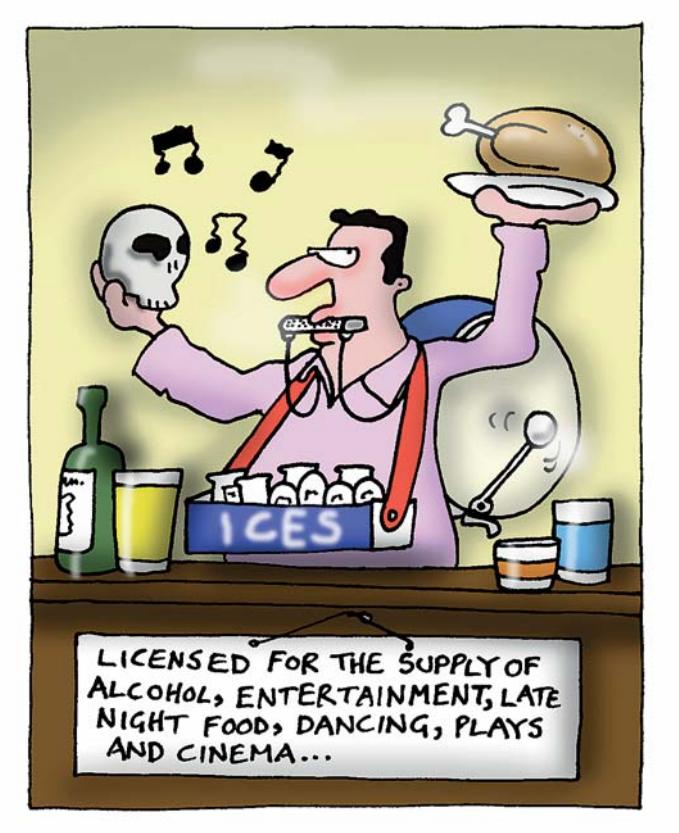
Many operators take this opportunity to limit the time for consumption as they find it helpful when dealing with members of the public. However, this is not a legal requirement although some Local Authorities are seeking to impose the end of drinking up time upon the licence/certificate.

The Licensing Act 2003 attempted to streamline the system for application for licences. Eight or nine different authorities need serving on the same day with all the documentation. Should objections be received the Local Authority will fix a hearing unless

the concerns of the objector are satisfied. The Local Authority has no discretion if there are no representations (objections). They must grant the application, and no hearing is necessary.

However, the actual application process is complicated by the need to complete lengthy forms, and make sure that all the original enclosures are with the form, including the fee, as it will not be considered a valid application received by the Authority if these requirements are not in place.

The time scales for notification and advertisement of the applications are prescribed by regulation and cannot legally be varied by Local Authorities! They are given no discretion in this respect. Some will be helpful but they are not legally obliged to be so. This may mean that you go to the expense of making an application but have to repeat it because you fail, eg. to advertise by the correct date.



## New Mandatory Conditions

Three new mandatory conditions were added to Premises Licences and Club Premises Certificates in April 2010 with a further two conditions to be added on 1st October 2010. Unfortunately, these conditions have not been very well drafted which makes interpretation extremely difficult. Ultimately it will be for the Courts to decide as different Enforcement Authorities will be sure to interpret these in different ways.

The first three conditions, together with the fifth identify the "responsible person" as being the person who will ensure that the conditions are adhered to within the licensed premises. This may be the holder of the Premises Licence, the Designated Premises Supervisor or anybody over the age of 18 who has been authorised for the purposes of either the sale or the supply of alcohol.

In relation to a private members club it may be a member of the Alcohol Committee or a specific Officer of the club such as the Treasurer or President. The fourth condition clearly identifies the Premises Licence Holder or Club Premises Certificate Holder as being responsible for its implementation.

### **Condition 1:**

#### **No irresponsible drinks promotions to be carried out on the premises;**

An irresponsible drink promotion is considered to be one that encourages the sale or supply of alcohol for consumption on the premises in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance or harm to children.

The condition does not make clear whether current promotions in licensed premises may continue if they do not carry a significant risk of leading to, or contributing to, crime and disorder etc.

Further advice should be sought from Poppleston Allen with respect to what may be considered irresponsible promotions.

### **Condition 2:**

#### **No alcohol shall be dispensed directly by one person into the mouth of another (other than where the other person is unable to drink without assistance by reason of disability);**

This condition is directed at the so called "dentist chair" practice of dispensing alcohol directly from the bottle into the customers mouth in some licensed premises. It seems that a landlord may permit the use of a yard of ale but must ensure that it is only held by the customer. Further advice should be sought from Poppleston Allen with respect to this condition.

### **Condition 3:**

#### **Free tap water must be provided on request to customers where it is reasonably available in the premises.**

In our view a licensee can still refuse to serve somebody who comes into his premises and simply wants free tap water. On the other hand, he should provide it to a proper customer.

### **Conditions effective from 1st October 2010**

A further two conditions will become effective on 1st October 2010.

### **Condition 4:**

#### **The Premises Licence Holder or Club Premises Certificate Holder is identified as having a responsibility to ensure that an age verification policy applies to the premises in relation to the sale and supply of alcohol.**

The policy must indicate that where the responsible person believes that the individual appears to be under the age of 18 years of age (or such other older age as may be specified in the policy; challenge 21, challenge 25) such individuals should produce on request, before being served alcohol, a photographic identification bearing their date of birth and a holographic mark.

There are particular problems with remote off sales. There are obviously specialist off licence premises. Similarly, people buy wine from supermarkets. A customer may order a significant amount of food items and ask for a couple of bottles of wine to be included in their delivery. On the face of the condition, they would have to prove their age when placing the order. In fact the order may be taken over the telephone. It may well be delivered to an under 18 year old. There is no opportunity for the supermarket to see any proof of age.

Further advice and assistance should be sought from Poppleston Allen for clarity as the requirement that the Premises Licence Holder should be responsible for this particular condition may conflict with current settled case law.

### **Condition 5:**

#### **A requirement to have specific volumetric measures for alcohol available to customers, in particular:**

- ▶ Beer or cider in half pint measures;
- ▶ Gin, rum, vodka or whisky in either 25ml or 35ml measures;
- ▶ Still wine in a glass in measures of 125mls.

There is also a requirement that the responsible person makes the customer aware of the availability of these measures.

There is bound to be confusion with respect to these new mandatory conditions and you should speak to us if you are unsure about either how the extra conditions will affect you or how to implement them.

### **Enforcement**

Over the last few years an ever growing tool box of enforcement options has been available to both the Police and Enforcement Officers from the Local Authority.



There are a large number of offences under the Licensing Act 2003 and associated legislation which can involve both individuals and companies acquiring a criminal record. High fines can also be imposed together with – in the very worst cases – a risk of imprisonment.

At the same time the premises may be subjected to a Review of the Premises Licence which can result in additional conditions being imposed, hours being cut back or the licence even being suspended or revoked.

In the very worst cases there are numerous types of Closure Order which can be used to instantly close premises in the event that there are problems with drugs, noise, disorder and so on.

An Expedited Review can involve the addition of conditions or indeed suspension of the licence within a matter of days of a problem being discovered.

It is therefore clear that compliance with the licence and its conditions, promotion of the licensing objectives and working closely in partnership with enforcement bodies is imperative in this industry.

**For further information visit our website at [www.popall.co.uk](http://www.popall.co.uk).**

## Gambling on Licensed Premises

### General

The Gambling Act 2005 ("the Act") controls gambling on licensed premises, in the United Kingdom.

Gambling includes gaming, betting and lotteries which are permitted on licensed premises.

The Gambling Act created the Gambling Commission who are the regulator for gambling in this country, and made Local Authorities responsible for gambling on licensed premises.

At the core of the Gambling Act 2005 are the 3 licensing objectives which can be summarised as:

- ▶ The prevention of crime and disorder;
- ▶ Keeping gambling fair and open; and
- ▶ The protection of children and other vulnerable people.

### Gaming Machines

Commonly known as "fruit machines" or "amusement with prize machines" popularly abbreviated to "AWPs", these are found in many public houses and bars.

Premises which benefit from an On Premises Alcohol Licence granted under the Licensing Act 2003 which contains a bar at which alcohol is served for consumption on the premises, without the requirement that alcohol is served only with food, can make gaming machines available for use.

Gaming machines can be made available for use in a number of ways.

All qualifying alcohol licensed premises are automatically entitled to provide one or two gaming machines of category C or D available

for use on the premises. To benefit, the Premises Licence Holder must write to the Local Authority notifying that they are having the machines and pay a £50 fee. There is no annual fee payable with the automatic entitlement remaining in force for the duration of the alcohol Premises Licence.

If the premises wish to have more than two machines then they must make an application to the Local Authority for a Licensed Premises Gaming Machine Permit. In the application, the Premises Licence Holder must stipulate the number of category C and D gaming machines they wish to make available on the premises. The fee for a new permit is £150 and an annual fee of £50 is payable.



### Category C & D Gaming Machines

Category C machines, most commonly found in pubs, have a maximum cash prize of £70 and a maximum stake of £1. Only over 18s can play on category C machines.

Category D gaming machines have different maximum stake and prizes depending on the type of machine. In brief the maximum stake is 30p cash or £1 non cash and maximum prize £8 cash or £50 non cash depending on the type of machine.

### The Gambling Commission - Codes of Practice

The Gambling Commission have issued a Code of Practice on gaming machines in licensed premises.

The Code of Practice places conditions on the provision of gaming machines in licensed premises. Firstly, all gaming machines must be located within the premises so that their use can be supervised, either by staff whose duties include supervision (including bar or floor staff) or by other means. Permit holders must have in place arrangements for such provision. Other means could include CCTV.

The second condition is that all gaming machines situated on the premises shall be located in a place that requires a customer who wishes to use any cash machine to cease gambling at the gaming machine in order to use it.

## Gaming in Licensed Premises

The new Act provides certain exemptions in licensed premises which are licensed to sell alcohol for consumption on those premises.

The exemption applies to "equal chance gaming" and this means gaming without a bank and includes games such as poker, bingo, bridge, cribbage, whist and dominoes.

Before you get too excited at the prospect of unlimited "poker nights" in your premises, regulations issued under the Act provide limits which are:-

- ▶ All equal chance gaming (for example whist, bridge, poker, bingo - except cribbage and dominoes) - a person may not stake more than £5 on any one game. Premises may not charge customers for participation in gaming, nor take a levy from the stake;
- ▶ Bingo only – there is a limit on the amount staked and the maximum prize per week per premises is £2,000;
- ▶ Poker – the amount to be staked on any day on games of poker must not exceed £100 and the maximum prize to be won in any game of poker is £100.

## Raffles and Lotteries

The Act creates a new type of lottery called a customer lottery. Tickets can only be sold to those in the licensed premises and the lottery must be arranged so that no profit is made. Adverts for the lottery may be displayed or distributed on the premises but not elsewhere. There can only be one customer lottery per week, the value of the maximum prize must not exceed £50, and there can be no rollovers.

## Conclusion

In general, the new Act provides an opportunity for operators to allow equal chance gaming including bingo and poker without a licence.

The new system will be more regulatory and there will be more enforcement visits.



Jeremy Allen



James Anderson



Nick Arron



David Bittiner



Graeme Cushion



Clare Eames



Andy Grimsey



Lisa Sharkey



Jonathan Smith



Nick Walton

A new fresh version of the guide ("LTG 2010") is available at the publications section of our website [www.popall.co.uk](http://www.popall.co.uk). Our website has been redesigned to make it more user-friendly. It continues to be regularly updated including providing access to the latest news issues. You can keep up to date with the latest developments including issues such as the Home Office Consultation - "Rebalancing the Licensing Act 2003" by subscribing to our free e-news service via our website.

**The Team at Poppleston Allen**

This business report has been complied for you by  
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Information which could make you more money,  
 save tax or help your cash flow.

# Keeping Accounts

**Keeping your financial affairs in order is the key to running a successful operation, whether you own one outlet, or several.**

It is essential to choose a reputable qualified firm of accountants that has experience in the Licensed Trade, but it also pays to understand the basics of how the taxation and VAT system is operated by HM Revenues and Customs (HMRC)

This article is intended as a reference guide only and should not be considered to replace the need for a Trade Accountant.

## BUSINESS STRUCTURE

If you only operate one outlet the first thing to decide is what type of business you want to run. There are various advantages and disadvantages to be considered when taking a decision whether to operate your business as a limited company or as an unincorporated entity (sole trader or partnership). This is an area in which advice from an accountant is particularly essential since it will form the basis for future years' trading and a wrong decision at the outset could prove very costly. **In the current economic climate it has become more important to consider trading as a limited company to protect personal assets.**

## ACCOUNTING

Your Trade Accountant will introduce you to a simple Weekly Statement of Business (WSOB) and then prepare all the necessary records and up-to-date financial information. It is in your own interest to obtain and retain invoices and receipts. They will form the proof needed to reclaim VAT.

Records must be kept for six years. It is essential at the outset to adopt a close control over takings and stock consumption.

This can be achieved by either a simple computerised till supported by manual stocktaking or a fully integrated system linked to the till which would control both takings and stock. There are many systems which aim to eliminate pilferage and increase profits but **employing a stock taker is essential** in achieving this.

There is no definitive list in tax law of what records have to be kept; the law merely states that you have to keep records which enable an accurate return to be submitted. You have to record all amounts received and expended and retain supporting documents. These supporting documents can include accounts, books, deeds, contracts, vouchers and receipts.

## BASIC RULES

### Takings

You should record the cash taken (not the till reading) on your cash record sheet as this is the amount on which tax must be levied for both VAT and income tax purposes.

If the till-roll figure is different from the cash taken then explanations as to the difference should be recorded against the Z reading on the till roll itself. VAT is still due if cash takings have been stolen.

### Catering

If you are providing catering facilities for your customers and neither you nor your family are consuming any of the food, you should retain your private bills for food for say 3-4 months. This would prove that you are not consuming any of the food purchased for the business, and that no tax adjustment should be made.

Best Practice

## Funds Introduced

If you introduce money into the business you must be able to prove the source of the funds. It is, therefore, essential that you have proper weekly cash-balancing procedures in place using your WSOB provided by your Trade Accountant.

## Entertainers

Full details of payments to entertainers should be kept. A proper, signed, receipt with the name and address of the artiste should be obtained on each occasion. Resident entertainers e.g. DJ's, need to use their own equipment if PAYE charges are to be avoided.

## Cash Payments

Wherever goods and services are paid for by cash and no invoice is given you should obtain a signed receipt. Recording the name and addresses of the person you have paid.

## Year End Stock

You should arrange for your regular stock taker to provide a stock valuation certificate at the year end. If you calculate the value yourself you must retain the list of all stock items and containers at cost.

## Till Rolls and Restaurant Slips

There is no legal requirement for you to retain till rolls. You do however need to retain supporting evidence of your takings in order to justify the amount entered on returns. HMRC regard till rolls as prime records, but they have no legal grounds to demand that they should be retained. Your z readings are acceptable as supporting documentation as they summarise the till rolls.

HMRC cannot demand that restaurant slips be retained but you must be able to justify your food takings e.g. z readings.

HMRC can however impose a maximum fine of £3,000 if they can prove that records have been deliberately destroyed. It is therefore important to retain z readings as a minimum in order to avoid any such claims by HMRC.

## Business Documents

HMRC regard till rolls, business diaries and restaurant slips as prime records and they often state business records are not complete if these are not retained. **It is advisable** that a diary is kept, which will help justify ullages, breakages, weather conditions as well as recording bookings.

The official guide, issued by HMRC suggests that 'Whatever records you keep it is sensible to organise and retain them in an orderly fashion'. When you appreciate that HMRC can impose a fine of up to £3,000 for documents and records which are not kept, it is in your best interest to set up a system of storage for future reference.

## Wastage

You should keep a daily record of ullage, breakages, wastage and drinks given away, e.g. quiz prizes, staff drinks, team drinks

etc. You should record the value of stock lost through pump cleaning and also wines, liqueurs, cider and stout used for catering purposes.

## Stock

Keep a record, whether in a business diary or in some other form, of goods which are not sold at the normal retail price or are given away. Giving drinks away affects profit and a simple explanation will not satisfy the HMRC. In the case of a random tax enquiry you could face additional tax liabilities. HMRC would be quite justified in insisting that without a proper daily record such goods were taken for own consumption. **To set an example to staff** and customers you should always be seen to pay for your own drinks.

## Business Diaries

These should be retained for inspection by tax authorities if needed. Business diaries can provide supportive confirmation of trade activities, for example, bookings, events, bad weather etc.

## Car Log

If you are a **Sole Trader or Partnership** you should claim **all your car expenses** but you need to establish the business element of your motoring costs and the best way to do this would be to keep a car log over a number of months to establish average usage. In the case of an enquiry into your business affairs the HMRC could disallow any claims for business use unless you can provide them with such a daily record.

If you operate as a **Limited Company** you are not allowed to claim any motoring expenses but should record your business miles in your car log. You claim the first 10,000 at 40p per mile, the rest at 25p (plus 5p per mile for each business passenger).

You should also record total mileage for each tax year, as an element of VAT can be reclaimed on your business miles.

## Goods for Own Use

A record must be kept of business purchases taken for personal use by you and your family i.e. wet stock, cigarettes and food. It is quite in order for you not to use any goods for own consumption but, in these cases, you should be in a position to explain how you pay for private purchases.

## EMPLOYEES / PAYE

**You should always issue a new member of staff with a probationary contract.** You will find this approach invaluable in dealing with disciplinary matters (and dismissal).

You must keep a record of all wages paid to employees in electronic format and best practice is to ask all staff sign for cash received.

You are solely responsible to deduct Income Tax and National Insurance (NI) from staff members and account for these sums to HMRC.

If NI contributions do apply **you must pay a similar employer's contribution** (in addition to that deducted from the member of staff).

## Minimum Wage

From 1st October 2010 the minimum wage rates are as follows:

► Under 18 years old	£3.64
► Aged 18 – 20 years old	£4.92
► Aged <b>21 and over</b>	£5.93

## Pay slips

You must give a statement of pay to every member of staff on (or before) the date of payment. The statement must include gross pay, net pay and deductions (clearly explained).

## The Working Time (Amendment) Regulations 2003

This legislation gives rights to employees on a variety of working practices, including specific exemptions and the need to keep additional records.

The basic rights and protections that the Regulations provide are:

- a limit of an average of 48 hours a week which a worker can be required to work (though workers can choose to work more if they want to).
- a limit of an average of 8 hours work in 24 which night workers can be required to work.
- a right for night workers to receive free health assessments.
- a right to 11 hours rest
- a right to a day off each week.
- a right to an in-work 20 minute rest break if the working day is longer than 6 hours.
- a right to 5.6 weeks paid leave per year.

## Written particulars of Employment

All employees are entitled to receive a written statement of employment, provided that they are employed for one month or more. The statement will have to be provided within two months of commencement of the employee's employment and must include:

- The date when employment commenced;
- Remuneration and the intervals at which it is to be paid;
- Hours of work;
- Holiday entitlement;
- Sickness entitlement;
- Notice entitlement;
- Job title or brief job description;
- Where not permanent, the period for which employment is expected to continue or, if for a fixed term, the date when it ends;
- Either the place of work, or if the employee is required to work in more than one location, an indication of this;
- Disciplinary and grievance procedures;
- Information about pension schemes if applicable.

## Changes

An employer is also required to give employees individual written notification of any change to the statement. This up-dating must be made within one month of any such change.

## Terms & Conditions

Should define serious misconduct which would result in an instant dismissal.

## Tips/Tonc

From 1st October 2009 tips, gratuities and service charges do not count towards the National Minimum Wage (NMW).

National Insurance will only be due if a specific contractual entitlement exists in respect of gratuities or if an employer has directly or indirectly allocated the gratuities to their employees.

It is advisable to make sure procedures are in place to avoid any action by the HMRC. If you are unsure about tips etc., it is best to seek the professional help of an accountant or tax consultant.

## Investigations

Checking the payments you make to employees is a popular area of verification by HMRC (and the Department of Work and Pensions (DWP) regarding minimum wage payments) and mistakes can prove extremely costly. For example if you should have deducted Income Tax from a wage but did not do so, you (and not the employee) must pay the tax to HMRC. (If this is the case you will also be charged interest on the tax "paid late", after the due date, and face hefty penalties).

## Wage records

It is a legal requirement that you keep details of wages paid to each employee on a weekly basis, in electronic format. Your Trade Accountant will provide a payroll service for you.

## P46

New employees must be asked to sign a form P46 certifying that they have no other employment.

If they do so and their wages remain below £110 for tax year 2010/11 (for National Insurance credits), then you should record individual weekly payments in a wages book but not operate PAYE. You must give them a payslip, and best practice is to **ask them to sign for cash** received.

If you have staff who have another job or are paid above this limit you will need a PAYE scheme which must include every member of staff.

## Casual staff

Names, addresses and National Insurance numbers of casual staff should be recorded together with dates and amounts of wages paid; **Basic Rate Income Tax must be deducted** from the earnings of staff whose main employment is elsewhere since personal tax allowances cannot be given twice;

regular 'part-timers' are entitled to proportionate holiday pay and to have the correct notice procedure applied.

**Students** should be asked to sign Form P38 (s) confirming that their employment is only temporary. This declaration allows you not

to deduct tax from their earnings but NI will apply if their pay is sufficiently high.

## **Redundancy**

You have the right to a redundancy payment if you have continuously worked for your employer for at least two years.

For each complete year of continuous service up to the age of 21, you will receive half a week's pay.

For each complete year of continuous service between the ages of 22 and 40, you will receive one week's pay.

For each complete year of continuous service between the age of 41 and 61, you will receive 1½ weeks' pay.

For employees age 61 and over, the payment remains the same as for age 61.

## **Disciplinary Procedures / Dismissal**

You should commence your relationship with a new member of staff with a probationary contract (which you could extend if you are not entirely satisfied). Once this period has been completed if you are to discipline a member of staff you must follow a 3 stage process:

- 1 Statement of grounds for action and invitation to a meeting.
- 2 The meeting.
- 3 The appeal.

An employee with under one years' service has no right of appeal to a tribunal for unfair dismissal, unless there is discrimination.

The objective of the legislation is that staff are given the opportunity to make changes to comply with your requirements.

It could be said that having been given every opportunity to change but not done so, the staff member has dismissed them self. This is the safe position for the employer from an Employment Tribunal perspective, as long as they have followed all the correct procedures.

(1, 2, and 3 above – [www.tssa.org.uk/article-46](http://www.tssa.org.uk/article-46) This is a must do short read)

## **VALUE ADDED TAX**

It is imperative that VAT returns are submitted promptly within one month (on a working day!) of the relevant quarter-end otherwise penalties are charged. If you pay your VAT by Bank Giro Credit you are allowed a 7 day extension of the "due date" and 10 days if you agree to pay by Direct debit (D.D.) (which could be invaluable to cash flow if you have to cope with other D.D. payments near this time).

The Finance Act 1986 included legislation to combat avoidance of VAT through the artificial splitting of a single business to avoid registration. Publican's wives running 'separate business' catering operations have been cited as an example.

If you have a gaming machine you could be obliged to open it and count the takings if asked to do so by a visiting VAT officer.

## **Registration**

For previously nonexistent businesses, from 1st April 2010, the annual registration limit has increased from £68,000 to £70,000.

Advice from your Trade Accountant is essential if you are not taking over a "going concern".

The limit for deregistration has increased from £66,000 to £68,000.

## **Rate**

From 1st January 2011, VAT increasing from 17.5% to 20%.

## **Liability to VAT**

As a registered trader you must charge VAT on everything you sell, even when it is not a normal sale. For example if you sell a few optics to a customer or dispose of some old pictures hanging in the bar.

VAT should always be charged on the sale of a commercial vehicle.

You do not need to issue a VAT invoice unless your customer asks for one. But if the sale (including VAT) is £150 or less, the invoice is less detailed.

## **Reclaiming VAT**

Remember that **VAT cannot be reclaimed** unless you obtain a 'proper', (detailed) VAT invoice including your name and Pub or Bar address.

Petrol receipts and other invoices which only give limited details (up to a maximum value fixed by legislation) and cash and carry till roll receipts are acceptable by concession only.

## **Accounting for VAT**

As a VAT-registered 'Trader' you are an unpaid Collector of Taxes. VAT is reclaimable on most purchases made, providing proper invoices are to hand but invariably you will be paying a cheque to HM Customs & Excise, or filing online, on a quarterly basis, because you collect much more VAT than you can reclaim.

As a rough guide, you may assume that approximately **8% of your wet takings** will equate to your quarterly VAT payments to HM Customs & Excise. This increases in the case of catering or accommodation income, and could be much more dependant upon sales mix.

It is sensible to save say **12% of your total weekly take into a separate bank account** to cover for future taxation....your Trade Accountant will guide you.

## **VAT Registration**

VAT registration documents should be received by Customs & Excise **within 30 days** of the commencement of trade. Penalties for late registration maybe issued if the documents are not received on time. It is rarely necessary to register before you start trading.

Penalties are calculated as a percentage of the VAT outstanding

when the VAT registration is finally received as follows:

- 5% of the VAT for registration up to 9 months late
- 10% of the VAT for registration 9 to 18 months late
- 15% of the VAT for registration over 18 months late.

There is a minimum penalty of £50..

## Catering And Accommodation

As there will be very little VAT to reclaim from catering and accommodation activities, the quarterly liability will be on all the VAT collected. Your VAT liability at current VAT rate is equal to approximately 16.6% of turnover.

## Free Drinks

If you give away drinks to team members, other customers or for "prizes", **a record must be made** when this takes place. You are not liable to pay VAT on the sale price of free drinks, (as no transaction has taken place). But you are not allowed to reclaim the VAT charged to you on the delivery of such stock items. However you can claim all the VAT on staff drinks (so you must keep a record of these too). The record you keep of "give a ways", is also essential for your stocktaker.

## Despatching the Return

If your annual turnover is £100,000 or more (excluding VAT) you must file your VAT returns online, and pay electronically. (Weekly Turnover £2,250).

You can register to file online at [www.hmrc.gov.uk](http://www.hmrc.gov.uk).

All businesses newly registering for VAT, whatever their turnover, must file their VAT returns online and pay electronically.

Acceptable payment methods for online submissions are:

- Direct Debit
- BACS
- CHAPS
- Bank Giro Credit

Cheque - **only** if you have a Bank Giro Credit Book issued by HMRC specifically for your VAT registration number. Write the VAT registration number on the back of the cheque.

Different procedures apply to traders operating the Annual Accounting Scheme and/or Flat Rate Scheme.

## Surcharges and penalties

If you don't submit your VAT return, HMRC will make an "assessment" of the VAT due. **Your return and payment must be received by the due date** otherwise you could be "fined".

Should a return be submitted after the due date( one month and seven days after the end of the return period) a 'surcharge' (or fine) will be levied. The surcharge is calculated as a percentage of the VAT that is unpaid at the due date.

The declaration which you sign on the VAT return makes you ultimately responsible for conducting your own affairs within the law.

The surcharge due is (the greater of £30 and) a specified percentage, depending on the number of defaults as follows:-

<b>No. OF LATE RETURNS</b>	<b>SURCHARGE LEVEL</b>
1st late return	2% of the tax paid late
2nd late return	5% of the tax paid late
3rd late return	10% of the tax paid late
4th late return	15% of the tax paid late
Further late returns	15% of the tax paid late

You will be sent a 'Surcharge Liability Notice Extension' for an additional 12 months **each** time you do not send your return or pay your VAT on time.

So to remove yourself from the penalty regime you must submit the next four quarterly returns on time.

If you keep failing to submit VAT returns HMRC may increase the estimated amount of VAT you owe them and base the increased penalties on that amount.

## The ANNUAL ACCOUNTING Scheme (AA)

The AA Scheme allows you to account for VAT by submitting one return at the end of the year. Monthly D.D.payments are made in the interim, based on the previous twelve months liability..

The balance of VAT payable is due two months after the end of the AA year.

The scheme has **positive cash flow advantages**. Paying VAT as you go helps to spread the burden and will have a less dramatic effect on your bank balance. The worry over submitting quarterly returns within one month disappears.

**The danger** is that the monthly payment remains the same so if your turnover increases during the AA year (or you take on another business) you could have a large debt at the AA year end. Please seek advice from your Trade Accountant before entering the scheme.

## Who can use the scheme?

- Businesses whose annual turnover (excluding VAT) is not expected to exceed £1,350,000; (£30,500pw).
- **Businesses whose returns and payments are up-to-date.**
- Businesses using the scheme may continue to use it until their annual turnover (excluding VAT) reaches £1,600,000.

## The FLAT RATE Scheme

The Flat Rate Scheme offers you an alternative to the normal transaction based method of VAT accounting. It enables eligible Pubs and Bars to calculate VAT payable as a percentage of total turnover (but **will only be worthwhile** if you then pay less VAT per quarter).

## Who can use the scheme?

- Your turnover including VAT at 20% must be less than £3,462 per week, (£150,000 per annum ex VAT) to join the scheme. Once you have joined you can stay in until your total business income exceeds more than £225,000, (£5,193 inc.20% VAT per week).
- The Flat Rate Scheme **can reduce the VAT payable for Free Traders** especially if they have catering and/or accommodation income.
- The same applies to Tenancies, but usually only when the Landlord's rent is not set at a high level.

Care must be taken should HMRC classify the "Public House" as a "Restaurant" in which case you would pay more rather than less VAT.

## How does it work?

Under the normal VAT rules you have to identify the VAT on each sale you make, record the value and VAT separately and pay the VAT as OUTPUT TAX.

Similarly under the normal rules you have to identify the VAT included in the things your business buys, record the value and the VAT separately and claim the VAT back (on purchases) as INPUT TAX.

Under the Flat Rate scheme you do not have to identify the VAT on your sales and purchases to calculate the VAT owed. Your Trade Accountant simply applies the scheme percentage to your quarterly Turnover and that is the VAT payable, (you make no separate claim for Input tax).

Despite the simplicity of the calculation all business records must be maintained in the same way as if the business was registered normally.

## The flat rate percentages are:

- 6.5% Public Houses
- 10.5% Hotels or accommodation

If you apply for the Flat Rate scheme when registering for VAT, you will get an extra 1% off for the first year. e.g. Public Houses would be 5.5% the first year then 6.5% thereafter.

## CASH Accounting

Under the cash accounting scheme you account for VAT on the basis of payments you receive and make.

Often this scheme will benefit a business that gives credit on sales made, but this is not the case in your industry.

## Who can use the scheme?

If your annual turnover (excluding VAT) does not exceed £1,350,000 you will be able to join the VAT Cash Accounting Scheme. Pubs or Bars already using the scheme will be able to continue to use it until their annual taxable turnover reaches £1,600,000.

## Fuel Scale Charge

For Sole traders and partnerships using the fuel scale charge is a way of accounting for output tax on road fuel bought by a business that is then put to private use. Inevitably operating Public House does not involve high car mileage and very little private use.

For this reason it is never a saving to apply this scheme and far better to claim Income Tax on the VAT payable on business mileage.

The scale charge for a particular vehicle is determined by its CO<sub>2</sub> emissions figure. For cars which are too old to have a CO<sub>2</sub> emissions figure HMRC have prescribed a level of emissions by reference to the vehicles engine capacity (cc).

If the Public House trade is operated as a Limited Company different rules apply. Your Trade Accountant will advise you.

## Visits to trading premises by HMRC Officers

'Control' visits occur to establish whether returns have been made correctly. Visits are becoming less frequent and could ultimately occur only when Customs & Excise suspect irregularities.

Please remember that all your business documents and bookkeeping records will be required for a detailed inspection.

You should ask for the name of the officer who telephones you, the local VAT office from where he/she operates, and **inform your Trade Accountant** before you agree to a date for the control visit. Always ask to see the Customs Officer's identity card.

Now that VAT and other business taxes are all dealt with by one body (HMRC) visits by officers will be dealt with more than 1 tax e.g. VAT & PAYE.

## SUNDRY MATTERS

### Pensions

The current retirement pension for a single person is £97.65 and for a married couple £154.70. It is, therefore, clear that such an amount is totally inadequate to live on without drawing on and possibly exhausting your savings. Alternative pension arrangements should be made sooner rather than later whether you are young or nearing retirement age. Making pensions contributions is a "No1" tax saving tip but you should seek advice from an Independent Financial Advisor (I.F.A), so ask your Trade Accountant to recommend one.

### Insurance

The importance of adequate insurance cannot be over-emphasised and indeed you may well be covered in areas such as buildings, contents, consequential loss insurance, etc. However other issues are all too often ignored through either lack of awareness or simply an over-optimistic outlook at one's future health and fortune:

- 1. Income protection;
- 2. Family insurance;
- 3. Sickness and accident — permanent health;
- 4. Hospitalisation cover.



TAXATION

## **Self Assessment**

Self assessment is a system for collecting tax which places the responsibility for declaring income and expenditure on the taxpayer.

## **Tax Returns**

All relevant information for the year ended 5 April 2010 must be entered on the annual self-assessment tax return. Paper returns must be submitted before 1 November 2010 but submissions online can be made up to 31 January 2011. **A fine of £100** or the tax due, if lower, is levied for late submission, but only if any tax due is not paid on or before 31 January 2011.

A fine of £100 is levied on each partner if partnership returns are submitted late, regardless of any tax due.

## **Fines/Late Payment**

**Interest is added** to tax paid after the due date (31 January or 31 July) and, if tax is not paid within one month of the due date, a surcharge of 5% is added.

HMRC Enquiries

HMRC conducts enquiries into taxpayers' affairs. These may be random and do not necessarily mean that irregularities are suspected. HMRC need not give reasons for their enquiry and **you should not contact them** before speaking to your accountant.

HMRC can make an enquiry in one of the following ways:

**A compliance review.** This will normally be into a previous years return and concern a specific entry which is suspected to be incorrect. HMRC would usually have evidence to support the enquiry. There is no time limit regarding these enquiries.

**A full enquiry.** HMRC have to start these enquiries within 12 months of the date that particular return was submitted e.g. a 2010 return submitted on 30th September 2010 could only be opened for an enquiry by the HMRC before 29th September 2011.

## **Tax Rates and Allowances**

From 5th April 2010 the tax free personal allowance is £6,475. This allowance is due on income less than £100,000 per annum.

The rates of tax applied to income above the tax free allowances are:

- ▶ £0 - £37,400 20%
  - ▶ £37,401 - £150,000 40%
  - ▶ Over £150,000 50%

## **Capital Gains Tax**

The exempt band is £10,100 in 2010/11. Gains over this amount occurring between 6th April 2010 and 22nd June 2010 will attract a flat rate charge of 18%. Entrepreneur's relief will be available to you if you sell your business, business assets or shares in your company. The relief is given by reducing the amount of gain by

Your Trade Accountant should be able to make an independent recommendation

### **Donating to Charity**

Individuals, sole traders or partners can donate through Payroll Giving, Gift Aid, SA Donate and Gifts of land, buildings, shares or securities.

Businesses can also donate through Gift Aid, Gifts of land, buildings, certain shares and securities and Giving business assets. The latter is also available to sole traders and partnerships.

Detailed information about the above can be found on the HMRC website: click [Charities and Donors](#).

4/9ths this relief is subject to a maximum lifetime gain of £2 million.

For gains after 22nd June 2010 the following rates apply:-

- ▶ 18% if you are not a higher rate tax payer. The amount of the gain is added to other income (as long as this total is less than £37,400 this rate applies).
- ▶ 28% if you are a higher rate tax payer. If only part of the gain exceeds the threshold then only the excess is charged at this rate (with the rest liable at 18%).
- ▶ 10% for gains qualifying for Entrepreneur's relief. This relief is subject to a lifetime limit of £5 million.

## Inheritance Tax

This is a tax on the value of a person's estate on death and on certain lifetime gifts. The first £325,000 is free of tax, but changes made in the Finance Act 2006 have significantly affected the way that Inheritance Tax is charge on trusts, lifetime gifts and some pensions.

Business and agricultural relief reduces the value of business assets and farmland for inheritance tax. On all unquoted businesses the relief is given at 100% and at 50% on assets owned privately but used in the business (e.g. freehold property).

It is advisable to seek legal advice if you are unsure whether this tax is due. More information can be found on the HMRC website [www.hmrc.gov.uk](http://www.hmrc.gov.uk).

## Corporation Tax

### "Pay and File"

A corporation tax return must be filed at the HMRC no later than twelve months and one day after the end of the accounting period. Payment must be made no later than one months and one day after the end of the accounting period. Care must be taken for periods of over a year as returns can only be made for 12 months. Two returns are therefore needed and the time limit applies separately to each of these. Penalties are charged for late filing.

A signed copy of the company's accounts **must be delivered to Companies House** within 10 months of the company's accounting date. (A copy of the accounts and the tax computation must be sent to the HMRC with the corporation tax return.

### Corporation tax rates

The small companies rate of tax is currently 21%, but this will reduce On 1 April 2011 to 20% on the first £300,000.

Marginal relief applies for small companies with taxable profits between £300,000 and £1,500,000. Above this the main rate of corporation tax is 28% which is to reduce to 27% on 1st April 2011.

## Capital gains tax

In calculating the chargeable gain, an indexation allowance is deductible, based on the increase in the retail price index between the month of acquisition (or March 1982, if later) and the month of disposal. (For Companies only).

## Capital Allowances

### Plant and Machinery

Two different systems are in operation for accounting periods which straddle 6 April 2008 (1 April 2008 for companies). Assets bought before those dates are eligible for a first year allowance of 50% to deduct from profits. From that date, this is replaced by the Annual Investment Allowance (AIA). This allowance enables 100% of the cost to be claimed. The relief is due on the first £50,000 of plant and equipment purchased before 5th April 2010 (31st March for Companies). This increases to £100,000 between 6th April 2010 and 5th April 2012 thereafter it reduced to £25,000.

Any balance not claimed as AIA will mostly be eligible for a Writing Down Allowance (WDA) of 20% pa, along with the general pool brought forward. The WDA is to reduce to 18% from 5th April 2012.

The exceptions are thermal insulation and integral features (e.g. lifts and air conditioning) which are subject to a WDA at 10% pa. in a special rate pool. Any existing long life asset pool, after writing down at a hybrid rate, is transferred to the special rate pool.

100% deduction (first year allowance) may be available for expenditure on energy efficient technology and water saving technology. For details on these enhanced capital allowances (ECAs) see [www.eca.gov.uk](http://www.eca.gov.uk)

## Cars

Expenditure on cars for business use is not eligible for AIA. Currently, cars costing under £12,000 are added to the general pool and given 20% WDA (18% from 6th April 2012); cars costing £12,000 and more are each pooled separately and WDAs limited to £3,000 p.a. Cars with any private use in an unincorporated business must also each have a separate pool. Special rules have also been introduced from April 2010 to reduce the loss in value claims relating to expensive cars.

100% allowance is available for some cars with very low carbon dioxide emissions or which are electrically powered. CO<sub>2</sub> emissions will become the basis for car CAs from 6 April (1 April) 2009.

If you are planning substantial expenditure you should discuss this with your accountant to ensure you understand how the new rules will affect your tax bills.

## DISCLAIMER

Whilst every care has been taken in compiling this Annual report David Jones Accountants Limited cannot be held responsible for any errors or omissions.

Any action you take as a consequence of reading this report should only occur after taking independent advice from your own trade Accountant.

For client advice please contact:-

[david@drjaccountants.com](mailto:david@drjaccountants.com)

[www.drjaccountants.com](http://www.drjaccountants.com)



## Successful licensed premises require a certain type of licensee...

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# Health & Safety Regulations

**In association with Marcus Harborne of Harborne Impact Services, The OnTrade Review presents a basic guide to the current Health & Safety Regulations as they apply to public houses Registration Requirements**

All public houses have to be registered with the local Environmental Health Department at least 28 days before opening. If you have more than one premises, you need to register them all. Additionally, food premises operators must ensure the Local Authority is informed of any significant changes such as change of food business proprietor or the nature and style of the business and closure for a period of time. From 1 January 2006 a number of new food hygiene regulations came into force. If your business was already registered and you have just reopened after alterations such as a kitchen refit or a complete refurbishment or a completed extension you won't need to register with them again. Registration allows the Environmental Health Officers (EHOs) to keep an up-to-date list of all those premises in their area so that inspections can take place as and when required. The frequency of inspections depends on the type of business you are running. Health and safety in catering premises can be broken down into four main areas:

## 1 Premises:

The building, the bar, the kitchen, the store, the cellar, the toilets, the patio and gardens.

## 2 Preparation:

Food, drink and everything you use to store, prepare and serve it!

## 3 People:

Employees, Delivery Personnel and Customers.

## 4 Protection:

Everyone and everything!

## Hygiene

Poor food hygiene controls may well lose you business, which is bad enough, but it could also cost you a pretty packet in any legal actions brought against you.

Under the Regulation (EC) No 852/2004 on the hygiene of food-stuffs and the Food Hygiene (England) regulations 2006 (and equivalent regulations in Scotland, Wales and Northern Ireland) each step of the food-handling ladder from delivery to kitchen to plate to table should have written systems and procedures set in place, and carried out, that prevent anything going wrong. You are now required to provide some simple written evidence of your procedures to ensure food safety has been thought through carefully and are being properly applied. Many of the requirements in the new regulations are the same as the regulations they replace. In order to comply you may follow a simple toolkit issued by the Food Standards Agency – 'Safer Food Better Business' ('SFBB') which will guide you through how to comply and provide the necessary documentation. This very well produced fold-out file is provided free of charge from the Food Standards Agency and you would be well advised to get a copy via your local Environmental Health Officer or call 0845 606 0667 for your free copy. HACCPs (Hazard Analysis of the Critical Control Points) to ascertain the risks involved with the delivery, storage, preparation, cooking, storing, reheating and serving with additional storage after all foods you are going to serve to your customers must be undertaken to compliment the use of the SFBB packs.

## Food Reception and Storage

All deliveries should be checked immediately upon receipt. Anything wrong should be recorded and reported (and, if necessary, the delivery refused). For example, 'use by' dates must not have passed (and should allow adequate time for use), frozen food must show

no signs of having thawed during transport and evidence of damaged packaging that could hasten deterioration of the product.

Make sure you have adequate refrigerators and freezers for all fresh, chilled and frozen food. Raw meat, fish and vegetables should be stored separately from cooked or prepared food. Refrigerators should be capable of maintaining food at or below 4°C; Freezers at or below -18°C. Temperatures should be regularly checked and a record kept on a daily basis and dependent on your level or trade, 2 or even 3 times per day.

## **Preparation**

### **Cleaning Premises and Equipment**

Cleanliness of premises and equipment is of the highest priority. This applies to storage areas as well as preparation and serving areas.

Dry food stores must be thoroughly cleaned weekly and a thorough clean at frequent intervals and fridges and freezers once per week and monthly respectively. It is important that the structure and equipment in bars and other food rooms are maintained in good repair and in a clean condition to comply with food hygiene legislation. Damaged or dirty surfaces are indicative of a lack of commitment to food hygiene and can easily lead to cross contamination.

Bars, bar counters and under-bar shelving must be kept clean and free from unnecessary equipment, ornaments and fittings and should again be cleaned at least weekly. For kitchens and food-serving areas, the cleaning programme should include routine daily cleaning and periodic, high level cleaning with cleaning rotas in evidence that state what gets cleaned when, with what, by whom and with what frequency. Suppliers very often have their own colour-coded charts with the necessary spaces left blank for easy completion by management.

Care should be taken to store cleaning chemicals in a suitably labelled and lockable cupboard so as to prevent any risk of contamination or tainting of foods, with the minimum of materials actually stored in the kitchen and other food preparation areas.

### **Sinks and glass-washing machines**

If the double sink method is used for washing crockery and/or cookware, one sink should be used to wash in detergent or preferably sanitiser solution and the other sink should be filled with hot rinse water only. It is important to change the solution and water regularly; 'topping up' is not good practice.

Wherever possible, items should be allowed to air dry. Glasses may be polished with a clean, dry cloth or paper towel. It is easier to ensure that the rinse aid and machine detergent are correctly adjusted to the particular glasswasher requirements and that the salt supply or water softener is working properly. Glass-washing machines must be thoroughly cleaned at regular intervals and maintained in a hygienic condition and in efficient working order. Operating temperatures should be carefully checked - glasses should air dry in a few seconds.

Detergent and disinfectant or sanitiser should be maintained in a convenient place for sinks and glass-washing machines. Spare stocks should be stored safely in a marked cupboard or an allocated store to avoid contamination of glasses or drinks, beer pumps and optics. Beer-dispensing equipment and optics must be cleaned in accordance with breweries' or suppliers instructions. The use of personal protective equipment, ie gloves and goggles, is essential when handling beer line-cleaning chemicals.

## **Glasses**

Any overspill from pouring both draught and keg beers should be disposed of regularly and should not be used for topping up glasses. Clean, dry glasses should be used for serving drinks. The practice of 'topping up' or re-using glasses without washing permits risk of contamination.

## **Hygiene and People**

### **Good Hygiene Practices:**

You should ensure all staff have training as part of their induction before they are permitted to handle food:

### **Reporting illness**

Staff must inform you or their supervisor before starting work if they have any skin, nose, stomach, bowel trouble or an infected cut or wound. If anyone in their household is sick or has diarrhoea, you must also be informed.

### **Protective clothing**

All food handlers should have special clothes for work in the kitchen and this does NOT include the clothes in which they have come to work. They must wear suitable, clean, protective clothing plus head covering ie a hat. Table servers may have their ordinary clothes but must have a suitable overall, tabard, or apron as well.

Jewellery must not be worn except for a plain gold wedding ring and/or sleeper earrings while handling food. First Aid must include covering any minor lesions or cuts with highly visible blue waterproof dressings. Smoking now being confined to external areas only means that smoking may only take place totally out of doors. If this is permitted, then washing of hands afterwards is essential before handling food again.

## **Food Handling**

Unnecessary handling should be avoided, food should only be prepared when needed and not too far in advance, perishable foods should be kept either in the fridge or about 7°C and keep all cooked and uncooked foods separate and stored separately.

## **Hand Washing**

Hands should be washed frequently using an anti-bactericidal soap and dried with a paper towel or a hot air dryer. This must happen after using the toilet, entering a food preparation room before actually handling, before and after cleaning operations, after touching your mouth, nose and hair, after handling raw food and after every break.

## Generally

Clean as you go and keep all equipment and surfaces clean and sterilized as necessary. If you see something wrong, make sure you tell your supervisor or boss!

## Temperature Control

Poor and inadequate temperature control of food is the main cause of food poisoning. Bacteria that cause food poisoning need warmth to multiply and therefore correct use of temperature control is vital to prevent food poisoning by providing an environment which either destroy or dramatically reduces the growth of bacteria. Keeping food either above 75°C or below 4°C is ideal.

Food on display must be effectively protected and maintained under suitable temperature control where necessary to protect from atmospheric contamination and handling by customers: 1°C to 5°C is ideal. Refrigerated food must be stored at a temperature of 8°C or lower. Ice containers must be clean, and ice for drinks must only be handled with tongs or spoons.

## Food temperature

In general, foods that are particularly susceptible to the growth of harmful bacteria and are more likely to cause food poisoning like cooked meats, poultry, cooked rice etc, must be maintained below 4°C or, if cooked, at a core temperature above 75°C. To allow foods to be served or displayed, the law allows high-risk chilled foods to be held at 8°C for up to four hours, and hot foods above 63°C, preferably at 75C for a period of two hours. Only one tolerance period is allowed. After these times foods must be refrigerated at 4°C or below until final use, or discarded immediately

## Personal hygiene

Personnel working in the bar and other food rooms are food handlers and are therefore subject to the requirements of the Food Hygiene (England) Regulations 2006. Staff who handle food must receive written or verbal instruction in the Essentials of Food Hygiene.

Ask yourself the following questions: Do you ensure that adequate facilities are available for staff to maintain a high degree of personal cleanliness? Have your staff been trained in good personal hygiene practices? Do you monitor and audit staff to ensure they are implementing safe personal hygiene methods?

## Animals

No animals of any type should be allowed behind the bar, cellar, food preparation or storage areas and of course, in kitchens.

## Safety at your Premises

### Accidents and emergencies

The Health and Safety (First Aid) Regulations 1981 require you to provide adequate and appropriate equipment, facilities and personnel to enable first aid to be given to your staff if they are injured or become ill at work. For 50 or more full time and part time em-

ployees, an appointed person is required. For the vast majority of catering outlets of all types, someone designated to be able to take charge in an emergency and to look after the first aid boxes and to maintain the correct contents of each box should be in place. They should also keep a record of any first aid given via the Accident Book where the details are detached after entry and kept confidentially and to put up notices telling employees where they can find first aid equipment and names of First Aiders if over 50 employees are on the payroll.

The HSE suggests that for lower risk workplaces one appointed person is required for less than 50 people. For medium risk, (eg food processing) one appointed person is required for less than 20 people.

You are advised to prepare a procedure to be followed in the event of an emergency. An 'appointed person' should be responsible for overseeing injured persons and contacting the emergency services. It is wise to send one or more employees on a recognised workplace first aid training course, to ensure effective first aid to injured staff or customers. You must report certain accidents and injuries (including any which keeps an employee off work for more than three days) to the Environmental Health Department. Keep a record of all accidents, even minor ones.

The keeping of an Incident Book is also recommended should someone stumble, trip, fall or have any other 'mishap' where no actual injury is perceived other than perhaps a bruise but where there could be a potential for a bogus claim sometime in the future. This would be used as proof of the degree of severity or injury sustained should such a claim be made.

## Bars

Bar counters and shelving for the storage of glassware should be smooth, impervious and capable of being readily cleaned. All glasses should be placed face down on plastic, latticed matting to allow air to circulate beneath. A wash hand basin with an adequate supply of hot and cold water, soap and towels (preferably paper disposable type) should be readily accessible by bar staff. Glass-washing facilities should comprise either a double sink and drainer unit, together with a constant supply of hot and cold water with the correct glass wash detergent, or preferably a glass-washing machine and at least one sink and drainer unit together with a constant supply of hot and cold water.

The use of the correct rinse aid and machine detergent should be connected to the unit for automatic dispense and the machine maintained on a regular basis. Particular attention needs to be paid to the cleanliness of the interior of the machine and the door recesses. A washable or disposable receptacle for waste paper, bottle tops and other debris should be provided behind each bar together with a lidded metal container for safe disposal of broken glass

## Cleaning

The kitchens and food rooms should have non-slip floors, with wall/floor junctions to make thorough cleaning as easy as possible and preferably curved and not right angled. Walls should be smooth,

impervious and capable of effective cleaning and, where necessary, disinfection. Ceilings should be easy to clean and kept in good repair with sealant to any joints for instance where the air extraction canopy is fitted flush to the ceiling.

Wall tiles must be grouted and not cracked. Wall cladding where fitted must be sealed at joints to ensure that they are impervious. Slips and trips can cause a lot of accidents! Spillages should be dealt with immediately and any worn areas should be replaced as soon as possible.

Down in the cellars and stores a floor drainage sump and pump unit should be provided, where necessary, to dispose of sink waste and floor wash water. Cellar floors must be debris free, totally hygienic, washed daily and any drain covers in place to prevent any chance of trips. A risk of gas asphyxiation monitor should also be in place along with the Pressure Dispense Guarantee Card currently in date to ensure safety compliance.

## **Carrying loads**

The licensed trade is notorious for heavy lifting work often in inconvenient places. It is the duty of management to ensure that Manual Handling risk assessments are in place for all staff carrying out duties in the cellar that include lifting and moving barrels, kegs and gas cylinders. You must try to avoid lifting and carrying work that might cause injury. Where such tasks cannot be avoided, you are required to assess the risks and ways of reducing them. There may be cases where mechanical devices are practical and not excessively costly.

Heavy loads should have their weight marked on them and ideally be no more than 25kg with 32kg being a maximum recommended weight for one person to lift. Irregular loads should have an indication of the heaviest side.

Safety training for staff should include training in the correct way to lift and carry loads which may include other items such as cases of wine, beer, and other miscellany that is stored in cellars.

## **Cellars and Storage Areas**

One large sink and drainer unit should be provided in, or immediately adjacent to the cellar, together with a constant supply of hot and cold water for washing equipment.

A wash hand basin with antibacterial soap and a supply of paper towels must also be in place since beers are counted as food and thus affected by the food hygiene requirements. Gas cylinders should be handled and operated strictly in accordance with instructions issued by the brewer or supplier. Cylinders should be suitably chained, caged in a storage rack or laid flat on the floor and chocked.

Storage of empty/used or new cylinders must always be in a cool, ambient area, away from any heat sources, boilers, direct sunlight or out in the rain. You should consider providing CO<sub>2</sub> monitors if you use gas cylinders in any place where you have any doubt whether the ventilation is sufficient, for example in underground cellars.

All hoists must be constructed and guarded in accordance with the Lifting Operations and Lifting Equipment (LOLER) Regulations

1998 and maintained in good order with an up-to-date record of inspections in the prescribed form.

Examples of equipment subject to these regulations include passenger and goods lifts, dumb waiters, cellar hoists, bath and guest hoists, vehicle tail lifts, and others also. Shelving and storage units within the cellar should be of non-absorbent material, capable of being easily cleaned and if wooden, sealed.

## **Electrical Safety**

All electrical equipment should be suitable for its intended purpose. It is important that the wiring installation and portable appliances are annually Portable Appliance Tested ('PAT') with records kept of all such appliance testing and a sticker duly affixed to each unit by a qualified electrician to ensure electrical safety.

Power points must not be overloaded and electrical cables should not be used if at all possible and if it cannot be avoided only as a very short term period and not be coiled, or allowed to tangle or trail (especially across footways). Switches, plugs and sockets must be situated away from water and other liquids and anywhere that spillage is likely to occur or anywhere near a heat source, such as next to a quartz lit heated food display unit.

Check microwave ovens annually via PAT for possible leakage. Make sure door seals are clean and in good condition, hinges and catches are working properly and that the appliance is always clean and is generally in a good state of maintenance. Pay particular attention to the roofs of such units where heat may have buckled or broken them and replace immediately.

## **Heavy duty equipment**

All cookers open top and solid top, deep fat fryers, combination ovens, convection ovens and other heavy duty equipment should be cleaned in accordance with the manufacturer's instructions daily for 'working debris', weekly for general cleaning and if possible, a 'deep clean' via a contractor every three months. Air extraction canopies, trunking to the outside and to the fan should be undertaken every 3 months if possible also. Grease filters should be cleaned every week and if possible, a spare set provided for use when the other set is being cleaned. The use of a 'decarbonizer' commercial caustic cleaning tank would be a useful addition to help this side of cleaning.

## **Falls**

Adequate precautions should be taken to prevent people tripping or falling and to prevent people being injured by falling objects via a risk assessment for all areas of the establishment

It is essential that hatchways and cellar flaps are suitably guarded when in use, and flaps must be properly secured when the hatchway is in use. In cellars where a slide is in use, adequate steps must be taken to ensure safety of personnel when deliveries are being made and staircases must have handrails or handgrips properly positioned and firmly fixed. Low beams, ceilings or other low objects (a ceiling mounted cellar cooler for instance) must be suitably

marked and a notice drawing people's attention to these facts should be put on the door leading to such areas.

## **Information and training**

You are required to provide all staff with relevant information on the risk to their health and safety and on necessary precautions that must be taken. This would normally be provided within a 'Policy and Overview Document' or similar where a brief summary of Management Responsibilities would be displayed, details of the organisation needed to achieve the H&S policy and the arrangements within the premises for carrying this policy out.

You must provide training for staff when they start work via an Induction Training schedule and also when their duties change in a way which may expose them to new or increased risks. It is essential that training needs are reviewed periodically.

Various statutory notices must be proved such as the large H&S Statutory Notice that gives details of employees rights and obligation under the law together with details of their local EHO, detail of the Appointed Person responsible for the premises and the nearest Emergency Medical Advisory Service all of which must be completed with relevant information. Other notices highly recommended are Work place first aid, Safe Manual Handling, Fire safety, Preventing slips, trips and falls, Emergency resuscitation and dealing with Electric shock.

## **Lighting**

All areas should have adequate artificial lighting so that staff can work without eyestrain. Lighting should be of a type and in a position that does not cause danger (dust and vapour-proof lighting may be preferable in cellars).

### **Recommended lighting levels are:**

- ▶ 400 lux. In working areas behind bars, over sinks, glass washing machines etc.
- ▶ 200 lux. In cellars, stores and staircases - it is important that the whole staircase is lit.
- ▶ 100 lux. As background lighting - or more if necessary for safety.

Automatic emergency lighting, powered by an independent source, should be provided where sudden loss of light would create a risk.

## **Maintenance and cleaning**

The premises and equipment in them must be kept well maintained where this affects health or safety. Premises, furniture, furnishings and fittings must be kept sufficiently clean for health and safety purposes.

Cellars and storage areas must be kept clean, well organised and free from accumulations of old equipment, disused articles and refuse. Floors and sumps should be cleaned at frequent intervals and not less than once a week. Sumps pumps should be maintained and the sump area totally free of debris and not smell of stale beer

etc. Waste materials and refuse must be removed and not allowed to accumulate. Empty barrels should be sealed after use with appropriate corks. Broken glass and bottles must be removed promptly and stored safely for collection and disposal. The provision of a 'sharps box' for broken glass within the bar area should be provided. There must be regular checks for vermin infestation, and effective eradication measures used if necessary. It may be best to have a regular contract with a pest control company.

Equipment, including beer pipes and associated equipment, should be cleaned and maintained in accordance with the breweries' or manufacturers' instructions.

## **Noise**

Employers in the music and entertainment sectors have now to comply with the Noise at Work Regulations 2005 If employees are subject to high noise levels, you are required to assess the level of exposure and, where necessary, take precautions to limit exposure under these new regulations. These regulations bring in a lower and upper exposure action values and exposure limit values.

In short, when noise levels from for instance, music via a live band, exceed 85dBA, then management must see whether the noise level could be reduced, give the staff the opportunity to wear ear protectors, ear plugs or similar. This is a requirement and compliance is necessary by staff to eliminate any possibility of being sued in due course. You will need to purchase a noise monitoring device, very much like a mobile telephone and then a Noise Monitor sheet should be completed which details location of where the test was done, meter level reading, time, by whom, action taken. Health surveillance of staff should be undertaken via visits to a medical centre for hearing tests every 3 months and records kept with details of any remedial action taken.

The lower exposure action values are (a) a daily or weekly personal noise exposure of 80 dB (A); and (b) a peak sound pressure of 135 dB (C).

The upper exposure action values are (a) a daily or weekly personal noise exposure of 85 dB (A); and (b) a peak sound pressure of 137 dB (C)

The exposure limit values are (a) a daily or weekly personal noise exposure of 87 dB (A); and (b) a peak sound pressure of 140 dB (C).

Noise can provoke complaints from neighbours and the police. If a statutory nuisance can be established the local authority may restrict noisy activities or the times at which they take place.

## **Refuse areas**

There should be a separate refuse storage area that provides a solid base, such as concrete hard standing for dustbins and other waste containers.

It should be possible to clean the refuse area and a slight slope to a waste gully will make washing down easier. A hose pipe connected to the mains water supply would be an added advantage .

There should be an adequate number of dustbins or suitable bulk storage containers, which should have properly fitting lids to prevent insects and vermin from getting at the contents. If you use plastic, or other sacks for rubbish that are not in containers, you should take other steps to make sure pests can't gain entry! The area should preferably be within its own compound and not be at the end of the car park or similar such place.

## **Refuse collection**

If your refuse is not collected by your local council, you must ensure it is only collected by a company which has a waste management licence or is registered for the transport of waste.

## **Risk Assessment**

You are required to carry out an assessment of the risks to your employees and others caused by your business. If you have five or more employees, you must record the results of the assessment in writing. Your assessment should be reviewed if there have been changes in your business which mean it may no longer be valid. This would include all areas that you, your staff and your customers have access to and would include the cellar, kitchen, bars, functions rooms, gardens and patios should include the hazards identified, those affected, the likelihood of harm, the severity of harm and risk priority. This then leads to corrective action required as well as highlighted where the potential for an accident is possible.

Some regulations require the assessment and control of specific risks. These include dangerous substances (under the 'COSHH' Regulations), personal protective equipment, exposure to noise over the exposure limit values, (see Noise above), risks from lifting and carrying loads, and risks from the use of display-screen equipment. You should be able to combine some of these assessments with your general risk assessment; you do not have to do the same thing twice. None of the requirements for risk assessments are intended to force you to go to unreasonable trouble - e.g. employing specialist consultants - where the risks and precautions are well known.

As far as the 'COSHH' Regulations are concerned, always read and follow the instructions and warnings on cleaning and other chemicals you use. If you follow instructions, avoid unusual uses for chemicals and take sensible precautions, you should have little difficulty complying with the regulations. All cleaning materials including heavy duty detergents, rinse aids, degreasers etc must be listed and put up on the door or wall of a separate store together with details of Safety precautions to take and first aid steps in case of an accident. In the case of a more serious incident, details of action to be taken at the time and the reporting of such accidents must also be in place via RIDDOR. A separate file must be to hand containing Hazard Data Sheets referring specifically to the cleaning materials in use must also be available.

The regulations on display-screen equipment do not apply to calculators, cash registers or equipment intended mainly for public operation - such as video game consoles or quiz machines.

The main problems with such equipment are things like eyestrain from poor lighting and backache from poor seating. The Health and Safety Executive advises that you do not need to take special precautions against radiation from computer screens.

However, computers in the office and work stations where staff are employed or have access to must be risk assessed as well. The final areas for consideration are the assessment of risk within the 4 licensing objectives with particular reference to your premises again stating the risks you have identified and what action you propose to take to reduce these risks.

For example, with the licensing objective the prevention of crime and disorder, where factors that could impact on this could be drunkenness on the premises or antisocial behaviour or even under-age drinking would need to be assessed and appropriate control measures put in place such as effective and responsible management of the premises, training and supervision of staff and similar such policies and procedures. Note that the Licensing Authorities from 2010 are starting to make 'annual inspections' where they may well ask for evidence of such risk assessments together with a request to look at what staff training has taken place.

## **Safety and People**

### **General Duties and Risk Assessment**

The Health and Safety at Work etc Act 1974 places a duty on employers to protect the health, safety and welfare of employees and others exposed to workplace activities, including contractors and, of course, customers.

These requirements are qualified by the phrase 'so far as is reasonably practicable'. This does allow you to take some account of cost so that you do not have to take measures where the cost is totally out of proportion to any reduction in risk. It does also mean other things:

It makes it very difficult to lay down uniform rules that apply to all premises and businesses - even in the same industry.

Where (as is often) standards have not been clarified by court cases, local EHOs have wide discretion to ask for what they think is required; and it makes it very important that you work out for yourself what you need to do in your own circumstances.

## **Safety Management**

The law requires you to make arrangements, appropriate for the size of your business, for the effective planning, organisation, control, monitoring and review of your arrangements for health and safety.

This means that active management for the purposes of health and safety has a more clear part in the law. EHOs who inspect for health and safety are more likely to ask about such matters as procedures, management and training than they may have done in the past.

If you have five or more employees you must have a written statement of health and safety policy.

If you do not have the necessary knowledge and experience to deal with health and safety matters yourself, you should request a competent person to assist you in complying with requirements of health and safety laws.

## **Servery Areas**

Equipment in servery areas should be in good repair and readily cleanable. Wooden utensils should be avoided. The layout should be such as to minimise any risk of cross-contamination of food during handling or display.

Uncovered foods on display should be protected from contamination by means of suitable enclosures or screening, and raw and cooked foods must be separated. Utensils for handling raw and cooked foods should be separated and preferably colour-coded to minimise risks.

High-risk foods are required to be maintained above 63°C or below 8° to prevent the growth of food-poisoning bacteria. Those high-risk foods for service or display can be maintained at ambient temperature for a maximum of four hours in any one period, and must then be consumed or held at below 8°C or above 63°C, 75C preferably.

A wash hand basin must be provided together with a constant supply of hot and cold water wherever food is handled, i.e. where serving, plating, topping up etc.

## **Space**

Work areas should have sufficient floor area, height and space that are not taken up by equipment to ensure health and safety.

Ceilings, especially in cellars and stores, should be high enough to avoid accidents or have warning signs clearly displayed.

Low beams on staircases should be well padded to prevent injury and 'Mind your head' notices should be clearly displayed if there is an unavoidable risk of injury.

## **Staff Toilets and Washing Facilities**

Wherever possible, staff toilets and sanitary facilities should be separate from those used by the public, particularly in the case of food handlers.

Ideally, separate facilities should be provided for male and female staff, but facilities may be shared by both sexes if the room is provided with all necessary facilities and is capable of being locked from the inside to assure the privacy of the occupant when in use.

Washing facilities should have hot and cold running water, soap and towels or other means of drying. Sinks used for food preparation or for cleaning glasses or equipment should not also be used as washbasins.

## **Structure**

The building must be structurally sound.

## **Ventilation**

Workplaces need to be adequately ventilated. Fresh, clean air should be drawn from a source outside the workplace, uncontaminated by discharges from flues, chimneys or other process outlets, and be circulated through the workrooms.

In cellars, ventilation is essential to ensure sufficient air changes in the cellar to eliminate mould growth and to maintain a suitable temperature level.

Boiler rooms located in beer cellars should be insulated, well ventilated to the open air, and effectively disconnected from beer storage areas.

Ventilation in bars and public areas is essential to ensure the adequate removal of stale air, food and other odours and for the circulation of fresh air throughout the bars, lounges and dining rooms.

A minimum of 8 to 10 air changes per hour is recommended.

## **Fire Precautions**

The main causes of fire in licensed premises are: electrical equipment malfunction, gas fired equipment and heating appliances in general, heat from kitchen appliances and a lack of maintenance over a period of time. A simple monthly audit by management to check on the state of various pieces of equipment is a simple way to help alert management to the possibility of fire by simple checking and identifying potential sources of danger on a regular basis and keeping a note of such findings.

## **Fire Risk Assessment**

It is now a legal requirement after its introduction on 1 October 2005 and this requires a formal risk assessment to have been completed to demonstrate due diligence and that the premises is safe for the public and staff to enter. This will give a fire risk rating and actions you need to take to comply with the law. You should also have a Fire Safety Log in which to record all bell and alarm testing, emergency lighting and smoking detector testing and other areas of compliance duly detailed. You will need a Fire Safety Policy to indicate what the policy of the premises is, the staff training carried out and details of evacuation procedures. This will also highlight the overall Responsible Person, the Competent Person and if a large premises, those delegated to specific duties in an emergency and known as fire 'marshals'.

## **General fire precautions**

You can summarise the above requirements by the following: Make sure your staff knows the location and purpose of all fire extinguishers. Water is suitable for fires of wood, paper and furnishings but not on electrical fires or flammable liquids (e.g. burning fat or oil). Carbon dioxide extinguishers can be used on electrical fires. Dry powder extinguishers are also safe to use on flammable liquids and electrical fires involving ordinary household voltage.

Fire extinguishers usually recommended for pubs, hotels and restaurants are CO<sub>2</sub> water for combustible materials such as furnishings, tables etc, CO<sub>2</sub> Carbon dioxide for electrical equipment in the kitchen and cellar and as fire blanket for the kitchen as well. There are other recommendations and you may find certain Fire & Rescue services suggest other types and you are advised to take advice from your local team if in doubt. Staff should be trained in the use of fire extinguishers and in drills for evacuating the premises, calling the fire brigade and ensure that notices detailing the routes for escape are visible around trading areas, in letting room bedrooms and that escape routes are not blocked, locked or otherwise hidden.

Make sure that all fire extinguishers are accessible, on their hooks 300 mms off the ground, are in place and not 'gone missing' and regularly examined by a competent person or contractor on an annual basis and duly marked and dated as serviced.

## **Waste paper and rubbish**

Remove rubbish frequently and at least after each work period. Rubbish should be stored outside the building in suitable bins with close-fitting lids. Inflammable rubbish like cartons and other packaging material should be stored in a safe place.

## **Electrical equipment**

Check electrical equipment regularly to ensure that it is still in good order. For example, wires should be checked regularly for signs of fraying, light bulbs should not touch shades or get so close as to heat furnishings excessively. Do not allow sockets to be overloaded. Switch off appliances after use.

## **Gas fired equipment**

Check that any pilot lights on gas appliances are clean and working properly. Grease can cause pilot lights to become deflected away from the main burners. Check that the main burners of ovens come on when they should. Keep cookers clean and have them checked and serviced regularly. An annual certificate of maintenance may be required for insurance purposes as well.

## **Heating appliances**

Portable heaters may start a fire if knocked over so should not be placed where they are likely to be knocked. They should not be placed near to combustible material (such as curtains, chairs and tables etc).

Books and papers should not be put on heaters. Take care that loose papers and decorations cannot fall onto open fires or heaters (including night storage heaters).

Portable paraffin or oil heaters must be out and cold before being refilled. They should be refilled out of doors. Any such appliances would need to be maintained annually and a record kept, and a risk assessment carried out if such equipment is in use. The likelihood of potential problems is high with all portable heating equip-

ment and if at all possible, they should only be used if really necessary and then only under constant surveillance by a member of staff for instance, bar or waiting staff who are aware of the potential for danger.

Open fires should not be overloaded with fuel so that logs or coal can fall onto the hearth. Do not carry live coals from a fire. Have chimneys swept regularly at the end of the winter or beginning of the next and may well be an insurance requirement. With older buildings there is the potential for leaks into adjoining areas including roof spaces for example.

## **Means of escape**

Make sure that you have adequate means of escape in case of fire. Escape routes must not be allowed to become obstructed and it must be possible to open emergency exit doors easily from inside. If security is a problem, it may be possible to put alarms on fire exits - not to lock them. There should be a notice in the bar and all letting rooms stating the route for escape and staff need to be aware of their responsibilities to ensure the safe exit of all those on the premises. If there are live in staff and if any letting rooms are occupied, then there must be some member of staff appointed to be responsible for these people in the event of an emergency. This person would need a 'guest list' or 'rooms occupied' list of those residing on the premises each and every night so as to be able to prove that all persons were accounted for should there be an emergency. This list would need to be given to the attending senior fire office from the Fire & Rescue Service.

All internal fire doors should be closed, should open outwards in the direction of escape and not be propped open with a wedge or fire extinguisher ever. Older doors that open inwards must always be secured open during times when the premises is open for licensable activities and open for members of the public to enter and when staff are working.

## **Action if a fire is discovered:**

- ▶ Sound the alarm;
- ▶ Call the Fire Brigade (dial 999);
- ▶ Fight the fire if it is safe to do so. Do not put yourself at risk;
- ▶ If you are trapped by a fire: go into a room, close the door, put a blanket or carpet against the door to stop smoke and draught, go to the window and call for help.

## **Enforcement**

Environmental Health Officers enforce the Health and Safety at Work etc Act 1974, Workplace Regulations 1992, Management of H&S Regulations 1999 and the Food Safety Act 1990 and Food Hygiene Regulations (England) 2006 and (EC)852/2004. This applies to hotels, restaurants, public houses as well as other legislations and regulations pertinent to the drinks industry.

The legislation provides officers with power of entry to examine premises, practices and documentation in order to assess compliance with the law. If they have any particular concerns, EHOs can seize dangerous equipment, detain and remove foods that may not be suitable for consumption, and request information under caution if they are satisfied that an offence has been committed. Under normal circumstances, EHOs will send an informal written warning if any contraventions are found in the course of an inspection. They can, however, serve Improvement Notices requiring landlords to remedy problems.

If a health and safety defect poses an imminent risk of injury to health, a Prohibition Notice may be served, preventing a particular practice or use of equipment until specified works have been completed. In the case of serious risk of food poisoning, an Emergency Prohibition Notice may be served. This could involve the closure of the food business. Failure to comply with a notice constitutes an offence and the risk of prosecution.

The use of the above formal powers is a last resort when things have gone seriously wrong, but if you take time to get things right initially and manage risks effectively, you should find compliance with the law relatively straightforward. The EHO is there to help rather than hinder your business.

Various new laws, acts, legislation, regulations and statutory instruments have come into place since the advent of the Health and Safety at Work Act 1974, including the Health Act 2006 covering smoking in public places.

Inevitably it won't be the last piece of legislation governing what you can and can't do in a public house, or how you should or shouldn't do it! It's a grin and bear it situation, but keeping abreast of anything new that is going to change the way you run your premises may give you a head start!

**Although this information has been prepared for the OnTrade Review with the utmost care, it is no substitute for the complete rules and regulations set down by the individual authorities, and is meant only as a guide. In order to comply with all the various requirements, it is a good idea to always get advice and your local EHO, H&S officers and fire offices will always be available to provide help and assistance. If in doubt, always ask first!!**

#### **Some of the Acts of which you will need to be mindful are:**

- Management of Health and Safety at Work Regulations 1999
- Workplace (Health, Safety and Welfare) Regulations 1992
- The Electricity at Work Regulations 1992
- Control of Substances Hazardous to Health Regulations 2002
- Health & Safety (Safety Screen Equipment) Regulations 1992
- Manual Handling Operations Regulations 1992
- Noise at Work Regulations 1992
- Food Hygiene (England) Regulations 2006 and Regulation (EC) 852/2004

Regulatory Reform (Fire Safety) Order 2005

Personal Protective Equipment Regulations 1992

RIDDOR

(Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995)

Health & Safety (First Aid) Regulations 1981

Gas Safety (Installation and Use) Regulations 1998

Marcus Harborne has been an Industry Member of the ALMR for several years and during this time has carried out numerous risk assessments in all areas of the licensed leisure industry including retail shops of every description. This takes in food audits, general premises audits, location and task risk assessments, fire risk, areas of risk within the licensing objectives, setting up Best Bar None and similar such operations, rescuing those from Premises Reviews usually after the event and numerous licensing applications to licensing authorities. When not engaged in these activities, Marcus has acted as a consultant in a variety of roles for individual outlets, pubcos and breweries and delivers various training courses on all aspects of licensed retail.

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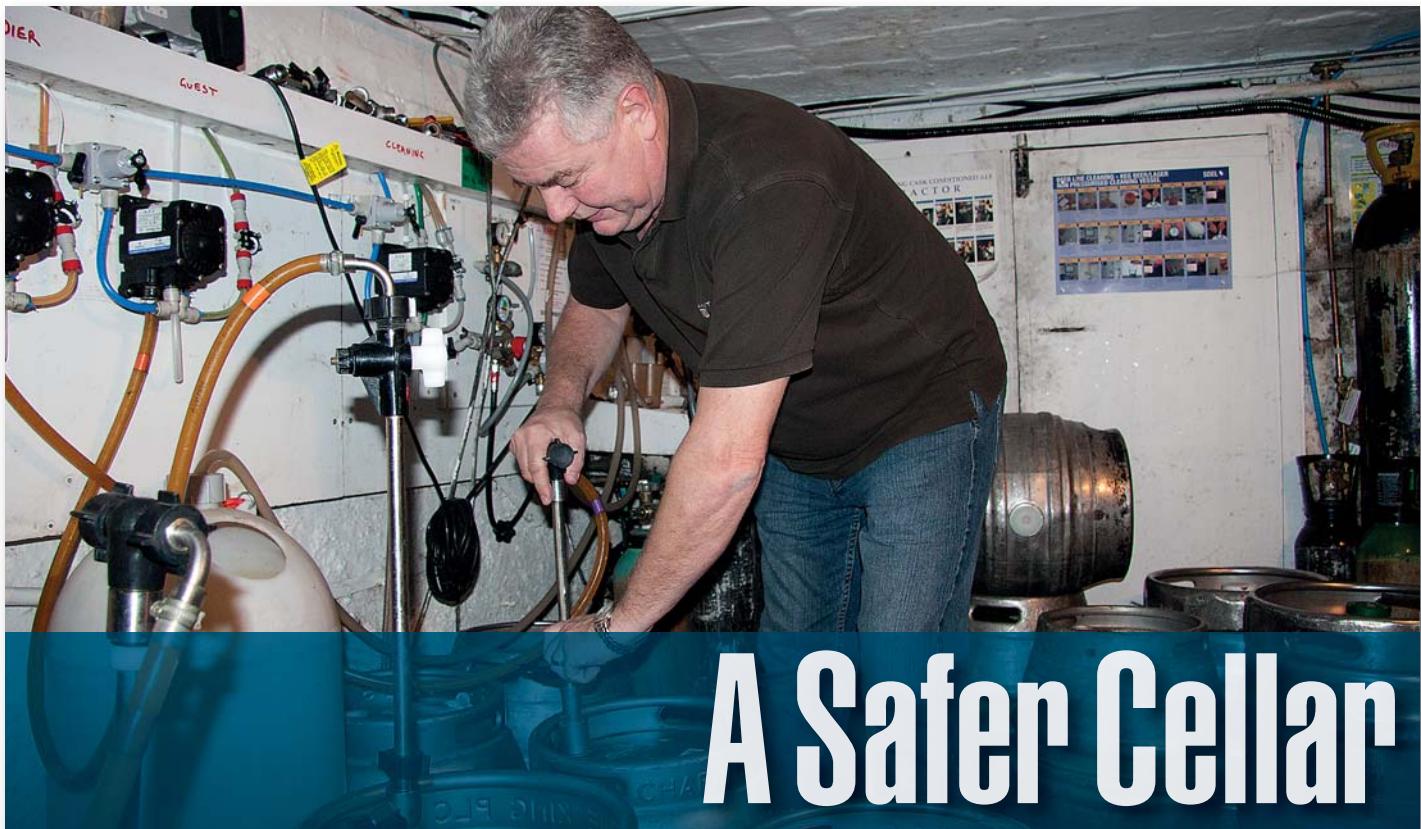
- COMPLETE PREMISES-SPECIFIC RISK ASSESSMENT SURVEYS  
WITH PERIODIC FOLLOW-UP AUDITING

- SPECIFIC RISK ASSESSMENTS WITHIN CONTEXT OF THE LICENSING OBJECTIVES OF THE LICENSING ACT 2003

- ON-SITE PREMISES FIRE RISK ASSESSMENTS WITH STAFF TRAINING AND EVACUATION PROCEDURE PLANNING.

- DELIVERY OF BII QUALIFICATIONS ON SITE AND AT VARIOUS LOCATIONS NATIONALLY

CONTACT MARCUS HARBORNE FOR MORE INFORMATION  
ON ANY OF THE ABOVE NUMBERS!



## Accidents can happen anywhere but the cellar is the scene of more than its fair share.

The general regulations are covered in the overall Health Safety & Hygiene Regulations on the preceding pages. If you make sure staff are aware of the dangers and take a few basic precautions the majority of accidents can be easily avoided and you will ensure that you stay within the law.

A simple check list could be pinned up somewhere as a constant reminder - a few guidelines could include:

### General

- ▶ No smoking. No animals allowed
- ▶ No unauthorised or untrained staff in the cellar
- ▶ Ensure cellar is lit and ventilated to minimum legal standards.

### Access

- ▶ Plan a route around the cellar allowing easy access to pipes, barrels and equipment
- ▶ Never block access
- ▶ Never block ventilation
- ▶ Store equipment not in use safely
- ▶ Replace any item moved
- ▶ Clear away all rubbish including crates, packaging, and wrappings immediately
- ▶ Clear up spillages and broken glass immediately
- ▶ Never use cellar as an 'overflow' stockroom.

### Drinks

Food can affect the flavour of beer - never store in cellar. Be aware that strong chemicals such as disinfectants can also affect the flavour of beer.

# A Safer Cellar

### Hygiene

- ▶ Follow safety and hygiene procedures properly
- ▶ Clear spillages and breakages immediately
- ▶ Clean and properly store equipment after use
- ▶ Keep access clear
- ▶ Wear appropriate protective clothing

### Regular maintenance

- ▶ Clean and seal walls and ceilings with a suitable material at least once a year
- ▶ Clear away mould and similar growths, if they reoccur locate the cause
- ▶ Follow recommended maintenance schedules for all equipment
- ▶ Use contractors and engineers recommended by the brewery or equipment manufacturer.
- ▶ Check all lights are working and spare bulbs are in easy reach
- ▶ Check ventilation system is working properly
- ▶ Check cellar temperature is kept at correct levels

### Gas safety

CO<sub>2</sub> gas is stored in liquid form at high pressure. Gas cylinders can be dangerous if not handled properly. To comply with the law you must display a CO<sub>2</sub> safety warning. Always follow the correct procedures.

### Handling and storage

Store cylinders securely until they are ready to be used. If possible they should be wedged horizontally. When in use cylinders should be secured in an upright position. Gas safety is paramount in the management of a cellar - observe the advice and you can be sure you'll be safe in the cellar.



# Cellar essentials

**The art of attracting and keeping customers means that licensees rightly devote a great deal of effort and attention to the public areas of their premises. However, the behind-the-scenes areas, like the cellar, are also essential to profitable and efficient business, as Carl Goode, Marketing Manager, Sureserve UK from BOC, explains.**

The cellar is the 'engine room' of any licensed premises. Keeping it running efficiently and safely provides the basis on which to run a profitable business. At its most basic level, if the consumer is not satisfied with the drinks or the food he (or she) is served, they will not cross the threshold again. And the quality of the dispensed drinks depends on the way the cellar is operated. Quality is an increasingly important factor in all types of business and the licensed trade is no different.

However, there are many factors involved in giving the customer a high quality product. There is the way a beer is pulled. The type of glass, how it is nucleated and shaped is vital in making the carbon dioxide gas break out of a lager in exactly the right way. Then it has to be presented to the customer with the right head, at the right temperature, and with the right clarity and drinker appeal. Dispense gas fits into this equation too, as all these elements can stand or fall on the quality of the carbonating and nitrogenating gas used.

## The basics

First of all, it is vital to use a reputable supplier for your dispense gases, one who can supply food-grade gases in cylinders that meet industry safety standards. Among the items to check are that the cylinders are fitted with positive-pressure valves which prevent moisture getting in and corroding the cylinder, and that these incorporate the correct outlets, ensuring that high pressure mixed gas is not put onto a low pressure carbon dioxide regulator.



The cylinder label should carry all the information you need to know: size, quality standard, nominal weight, nominal pressure, safety advice, dangerous goods information and supplier's contact details (including emergency telephone number).

All these are required by law. If your cylinders do not carry all this information send them back. And talking of safety, safety data sheets should be supplied with your first delivery (additional copies can also be downloaded free from [www.boconline.co.uk](http://www.boconline.co.uk))

Every cylinder should have a coloured test ring attached to the valve indicating when it is due for testing by your gas provider. Those due for testing in 2011 have a black square. For 2012 it will be a grey square.

Check that the cylinder is the correct colour: Carbon dioxide cylinders generally have a black or grey body; mixed gas cylinders are grey with green or black shoulders, balloon gas cylinders are brown (although there are some variations due to revisions of international standards).

Dispense gas cylinders should be supplied to recognised food grade standards: for further guidance on this point check the BCGA guide Drinks Dispense Gas Cylinders or choose your dispense gas supplier from the BBPA guide Carbon Dioxide in Cellars.

## The risks

Along with quality, safety considerations need to be taken into consideration. The pressurised gases used in dispensing need to be treated with care to ensure that the service to customers is in no way compromised. If used incorrectly, there could be a threat to health, particularly for staff.

Because carbon dioxide cannot be seen and has no smell, it is difficult to detect a growing concentration from leaks in cellars and, being heavier than air, carbon dioxide does not dissipate easily. Low

levels of exposure can result in headaches and dizziness, higher levels to laboured breathing and in worst cases, asphyxiation.

Thankfully major leaks resulting in fatality are rare – but BOC Sureserve believes the potential for repeated low levels of exposure (repeated small gas leaks) poses a threat to anybody working in the hospitality sector – especially where gas installations are not regularly maintained, gas cylinders are not routinely checked by the gas provider, or cellars lack adequate ventilation.

## Dealing with the risks

Licensees have a legal duty under the Confined Spaces Regulations to assess all the risks relating to their cellar, including those from dispense gases. Every licensee in the UK is required to determine what significant hazards exist to those entering or working in the cellar. Based on that assessment, they must put in place measures to eliminate or minimise those risks and ensure that those measures are recorded.

BOC Sureserve's Towards Compliance packages simplify risk assessments. We can offer two easy options to assess the risks in the cellar.

The Do-It-Yourself risk assessment pack is a simple but effective tool that helps a licensees check how safe their working environment is. The pack contains a step by step guide to self assessment and an assessment record for inspection by the Environmental Health Officer.

For added security and peace of mind, BOC Sureserve can carry out a detailed risk assessment survey of the cellar. This is ideal for the busy landlord who prefers to save time and have the assurance of being able to rely on an expert assessment. The assessment includes the asphyxiation risk, recommendations for risk reduction and an assessment record for inspection by the Environmental Health Officer.

Once the risk assessment has been prepared, action needs to be taken to eliminate those risks wherever possible and to minimise them in all other cases. For example, where the cellar risk is high – and many cellars in the UK are – BOC Sureserve recommends that a Cellaguard carbon dioxide monitor with repeater alarm is fitted. The monitor constantly tests carbon dioxide levels in the cellar and the repeater gives a visible and audible warning if these rise above safe limits. The repeater alarm is fitted outside the cellar so that anyone can quickly and safely check carbon dioxide levels before entering the area. For the business, a serious incident may mean temporary closure, possible prosecution or insurance claims – as well as the less quantifiable damage to reputation. It really does pay to give due regard to safety and quality.

BOC is the UK's largest provider of industrial and dispense gases – as well as a wide range of complementary products and services. For more details, contact BOC Sureserve at: [Sureserve@boc.com](mailto:Sureserve@boc.com) or ring 08457 302 302.

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# The Art of Cask

**Cellarkeeping**

**Award winning licensee Mark Dorber, one of the leading authorities on cellarkeeping, sets out the general principles for the successful management of cask-conditioned ales**

An avaricious brewer may define cellarman as the art of serving a continuous supply of saleable beer with the least financial loss. Here, compromises will be made on quality in order to fulfil the primary requirement of profit maximisation.

My view on the primary goal of cellarman, which, incidentally has not changed since August 1981, is the following:

To promote the most beauty in each cask of beer by developing the most interesting range of sound aromas and flavours; by nurturing wherever possible high levels of natural carbonation consistent with each beer style and, moreover, by serving each beer in a manner and at a temperature that enhances its aroma and flavour profile and creates an appropriate mouthfeel.

The above must follow the disciplines of good husbandry, continuity of supply and speedy turnover in order to keep the beer in each broached cask as fresh as possible.

## The Techniques of Cellarmanship

### 1. Setting a Stillage

Securing a cask of beer: A stillage is the name given to any solid object that enables a cask of beer to be laid down and prevented from moving by means of the insertion of wooden wedges (also known as scotches or chocks). It is important that casks be set horizontally with the shive pointing straight at the ceiling. If a cask is stillaged with a forward tilt, sediment will fall to the front of the cask and be concentrated at the tap, leading to fouling of the tap and the need to draw off three or four pints of beer before the clarity and quality of the cask's contents can be judged accurately. If the cask is tilted backward, problems of unstable yeast and finings slurry slipping forward may arise when the cask is tilted in order to decant the final few gallons.

### 2. Conditioning

The purpose of conditioning is to reduce the level of carbon dioxide in the cask to enable a good finings action to occur and then to build up the level of carbonation appropriate to the style of beer.

Venting excess CO<sub>2</sub> is achieved by inserting/hammering a porous peg ("soft peg" made of soft wood, usually bamboo cane) into the sealed shive tut causing a sudden escape of gas and the immediate emergence of fobbing beer. This procedure should be carried out in a controlled way;

i.e., the contents of each cask should be chilled to 11-13°C in order that a relatively calm and nonexplosive purging of excess CO<sub>2</sub> can take place

It is also important that upon soft spiling, the cask should have an even distribution of finings and yeast. It is sensible to roll each cask vigorously before stillaging, securing and venting. The time taken



for the beer to "work" through the soft peg will vary according to each yeast strain, the concentration of yeast cells per millilitre, and the yeast's general friskiness, along with the amount of residual sugar/primings in the cask and the temperature/state of agitation of the cask. In the case of exceptionally lively beers, it may be necessary to replace the soft peg every hour for a day or more. The pegs sometimes become blocked with yeast and, occasionally a plug of dry hops may form underneath the soft peg, preventing the release of gas.

The rule on the amount of time to soft peg beer is that there is no rule. It is entirely dependent upon the yeast fining regime adopted. The object of soft pegging is to reduce the amount of CO<sub>2</sub> to the point at which the finings will prove effective.

But do not over vent. You are preparing the yeast for a marathon journey not a short sprint, hence the need to vent at low temperatures and avoid exhausting the supply of sugars. The tension to be observed is the need to produce clear beer and the imperative to stimulate good to high levels of CO<sub>2</sub> in solution.

Flat, clear beer is the norm in Britain. We drink with our eyes and then jazz up flat beer by forcing it through a tight sparkler. We cannot put our well-conditioned pale ales through a sparkler at the The Anchor without substantial wastage due to the relatively high level of CO<sub>2</sub> in solution.

Hard pegging should occur when a cask has "worked" to the point where it takes 3 to 10 seconds for the fob to re-form on top of the soft spile after being wiped clean, again depending upon the style and strength of the beer, the yeast/finings regime, and when the beer is required for dispense. The soft peg should be replaced with a nonporous hard spile to prevent the escape of any more CO<sub>2</sub> and to slow down yeast activity.

Dropping bright will now occur and is, in my experience, greatly assisted by a rising temperature. Again, it is a matter of trial and error with the yeast strains used, but I have found that taking the ambient cellar temperature from 11-12°C up to 14-15°C for about 8 to 12 hours produces consistently bright, polished results across



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the range of ale yeasts used in Britain today. Dropping bright times from hard pegging vary from four hours to four to five days.

Carbonating should now take place after a spell of warm conditioning at 14-15°C. It is important to chill back down to 11-13°C depending upon the temperature that your yeast is happy with. The lower the temperature tolerated by the yeast, the greater the level of carbonation possible.

Bass yeast remains one of the liveliest and most tolerant of yeast strains in Britain and will work happily at 10°C. After a four-week maturation period in the cellar at 10-11°C our pale ale has the most glorious, mouth caressing effervescence that one could wish for.

### 3. Maturation

This part of the process of cellaring beers, sadly, is seldom given much attention in practice. However, aging beers not only allows the appropriate level of carbonation to be generated but also allows the beer to dry out the effects of krausen or priming additions, thus taking away any insipid qualities from the palate of the beer. The fresh kiss of yeast, the hallmark of cask-conditioned ale or unfiltered lager, develops further impact and complexity during the process of maturation, be it in a lagering tank or in a cask. Aging also enables the effects of dry hopping to achieve maximum impact after two weeks or so in cask, developing its own particular grace and delicacy of aroma. For beers such as low-gravity dark milds,



we would expect to put the beer on dispense in the shortest time possible, perhaps only four or five days after racking, in order to promote the slightly sweet, fresh malt character of this supremely quaffable style. We cellar ordinary 1040 original gravity pale ales for two weeks in order to extract the succulent malt characteristics and earthy Sussex hop flavours, but stop before the dual strain, spicy, clove-like yeast imprint becomes dominant. A period of two weeks also enables us to build up good levels of carbonation to provide the complementary mouthfeel so sought after.

I have successfully cellared Old ales for months; two months for Highgate Old (1050 og.) to a year in the case of Traquair House Ale and Adnam's Tally-Ho (1075 og.).

### 4. Dispense

The key areas to get right here are:

Temperature, ideally 10-13°C, depending upon the style of beer and the ambient temperature. Please don't excessively chill a rich, biscuity, malty Scotch ale or an ester-laden, vinous barley wine. Therefore, pay attention to insulated beer lines (and beer engines) carrying beer from your cellar or chill cabinet behind the bar to the customers' glass.

Use either tap-fed gravity dispense or beer engines. If you use beer engines, decide which beers benefit from the use of sparkler attachments in order to produce a tight, creamy head. Stouts and dark milds can be enhanced by the use of sparklers, but think carefully and experiment before you connect a carefully crafted IPA to an 'Angram Pip'.

Each cask broached and put on dispense should be consumed as quickly as possible; ideally within 24 to 48 hours unless a cask breather is used. It is not just a question of oxidation and acetification setting in, but the loss of CO<sub>2</sub>. In all but the most carefully prepared casks, such loss will result in a notable loss of freshness and vitality, which matter a great deal to me.

For those of you who are preparing pale ales for cask-conditioned dispense, the following quote from the head brewer of Marston's in 1899 provides a rare insight into his perception of quality and indicates just how far brewing techniques had advanced from the 16th century:

"An ideal glass of ale should evidence stability, "star" brilliancy, absence of deposit or floating particles, a foaming, tenacious, creamy head, with beads of carbonic acid gas adhering to the sides of the glass; the ale when first poured out being as cloudy as milk, subsequently slowly clearing as the gas in solution rises to the surface of the liquid, forming the close head already mentioned, the flavour also being that suited for the district where it is to be consumed."

To paraphrase the late, great Bill Shankly, pioneering manager of Liverpool Football Club:

***"Cask-conditioned ale is not a matter of life and death - it's much more important than that."***

# Get Equipped for Safety's Sake



**Most beer drinkers are quick to spot a bad pint. Few of them, though, are aware of what goes into presenting a good one. The cellar is the engine room of a pub and the quality of beer has much to do with how it is run.**

If a well-maintained engine is at the heart of a well run ship it is very important to maintain the right cellar equipment. And, says Martin Hughes of Eastbourne-based Filton Brewery Products, it's a place where sensible investment in equipment can reap multiple rewards.

Filton is probably best-known for its cask cooling products. Frequently used for cooling casks displayed on the back bar but probably more familiar to people at beer festivals and outside bars all over the country

Filton have also found that high level displays where beer is served directly from casks on the bar, is increasingly popular in restaurants and with boutique bar owners who want to catch the rising tide of real ale and prefer to get the product out on display rather than hide it away in the cellar.

*"If every publican got rid of the big cooler and chilled each cask individually we could probably shut down an entire power station."*

Further discussion on the subject of cask cooling reveals that Martin is baffled as to why publicans feel they have to invest in the big and expensive to run cooling equipment necessary to keep the entire cellar at cask ale temperature when the keg beers that often make up the majority of sales have their own chilling systems.

"Keeping the whole cellar temperature down to 10C for the sake of maybe 15 - 25% of the stock is madness," he declares.

"If every publican got rid of the big cooler and chilled each cask individually we could probably shut down an entire power station."

## Weightlifters Avoid Accidents

But in the pub trade, Filton is more familiar as a supplier of racking, stillaging, and the Autotilt system. The Autotilt stillage is unique because it incorporates a loading mechanism to help load the casks to the stillage in a safe and relatively effortless way. The stillage then tilts the cask gradually as it is emptied ensuring the sediment is undisturbed.

"A publican is not only responsible for his own health and safety, but for the health and safety of staff as well. If an employee is injured, you are liable. Because the loading mechanism on Filton's Autotilt stillage takes half the weight of the cask as it is loaded, staff can safely get the casks off the floor and onto the stillage".

"Safety is an area of cellar work that is routinely neglected," says Martin. "A full firkin weighs more than 50kg , and regularly lifting them unaided can cause persistent back problems that stay with you for life. The loading device on the Autotilt takes half the weight of the cask so you can lift it properly – knees bent, back straight – as easily as you stand up."

It also means, he adds, that smaller and less musclebound employees – okay, barmaids – can do their bit in the cellar. Martin advocates using lifting equipment to stack casks two or three tiers high where necessary and many publicans use lift-trucks to raise casks up to the higher levels of a rack, but many older cellars have uneven floors and awkward turns which mean a lift truck simply can't operate.

"Keep your casks to the bottom tier of the rack where they can be easily and safely loaded without a lift truck, and instead of stacking crates and cases of wines, spirits, and soft drinks on the floor, keep them on the upper tiers of your rack , " he urges. "That way you get a safe and well-organised cellar that takes less time, effort, and money to manage and maintain."

Like they say – why work hard when you can work smart?

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210 Church Road  
London  
E10 7JQ  
020 8988 2800  
[www.hillsprospect.com](http://www.hillsprospect.com)

**Hi Spirits**

7 Market Place  
Knaresborough  
HG5 8AL  
01423 862850  
[www.hi-spirits.co.uk](http://www.hi-spirits.co.uk)

**Hops Keg Beers**

43-45, Normanton Road,  
Derby, Derbyshire  
DE1 2GH  
08000 561561

**Hynards Wine Company**

62 Beaumont St  
Leicester Leicestershire  
LE2 4DB  
0116 271 7120

**Imbibe**

Units 22/23 The io Centre  
River Road Barking  
IG11 0DR  
020 8591-9001  
[www.imbibe-drinks.com](http://www.imbibe-drinks.com)

**I.M. Wines**

Vulcan Business Centre  
Unit 9, Vulcan Way  
New Addington Croydon  
CR0 9UG  
01689 841800  
[www.imwines.co.uk](http://www.imwines.co.uk)

**Inn Express**

Unit 3 Lower Barn Build,  
Haselor, Alcester,  
Warwickshire,  
B49 6LX  
01789 488008

**Ipswich Wines & Beers**

Unit 12 & 16, Foxtail Rd,  
Ransomes Euro Park,  
Ipswich, Suffolk  
IP3 9RT  
01473 715125

**Islands Ales**

Dinglers Farm Yarmouth Road  
Shafleet Newport  
Isle of Wight  
PO30 4LZ  
01983 821731  
[www.islandales.co.uk](http://www.islandales.co.uk)

**Jack Sullivan**

Millbrook Estate  
Llandore  
Swansea  
Glamorgan  
SA1 2NU  
01792 776398  
[www.jacksullivan.co.uk](http://www.jacksullivan.co.uk)

**Joseph Keegan & Sons**

Centenary Buildings  
Cleveland Ave  
Gwynedd Holyhead  
L65 2LB  
01407 762333  
[www.josephkeegan.co.uk](http://www.josephkeegan.co.uk)

**JV Trading**

20 Esplanade  
Lowestoft Suffolk  
NR33 9LZ  
01502 539631  
[www.jvtrading.co.uk](http://www.jvtrading.co.uk)

**King UK**

Kings House  
150 Maylands Avenue  
Hemel Hempstead  
Hertfordshire  
HP2 7DF  
01442 229400  
[www.king-uk.com](http://www.king-uk.com)

**Lavinea Wines**

468 Ranglet Road  
Walton Summit  
Bamber Bridge  
Preston PR5 8AR  
0845 6036814

**Libra Drinks Wholesale**

Unit 9 Ashville Close  
Queens Drive Ind Estate  
Nottingham  
NG2 1LL  
0845 1301623  
[www.libradrinks.co.uk](http://www.libradrinks.co.uk)



**Liquid Services**

Unit 35, Bloomfield Road,  
Tipton,  
West Midlands  
DY4 9AH  
0121 520 8899  
[www.liquidservices.co.uk](http://www.liquidservices.co.uk)

**LWC**

3 Stainburn Road,  
Openshaw,  
Manchester,  
M11 2DN  
0161 438 4060  
[www.lwc-drinks.co.uk](http://www.lwc-drinks.co.uk)

**M&M Sales & Marketing**

Graphic House, New Road,  
Willenhall, West Midlands,  
WV13 2BG  
01902 634463  
[www.mmsalesmarketing.com](http://www.mmsalesmarketing.com)

**Madison Drinks**

Unit 2 Thames Road Industrial Estate  
Silvertown  
London  
E16 2EZ  
0207 511 7671  
[www.madisondrinks.co.uk](http://www.madisondrinks.co.uk)

**Maison Maurice**

Butlers Yard  
181-185 Broadway  
Bexley Heath Kent  
DA6 7ER  
020 8301 1327  
[www.maisonmaurice.co.uk](http://www.maisonmaurice.co.uk)

**Matthew Clark Wholesale**

Whitchurch Lane  
Whitchurch  
Bristol  
BS4 0JZ  
01275 891400  
[www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Melrose Wines**

Unit D5 & D6  
Jaggard Way London  
SW12 8SG  
020 8675 6833  
[www.melrosewines.co.uk](http://www.melrosewines.co.uk)

**Middleton Wholesale**

Tyne Road  
Weedon Road Industrial Estate  
Northampton  
NN5 5AF  
01604 750040  
[www.middletonwholesale.com](http://www.middletonwholesale.com)

**Mitchells' Wine Merchants**

354 Meadowhead  
Sheffield  
S8 5UJ  
0114 274 0311  
[www.mitchellswine.co.uk](http://www.mitchellswine.co.uk)

**Morecambe Bay Wines & Spirits**

Newgate White Ind Estate  
Morecambe Lancs  
LA3 3PT  
01524 39481  
[www.baywines.co.uk](http://www.baywines.co.uk)

**MWS Wholesale**

Unit 3 Hyde Park  
City Road Stoke on Trent  
Staffordshire  
ST4 1DS  
01782 847755

**Nectar Imports**

The Old Hatcheries Bells Lane  
Zeal Wilts  
BA12 6LY  
01747 840100  
[www.nectar.net](http://www.nectar.net)

**Nelson Brewery**

BLDG 64, The Historic Dockyard,  
Chatham,  
ME4 4TE  
01634 832828

**Newcastle Beer Company**

8D Alder Road West Chirton  
North Industrial Estate North Shields  
Tyne & Wear  
NE29 8SD  
0191 258 1144

**Oddbins**

31-33 Weir Road  
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SW19 8UG  
0800 917 4093  
[www.oddbins.com](http://www.oddbins.com)

**Page and Sons**

49-51 Hopes Lane  
Ramsgate  
CT12 6UW  
01843 591214  
[www.pageandsons.co.uk](http://www.pageandsons.co.uk)

**Pierhead Purchasing Ltd**

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Wood Street  
Swanley Village  
Kent,  
BR8 7PA  
01322 662377  
[www.pierheadwines.co.uk](http://www.pierheadwines.co.uk)

**Real Ale Limited**

371 Richmond Road  
Twickenham  
Middlesex  
TW1 2EF  
0208 892 3710  
[www.realale.com](http://www.realale.com)

**Really Nice Beer Co**

3 Culver Road  
Stockport  
Cheshire  
SK3 8PE  
0161 477 3567

**St Austell Brewery Co Ltd**

63 Trevarthian Road  
St Austell  
Cornwall  
PL25 4BY  
01726 627254  
[www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)

**Shepherd Neame**

Faversham Brewery  
17 Court Street  
Faversham Kent  
ME13 7AX  
01795 532206  
[www.shepherd-neame.co.uk](http://www.shepherd-neame.co.uk)

**Simply Cask**

5 Peartree Rd,  
Boon Hill, Bignall End,  
Stoke on Trent,  
Staffordshire,  
ST7 8NH  
01782 720727

**S.K. Beer Wholesalers**

Unit 4, Hurstfield Ind Est  
Hurst Street  
Stockport  
Lancashire  
SK5 7BB  
0161 4425646

**Small Beer**

18 Kingsway  
Off South Park Ave  
Lincoln  
LN5 8EU  
01522 540431  
[www.smallbeerwholesale.co.uk](http://www.smallbeerwholesale.co.uk)

**Spencers Wholesale**

2 Sanders Road  
Bromsgrove  
B61 7AR  
01527 831070  
[www.bromsgrove-ltd.co.uk](http://www.bromsgrove-ltd.co.uk)

**John Stephenson & Sons**

Darwil House  
Bradley Hall Road  
Nelson Lancs  
BB9 8HF  
01282 614618  
[www.johnstephensons.co.uk](http://www.johnstephensons.co.uk)

**Swallow**

Unit 4a Birkdale Avenue  
Selly Oak  
Birmingham  
B29 6UA  
0121 415 4145  
[www.swallow.uk.com](http://www.swallow.uk.com)

**Tanners Wines**

Severn Farm Enterprise Park  
Welshpool  
Powys  
SY21 7DF  
01938 552542  
[www.tanners-wines.co.uk](http://www.tanners-wines.co.uk)

**Tate Smith**

Sundella House Castlegate  
Malton  
North Yorkshire  
YO17 7EE  
01653 693193

**Teesside Beer Wholesalers**

Portrack Grange Rd,  
Stockton-On-Tees,  
Cleveland  
TS18 2PH  
01642 634217

**Telford Wines**

Arcall House Stafford Park 1  
Telford Shropshire  
TF3 3BD  
01952 291129  
[www.telfordwines.co.uk](http://www.telfordwines.co.uk)

**Thorne Licensed Wholesale**

Kings Court Business Park  
King Edward Road  
Thorne  
Doncaster  
DN8 4EA  
01405 740004  
[www.tlwholesaleltd.co.uk](http://www.tlwholesaleltd.co.uk)

**TotalServe Wholesale Ltd**

Unit 2A Arbour Court *Jacobean & Schott*  
Arbour Lane  
Knowsley Liverpool  
L33 7XE  
0151 549 0151

**Turner & Wrights**

Vine House  
Linstock Way  
Lostock  
Bolton  
BL6 4TW  
01204 673000

**VC Vintners Ltd**

Unit 1 Marine Park,  
Gapton Hall Road,  
Great Yarmouth,  
Norfolk,  
NR31 0NL  
01493 667586  
[www.vcvintners.co.uk](http://www.vcvintners.co.uk)

**Venus & Co**

Venus House  
Brantwood Road  
London  
N17 0YD  
020 8801 0011  
[www.venusplc.com](http://www.venusplc.com)

**Waters of Coventry**

Collins Road  
Heathcote Trading Estate  
Warwick  
CV34 6TF  
01926 888889

**Waverley TBS**

Punchbowl Park  
Cherry Tree Lane  
Hemel Hempstead  
Herts  
HP2 7EU  
01442 293000  
[www.waverleytbs.co.uk](http://www.waverleytbs.co.uk)

**Wheeler Cellars**

117 Gosbecks Park  
Colchester  
Essex  
CO2 9JT  
01206 713 560  
[www.wheelercellars.co.uk](http://www.wheelercellars.co.uk)

**H.T. White & Co**

15 Alder Close  
Eastbourne East Sussex  
BN23 6QF  
01323 720161  
[www.htwhite.com](http://www.htwhite.com)

**The Wigan Beer Company**

Unit 13-14  
Victoria Trading Estate  
Miry Lane  
Wigan  
WN3 4BW  
01942 821711  
[www.wiganbeer.co.uk](http://www.wiganbeer.co.uk)

**Wild's of Oldham**

Westwood Industrial Estate **wild's of oldham**  
Arkwright Street  
Oldham  
OL9 9LZ  
0161 626 1990  
[www.wildsofoldham.co.uk](http://www.wildsofoldham.co.uk)

**Xpress Drinks**

P.O Box 486,  
Sittingbourne,  
Kent  
ME10 4WA  
01795 886300

# 2011 CASK SHOWCASE



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- ㉖ WILD'S OF OLDHAM (WHOLESALE)  
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3rd Floor, Warwick House  
Castlebrook Business Park  
Hollinsbrook Way  
Pilsworth, Bury  
BL9 8RR  
0370 3663 100  
[www.3663.co.uk](http://www.3663.co.uk)

## Acorn Commercial Finance

4 Clifton Moor Business Village  
York  
YO30 4XG  
01904 693700  
[www.acorn4leisure.com](http://www.acorn4leisure.com)

## Air Liquide UK Ltd

Marketing Department Station Road  
Coleshill Birmingham  
B46 1JY  
01675 468837  
[www.uk.airliquide.com](http://www.uk.airliquide.com)

## Aon Ltd

125-129 Vaughan Way  
Leicester  
LE1 4SB  
0116 2807000  
[www.aon.com](http://www.aon.com)

## Anglo Drinks Ltd

Unit 6A, Wakes Hall Business Centre,  
Colchester  
CO6 2BP  
01787 222888  
[www.anglodrinks.co.uk](http://www.anglodrinks.co.uk)

## Aspall Cyder

Aspall Hall Debenham  
Stowmarket Suffolk  
IP14 6PD  
0870 4877924  
[www.aspall.co.uk](http://www.aspall.co.uk)

## Bacardi Brown Forman Brands

Kings Worthy Winchester  
Hampshire  
SO23 7TW  
01962 762100  
[www.bacardi.com](http://www.bacardi.com)

## BarZone

Cloisters House, 8 Battersea Park Road,  
London  
SW8 4BG  
0870 728 8001  
[www.barzone.co.uk](http://www.barzone.co.uk)

## Bibendum Wine Ltd

113 Regents Park Road  
London  
NW1 8UR  
020 7449 4120  
[www.bibendum-wine.co.uk](http://www.bibendum-wine.co.uk)

## BII

Wessex House 80 Park Street  
Camberley Surrey  
GU15 3PT  
01276 684449  
[www.bii.org](http://www.bii.org)

## Black Sheep Brewery PLC

Wellgarth Masham Nr Ripon  
North Yorkshire  
HG4 4EN  
01765 689227  
[www.blacksheepbrewery.com](http://www.blacksheepbrewery.com)

## BOC Sureserve

The Priestley Centre  
Priestley Road, The Surrey Research Park  
Guildford  
Surrey  
GU2 7XY  
08457 302 302  
[www.boconline.co.uk](http://www.boconline.co.uk)

## BreezeFree Ltd

Unit A102  
Riverside Business Centre  
London  
SW18 4UQ  
0208 877 3030  
[www.breezefree.com](http://www.breezefree.com)

## Britvic Soft Drinks Ltd

Centurion Park Watling Street  
Tamworth Staffs  
B77 5PH  
01245 261871  
[www.britvic.co.uk](http://www.britvic.co.uk)

## Brooksgate Ltd

Unit 3L, Cooper House,  
London,  
SW6 2AD  
0207 731 1221  
[www.brooksgate.co.uk](http://www.brooksgate.co.uk)

## Brulines Ltd

EDIS House Wellington Ct Preston Farm  
Business Pk Stockton-on-Tees  
TS18 3TA  
01642 358800  
[www.brulines.co.uk](http://www.brulines.co.uk)

## Budweiser Budvar UK Ltd

2nd Floor, Hamilton House  
Mabledon Place London  
WC1H 9BB  
020 7554 8810  
[www.budvaruk.com](http://www.budvaruk.com)

## Butterfield Signs Ltd

174 Sunbridge Road Bradford  
West Yorkshire  
BD1 2RZ  
01274 722244  
[www.butterfieldsigns.co.uk](http://www.butterfieldsigns.co.uk)

## Carlsberg UK Ltd

Jacobsen House 140 Bridge Street  
Northampton  
NN1 1PZ  
01604 668866  
[www.carlsberg.com](http://www.carlsberg.com)

## Cask Marque Trust

Seedbed Centre Severalls Park  
Colchester Essex  
CO4 9HT  
07768 614065  
[www.cask-marque.co.uk](http://www.cask-marque.co.uk)

## CGA Strategy

Waterloo Place Watson Square  
Stockport  
SK1 3AZ  
0161 476 8330  
[www.cgastrategy.co.uk](http://www.cgastrategy.co.uk)

## Chilli Marketing

3rd Floor 42 Bull Street  
Birmingham  
B4 6AF  
0844 544 1774  
[www.chillimarketing.co.uk](http://www.chillimarketing.co.uk)

**Christie & Co**

39 Victoria Street  
London  
SW1H 0EU  
020 7227 0700  
[www.christie.com](http://www.christie.com)

**Ciber UK**

148 Greenfield Crescent  
Cowplain Hants  
PO8 9EN  
0870 0000204  
[www.ciber-uk.com/payroll](http://www.ciber-uk.com/payroll)

**Classic Furniture Group**

Audley Avenue Newport  
Shropshire  
TF10 7BX  
01952 825000  
[www.classicfurniture.co.uk](http://www.classicfurniture.co.uk)

**Coca-Cola Enterprises Ltd**

Charter Place Vine Street  
Uxbridge  
UB8 1EZ  
01895 231313  
[www.cokecce.co.uk](http://www.cokecce.co.uk)

**Compufix Computer Services Ltd**

Bourne House 475 Godstone Road  
Whyteleafe Surrey  
CR3 0BL  
0870 7406563  
[www.compu-fix.com](http://www.compu-fix.com)

**Constellation Europe**

Constellation House  
The Guildway, Old Portsmouth Road  
Guildford  
Surrey  
GU3 1LR  
01483 690035  
[www.cbrands.com](http://www.cbrands.com)

**CPL Training**

Egerton House  
2 Tower Road  
Birkenhead  
Wirral  
CH41 1FN  
0151 650 6910  
[www.cpltraining.co.uk](http://www.cpltraining.co.uk)

**Crown Awnings Ltd**

Hamilton Barn Rye Road  
Brookland Kent  
TN29 9TA  
0800 328 2206  
[www.crown-awnings.com](http://www.crown-awnings.com)

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Warndon Business Park  
Worcester  
WR4 9RH  
01905 754200  
[www.cryoservice.co.uk](http://www.cryoservice.co.uk)

**David R. Jones Co**

1 Westgate Wetherby  
West Yorkshire  
LS22 6LL  
01937 581356  
[www.drjaccountants.com](http://www.drjaccountants.com)

**Diageo GB**

Lakeside Drive Park Royal  
London  
NW10 7HQ  
020 7927 5200  
[www.diageo.com](http://www.diageo.com)

**Diversey Ltd**

Weston Favell Centre  
Weston Favell  
Northampton  
NN3 8PD  
01604 405311  
[www.diversey.com](http://www.diversey.com)

**Ecolab Ltd**

David Murray John Building  
Swindon Wiltshire  
SN1 1NH  
01793 511221  
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**Elliott People Limited**

Spring Cottage Offices 28 Spring Lane  
Great Horwood Bucks  
MK17 0QW  
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[www.elliottpeople.com](http://www.elliottpeople.com)

**Engage**

2-4 London Street, Chertsey,  
Surrey,  
KT16 8AA  
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**Enotria World Wine**

4-8 Chandos Park Estate,  
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TW1 3QS  
020 8843 8400  
[www.fbsi.co.uk](http://www.fbsi.co.uk)

**Fishbowl Marketing Ltd**

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SW19 5HJ  
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[www.fishbowl.com](http://www.fishbowl.com)

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WC1N 2JX  
020 7280 4700  
[www.fleurets.com](http://www.fleurets.com)

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LS1 2AX  
0113 2436601  
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Dukes Ride, Crowthorne  
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RG45 6LS  
01344 758500  
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20 Birch Lane  
London  
EC3V 9DV  
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01246 868902  
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The Sovereign Distillery Wilson Road  
Huyton Business Park Liverpool  
L36 6AD  
0151 480 8800  
[www.halewood-int.com](http://www.halewood-int.com)

**Heineken UK**

2 -4 Broadway Park South Gyle  
Edinburgh  
EH12 9JZ  
0131 528 1000  
[www.scottish-newcastle.com](http://www.scottish-newcastle.com)

**IMI Cornelius (UK) Ltd**

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B49 6EU  
01789 763101  
[www.corneliusuk.com](http://www.corneliusuk.com)

**iTradeNetwork**

Fourth Avenue Centrium 100 Business  
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DE14 2WT  
0845 301 0099  
[www.barbox.com](http://www.barbox.com)

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London  
W1F 8GQ  
020 7339 7000  
[www.jrglaw.com](http://www.jrglaw.com)

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TN15 6YU  
01732 764270  
[www.jimgiddingsfurniture.com](http://www.jimgiddingsfurniture.com)

**Joelson Wilson & Co**

30 Portland Place London  
W1B 1LZ  
020 7580 5721  
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**John Gaunt & Partners**

Omega Court 372/374 Cemetery Road  
Sheffield  
S11 8FT  
0114 2668664  
[www.john-gaunt.co.uk](http://www.john-gaunt.co.uk)

**Jigsaw Brands Ltd**

Ashby House 1 Bridge Street  
Staines Middlesex  
TW18 4TP  
01784 466199  
[www.jigsaw.com](http://www.jigsaw.com)

**Kerry London Sports & Leisure**

7 Birch Lane London  
EC3V 9BW  
0207 623 4957  
[www.kerrylondon.co.uk](http://www.kerrylondon.co.uk)

**Kimbells LLP**

Power House Harrison Close  
Knowhill Milton Keynes  
MK5 8PA  
01908 668555  
[www.kimbellspubs.com](http://www.kimbellspubs.com)

**KPMG**

1 Puddle Dock London  
EC4V 3PD  
020 7694 4879  
[www.kpmg.co.uk](http://www.kpmg.co.uk)

**Kuit Steinart Levy**

3 St Mary's Parsonage  
Manchester  
M3 2RD  
0161 838 7888  
[www.kuits.com](http://www.kuits.com)

**Kopparberg UK**

Suite 2A Cadogan House  
Belfast  
BT9 6GH  
0203 170 8453  
[www.kopparberguk.com](http://www.kopparberguk.com)

**Lunn Groves Solicitors**

Sterling House 158 Hagley Road  
Old Swinford W Midlands  
DY8 2JL  
01384 291329  
[www.lunngroves.co.uk](http://www.lunngroves.co.uk)

**M & C Report**

William Reed Publishing Broadfield Park  
Crawley West Sussex  
RH11 9RT  
01293 610200  
[www.william-reed.co.uk](http://www.william-reed.co.uk)

**Matthew Clark Wholesale**

Whitchurch Lane Bristol  
BS14 0JZ  
01275 836100  
[www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Molson Coors Brewers Ltd**

137 High St Burton on Trent  
DE14 1JZ  
01283 511000  
[www.molsoncoors.com](http://www.molsoncoors.com)

**NextGen Signs Limited**

Unit 4 Brookfield's Business Centre,  
Brookfield's Drive, Aintree  
L9 7AS  
05600 757 458  
[www.nextgensigns.co.uk](http://www.nextgensigns.co.uk)

**NSF-Cmi**

Lodge Road  
Long Hanborough  
Oxford  
OX29 8SJ  
01993 885600  
[www.nsf-cmi.com](http://www.nsf-cmi.com)

**Omega Signs Limited**

Newmarket Approach Leeds  
LS9 0RJ  
0113 240 3000  
[www.omega-signs.co.uk](http://www.omega-signs.co.uk)

**On Trade Media**

Ancient House 2 Church Lane  
London  
E17 9RW  
020 8521 6262  
[www.ontrade.co.uk](http://www.ontrade.co.uk)

**Peach Factory Ltd**

1 Gresham Close Gresham Road  
Oxted Surrey  
RH8 0BH  
07889 209896  
[www.peach-factory.com](http://www.peach-factory.com)

**Pernod Ricard UK**

Central House 3 Lampton Road  
Hounslow Middlesex  
TW3 1HY  
020 8538 4484  
[www.pernodricard.com](http://www.pernodricard.com)

**Procter & Gamble UK**

The Heights Brooklands  
Surrey  
KT13 0XE  
01932 896000  
[www.uk.pg.com](http://www.uk.pg.com)

**Pro Publican**

PO Box 76 Cheadle Royal Business Park,  
Cheshire  
SK8 3FT  
0870 1644613  
[www.propublican.co.uk](http://www.propublican.co.uk)

**Punch Taverns PLC**

Jubilee House Second Avenue  
Burton upon Trent Staffs  
DE14 2WF  
01283 501600  
[www.puncttaverns.com](http://www.puncttaverns.com)

**Racing UK**

3rd Floor Gillingham House  
38-44 Gillingham St London  
SW1 V1HU  
020 7592 0440  
[www.racinguk.tv](http://www.racinguk.tv)

**Red Beetle**

Enterprise House  
7 The Industrial Estate  
Tenterden Kent  
TN8 6HF  
020 8286 7155  
[www.redbeetle.co](http://www.redbeetle.co)

**Retail Recruitment Company**

Suite 1 Jelmac House  
269 High Street  
Berkhamsted  
HP4 1AA  
0844 879 4835  
[www.trrcompany.com](http://www.trrcompany.com)

**Royal Bank of Scotland PLC**

Leisure Team 9th Floor  
280 Bishopsgate London  
EC2M 4RB  
020 7672 1028  
[www.rbs.co.uk](http://www.rbs.co.uk)

**Sceptre Leisure Solutions Ltd**

139 Brookfield Place Walton Summit  
Bamber Bridge  
PR5 8BF  
01772 694 242  
[www.sceptreleisure.co.uk](http://www.sceptreleisure.co.uk)

**SHS Sales & Marketing**

2-3 Oriel Villas Oriel Road  
Gloucester,  
GL50 1XN  
01242 588000  
[www.shs-sales.co.uk](http://www.shs-sales.co.uk)

**Sidney Phillips**

Shepherds Meadow Eaton Bishop Hereford  
HR2 9UA  
01981 250 333  
[www.sidneyphillips.co.uk](http://www.sidneyphillips.co.uk)

**Silver Spring Soft Drinks Ltd**

Park Farm  
Folkestone  
CT19 5EA  
01303 856 500  
[www.silverspring.co.uk](http://www.silverspring.co.uk)

**Soundnet Ltd**

67 Maygrove Road  
London  
NW6 2EG  
020 7644 8888  
[www.soundnet.net](http://www.soundnet.net)

**Sykon Software Ltd**

21 Whiston Road  
London  
E2 8EX  
020 3393 1303  
[www.sykon.com](http://www.sykon.com)

**Tavern Snacks**

Unit 2 Anchorage Point 90 Anchor & Hope  
Lane Charlton  
SE7 7SQ  
020 8858 4339  
[www.tavernsnacks.com](http://www.tavernsnacks.com)

**The Beer Academy**

33 Clarges Street London  
W1J 7EE  
0207 499 8144  
[www.beeracademy.co.uk](http://www.beeracademy.co.uk)

**The Delphi Partnership**

Suite 410 Linen Hall  
162-168 Regent Street  
W1B 5TE  
0207 494 9480  
[www.delphipartnership.com](http://www.delphipartnership.com)

**TLT Solicitors**

One Redcliff Street Bristol  
BS1 6TP  
0117 9177777  
[www.TLTsolicitors.com](http://www.TLTsolicitors.com)

**Torex Hospitality Division**

1 Station View  
Guildford, Surrey  
GU1 4JY  
0844 800 6340  
[www.torex.com](http://www.torex.com)

**Utility Business Services**

405 Palatine Road  
Northenden  
Manchester  
M22 4JS  
01619 987138  
[www.ubservices.co.uk](http://www.ubservices.co.uk)

**Venners PLC**

Astra Centre Essex House  
Edinburgh Way Harlow  
CM20 2BN  
0870 0607800  
[www.venners.com](http://www.venners.com)

**Walker Morris Solicitors**

Kings Court 12 King Street  
Leeds  
LS1 2HL  
0113 2832500  
[www.walkermorris.co.uk](http://www.walkermorris.co.uk)

**Waverley TBS**

Punchbowl Park Cherry Tree Lane  
Herts  
HP2 7EU  
01442 293 000  
[www.waverleytbs.co.uk](http://www.waverleytbs.co.uk)

**Wells and Youngs**

Harelock Street  
Bedford  
MK40 4LU  
01234 272766  
[www.wellsandyoungs.co.uk](http://www.wellsandyoungs.co.uk)

**Wicoms Ltd**

The Prospect Centre  
Basing View  
Basingstoke  
RG21 4HG  
0845 0346577  
[www.wicoms.com](http://www.wicoms.com)

**William Reed Business Media**

Broadfield Park Crawley  
West Sussex  
RH11 9RT  
01293 610200  
[www.morningadvertiser.co.uk](http://www.morningadvertiser.co.uk)

**Wm Magner Ltd**

Trinity House Cambridge Business Park  
Cowley Road Cambridge  
CB4 0WZ  
01223 393700  
[www.magnerscider.com](http://www.magnerscider.com)

**Zisman Bowyer & Partners LLP**

Ambassador House  
Paradise Road  
Richmond  
TW9 1SQ  
0208 940 8161  
[www.zbpacoustics.co.uk](http://www.zbpacoustics.co.uk)

# Brewers by Region

## Bedfordshire

**B&T** SIBA  
Shefford SG17 5DZ  
01462 815080  
[www.banksandtaylor.com](http://www.banksandtaylor.com)

**Potton Brewery Co** SIBA  
Potton SG19 2SP  
01767 261042  
[www.potton-brewery.co.uk](http://www.potton-brewery.co.uk)

**Wells & Young's**  
Bedford MK40 4LU  
01234 272766  
[www.wellsandyoungs.co.uk](http://www.wellsandyoungs.co.uk)

**White Park Brewery** SIBA  
Cranfield MK40 4LU  
01234 272766  
[www.whiteparkbrewery.co.uk](http://www.whiteparkbrewery.co.uk)

## Berkshire

**Butts** SIBA  
Great Shefford RG17 7BY  
01488 648133  
[www.buttsbrewery.com](http://www.buttsbrewery.com)

**Two Bridges** SIBA  
Caversham RG4 5AE  
0118 947 0630  
[www.twobridgesbrewery.co.uk](http://www.twobridgesbrewery.co.uk)

**West Berkshire** SIBA  
Thatcham RG18 0UE  
01635 202968  
[www.wbbrew.co.uk](http://www.wbbrew.co.uk)

**Windsor & Eton** SIBA  
Windsor SL4 1SE  
01753 854075  
[www.webrew.co.uk](http://www.webrew.co.uk)

**Zerodegrees**  
Berkshire RG1 2LR  
0118 959 7959  
[www.zerodegrees.co.uk](http://www.zerodegrees.co.uk)

## Bristol

**Arbor Ales** SIBA  
Kingswood BS16 1DB  
07823 335392  
[www.arborales.co.uk](http://www.arborales.co.uk)

**Avon Brewing Co Ltd**  
Bristol BS5 9LT  
0117 955 3353  
[www.avonbrewing.co.uk](http://www.avonbrewing.co.uk)

## Bath Ales

Warmley BS30 8XN  
0117 947 4797  
[www.bathales.co.uk](http://www.bathales.co.uk)

**Bristol Beer Factory** SIBA  
Bristol BS3 2AW  
0117 902 6317  
[www.bristolbeerfactory.co.uk](http://www.bristolbeerfactory.co.uk)

**Butcombe**  
Bristol BS40 5PA  
01934 863963  
[www.butcombe.com](http://www.butcombe.com)

**Dawkins** SIBA  
Bristol BA2 0HQ  
01761 472242  
[www.matthewsbrewing.co.uk](http://www.matthewsbrewing.co.uk)

**Great Western Brewing Co**  
Cotterell BS16 1RF  
0117 957 2842

**Zerodegrees**  
Bristol BS1 5BA  
0117 925 2706  
[www.zerodegrees.co.uk](http://www.zerodegrees.co.uk)

## Buckinghamshire

**Chiltern** SIBA  
Aylesbury HP17 0TQ  
01296 613647  
[www.chilternbrewery.co.uk](http://www.chilternbrewery.co.uk)

**Concrete Cow**  
Bradwell Abbey MK13 9HB  
01908 316794  
[www.concretetcowbrewery.co.uk](http://www.concretetcowbrewery.co.uk)

**Old Luxters**  
Henley-on-Thames RG9 6JW  
01491 638330

**Oxfordshire Ales**  
Marsh Gibbon OX27 0GB  
01869 278765

**Rebellion** SIBA  
Marlow Bottom SL7 3LT  
01628 476594  
[www.rebellionbeer.co.uk](http://www.rebellionbeer.co.uk)

**Vale** SIBA  
Brill HP18 9TY  
01844 239237  
[www.valebrewery.co.uk](http://www.valebrewery.co.uk)

## Cambridgeshire

**Cambridge Moonshine**  
Cambridgeshire CB1 3RS  
07906 066794

**Castor**  
Cambridgeshire PE5 7AX  
01733 380337  
[www.castorales.co.uk](http://www.castorales.co.uk)

**Devil's Dyke**  
Reach CB25 0JD  
01638 743816

**Draycott**  
Buckden PE19 5SS  
01480 812404  
[www.draycottbrewery.co.uk](http://www.draycottbrewery.co.uk)

**Elgood's** SIBA  
Wisbech PE13 1LN  
01945 583160  
[www.elgoods-brewery.co.uk](http://www.elgoods-brewery.co.uk)

**Hereward** SIBA  
Ely CB6 1BH  
01353 666441

## Kilderkin Brewery

Impington CB24 9PE  
[www.kilderkin.co.uk](http://www.kilderkin.co.uk)

**Lord Conrad's**  
Bar Hill CB23 8SA  
[www.lordconradsbrewery.co.uk](http://www.lordconradsbrewery.co.uk)

**Milton**  
Milton CB24 6AT  
01223 226198  
[www.miltonbrewery.co.uk](http://www.miltonbrewery.co.uk)

**Oakham** SIBA  
Peterborough PE2 7JB  
01733 370500  
[www.oakhamales.com](http://www.oakhamales.com)

**Son of Sid**  
Little Gransden SG19 3DW  
01767 677348

**Tydd Steam**  
Wisbech PE13 5NE  
01945 871020

**Ufford** SIBA  
Ufford PE9 3BH  
01780 740250  
[www.ufford-ales.co.uk](http://www.ufford-ales.co.uk)

## Channel Islands

**Jersey** SIBA  
Jersey JE2 7WF  
01534 508151

**Randalls** SIBA  
Guernsey GY1 3JG  
01481 720134

## Cheshire

**Beartown** SIBA  
Congleton CW12 3RH  
01260 299964  
[www.beartownbrewery.co.uk](http://www.beartownbrewery.co.uk)

**Bollington Brewing Co** SIBA  
Bollington SK10 5HG  
07795 550072  
[bollingtonbrewing.co.uk](http://bollingtonbrewing.co.uk)

**Borough Arms**  
Crewe CW1 2BG  
01270 254999

**Burtonwood**  
Burtonwood WA5 4PJ  
01925 220 022  
[www.thomashardybrewery.co.uk](http://www.thomashardybrewery.co.uk)

**Coach House** SIBA  
Warrington, WA1 2DQ  
01925 232800  
[www.coach-house-brewing.co.uk](http://www.coach-house-brewing.co.uk)

**Frodsham**  
Kingsley Road WA6 6SU  
01928 787917

**Goodall's**  
Alsager ST7 2JA  
01270 873669

**Northern** SIBA  
Sandiway, CW8 2EB  
01606 301000  
[www.norbrew.co.uk](http://www.norbrew.co.uk)

**Robinson's**  
Stockport SK1 1JJ  
0161 480 6571  
[www.frederic-robinson.com](http://www.frederic-robinson.com)

**Spitting Feathers** SIBA  
Chester CH3 7QT  
01244 332052  
[www.spittingfeathers.org](http://www.spittingfeathers.org)

**Storm** SIBA  
Macclesfield SK11 7HJ  
01625 431234

## WC

Chester CH2 4TF  
[www.wcbrewery.com](http://www.wcbrewery.com)

**Weetwood Ales** SIBA  
Tarpoleys CW6 0NQ  
01829 752377  
[www.weetwoodales.co.uk](http://www.weetwoodales.co.uk)

**Woodlands** SIBA  
Wrenbury CW5 8EX  
01270 620101  
[www.woodlandsbrewery.co.uk](http://www.woodlandsbrewery.co.uk)

## Cornwall

**Ales of Scilly** SIBA  
St Mary's TR21 0JY  
01720 423233

**Atlantic**  
Newquay TR8 4DX  
0870 042 1714  
[www.atlanticbrewery.com](http://www.atlanticbrewery.com)

**Blackawton**  
Saltash PL12 6LX  
01752 848777  
[www.blackawtonbrewery.com](http://www.blackawtonbrewery.com)

**Blue Anchor** SIBA  
Helston TR13 8EL  
01326 562821  
[www.spingoales.com](http://www.spingoales.com)

**Chough**  
Helston TR12 7AZ  
01326 241555

**Coastal** SIBA  
Redruth TR15 1SS  
07875 405407

**Castle Brewery**  
Lostwithiel PL22 0HG  
07800 635831

**Driftwood**  
St Agnes TR5 0RT  
01872 552428  
[www.driftwoodspars.com](http://www.driftwoodspars.com)

**Forgotten Corner**  
Maker Heights PL10 1LA  
01752 829363

**Hogswood**  
St Agnes TR5 0QE  
01872 554224  
[www.hogswood.com](http://www.hogswood.com)

<b>Keltek</b>	SIBA	<b>Blackbeck</b>	Jennings	Ashover	SIBA	<b>Leatherbritches</b>
Redruth TR15 1SS 01209 313620 <a href="http://www.keltekbrewery.co.uk">www.keltekbrewery.co.uk</a>		Egremont CA22 2NY 01946 841661 <a href="http://www.blackbeckbrewery.co.uk">www.blackbeckbrewery.co.uk</a>	Cockermouth CA13 9NE 0845 1297185 <a href="http://www.jenningsbrewery.co.uk">www.jenningsbrewery.co.uk</a>	Chesterfield S45 0EW 01246 590888 <a href="http://www.ashoverbrewery.co.uk">www.ashoverbrewery.co.uk</a>		Ashbourne DE6 1LF 01335 864492
<b>Lizard Ales</b>		<b>Bitter End</b>	Keswick	SIBA	<b>Barlow</b>	<b>Marlpool</b>
St Keverne TR12 6PE 01326 281135		Cockermouth CA13 9PJ 01900 828993 <a href="http://www.bitterend.co.uk">www.bitterend.co.uk</a>	Keswick CA12 5BY 01768 780700 <a href="http://www.keswickbrewery.co.uk">www.keswickbrewery.co.uk</a>	Barlow S18 7TR 0114 289 1767 <a href="http://www.barlowbrewery.co.uk">www.barlowbrewery.co.uk</a>	Heanor DE75 7NJ <a href="http://www.marlpoolbrewing.co.uk">www.marlpoolbrewing.co.uk</a>	
<b>Lizard Ales</b>		<b>Coniston</b>	Kirkby Lonsdale	<b>Bottle Brook Brewery</b>	<b>Mr Grundys</b>	
St Keverne TR12 6PE 01326 281135		Coniston LA21 8HL 015394 41133 <a href="http://www.conistonbrewery.com">www.conistonbrewery.com</a>	Old Station Yard LA6 2HP 01524 272221 <a href="http://www.kirkbylonsdalebrewery.com">www.kirkbylonsdalebrewery.com</a>	Belper DE56 0LU 01332 880051	Derby DE1 3SL 01332 349806 <a href="http://www.georgianhousehotel.info">www.georgianhousehotel.info</a>	
<b>Paradise</b>		<b>Croglin</b>	Loweswater	<b>Brampton Brewery Ltd</b>	<b>Muirhouse</b>	
Hayle TR27 4HY 01736 753974		Kirkby Stephen CA17 4SY 01768 371389 <a href="http://www.croglinbrewery.co.uk">www.croglinbrewery.co.uk</a>	Loweswater CA13 0RU 01900 85219 <a href="http://www.kirstile.com">www.kirstile.com</a>	Brampton S40 2AR 07794 288504 <a href="http://www.bramptonbrewery.co.uk">www.bramptonbrewery.co.uk</a>	Long Eaton NG10 4FZ 07916 590525 <a href="http://www.muirhousebrewery.co.uk">www.muirhousebrewery.co.uk</a>	
<b>Penpont</b>		<b>Cumberland</b>	Strands	<b>Brunswick</b>	<b>Nutbrook</b>	
Launceston PL15 7SY 01566 86069 <a href="http://www.penpontbrewery.co.uk">www.penpontbrewery.co.uk</a>		Carlisle CA4 8LR 01228 436436 <a href="http://www.cumberlandbreweries.co.uk">www.cumberlandbreweries.co.uk</a>	Nether Wasdale CA20 1ET 01946 726237 <a href="http://www.strandshotel.com">www.strandshotel.com</a>	Derby DE1 2RU 01332 290677 <a href="http://www.brunswickinn.co.uk">www.brunswickinn.co.uk</a>	Ilkeston DE7 6LA 0800 458 2460 <a href="http://www.nutbrookbrewery.com">www.nutbrookbrewery.com</a>	
<b>Penzance Brewing Company</b>		<b>Cumbrian</b>	Stringer's Beer	<b>Buxton</b>	<b>Peak Ales</b>	
Penzance TR20 8DX 01736 740375		Ambleside LA22 0QF 01539 436436 <a href="http://www.cumbrianlegendaryales.com">www.cumbrianlegendaryales.com</a>	Ulverston LA12 9EE 01229 581387 <a href="http://www.stringersbeer.co.uk">www.stringersbeer.co.uk</a>	Staden Grange SK17 9RZ 01298 72208 <a href="http://www.buxtonrealale.co.uk">www.buxtonrealale.co.uk</a>	Bakewell DE45 1EX 01246 583737 <a href="http://www.peakales.co.uk">www.peakales.co.uk</a>	
<b>Roseland</b>		<b>Dent</b>	<b>Abraham Thompson</b>	<b>Derby</b>	<b>Raw</b>	
Truro TR2 5NB 01872 580254		Dent LA10 5TQ 01539 625326 <a href="http://www.dentbrewery.co.uk">www.dentbrewery.co.uk</a>	Barrow in Furness LA13 0AD 07708 191437	Derby DE21 6AQ 07887 556788 <a href="http://www.derbybrewing.co.uk">www.derbybrewing.co.uk</a>	Staveley S43 3LJ 01246 475445 <a href="http://www.rawbrew.com">www.rawbrew.com</a>	
<b>Sharp's</b>	SIBA	<b>Derwent</b>	<b>Tirril</b>	<b>Derventio</b>	<b>Rowditch</b>	
Wadebridge PL27 6NU 01208 862121 <a href="http://www.sharpsbrewery.co.uk">www.sharpsbrewery.co.uk</a>		Wigton CA7 4AG 01697 331522	Long Marton CA16 6BN 01768 361846 <a href="http://www.tirrilbrewery.co.uk">www.tirrilbrewery.co.uk</a>	Ashbourne DE6 5JP 07816 878129 <a href="http://www.derventiobrewery.co.uk">www.derventiobrewery.co.uk</a>	Derby DE22 3LL 01332 343123	
<b>Skinnlers</b>	SIBA	<b>Foxfield</b>	<b>Ulverston</b>	<b>Falstaff</b>	<b>Spire</b>	
Truro TR1 2DP 01872 271885 <a href="http://www.skinnlersbrewery.com">www.skinnlersbrewery.com</a>		Foxfield LA20 6BX 01229 716238 <a href="http://www.princeofwalesfoxfield.co.uk">www.princeofwalesfoxfield.co.uk</a>	Ulverston LA12 0LA 01229 584280 <a href="http://www.ulverstonbrewing.co.uk">www.ulverstonbrewing.co.uk</a>	Derby DE23 6UH 01332 342902 <a href="http://www.fallstaffbrewery.co.uk">www.fallstaffbrewery.co.uk</a>	Staveley S43 3JT 01246 410005 <a href="http://www.spirebrewery.co.uk">www.spirebrewery.co.uk</a>	
<b>St Austell</b>	SIBA	<b>Geltsdale</b>	<b>Watermill</b>	<b>Globe</b>	<b>John Thompson</b>	
St Austell PL25 4BY 01726 74444 <a href="http://www.staustellbrewery.co.uk">www.staustellbrewery.co.uk</a>		Brampton CA8 1TR 01697 741541 <a href="http://www.geltsdalebrewery.com">www.geltsdalebrewery.com</a>	Kendall LA8 9PY 01539 821309 <a href="http://www.watermillinn.co.uk">www.watermillinn.co.uk</a>	Illkeston DE7 4LH 07971 540186 <a href="http://www.funfairbrewingcompany.co.uk">www.funfairbrewingcompany.co.uk</a>	Ingleby DE73 7HW 01332 852469	
<b>Tintagel</b>		<b>Great Gable</b>	<b>Yates</b>	<b>Funfair</b>	<b>Thornbridge Hall</b>	
Condolden PL34 0HJ 01840 216671 <a href="http://www.tintagelbrewery.co.uk">www.tintagelbrewery.co.uk</a>		Wasdale CA20 1EX 019467 26229 <a href="http://www.greatgablebrewing.com">www.greatgablebrewing.com</a>	Wigton CA7 3NX 01697 321081 <a href="http://www.yatesbrewery.co.uk">www.yatesbrewery.co.uk</a>	Glossop SK13 8HJ 01457 852417	Bakewell DE45 1NZ 01629 641000 <a href="http://www.thronbridgebrewery.co.uk">www.thronbridgebrewery.co.uk</a>	
<b>Warrior</b>		<b>Greenodd</b>	<b>Whitehaven Brewing Co</b>	<b>Haywood Bad Ram</b>	<b>Tollgate</b>	
Redruth TR15 1SS 01736 788586 <a href="http://www.jameswarrior.com">www.jameswarrior.com</a>		Cumbria LA12 7QZ 07882 655294	Ennerdale CA23 3AT 01946 861755 <a href="http://www.tbcl.co.uk">www.tbcl.co.uk</a>	Ashbourne DE6 2AQ 07974 948427 <a href="http://www.callowtop.co.uk">www.callowtop.co.uk</a>	Woodville DE11 7EH 01283 229194	
<b>Wooden Hand</b>	SIBA	<b>Hardknott</b>	<b>Winster Valley</b>	<b>Headless</b>	<b>Townes</b>	
Truro TR2 4TB 01726 884596 <a href="http://www.woodenhead.co.uk">www.woodenhead.co.uk</a>		Eskdale CA19 1TH 019467 23230 <a href="http://www.woolpack.co.uk">www.woolpack.co.uk</a>	Winster LA23 3NR 01539 443443 <a href="http://www.thebrownhorseinn.co.uk">www.thebrownhorseinn.co.uk</a>	Derby DE1 3DZ 01332 204955	Chesterfield S43 3TT 01246 472252	
<b>Cumbria</b>		<b>Hawkshead</b>	<b>Derbyshire</b>	<b>Howard Town</b>	<b>Whim Ales</b>	
<b>Barngates</b>	SIBA	Kendal LA8 9LR 015394 822 644 <a href="http://www.hawksheadbrewery.co.uk">www.hawksheadbrewery.co.uk</a>	<b>Amber</b>	Old Glossop SK13 8PT 01457 869800 <a href="http://www.howardtownbrewery.co.uk">www.howardtownbrewery.co.uk</a>	Nr Buxton SK17 0AX 01298 84991	
Ambleside LA22 0NG 015394 36575 <a href="http://www.barngatesbrewery.co.uk">www.barngatesbrewery.co.uk</a>		<b>Hesketh Newmarket</b>	Ripley DE5 4AP 01773 512864 <a href="http://www.amberales.co.uk">www.amberales.co.uk</a>	<b>Leadmill</b>	<b>Wild Walker</b>	
<b>Beckstones</b>		Hesketh Newmarket CA7 8JG 016974 78066 <a href="http://www.heskettbrewery.co.uk">www.heskettbrewery.co.uk</a>		Denby DE5 8PX 01332 883577 <a href="http://www.leadmillbrewery.co.uk">www.leadmillbrewery.co.uk</a>	Derby DE24 8ZF 01332 766195 <a href="http://www.wildwalker.co.uk">www.wildwalker.co.uk</a>	
Millom LA18 5HL 01229 775294					<b>Wirksworth Brewery</b>	
					Wirksworth DE4 4DR 07967 134180 <a href="http://www.wirksworthbrewery.co.uk">www.wirksworthbrewery.co.uk</a>	

<b>Devon</b>						
<b>Barum</b>	SIBA	<b>Isca</b>	SIBA	<b>Dorset Piddle Brewery</b>		<b>Windlestone</b>
Barnstaple EX31 1PD 01271 329994 <a href="http://www.barumbrewery.co.uk">www.barumbrewery.co.uk</a>		Dawlish EX7 0JT 07773 444501		Piddlehinton DT2 7UA 01305 849336 <a href="http://www.dorsetpiddlebrewery.co.uk">www.dorsetpiddlebrewery.co.uk</a>		Stillington TS21 1FD <a href="http://www.windlestonebrewery.co.uk">www.windlestonebrewery.co.uk</a>
<b>Baskerville</b>		<b>Jollyboat</b>	SIBA	<b>Hall &amp; Woodhouse</b>		<b>Yard of Ale Brewing Co</b>
Yelland EX31 3EN 01271 860355		Bideford EX39 2AU 01237 424343		Blandford St Mary DT11 9LS 01258 452141 <a href="http://www.hall-woodhouse.co.uk">www.hall-woodhouse.co.uk</a>		Ferryhill DL17 0DH 01740 655724 <a href="http://www.thesurteesarms.co.uk">www.thesurteesarms.co.uk</a>
<b>Bays Brewery Ltd</b>		<b>O'Hanlon's</b>	SIBA	<b>Isle of Purbeck</b>	SIBA	<b>Essex</b>
Paignton TQ4 7QR 01803 554936 <a href="http://www.baysbrewery.co.uk">www.baysbrewery.co.uk</a>		Whimple EX5 2NY 01404 822412 <a href="http://www.ohanlons.co.uk">www.ohanlons.co.uk</a>		Studland BH19 3AU 01929 450227		<b>Brentwood</b>
<b>Beer Engine</b>	SIBA	<b>Otter</b>	SIBA	<b>Palmers</b>	SIBA	<b>Sticklegs</b>
Exeter EX5 5AX 01392 851282 <a href="http://www.thebeerengine.co.uk">www.thebeerengine.co.uk</a>		Honiton EX14 4SA 01404 891285 <a href="http://www.otterbrewery.com">www.otterbrewery.com</a>		Dorset DT6 4JA 01308 422396 <a href="http://www.palmersbrewery.com">www.palmersbrewery.com</a>		Great Bromley C07 7TL 07962 012906 <a href="http://www.sticklegs.co.uk">www.sticklegs.co.uk</a>
<b>Branscombe Vale</b>	SIBA	<b>Quercus Brewery Ltd</b>		<b>Sherborne</b>	SIBA	<b>Wibblers Brewery Ltd</b>
Seaton EX12 3DP 01297 680511		Churchstow TQ7 3QH 01548 854888 <a href="http://www.quercusbrewery.com">www.quercusbrewery.com</a>		Bridport DT9 3EH 01935 812094 <a href="http://www.sherbornebrewery.co.uk">www.sherbornebrewery.co.uk</a>		Chelmsford CM6 3EP 01621 74155
<b>Bridgetown Brewery</b>		<b>Red Rock</b>	SIBA	<b>Small Paul's Brewery</b>		<b>Gloucestershire</b>
Totnes TQ9 5AD 01803 863214		Bishopsteignton TQ14 9TD 07894 035094 <a href="http://www.redrockbrewery.co.uk">www.redrockbrewery.co.uk</a>		Gillingham SP8 4SS 01747 823574		<b>Battledown</b>
<b>Clearwater</b>	SIBA	<b>Ringmore Craft Brewery</b>		<b>Town Mill</b>		<b>Cheltenham</b>
Torrington EX38 7HP 01805 625242		Teignmouth TQ14 0HG <a href="http://www.ringmorecraftbrewery.co.uk">www.ringmorecraftbrewery.co.uk</a>		Lyme Regis DT7 3PU 01297 444354 <a href="http://www.townmillbrewery.com">www.townmillbrewery.com</a>		GL52 6EJ 01242 693409 <a href="http://www.battledownbrewery.com">www.battledownbrewery.com</a>
<b>Country Life</b>	SIBA	<b>South Hams</b>	SIBA	<b>Wayland's Sixpenny</b>		<b>Cotswold</b>
Bideford EX39 5AP 01237 420808 <a href="http://www.countrylifebrewery.co.uk">www.countrylifebrewery.co.uk</a>		Kingsbridge TQ7 2SE 01548 581151 <a href="http://www.southhamsbrewery.co.uk">www.southhamsbrewery.co.uk</a>		Sixpenny Handley SP5 5NU 01725 762006 <a href="http://www.sixpennybrewery.co.uk">www.sixpennybrewery.co.uk</a>		Lower Slaughter GL54 2HN 07760 889100 <a href="http://www.cotswoldlager.com">www.cotswoldlager.com</a>
<b>Dartmoor</b>	SIBA	<b>Summerskills</b>	SIBA	<b>Durham</b>		<b>Cotswold Spring</b>
Princetown PL20 6QX 01822 890789 <a href="http://www.princetownbreweries.co.uk">www.princetownbreweries.co.uk</a>		Billacombe PL9 7BG 01752 481283 <a href="http://www.summerskills.co.uk">www.summerskills.co.uk</a>		<b>Camerons</b>		Chipping Sodbury BS37 6RX 01454 323088 <a href="http://www.cotswoldbrewery.com">www.cotswoldbrewery.com</a>
<b>Devon Earth Brewery</b>		<b>Teignworthy</b>	SIBA	Hartlepool TS24 7QS 01429 266666 <a href="http://www.cameronsbrewery.com">www.cameronsbrewery.com</a>		<b>The Hart of Stebbing</b>
Paignton TQ3 2AQ 07927 397871		Devon TQ12 4AA 01626 332066		<b>Consett Ale Works</b>	SIBA	<b>Donnington</b>
<b>Exeter</b>		<b>Union</b>		Consett DH8 6NE 01207 502585 <a href="http://www.thegreyhorse.co.uk">www.thegreyhorse.co.uk</a>		<b>Festival</b>
Exminster EX6 8DZ 01392 823013 <a href="http://www.exeterbrewery.co.uk">www.exeterbrewery.co.uk</a>		Holbeton PL8 1NE 01752 830288 <a href="http://www.dartmoorunion.co.uk">www.dartmoorunion.co.uk</a>		<b>Durham</b>	SIBA	Stow on the Wold GL54 1EP 01451 830603
<b>Exe Valley</b>	SIBA	<b>Wizard</b>	SIBA	Bowburn DH6 5PF 0191 377 1991 <a href="http://www.durham-brewery.co.uk">www.durham-brewery.co.uk</a>		<b>Harwich Town</b>
Silvertown EX5 4HF 01392 860406		Ilfracombe EX34 8PY <a href="http://www.wizardales.co.uk">www.wizardales.co.uk</a>		<b>Four Ales</b>		<b>Mersea Island</b>
<b>Forge</b>				Richmond DL11 7BP 01833 627302		<b>Mighty Oak Brewing</b>
Hartland EX39 6EE 01237 440015 <a href="http://www.forgebrewery.co.uk">www.forgebrewery.co.uk</a>		<b>Dorset</b>		<b>Hill Island</b>	SIBA	<b>Goff's</b>
<b>Gidleys</b>		<b>Art Brew</b>		North Chideock DT6 6JY 07881 783626 <a href="http://www.artbrew.co.uk">www.artbrew.co.uk</a>		<b>Halfpenny</b>
Christow EX6 7QB 01647 252120 <a href="http://www.gidleysbrewery.co.uk">www.gidleysbrewery.co.uk</a>		<b>Dorset</b>	SIBA	Durham DH1 3RA 01207 288750 beamish- <a href="http://www.hall.co.uk/stables">www.hall.co.uk/stables</a>		<b>Nethergate</b>
<b>Hunter's</b>		Weymouth DT4 8TR 01305 777515 <a href="http://www.dbcales.com">www.dbcales.com</a>		<b>Stables</b>		<b>Hetty Pegler</b>
Ipplepen TQ12 5UE 07530 891862 <a href="http://www.huntersbrewery.co.uk">www.huntersbrewery.co.uk</a>		Beamish DH9 0YB 07740 932584		Beamish DH9 0YB 01376 563123 <a href="http://www.redfoxbrewery.co.uk">www.redfoxbrewery.co.uk</a>		<b>Nailsworth</b>
				Coggeshall CO6 1RY 01376 563123 <a href="http://www.redfoxbrewery.co.uk">www.redfoxbrewery.co.uk</a>		<b>Saffron</b>
						SIBA
						Bishops Stortford CM22 6BJ 01279 850923 <a href="http://www.saffronbrewery.co.uk">www.saffronbrewery.co.uk</a>
						<b>Shalford</b>
						Essex CM7 5EY 01371 850952 <a href="http://www.shalfordbrewery.co.uk">www.shalfordbrewery.co.uk</a>
						<b>Sticklegs</b>
						Great Bromley C07 7TL 07962 012906 <a href="http://www.sticklegs.co.uk">www.sticklegs.co.uk</a>
						<b>Wibblers Brewery Ltd</b>
						Chelmsford CM6 3EP 01621 74155
						<b>Gloucestershire</b>
						<b>Battledown</b>
						Cheltenham GL52 6EJ 01242 693409 <a href="http://www.battledownbrewery.com">www.battledownbrewery.com</a>
						<b>Cotswold</b>
						Lower Slaughter GL54 2HN 07760 889100 <a href="http://www.cotswoldlager.com">www.cotswoldlager.com</a>
						<b>Cotswold Spring</b>
						Chipping Sodbury BS37 6RX 01454 323088 <a href="http://www.cotswoldbrewery.com">www.cotswoldbrewery.com</a>
						<b>The Hart of Stebbing</b>
						Stow on the Wold GL54 1EP 01451 830603
						<b>Festival</b>
						Cheltenham GL51 9PL 01242 521444 <a href="http://www.festivalbrewery.co.uk">www.festivalbrewery.co.uk</a>
						<b>Freeminer</b>
						Cinderford GL14 3JA 01594 827989 <a href="http://www.freeminer.com">www.freeminer.com</a>
						<b>Goff's</b>
						Winchcombe GL54 5NS 01242 603383 <a href="http://www.goffsbrewery.com">www.goffsbrewery.com</a>
						<b>Nethergate</b>
						Pentlow CO10 7JJ 01787 283220 <a href="http://www.nethergatebrewery.co.uk">www.nethergatebrewery.co.uk</a>
						<b>Pitfield</b>
						Colchester CO6 4AJ 0845 833 1492 <a href="http://www.pitfieldbeershop.co.uk">www.pitfieldbeershop.co.uk</a>
						<b>Halfpenny</b>
						Lechlade GL7 3AE 01367 252198 <a href="http://www.halfpennybrewery.co.uk">www.halfpennybrewery.co.uk</a>
						<b>Hetty Pegler</b>
						Lechlade GL7 3AE 01367 252198 <a href="http://www.halfpennybrewery.co.uk">www.halfpennybrewery.co.uk</a>
						<b>Nailsworth</b>
						SIBA
						Nailsworth GL6 0HH 01453 839343 <a href="http://www.nailsworth-brewery.co.uk">www.nailsworth-brewery.co.uk</a>

<b>Prescott</b>	<b>Dunham Massey Brewing Co</b>	<b>Saddleworth</b>	<b>Ringwood</b>	<b>Red Squirrel</b>
Cheltenham GL51 8HE 07526 934866 <a href="http://www.prescottales.co.uk">www.prescottales.co.uk</a>	Dunham Massey WA14 4TY 0161 929 0663 <a href="http://www.dunhammasseybrewing.co.uk">www.dunhammasseybrewing.co.uk</a>	Oldham OL3 6LW 01457 820902	Ringwood BH24 3SP 01425 471177 <a href="http://www.ringwoodbrewery.co.uk">www.ringwoodbrewery.co.uk</a>	Hertford SG14 1NN 01992 501100 <a href="http://www.redsquirellbrewery.co.uk">www.redsquirellbrewery.co.uk</a>
<b>Severn Vale</b>	<b>Greenfield</b>	<b>Shaws</b>	<b>Upahm</b>	<b>Sawbridgeworth</b>
Silsley GL11 5HS 01453 547550 <a href="http://www.severnvalebrewing.co.uk">www.severnvalebrewing.co.uk</a>	Saddleworth OL3 7NH 01457 879789 <a href="http://www.greenfieldrealale.co.uk">www.greenfieldrealale.co.uk</a>	Duckinfield SK16 5LX 0161 330 5471 0161 4773333	Upahm SO32 1FL 01489 861383 <a href="http://www.uphambrewery.co.uk">www.uphambrewery.co.uk</a>	Sawbridgeworth CM21 9JJ 01279 722313 <a href="http://www.the-gate-pub.co.uk">www.the-gate-pub.co.uk</a>
<b>Stanway</b>	<b>Green Mill Brewery</b>	<b>Hampshire</b>	<b>Triple fff</b>	<b>Tring</b>
Cheltenham GL54 5PQ 01386 584320 <a href="http://www.stanwaybrewery.co.uk">www.stanwaybrewery.co.uk</a>	Rochdale OL11 2LS 07896 702328	<b>Andwell</b>	Alton GU34 5HN 01420 561422 <a href="http://www.triplefff.com">www.triplefff.com</a>	Tring HP23 6AF 01442 890721 <a href="http://www.tringbrewery.com">www.tringbrewery.com</a>
<b>Stroud</b>	<b>Holt</b>	<b>Botley</b>	<b>Herefordshire</b>	<b>Verulam</b>
Stroud GL5 2BU 07891 995878 <a href="http://www.stroudbrewery.co.uk">www.stroudbrewery.co.uk</a>	Cheetham M3 1JD 0161 834 3285 <a href="http://www.joseph-holt.com">www.joseph-holt.com</a>	Botley SO30 2EA 01794 518918	<b>Arrow Brewery</b>	St Albans AL1 1PQ 01727 860535 <a href="http://www.farmersboy.net">www.farmersboy.net</a>
<b>Uley</b>	<b>Hornbeam</b>	<b>Bowman</b>	<b>Golden Valley</b>	<b>Isle of Man</b>
Uley GL11 5TB 01453 860120 <a href="http://www.uleybrewery.com">www.uleybrewery.com</a>	Denton M34 3RU 0161 320 5627	Droxford SO32 3QY 01489 878110 <a href="http://www.bowman-ales.com">www.bowman-ales.com</a>	Hereford HR2 9HE 01981 252988	<b>Bushy's</b>
<b>Whittington's</b>	<b>Hydes</b>	<b>Cron dall</b>	<b>Hereford</b>	<b>Okells</b>
Newent GL18 1LS 01531 890223 <a href="http://www.whittingtonsbrewery.co.uk">www.whittingtonsbrewery.co.uk</a>	Manchester M15 5PH 0161 226 1317 <a href="http://www.hydesbrewery.com">www.hydesbrewery.com</a>	Cron dall GU10 5DX 01252 319000 <a href="http://www.crondallbrewery.co.uk">www.crondallbrewery.co.uk</a>	Hereford HR1 2QD 01432 342125	Douglas IM2 1QG 01624 669400 <a href="http://www.okells.co.uk">www.okells.co.uk</a>
<b>Wickwar</b>	<b>JW Lees</b>	<b>Flack Manor</b>	<b>Mayfields</b>	<b>Old Laxey</b>
Wickwar GL12 8NB 0870 7775671 <a href="http://www.wickwarbrewing.co.uk">www.wickwarbrewing.co.uk</a>	Middleton Junction M24 2AX 0161 643 2487 <a href="http://www.jwlees.co.uk">www.jwlees.co.uk</a>	Romsey SO51 0HR 01794 518520 <a href="http://www.flackmanor.co.uk">www.flackmanor.co.uk</a>	Leominster WR6 5AS 01531 640015	Laxey IM4 7DA 01624 863214
<b>Greater Manchester</b>	<b>Marble</b>	<b>Flowerpots</b>	<b>Shoes</b>	<b>Isles of Scilly</b>
<b>All Gates</b>	Manchester M4 4HY 0161 819 2694 <a href="http://www.marblebeers.co.uk">www.marblebeers.co.uk</a>	Alresford SO24 0QQ 01962 771534 <a href="http://www.flowerpots-inn.co.uk">www.flowerpots-inn.co.uk</a>	Hereford HR4 7BH 01544 318375	<b>Ales Of Scilly</b>
<b>Bank Top</b>	<b>Mayflower</b>	<b>Havant</b>	<b>Willoughby</b>	St Mary's TR21 0NS 01720 423233
Bolton BL1 8RA 01204 595800 <a href="http://www.banktopbrewery.com">www.banktopbrewery.com</a>	Wigan WN1 1XL 01257 400605 <a href="http://www.mayflowerbrewery.co.uk">www.mayflowerbrewery.co.uk</a>	Waterlooville PO8 8HT 023 9225 2118 <a href="http://www.thehavantbrewery.co.uk">www.thehavantbrewery.co.uk</a>	<b>Wye Valley</b>	<b>Isle of Wight</b>
<b>Bazens'</b>	<b>Millstone</b>	<b>Hensting</b>	<b>Goddards</b>	
Salford M7 2BL 0161 708 0247 <a href="http://www.bazensbrewery.co.uk">www.bazensbrewery.co.uk</a>	Mossley OL5 9JL 01457 835835 <a href="http://www.millstonebrewery.co.uk">www.millstonebrewery.co.uk</a>	Owlesbury SO21 1LE <a href="http://www.henstingbrewery.org.uk">www.henstingbrewery.org.uk</a>	Stoke Lacy HR7 4HG 01885 490505 <a href="http://www.wyevalleybrewery.co.uk">www.wyevalleybrewery.co.uk</a>	
<b>Boggart Hole Clough</b>	<b>Outstanding</b>	<b>Itchen Valley</b>	<b>Buntingford</b>	
Moston M9 4FP 0161 277 9666 <a href="http://www.boggart-brewery.co.uk">www.boggart-brewery.co.uk</a>	Bury BL9 6AW 0161 764 7723 <a href="http://www.outstandingbeers.com">www.outstandingbeers.com</a>	New Alresford SO24 9QF 01962 735111 <a href="http://www.itchenvalley.com">www.itchenvalley.com</a>	Royston SG8 9NW 01763 250749 <a href="http://www.buntingford-brewery.co.uk">www.buntingford-brewery.co.uk</a>	
<b>Brewhouse</b>	<b>Phoenix</b>	<b>Irving &amp; Co Brewers Ltd</b>	<b>Green Tye</b>	
Bolton BL7 7LG 01204 301372	Heywood OL10 2EP 01706 627009	Portsmouth PO6 1TQ 023 9238 9988 <a href="http://www.irvingbrewers.co.uk">www.irvingbrewers.co.uk</a>	Much Hadham SG10 6JP 01279 841041 <a href="http://www.gtbrewery.co.uk">www.gtbrewery.co.uk</a>	
<b>Brightside</b>	<b>Pictish</b>	<b>Oakleaf</b>	<b>McMullen</b>	
Bury BL8 1NW 07870 207442 <a href="http://www.brightsidebrewing.co.uk">www.brightsidebrewing.co.uk</a>	Rochdale OL16 5LB 01706 522227 <a href="http://www.pictish-brewing.co.uk">www.pictish-brewing.co.uk</a>	Gosport PO12 1AJ 02392 513222 <a href="http://www.oakleafbrewing.co.uk">www.oakleafbrewing.co.uk</a>	Hertford SG14 1RD 01992 584911 <a href="http://www.mcmullens.co.uk">www.mcmullens.co.uk</a>	
<b>Prospect Brewery</b>	<b>Red Shoot</b>	<b>Old Cross</b>	<b>Goacher's</b>	
Standish WN6 0AY 01257 421329 <a href="http://www.prospectbrewery.com">www.prospectbrewery.com</a>	Ringwood BH24 3QT 01425 475792	Hertford SG14 1JA 01992 583133	Maidstone ME15 6TA 01622 682112 <a href="http://www.goachers.com">www.goachers.com</a>	
<b>Hopdaemon</b>				

<b>Larkins</b>	SIBA	<b>Bowland</b>	SIBA	<b>Thwaites</b>		<b>Brewster's</b>	SIBA	<b>Willy's</b>
Edenbridge TN8 7BB 01892 870328		Clitheroe BB7 3LQ 07952 639465 <a href="http://www.bowlandbrewery.com">www.bowlandbrewery.com</a>		Blackburn BB1 5BU 01254 686868 <a href="http://www.thwaites.co.uk">www.thwaites.co.uk</a>		Grantham NG31 7XU 01476 566000 <a href="http://www.brewsters.co.uk">www.brewsters.co.uk</a>		Cleethorpes DN35 8RQ 01472 602145
<b>Millis</b>		<b>Bryson's</b>		<b>Leicestershire</b>		<b>Cathedral Ales</b>		<b>London</b>
Dartford DA4 9LB 01322 866233		Morcambe LA3 3PT 01524 39481 <a href="http://www.baywines.co.uk">www.baywines.co.uk</a>		<b>Barrowden</b>		Lincoln LN2 5DH 01636 822255		<b>Brew Wharf</b> SIBA
<b>Moodley's</b>		<b>Fallons Exquisite Ales</b>		Oakham LE15 8EQ 01572 747247 <a href="http://www.exeterarms.com">www.exeterarms.com</a>		<b>Darktribe</b>		Stoney Street SE1 9AD <a href="http://www.brewwharf.com">www.brewwharf.com</a>
Tunbridge Wells TN4 8UR 01892 821366 <a href="http://www.moodleys.co.uk">www.moodleys.co.uk</a>		Darwen BB3 3EH 07905 246810 <a href="http://fallonsales.com">fallonsales.com</a>		<b>Belvoir</b>	SIBA	Scunthorpe DN17 3AJ 01724 782324 <a href="http://www.darktribe.co.uk">www.darktribe.co.uk</a>		<b>Brodie's</b>
<b>Nelson</b>	SIBA	<b>Fuzzy Duck</b>	SIBA	Old Dalby LE14 3LX 01664 823455 <a href="http://www.belvoirbrewery.co.uk">www.belvoirbrewery.co.uk</a>		<b>Fulstow</b>	SIBA	<b>Leyton</b>
Chatham ME4 4TE 01634 832838 <a href="http://www.nelsonbrewingcompany.co.uk">www.nelsonbrewingcompany.co.uk</a>		Poulton le Fylde FY6 8JY 07904 343729 <a href="http://www.fuzzyduckbrewery.co.uk">www.fuzzyduckbrewery.co.uk</a>		Dow Bridge	SIBA	Louth LN11 0XH 01507 363642 <a href="http://www.fulstowbrewery.co.uk">www.fulstowbrewery.co.uk</a>		<b>Camden</b>
<b>Old Dairy</b>	SIBA	<b>Garthela</b>		Catthorpe LE17 6DA 01788 869121		<b>Grafters Brewery</b>		<b>Camden Town</b>
Rolvenden TN17 4JD 01580 243185 <a href="http://www.olddairybrewery.com">www.olddairybrewery.com</a>		Blackburn BB2 7AT 07919 847214 <a href="http://www.garthelabrewhouse.co.uk">www.garthelabrewhouse.co.uk</a>		<b>Everards</b>	SIBA	Willingham-by-Stow DN21 5JZ 01427 788340		<b>The Florence Brewhouse</b>
<b>Ramsgate</b>	SIBA	<b>Hart</b>	SIBA	Narborough LE19 1BY 0116 201 4100 <a href="http://www.everards.co.uk">www.everards.co.uk</a>		<b>Highwood/Tom Wood</b>	SIBA	Dulwich SE24 0NG 020 7326 4987
Isle of Thanet CT10 2YD 01843 580037 <a href="http://www.ramsgatebrewery.com">www.ramsgatebrewery.com</a>		Little Eccleston PR3 OYP 01995 671686		<b>Grainstore</b>		Grimsby DN31 2SG 01472 255500 <a href="http://www.tom-wood.com">www.tom-wood.com</a>		<b>Fuller's</b>
<b>Royal Tunbridge Wells</b>		<b>Hopstar</b>	SIBA	Oakham LE15 6RE 01572 770065 <a href="http://www.grainstorebrewery.com">www.grainstorebrewery.com</a>		<b>Hopshackle</b>	SIBA	Chiswick W4 2QB 0208 996 2000 <a href="http://www.fullers.co.uk">www.fullers.co.uk</a>
Kent TN2 3EF 01892 618140		Darwen BB3 2AF 01254 873040		<b>Langton Brewery</b>	SIBA	Market Deeping PE6 8LD 01778 348542 <a href="http://www.hopshacklebrewery.co.uk">www.hopshacklebrewery.co.uk</a>		<b>Ha'penny</b>
<b>Shepherd Neame</b>	SIBA	<b>Lancaster</b>	SIBA	Market Harborough LE16 7TU 07840 532826		<b>Leila Cottage Brewery</b>		Ilford IG2 7TD 020 8262 9712 <a href="http://www.hapenny-brewing.co.uk">www.hapenny-brewing.co.uk</a>
Faversham ME13 7AX 01795 532206 <a href="http://www.shepherdneame.co.uk">www.shepherdneame.co.uk</a>		Lancaster LA1 3PQ 01524 848537 <a href="http://www.lancasterbrewery.co.uk">www.lancasterbrewery.co.uk</a>		<b>Parish</b>		Skegness PE25 1ND 01754 872268		<b>Kernel</b>
<b>Swan on the Green</b>		<b>Lytham Brewery Ltd</b>		Somerby LE14 2JQ 01664 454801		<b>Malt B Brewery</b>		Druid St SE1 2HQ 07757 552636 <a href="http://www.thekernalbrewery.com">www.thekernalbrewery.com</a>
Maidstone ME18 5JW 01622 812271 <a href="http://www.swan-on-the-green.co.uk">www.swan-on-the-green.co.uk</a>		Lytham St Annes 01253 737707		<b>Shardlow</b>		Maltby le Marsh LN13 0JJ 01507 451634		<b>Meantime</b>
<b>Tonbridge</b>		<b>Mayflower</b>		Shardlow DE72 2HL 01332 799188		<b>Melbourn</b>		Greenwich SE7 8RX 020 8293 1111 <a href="http://www.meantimebrewing.com">www.meantimebrewing.com</a>
Tudeley TN11 0NW 01732 366770 <a href="http://www.tonbridgebrewery.co.uk">www.tonbridgebrewery.co.uk</a>		Up Holland WN8 0DS 07984 404567 <a href="http://www.mayflowerbeer.co.uk">www.mayflowerbeer.co.uk</a>		<b>Lincolnshire</b>		<b>Redemption</b>		Tottenham N17 0XL 020 8885 5227 <a href="http://www.redemptionbrewing.co.uk">www.redemptionbrewing.co.uk</a>
<b>Wantsum</b>	SIBA	<b>Moonstone</b>		<b>8 Sail</b>		<b>Newby Wyke</b>	SIBA	<b>Sambrook's</b>
Hersden CT3 4AL 0845 0405980 <a href="http://www.wantsumbrewery.co.uk">www.wantsumbrewery.co.uk</a>		Burnley BB11 1TQ 01282 830909 <a href="http://www.moonstonebrewery.co.uk">www.moonstonebrewery.co.uk</a>		Heckington NG34 9JW 07866 183479		Little Bytham NG33 4RA 01780 411119 <a href="http://www.newbywyke.co.uk">www.newbywyke.co.uk</a>		Battersea SW11 3QG 020 7228 0598 <a href="http://www.sambrooksbrewery.co.uk">www.sambrooksbrewery.co.uk</a>
<b>Westerham</b>	SIBA	<b>Moorhouses</b>	SIBA	<b>Bacchus</b>		<b>Oldershaw</b>	SIBA	<b>Twickenham</b>
Edenbridge TN8 6SA 01732 864427 <a href="http://www.westerhambrewery.co.uk">www.westerhambrewery.co.uk</a>		Burnley BB1 5EN 01282 422864 <a href="http://www.moorhouses.co.uk">www.moorhouses.co.uk</a>		Sutton-on-Sea LN12 2EY 01507 441204 <a href="http://www.bacchushotel.co.uk">www.bacchushotel.co.uk</a>		Grantham NG13 9HB 01476 572135 <a href="http://www.oldershawbrewery.com">www.oldershawbrewery.com</a>		Twickenham TW2 6SP 020 8241 1825 <a href="http://www.twickenham-fine-ales.co.uk">www.twickenham-fine-ales.co.uk</a>
<b>Whitstable</b>	SIBA	<b>Red Rose</b>	SIBA	<b>Bateman</b>	SIBA	<b>Poachers</b>	SIBA	<b>Zerodegrees</b>
Whitstable ME17 2AY 01622 851007 <a href="http://www.whitstablebrewery.info">www.whitstablebrewery.info</a>		Great Harwood BB6 7UR 01254 877373 <a href="http://www.redrosebrewery.co.uk">www.redrosebrewery.co.uk</a>		Wainfleet PE24 4JE 01754 880317 <a href="http://www.bateman.co.uk">www.bateman.co.uk</a>		North Hykeham LN6 9SP 01522 807404 <a href="http://www.poachersbrewery.co.uk">www.poachersbrewery.co.uk</a>		Blackheath SE3 0TJ 020 8852 5619
<b>Lancashire</b>		<b>Rossendale</b>	SIBA	<b>Blue Bell</b>		<b>Riverside</b>		<b>Merseyside</b>
<b>Arkwright's</b>		Haslingden BB4 5AF 01706 214021 <a href="http://www.rossendalebrewery.co.uk">www.rossendalebrewery.co.uk</a>		Holbeach St Marks PE12 8EX 01406 701000 <a href="http://www.bluebellbrewery.co.uk">www.bluebellbrewery.co.uk</a>		Skegness PE24 4BY 01754 881 288		<b>Brimstage Brewing Co</b> SIBA
<b>Three B's</b>	SIBA	<b>Blue Cow</b>		South Witham NG33 5QB 01572 768432 <a href="http://www.thebluecowinn.co.uk">www.thebluecowinn.co.uk</a>		<b>Swaton Brewery</b>		Brimstage CH63 6HY 0151 3421181
Preston PR1 6DQ 01772 201591 <a href="http://www.realaleshop.net">www.realaleshop.net</a>		Blackburn BB2 5JR 01254 207686 <a href="http://www.threebsbrewery.co.uk">www.threebsbrewery.co.uk</a>						

<b>Cains</b>	<b>Fat Cat</b>	<b>Waveney</b>	<b>Nobby's</b>	<b>Caythorpe</b>
Liverpool L8 5XJ 0151 709 8734 <a href="http://www.cains.co.uk">www.cains.co.uk</a>	Norwich NR3 4LF 01603 788508 <a href="http://www.fatcatbrewery.co.uk">www.fatcatbrewery.co.uk</a>	Bungay NR35 2TS 01986 892623	Kettering NN15 6GR 01536 521 868 <a href="http://www.nobbysbrewery.co.uk">www.nobbysbrewery.co.uk</a>	Hoveringham, NG14 7ED 0115 966 4933
<b>Cambrinus</b>	<b>SIBA</b>	<b>Fox</b>	<b>Potbelly</b>	<b>Copthorne</b>
Knowsley L34 4AQ 0151 546 2226	Heacham PE31 7EX 01485 570345 <a href="http://www.foxbrewery.co.uk">www.foxbrewery.co.uk</a>	Dussindale NR7 0TE 01603 300786 <a href="http://www.thewhynotbrewery.co.uk">www.thewhynotbrewery.co.uk</a>	Kettering NN16 0JA 01536 410818 <a href="http://www.potbelly-brewery.co.uk">www.potbelly-brewery.co.uk</a>	Sutton-on-Trent NG23 6QJ 07523 340989
<b>George Wright</b>		<b>Why Not</b>		<b>Flipside</b>
St Helens WA11 8LU 01744 886686 <a href="http://www.georgewrightbrewing.co.uk">www.georgewrightbrewing.co.uk</a>	Front Street	<b>SIBA</b>	<b>Rockingham</b>	Colwick NG4 2JR 0115 987 7500 <a href="http://www.flipsidebrewery.co.uk">www.flipsidebrewery.co.uk</a>
<b>Liverpool One</b>		Binham NR21 0AL 01328 830297 <a href="http://www.frontstreetbrewery.co.uk">www.frontstreetbrewery.co.uk</a>		<b>Full Mash</b>
Merseyside L3 6DL 07948 918740 <a href="http://www.liverpoolonebrewery.co.uk">www.liverpoolonebrewery.co.uk</a>	<b>Grain</b>			SIBA
<b>Liverpool Organic</b>		Harleston IP20 0BS 01986 788884 <a href="http://www.grainbrewery.co.uk">www.grainbrewery.co.uk</a>	<b>Wissey Valley</b>	Nottingham NG9 8EW 0115 949 9262
Merseyside L20 8HL 0151 9339660 <a href="http://www.liverpoolorganicbrewery.com">www.liverpoolorganicbrewery.com</a>	<b>Humpty Dumpty</b>			<b>Grafton</b>
<b>Peerless</b>		Reedham NR13 3TZ 01493 701818 <a href="http://www.humptydumptybrewery.co.uk">www.humptydumptybrewery.co.uk</a>	<b>Wolf</b>	Worksop DN22 6LJ 01909 476121
Birkenhead CH41 3NL 0151 647 7688 <a href="http://www.peerlessbrewing.co.uk">www.peerlessbrewing.co.uk</a>	<b>Iceni</b>	<b>SIBA</b>	<b>Northumberland</b>	
<b>Southport</b>	<b>SIBA</b>	Thetford IP26 5HB 01842 878922 <a href="http://www.icenibrewery.co.uk">www.icenibrewery.co.uk</a>	<b>Allendale</b>	<b>Holland</b>
Southport PR9 7RF 07748 387652	<b>Norfolk Cottage</b>		SIBA	Kimberley NG16 2JJ 0115 938 2685
<b>Wapping</b>		Norwich NR3 4LF 01603 788508	<b>Woodforde's</b>	<b>Idle</b>
Liverpool L1 8DQ 0151 707 2242	<b>Norfolk Square Brewery</b>		SIBA	West Stockwith DN10 4EY 01427 753226
<b>Norfolk</b>		Great Yarmouth NR30 4JQ 01493 854484 <a href="http://www.norfolksquarebrewery.co.uk">www.norfolksquarebrewery.co.uk</a>	<b>Hexhamshire</b>	<b>Magpie</b>
<b>Bees</b>		<b>Ole Slewfoot</b>	SIBA	SIBA
Walcott NR12 0LS 07971 577526	Norwich NR10 3BE 01603 279927 <a href="http://www.oleslewfootbrewery.co.uk">www.oleslewfootbrewery.co.uk</a>	Brackley NN13 7UG 01280 706888	<b>High House Farm</b>	Nottingham NG2 3JA 07738 762897 <a href="http://www.magpiebrewery.com">www.magpiebrewery.com</a>
<b>Beeston</b>	<b>SIBA</b>	<b>Dare</b>		<b>Mallard</b>
Beeston PE32 2LZ 01328 700844 <a href="http://www.beestonbrewery.co.uk">www.beestonbrewery.co.uk</a>	Norfolk NR25 6SA 07774 809016 <a href="http://www.yetmans.net">www.yetmans.net</a>	Whittlebury NN12 8XS 07812 366369	<b>Northumberland</b>	Nottingham NG4 3NR 0115 9521289 <a href="http://www.mallard-brewery.co.uk">www.mallard-brewery.co.uk</a>
<b>Blackfriars Brewery</b>		<b>Spectrum</b>	<b>SIBA</b>	<b>Maypole</b>
Great Yarmouth NR30 3HT 01493 850578	Norwich NR15 2PE 07949 254383 <a href="http://www.spectrumbrewery.co.uk">www.spectrumbrewery.co.uk</a>	Peterborough PE8 5RJ 01832 293248 <a href="http://www.digfield-ales.co.uk">www.digfield-ales.co.uk</a>	<b>Cherwell Valley Brewery</b>	Eakring NG22 0AN 07971 277598 <a href="http://www.maypolebrewery.co.uk">www.maypolebrewery.co.uk</a>
<b>Brancaster</b>		<b>Tipples</b>		<b>Milestone</b>
Brancaster Staith PE31 8BJ 01485 210314 <a href="http://www.jollysailors.co.uk">www.jollysailors.co.uk</a>	Acle NR13 3DJ 01493 741007 <a href="http://www.tipplesbrewery.com">www.tipplesbrewery.com</a>	<b>Frog Island</b>	<b>SIBA</b>	SIBA
<b>Buffy's</b>	<b>SIBA</b>	<b>Uncle Stuarts</b>	<b>SIBA</b>	Newark NG23 6JE 01636 822255 <a href="http://www.milestonebrewery.co.uk">www.milestonebrewery.co.uk</a>
Norwich NR15 2DD 01379 676523 <a href="http://www.buffys.co.uk">www.buffys.co.uk</a>	Lingwood NR13 4PD 01603 211833 <a href="http://www.unclestuartsbrewery.com">www.unclestuartsbrewery.com</a>	Corby NN18 8HG 01536 744888 <a href="http://www.greatoakleybrewery.co.uk">www.greatoakleybrewery.co.uk</a>	<b>Alcazar</b>	<b>Nottingham</b>
<b>Chalkhill</b>		<b>Hoggleys</b>	<b>SIBA</b>	SIBA
Norwich NR1 4DA 01603 477078	Litchborough NN12 8JB 01604 831762 <a href="http://www.hoggleysbrewery.co.uk">www.hoggleysbrewery.co.uk</a>	Kettering NN16 0BU 0115 985 1615 <a href="http://www.castlerockbrewery.co.uk">www.castlerockbrewery.co.uk</a>	<b>Great Oakley</b>	Nottingham NG7 3EN 0115 942 2649 <a href="http://www.nottinghambrewery.com">www.nottinghambrewery.com</a>
<b>Elmtree</b>	<b>SIBA</b>	<b>Julian Church</b>		<b>Prior's Well</b>
Snetterton NR126 2LK 07939 549241 <a href="http://www.elmtreebeers.co.uk">www.elmtreebeers.co.uk</a>	Old Buckenham NR17 1PF 01953 887133 <a href="http://www.wagtailbrewery.com">www.wagtailbrewery.com</a>	Kettering NN16 0BU 0115 985 1615 <a href="http://www.castlerockbrewery.co.uk">www.castlerockbrewery.co.uk</a>	<b>Blue Monkey</b>	Hardwick Village S80 3PB 07971 277598 <a href="http://www.nottinghambrewery.com">www.nottinghambrewery.com</a>
<b>Springhead</b>	<b>SIBA</b>	<b>Castle Rock</b>	<b>SIBA</b>	<b>Reality</b>
		Nottingham NG2 1NB 0115 985 1615 <a href="http://www.castlerockbrewery.co.uk">www.castlerockbrewery.co.uk</a>		Beeston NG9 4AA 07801 539523
				<b>Springhead</b>
				SIBA
				Newark NG23 6QS 01636 821000 <a href="http://www.springhead.co.uk">www.springhead.co.uk</a>

**Oxfordshire****Adkin Brewery**

Wantage  
07709 086149  
[www.adkinbrewery.co.uk](http://www.adkinbrewery.co.uk)

**Appleford SIBA**

Appleford-on-Thames  
OX10 0QX  
01235 848055  
[www.applefordbrewery.co.uk](http://www.applefordbrewery.co.uk)

**Best Mates Brewery**

Wantage OX12 8BQ  
01235 835684  
[www.bestmatesbrewery.co.uk](http://www.bestmatesbrewery.co.uk)

**Brakspear**

Henley on Thames OX28 4DP  
01993 890800  
[www.brakspear-beers.co.uk](http://www.brakspear-beers.co.uk)  
[www.cotswoldbrewingcompany.com](http://www.cotswoldbrewingcompany.com)

**Hook Norton SIBA**

Banbury OX15 5NY  
01608 737210  
[hooky.co.uk](http://hooky.co.uk)

**Loddon SIBA**

Dunsden RG4 9QD  
01189 481111  
[www.loddonbrewery.co.uk](http://www.loddonbrewery.co.uk)

**Loose Cannon**

Abingdon OX 14 5JX  
01235 531141  
[www.lcbeers.co.uk](http://www.lcbeers.co.uk)

**Lovibonds SIBA**

Henley on Thames RG9 2AA  
07761 543987  
[www.lovibonds.com](http://www.lovibonds.com)

**Old Bog**

Headington OX3 8LH  
01865 764579  
[www.masonsquarry.co.uk](http://www.masonsquarry.co.uk)

**Old Forge**

Coleshill SN6 7PR  
01793 861575  
[www.oldforgebrewery.co.uk](http://www.oldforgebrewery.co.uk)

**Pitstop**

Grove OX12 0DH  
01235 770548  
[www.pitstopbrewery.co.uk](http://www.pitstopbrewery.co.uk)

**Ridgeway**

South Stoke RG8 0JW  
01491 873474

**Shotover**

Horspath OX33 1SD  
01865 876770  
[www.shotoverbrewing.com](http://www.shotoverbrewing.com)

**Thame**

Thame OX9 3HP  
01844 218202  
[www.thamebrewery.co.uk](http://www.thamebrewery.co.uk)

**White Horse SIBA**

Stanford in the Vale SN7 8NY  
01367 718700  
[www.whitehorsebrewery.com](http://www.whitehorsebrewery.com)

**Wychwood**

Witney OX28 4DP  
01993 890800  
[www.wychwood.co.uk](http://www.wychwood.co.uk)

**Scotland****Angus**

Carnoustie DD7 7NP  
07708 011649  
[www.angus-ales.co.uk](http://www.angus-ales.co.uk)

**An Teallach**

Garve IV23 2QT  
01854 633306

**Arran Brew Ltd**

Brodrick KA27 8DE  
01770 302353  
[www.arranbrewery.com](http://www.arranbrewery.com)

**Ayr**

Ayr KA7 2DG  
01292 263891

**Black Isle**

Munlochy IV8 8NZ  
01463 811871  
[www.blackislebrewery.com](http://www.blackislebrewery.com)

**Bellhaven**

East Lothian EH42 1RS  
01368 862734  
[www.bellhaven.co.uk](http://www.bellhaven.co.uk)

**Brewdog**

Fraserburgh AB43 8RQ  
01346 519009  
[www.brewdog.com](http://www.brewdog.com)

**Broughton Ales Ltd**

Biggar ML12 6HQ  
01899 830345  
[www.broughtonales.co.uk](http://www.broughtonales.co.uk)

**Burnside**

Laurencekirk AB30 1EY  
01561 377316  
[www.brewmet.com](http://www.brewmet.com)

**Cairngorm Brewery Co Ltd**

Aviemore PH22 1PY  
01479 812222  
[www.cairngormbrewery.com](http://www.cairngormbrewery.com)

**Caledonian**

Edinburgh EH11 1PH  
0131 337 1286  
[www.caledonian-brewery.co.uk](http://www.caledonian-brewery.co.uk)

**Clockwork**

Glasgow G42 9HB  
0141 649 0184  
[www.maclay.com](http://www.maclay.com)

**Cuillin Brewery Ltd**

Islie Of Skye IV47 8SW  
01478 650204  
[www.cuillinbrewery.co.uk](http://www.cuillinbrewery.co.uk)

**Deeside**

Aboyne AB34 5RD  
01339 883536  
[www.deesidebrewery.co.uk](http://www.deesidebrewery.co.uk)

**Devon**

Sauchie FK10 3JR  
01259 722020  
[www.devonales.com](http://www.devonales.com)

**Fyfe Brewing Co**

Kirkcaldy KY1 2SN  
01592 646211  
[www.fyebrewery.co.uk](http://www.fyebrewery.co.uk)

**Fyne Ales**

Cairndow PA26 8BJ  
01499 600238  
[www.fyneales.com](http://www.fyneales.com)

**Glenfinnan**

Struth A Mhuilinn PH37 4LT  
01397 704309  
[www.glenfinnanbrewery.co.uk](http://www.glenfinnanbrewery.co.uk)

**Harviestoun Brewery Ltd**

Alva FK12 5DQ  
01259 769100  
[www.harviestoun.com](http://www.harviestoun.com)

**Hebridean Brewing**

Stornoway HS1 2RA  
01851 700123  
[www.hebridean-brewery.co.uk](http://www.hebridean-brewery.co.uk)

**Highland Brewing Co Ltd**

Birsay KW17 2NP  
01856 721700  
[www.highlandbrewingcompany.co.uk](http://www.highlandbrewingcompany.co.uk)

**Houston Brewing Co**

Houston PA6 7EN  
01505 612620  
[www.houston-brewing.co.uk](http://www.houston-brewing.co.uk)

**Inveralmond Brewery Ltd**

Perth PH1 3UQ  
01738 449448  
[www.inveralmond-brewery.co.uk](http://www.inveralmond-brewery.co.uk)

**Islay Ales Company Ltd**

Bridgend PA44 7NZ  
01496 810014  
[www.www.islayales.com](http://www.www.islayales.com)

**Isle Of Mull Brewing Co**

Tobermory PA75 6NR  
01688 302830  
[www.caledonian-brewery.co.uk](http://www.caledonian-brewery.co.uk)

**Isle Of Skye Brewing**

Uig IV51 9XP  
01470 542477  
[www.skyebrewery.co.uk](http://www.skyebrewery.co.uk)

**Kelburn Brewing Co Ltd**

Glasgow G78 1QB  
0141 881 2138  
[www.kelburnbrewery.com](http://www.kelburnbrewery.com)

**Loch Leven**

Blairadam KY4 0JE  
01383 831751

**Luckie**

Fife KY14 7ES  
01333 352801  
[www.luckie-ales.com](http://www.luckie-ales.com)

**Madcap**

Annan DG12 6ER  
01461 203495  
[www.madcapbrewery.com](http://www.madcapbrewery.com)

**Moulin**

Pitlochry PH16 5EL  
01796 472196  
[www.moulinhotel.co.uk](http://www.moulinhotel.co.uk)

**Oban**

Kilmelford PA34 4XA  
01852 200731  
[www.obanales.co.uk](http://www.obanales.co.uk)

**Oban Bay**

Argyll PA34 5DS  
01631 565078

**Orkney**

Stromness KW16 3LT  
01667 404555  
[www.orkneybrewery.co.uk](http://www.orkneybrewery.co.uk)

**Plockton Brewery**

Plockton IV52 8TP  
01599 544276  
[www.theplocktonbrewery.com](http://www.theplocktonbrewery.com)

**Prestonpans**

East Lothian EH32 9BE  
01875 819922  
[www.prestongrange.org](http://www.prestongrange.org)

**Scottish Borders**

Jedburgh TD8 6ST  
01835 830673  
[www.scottishbordersbrewery.com](http://www.scottishbordersbrewery.com)

**Stewart Brewing Ltd**

Loanhead EH20 9LZ  
0131 4402442  
[www.stewartbrewing.co.uk](http://www.stewartbrewing.co.uk)

**Strathaven Ales**

Strathaven ML10 6HD  
01357 520419  
[www.strathavenales.co.uk](http://www.strathavenales.co.uk)

**Sulwath Brewers Ltd**

Castle Douglas DG7 1DT  
01556 504525  
[www.sulwathbrewers.co.uk](http://www.sulwathbrewers.co.uk)

**Tempest**

Kelso TD5 7DT  
01573 229664

**Tinpot**

Stirlingshire FK9 4NY  
01840 213371  
[www.tinpotbrewery.co.uk](http://www.tinpotbrewery.co.uk)

**Traditional Scottish Ales**

Throsk FK7 7NP  
01786 817000  
[www.traditionalscottishales.co.uk](http://www.traditionalscottishales.co.uk)

**Traquair House Brewery**

Innerleithen EH44 6PW  
01896 830323  
[www.traquair.co.uk](http://www.traquair.co.uk)

**Tryst Brewery**

Larbert FK5 4AT  
01324 554000  
[www.trystbrewery.co.uk](http://www.trystbrewery.co.uk)

**Valhalla**

Shetland ZE2 9DX  
01957 711658  
[www.valhallabrewery.co.uk](http://www.valhallabrewery.co.uk)

**Williams**

Kelliebank FK10 1NT  
01259 725511  
[www.heatherale.co.uk](http://www.heatherale.co.uk)

**Shropshire****Bridgnorth SIBA**

Bridgnorth WV16 4QN  
01746 762889  
[www.bridgnorthbrewing.com](http://www.bridgnorthbrewing.com)

**Corvedale SIBA**

Corfton SY7 9DF  
01584 861239  
[www.suninncorfton.co.uk](http://www.suninncorfton.co.uk)

**Dolphin**

Shrewsbury SY1 2EZ  
01743 350419

**Hobsons**

Cleobury Mortimer DY14 8RD  
01299 270837  
[www.hobsons-brewery.co.uk](http://www.hobsons-brewery.co.uk)

**Ironbridge Brewery Ltd**

Telford TF8 7NJ  
01952 433910  
[www.ironbridgebrewery.co.uk](http://www.ironbridgebrewery.co.uk)

**Joules**

Market Drayton TF9 1JP  
01630 654400  
[www.joulesbrewery.co.uk](http://www.joulesbrewery.co.uk)

**Lion's Tail SIBA**

Market Drayton TF9 2RS  
01630 661234

**Ludlow**

Ludlow SY8 1DJ  
01584 873291  
[www.theludlowbrewery.co.uk](http://www.theludlowbrewery.co.uk)

<b>Offa's Dyke</b>	SIBA	<b>Cottage</b>	Black Hole	SIBA	Toft	Kings Head
Oswestry SY10 9DX 01691 831680		Lovington BA7 7PP 01963 240551	Burton on Trent DE14 2AU 01283 834069 <a href="http://www.blackholebrewery.co.uk">www.blackholebrewery.co.uk</a>		Cheadle ST10 1HS 01538 755639	Bildeston IP7 7ED 01449 741434 <a href="http://www.bildestonkingshead.co.uk">www.bildestonkingshead.co.uk</a>
<b>Rowton</b>		<b>Exmoor</b>	SIBA	<b>Blythe</b>	SIBA	<b>Tower</b>
Telford TF6 6QX 07746 290995		Wiveliscombe TA4 2NY 01984 623798 <a href="http://www.exmoorales.co.uk">www.exmoorales.co.uk</a>	Hamstall Ridware WS15 3QQ 07773 747724 <a href="http://www.blythbrewery.co.uk">www.blythbrewery.co.uk</a>	Burton on Trent DE14 1LX 01283 530695		
<b>Salopian</b>	SIBA	<b>Glastonbury Ales</b>	SIBA	<b>Burton Bridge</b>	SIBA	<b>Townhouse</b>
Shrewsbury SY3 8UQ 01743 248414 <a href="http://www.salopianbrewery.co.uk">www.salopianbrewery.co.uk</a>		Somerton TA11 6SB 01458 272244	Burton Upon Trent, DE14 1SY 01283 510573 <a href="http://www.burtonbridgebrewery.co.uk">www.burtonbridgebrewery.co.uk</a>	Burton On Trent ST7 8JQ 07976 209437		<b>Mill Green</b>
<b>Shires</b>		<b>Isle of Avalon</b>		<b>Burton Old Cottage</b>	SIBA	<b>Wincle</b>
Madeley TF7 6DP 01952 580570 <a href="http://www.shiresbrewery.co.uk">www.shiresbrewery.co.uk</a>		Ashcott TA7 9QW 01458 210050 <a href="http://www.avalonwholesaleandbrewing.co.uk">www.avalonwholesaleandbrewing.co.uk</a>	Burton On Trent DE14 1PT 07909 931250 <a href="http://www.oldcottagebeer.co.uk">www.oldcottagebeer.co.uk</a>	Rushton Spencer SK11 0RD 01260 226166 <a href="http://www.winclebeer.co.uk">www.winclebeer.co.uk</a>		<b>Old Cannon</b>
<b>Shropshire</b>		<b>Milk Street</b>	SIBA	<b>Envile</b>		<b>Old Chimneys</b>
Wem SY4 5SD 01948 667947 <a href="http://www.theshropshirebrewery.co.uk">www.theshropshirebrewery.co.uk</a>		Frome BA11 3DB 01373 467766 <a href="http://www.milkstreet.5u.com">www.milkstreet.5u.com</a>	Stourbridge DY7 5LG 01384 873728 <a href="http://www.envileales.com">www.envileales.com</a>	Southwold IP18 6JW 01502 727200 <a href="http://www.adnams.co.uk">www.adnams.co.uk</a>		<b>Red Rat Craft Brewery</b>
<b>Six Bells</b>	SIBA	<b>Moor</b>	SIBA	<b>Kinver</b>		<b>St Judes</b>
Bishops Castle SY9 5AA 01588 638930 <a href="http://www.bishops-castle.co.uk">www.bishops-castle.co.uk</a>		Bridgewater TA7 9QW 01458 210050 <a href="http://www.moorbeer.co.uk">www.moorbeer.co.uk</a>	Stourbridge DY7 6EW 07715 842679 <a href="http://www.kinverbrewery.co.uk">www.kinverbrewery.co.uk</a>	Bridgewater IP31 9LZ 01449 737655 <a href="http://www.bartramsbrewery.co.uk">www.bartramsbrewery.co.uk</a>		<b>St Peter's</b>
<b>Stonehouse</b>	SIBA	<b>North Curry Brewery</b>		<b>Leek</b>		<b>Cliff Quay</b>
Oswestry SY10 9ES 01691 676457 <a href="http://www.stonehousebrewery.co.uk">www.stonehousebrewery.co.uk</a>		North Curry TA3 6LH 01823 490170 <a href="http://www.thenorthcurrybrewery.co.uk">www.thenorthcurrybrewery.co.uk</a>	Leek ST13 7EF 01538 361919	Bury St Edmunds IP27 0AU 01842 878496 <a href="http://www.brandongbrewery.co.uk">www.brandongbrewery.co.uk</a>		<b>Trinity</b>
<b>Three Tuns</b>	SIBA	<b>Odcombe</b>		<b>Limestone Brewery</b>	SIBA	<b>Earl Soham</b>
Bishops Castle SY9 5BN 01588 638392		Yeovil BA22 8TX 01935 862591 <a href="http://www.masonsarmsodcombe.co.uk">www.masonsarmsodcombe.co.uk</a>	Stone ST15 8LL 01785 817796	Stone ST15 8LL 01785 817796	Woodbridge IP13 7RT 01728 684097 <a href="http://www.earlsohambrewery.co.uk">www.earlsohambrewery.co.uk</a>	<b>Dorking</b>
<b>Wood</b>	SIBA	<b>Quantock Brewery</b>		<b>Marstons</b>		<b>Ascot Ales Ltd</b>
Wistanstow SY7 8DG 01588 672523 <a href="http://www.woodbrewery.co.uk">www.woodbrewery.co.uk</a>		Wellington TA21 9ND 01823 662669 <a href="http://www.quantockbrewery.co.uk">www.quantockbrewery.co.uk</a>	Burton Upon Trent WV1 4JT 01902 711811 <a href="http://www.marstons.co.uk">www.marstons.co.uk</a>	Burton Upon Trent WV11 2BH 07988 069647	Stowmarket IP14 3DY 01449 736323	<b>Farnham</b>
<b>Somerset</b>		<b>RCH</b>		<b>Peakstones Rock</b>	SIBA	<b>Green Dragon</b>
<b>Abbey Ales Ltd</b>	SIBA	Weston Super Mare BS24 6RR 01934 834447 <a href="http://www.rchbrewery.com">www.rchbrewery.com</a>	Nether Stowey TA5 1LN 01278 732228 <a href="http://www.stoweybrewery.co.uk">www.stoweybrewery.co.uk</a>	Stoke On Trent ST10 4DH 07891 350908 <a href="http://www.peakstonesrockbrewery.co.uk">www.peakstonesrockbrewery.co.uk</a>	Bury St Edmunds IP24 3TA 01842 878922	<b>Green Jack</b>
<b>Berrow</b>	SIBA	<b>Stowey</b>		<b>Quartz</b>		<b>Hog's Back</b>
Burnham on Sea TA8 2QU 01278 751345		Kings Bromley DE13 7HW 01543 473965 <a href="http://www.quartzbrewing.co.uk">www.quartzbrewing.co.uk</a>	Kings Bromley DE13 7HW 01543 473965 <a href="http://www.quartzbrewing.co.uk">www.quartzbrewing.co.uk</a>	Stafford ST17 0XB 01782 823447	Lowestoft NR32 1QA 01502 582711 <a href="http://www.greenjackbrewery.co.uk">www.greenjackbrewery.co.uk</a>	<b>Tongham</b>
<b>Blindmans</b>		<b>Taunton Vale</b>	SIBA	<b>Slater's</b>		<b>Leith Hill</b>
Leighton BA11 4PN 01749 880038 <a href="http://www.blindmansbrewery.co.uk">www.blindmansbrewery.co.uk</a>		Bagborough TA4 3AF 01823 432352 <a href="http://www.newinhnalse.com">www.newinhnalse.com</a>	Stafford ST16 3DR 01785 257976 <a href="http://www.slatersales.co.uk">www.slatersales.co.uk</a>	Stafford ST16 3DR 01785 257976 <a href="http://www.slatersales.co.uk">www.slatersales.co.uk</a>	Bury St Edmunds IP33 1QT 01284 763222 <a href="http://www.greeneaking.co.uk">www.greeneaking.co.uk</a>	<b>Coldharbour</b>
<b>Cheddar Ales</b>	SIBA	<b>Yeovil Ales</b>		<b>Titanic</b>	SIBA	<b>Hill</b>
Cheddar BS27 3RP 01934 744193 <a href="http://www.cheddarales.co.uk">www.cheddarales.co.uk</a>		Yeovil BA22 8YH 01935 414888 <a href="http://www.yeovilales.co.uk">www.yeovilales.co.uk</a>	Stoke on Trent ST6 1JL 01782 823447 <a href="http://www.titanicbrewery.co.uk">www.titanicbrewery.co.uk</a>	Hadleigh IP7 6RL 07850 076202 <a href="http://www.hellhoundbrewery.co.uk">www.hellhoundbrewery.co.uk</a>	Cheadle ST10 1HS 01538 755639	<b>Plough Inn</b>
<b>Cotleigh</b>	SIBA	<b>Beowulf</b>		<b>Hellhound</b>		
Wiveliscombe TA4 2RE 01984 624086 <a href="http://www.cotleighbrewery.co.uk">www.cotleighbrewery.co.uk</a>		Brownhills WS8 7NL 01543 454067				
<b>Staffordshire</b>						

<b>Pilgrim</b>	SIBA	<b>Harveys</b>	<b>Hadrian &amp; Border</b>	<b>Facer's</b>	<b>Otley Brewing Co</b>	SIBA	
Reigate RH2 9BL 01737 222651 <a href="http://www.pilgrim.co.uk">www.pilgrim.co.uk</a>		Lewes BN7 2AH 01273 480209 <a href="http://www.harveys.org.uk">www.harveys.org.uk</a>	Newcastle Upon Tyne NE6 1AS 0191 276 5302 <a href="http://www.hadrian-border-brewery.co.uk">www.hadrian-border-brewery.co.uk</a>	Flint CH6 5YL 07713 566370 <a href="http://www.facers.co.uk">www.facers.co.uk</a>	Pontypridd CF37 4NX 01443 480555 <a href="http://www.otleybrewing.co.uk">www.otleybrewing.co.uk</a>		
<b>Surrey Hills</b>	SIBA	<b>Hepworth</b>	SIBA	<b>Jarrow</b>	SIBA	<b>Felinfoel Brewery Co</b>	SIBA
Guildford GU5 9TE 01483 212812 <a href="http://www.surreyhills.co.uk">www.surreyhills.co.uk</a>		Horsham RH12 2NW 01403 269696 <a href="http://www.hepworthbrewery.co.uk">www.hepworthbrewery.co.uk</a>	Jarrow NE32 5UB 0191 483 6792 <a href="http://www.jarrowbrewing.co.uk">www.jarrowbrewing.co.uk</a>	Llanelli SA14 8LB 01554 773357 <a href="http://www.felinfoel-brewery.com">www.felinfoel-brewery.com</a>	Penllyn SA47 0QN 01545 580022 <a href="http://www.penlon.biz">www.penlon.biz</a>	<b>Penlon Cottage Brewery</b>	SIBA
<b>Sussex</b>		<b>Kemptown</b>		<b>Mordue</b>	SIBA	<b>Great Orme Brewery</b>	SIBA
<b>1648</b>	SIBA	Kemptown BN2 1JN 01273 699595 <a href="http://www.1648brewing.co.uk">www.1648brewing.co.uk</a>		North Shields NE29 7XJ 0191 296 1879 <a href="http://www.morduebrewery.com">www.morduebrewery.com</a>		Colwyn Bay LL28 5PP 01492 580548 <a href="http://www.greatormebrewery.co.uk">www.greatormebrewery.co.uk</a>	
<b>Adur Brewery Ltd</b>	SIBA	<b>King</b>	SIBA	<b>Wales</b>		<b>Gwaun Valley</b>	
Shoreham By Sea BN43 5EG 01273 467527 <a href="http://www.adurbrewery.com">www.adurbrewery.com</a>		Horsham RH13 5UE 01403 272102 <a href="http://www.kingfamilybrewers.co.uk">www.kingfamilybrewers.co.uk</a>		<b>Artisan</b>		Fishguard SA65 9TP 01348 881304	
<b>Anchor Springs</b>		<b>Kissingate</b>		<b>Cardiff</b>		<b>Gwynant</b>	
Wick BN17 7EH 01903 719842		Crawley RH10 7HF 01293 882198 <a href="http://www.kissingate.co.uk">www.kissingate.co.uk</a>		CF11 9DF 07505 401939 <a href="http://www.artisanbeer.co.uk">www.artisanbeer.co.uk</a>		Aberystwyth SY23 3LR 01970 880248	
<b>Arundel</b>	SIBA	<b>Langham</b>	SIBA	<b>Brains</b>		<b>Heart of Wales</b>	
Arundel BN18 0HY 01903 733111 <a href="http://www.arundelbreweryltd.co.uk">www.arundelbreweryltd.co.uk</a>		Lodsworth GU28 9BU 01798 860861 <a href="http://www.langhambrewery.co.uk">www.langhambrewery.co.uk</a>		CF10 1SP 029 2040 2060 <a href="http://www.sabrain.com">www.sabrain.com</a>		Llanwrtyd Wells LD5 4RD 01591 610236 <a href="http://www.heartofwalesbrewery.co.uk">www.heartofwalesbrewery.co.uk</a>	
<b>Ballards</b>		<b>Rectory Ales</b>	SIBA	<b>Breconshire Brewery</b>	SIBA	<b>Jacobi Brewing</b>	SIBA
Petersfield GU31 5HA 01730 821301 <a href="http://www.ballardsbrewery.org.uk">www.ballardsbrewery.org.uk</a>		Streat Hill BN6 8RP 01273 890570		Brecon LD3 8LA 01874 623731 <a href="http://www.breconshirebrewery.com">www.breconshirebrewery.com</a>		Llanwrda SA19 8RR 01558 650605 <a href="http://www.jacobibrewery.co.uk">www.jacobibrewery.co.uk</a>	
<b>Beachy Head</b>		<b>Rother Valley</b>	SIBA	<b>Bryncelyn</b>		<b>Jolly Brewer</b>	
Eastbourne BN20 0AA 01323 423906 <a href="http://www.beachyhead.org.uk">www.beachyhead.org.uk</a>		Rye TN31 6QT 01797 253535		Ystradgynlais SA9 1BS 01639 841900 <a href="http://www.bryncelynbrewery.org.uk">www.bryncelynbrewery.org.uk</a>		Wrexham LL13 7DG 01978 261884 <a href="http://www.jollybrewer.co.uk">www.jollybrewer.co.uk</a>	
<b>Dark Star</b>	SIBA	<b>Welton's</b>	SIBA	<b>Bullmastiff Brewery</b>	SIBA	<b>Kingstone</b>	
Sussex RH17 5AH 01444 412311 <a href="http://www.darkstarbrewing.co.uk">www.darkstarbrewing.co.uk</a>		Horsham RH13 5PX 01403 242901 <a href="http://www.weltons.co.uk">www.weltons.co.uk</a>		CF11 8DI 02920 665292		Tintern NP16 7NX 01291 680111 <a href="http://www.ingestra.com">www.ingestra.com</a>	
<b>Fallen Angel</b>		<b>White</b>	SIBA	<b>Carters</b>		<b>McGivern Ales</b>	
Battle TN33 0XF 01424 777996 <a href="http://www.fallenangelbrewery.com">www.fallenangelbrewery.com</a>		Bexhill on Sea TN40 2RZ 01424 731066		CF83 8QQ 01633 441005 <a href="http://www.thebestpubinwales.co.uk">www.thebestpubinwales.co.uk</a>		Wrexham LL13 7AS 01978 354232	
<b>Tyne &amp; Wear</b>		<b>Big Lamp</b>		<b>Celt Experience</b>		<b>Monty's</b>	
<b>Filo</b>	SIBA	Newburn NE15 8NL 0191 267 1689 <a href="http://www.thefilo.co.uk">www.thefilo.co.uk</a>		CF83 3HU 02920 867707 <a href="http://www.theceltexperience.co.uk">www.theceltexperience.co.uk</a>		SY15 6HA 01686 668933 <a href="http://www.montysbrewery.co.uk">www.montysbrewery.co.uk</a>	
<b>Full Moon Brewery</b>	SIBA	<b>Bull Lane</b>		<b>Coles</b>		<b>Nant</b>	
Battle TN33 9BN 07832 220745		Sunderland SR1 2BL 0191 5103200 <a href="http://www.bull-lane-brewing.co.uk">www.bull-lane-brewing.co.uk</a>		SA32 8NT 01267 275395		LL26 0UA 07723 036862 <a href="http://www.cwrwnant.co.uk">www.cwrwnant.co.uk</a>	
<b>Gibble</b>	SIBA	<b>Darwin</b>	SIBA	<b>Conwy Brewery Ltd</b>	SIBA	<b>Neath</b>	
Oving PO20 6BP 07813 321795 <a href="http://www.gibblebrewery.co.uk">www.gibblebrewery.co.uk</a>		South Tyneside SR1 2QE 0191 514 4746 <a href="http://www.darwinbrewery.com">www.darwinbrewery.com</a>		CF44 6LU 07812 366369 <a href="http://www.darebrewery.co.uk">www.darebrewery.co.uk</a>		SA12 8PT 01686 627042 <a href="http://www.neathales.co.uk">www.neathales.co.uk</a>	
<b>Hammerpot</b>	SIBA	<b>Double Maxim Beer Co Ltd</b>		<b>Evan - Evans</b>	SIBA	<b>North Wales Brewery</b>	SIBA
Poling 01903 883338 <a href="http://www.hammerpot-brewery.co.uk">www.hammerpot-brewery.co.uk</a>		Houghton le Spring DH4 5NL 0191 584 8844 <a href="http://www.dmbc.org.uk">www.dmbc.org.uk</a>		SA19 6LU 01558 824455 <a href="http://www.evan-evans.com">www.evan-evans.com</a>		LL22 9RF 01745 832966 <a href="http://www.paradisebrewery.net">www.paradisebrewery.net</a>	
<b>Otley Brewing Co</b>	SIBA			<b>Facer's</b>		<b>Zerodegrees Microbrewery</b>	
				CF10 1DD 029 2022 9494 <a href="http://www.zerodegrees.co.uk">www.zerodegrees.co.uk</a>			

**Warwickshire****Atomic**

Rugby CV21 2SL  
01788 542170  
[www.atomicbrewery.com](http://www.atomicbrewery.com)

**Church End SIBA**

Nuneaton CV10 0RD  
01827 713080  
[www.churchednbrewery.co.uk](http://www.churchednbrewery.co.uk)

**Discovery Ales**

Meriden CV7 7HN  
01675 463809

**Griffin Inn Brewery**

Shustoke B46 2LB  
01675 481208

**North Cotswold**

Moreton in the Marsh  
GL56 9RD  
01608 663947  
[www.northcotswoldbrewery.co.uk](http://www.northcotswoldbrewery.co.uk)

**Patriot**

Shipston-on-Stour CV36 5PE  
01608 684621

**Purity SIBA**

Alcester B49 6JF  
01789 488007  
[www.puritybrewing.com](http://www.puritybrewing.com)

**Slaughterhouse SIBA**

Warwick CV34 5PD  
01926 490986  
[www.slaughterhousebrewery.com](http://www.slaughterhousebrewery.com)

**Tunnel SIBA**

Ansley CV10 9PQ  
02476 394888  
[www.tunnelbrewery.co.uk](http://www.tunnelbrewery.co.uk)

**Warwickshire SIBA**

Leamington Spa CV32 7NA  
01926 450747  
[www.warwickshirebeer.co.uk](http://www.warwickshirebeer.co.uk)

**Wetheroak Hill**

Coach & Horses B48 7EA  
01564 823386

**Willey**

Willey CV23 0SL  
01788 833908

**West Midlands****ABC**

Birmingham B6 7DD  
0121 328 2655  
[www.abcprideoffaston.co.uk](http://www.abcprideoffaston.co.uk)

**Backyard Brewhouse SIBA**

Walsall WS8 6JZ  
07591 923370  
[www.thebackyardbrewhouse.com](http://www.thebackyardbrewhouse.com)

**Banks's & Hansons**

Wolverhampton WV1 4NY  
01902 711811  
[www.marstons.co.uk](http://www.marstons.co.uk)

**Batham**

Dudley DY5 2TN  
01384 77229  
[www.bathams.com](http://www.bathams.com)

**Birmingham**

Nechells B7 5RD  
0121 328 2120  
[www.birminghambrewery.co.uk](http://www.birminghambrewery.co.uk)

**Black Country SIBA**

Pensnett DY3 2NU  
01384 231616  
[www.blackcountryales.co.uk](http://www.blackcountryales.co.uk)

**Broughs**

Netherton DY2 9PY  
01384 253075

**Highgate SIBA**

Walsall WS1 3AP  
01922 644453  
[www.highgatebrewery.com](http://www.highgatebrewery.com)

**Holden's SIBA**

Dudley DY1 4LW  
01902 880051  
[www.holdensbrewery.co.uk](http://www.holdensbrewery.co.uk)

**Marston's Plc SIBA**

Wolverhampton WV1 4JT  
01902 711811  
[www.marstons.co.uk](http://www.marstons.co.uk)

**Olde Swan**

Dudley DY2 9PY  
01384 253075

**Rainbow**

Coventry CV5 9GT  
02476 402888

**Sadler's**

Stourbridge DY9 7DG  
02476 402888

**Sarah Hughes**

Dudley DY3 1JE  
01902 883381

**Toll End**

Tipton DY4 0ET  
07903 725574

**Two Towers**

Birmingham B19 3HE  
07540 574032

**Wiltshire****Arkell's SIBA**

Upper Stratton SN2 7RU  
01793 823026  
[www.arkells.co.uk](http://www.arkells.co.uk)

**Box Steam SIBA**

Colerne SN14 8AR  
01225 858383  
[www.boxsteambrewery.com](http://www.boxsteambrewery.com)

**Braydon**

Chippenham SN15 4DX  
01249 892900  
[www.braydonales.co.uk](http://www.braydonales.co.uk)

**Downton SIBA**

Downton SP5 3HU  
01722 322890  
[www.downtonbrewery.com](http://www.downtonbrewery.com)

**Hidden SIBA**

Dinton SP3 5EU  
01722 716440  
[www.thehiddenbrewery.com](http://www.thehiddenbrewery.com)

**Hop Back SIBA**

Salisbury SP5 3HU  
01725 510986  
[www.hopback.co.uk](http://www.hopback.co.uk)

**Keystone SIBA**

Salisbury SP3 5SN  
01747 820426  
[www.keystonebrewery.co.uk](http://www.keystonebrewery.co.uk)

**Moles SIBA**

Melksham SN12 6TJ  
01225 704734  
[www.molesbrewery.com](http://www.molesbrewery.com)

**Plain Ales**

Warminster BA12 0LG  
01985 851105  
[www.plainales.co.uk](http://www.plainales.co.uk)

**Ramsbury SIBA**

Marlborough SN8 2HA  
01672 541407  
[www.ramsburybrewery.com](http://www.ramsburybrewery.com)

**Stonehenge Ales SIBA**

Netheravon SP4 9QB  
01980 670631  
[www.stonehengeales.co.uk](http://www.stonehengeales.co.uk)

**Three Castles SIBA**

Pewsey SN9 5PZ  
01672 564433

**Wadworth SIBA**

Devizes SN10 1JW  
01380 723361  
[www.wadworth.co.uk](http://www.wadworth.co.uk)

**World's End**

Pewsey SN9 5EL  
01672 562653  
[www.thecrownatpewsey.com](http://www.thecrownatpewsey.com)

**Wessex**

Warminster BA12 7DE  
01985 844532

**Worcestershire****Bewdley Brewery**

Bewdley DY12 2DZ  
01299 405148  
[www.bewdleybrewery.co.uk](http://www.bewdleybrewery.co.uk)

**Birds**

Bromsgrove B60 1PH  
01430 432166

**Buckle Street**

Pershore WR10 1AJ  
01386 552602

**Brandy Cask**

Evesham WR11 7QE  
01386 831173  
[www.bucklestreetbrewery.co.uk](http://www.bucklestreetbrewery.co.uk)

**Cannon Royal**

Droitwich WR9 0JW  
01905 621161  
[www.cannonroyall.co.uk](http://www.cannonroyall.co.uk)

**Joseph Herbert Smith**

Tenbury Wells DY10 3SA  
01886 853189

**Malvern Hills**

Malvern WR14 4ND  
01684 560165  
[www.malvernhillsbrewery.co.uk](http://www.malvernhillsbrewery.co.uk)

**St George's**

Worcester R2 4TF  
01905 831316

**Teme Valley SIBA**

Knightwick WR6 5PH  
01886 821235  
[www.temevalleybrewery.co.uk](http://www.temevalleybrewery.co.uk)

**Weatheroak Hill**

Weatheroak Hill B48 7EA  
01564 823386

**Wyre Piddle**

Pershore WR10 2LF  
01905 841853

**Yorkshire****Abbeydale SIBA**

Sheffield S8 0YX  
0114 281 2712  
[www.abbeydalebrewery.co.uk](http://www.abbeydalebrewery.co.uk)

**Acorn**

Wombwell S73 8HR  
01226 270734  
[www.acornbrewery.net](http://www.acornbrewery.net)

**Anglo Dutch SIBA**

Dewsbury WF12 9AF  
01924 457772  
[www.anglo-dutch-brewery.co.uk](http://www.anglo-dutch-brewery.co.uk)

**Atlas Mill Brewery**

Brighouse HD6 1ES  
01484 720440

**Barearts**

Todmorden OL14 7LP  
01706 839305  
[www.barearts.com](http://www.barearts.com)

**Bird Brain**

Howden DN14 7SL  
01430 432166

**Black Sheep SIBA**

Ripon HG4 4EN  
01765 689227  
[www.blacksheepbrewery.com](http://www.blacksheepbrewery.com)

**Bob's SIBA**

Ossett WF5 9NQ  
07789 693597

**Bradfield SIBA**

Sheffield S6 6LG  
0114 285 1118  
[www.bradfieldbrewery.com](http://www.bradfieldbrewery.com)

**Brass Monkey SIBA**

Sowerby Bridge HX6 3BS  
01422 316040  
[www.thebrassmonkeybrewery.co.uk](http://www.thebrassmonkeybrewery.co.uk)

**Brew Company**

Sheffield S4 7QN  
0782 5151497

**Bridestones SIBA**

Hebden Bridge, HX7 7JB  
01422 847104

**Bridgehouse**

Keighley BD21 4PE  
07970 038667  
[www.bridgehousebrewery.co.uk](http://www.bridgehousebrewery.co.uk)

**Briscoe's**

Otley LS21 3EL  
01943 466515

<b>Brown Cow</b>	<b>Fernandes</b>	<b>Little Valley</b>	<b>SIBA</b>	<b>Ossett</b>	<b>SIBA</b>	<b>Summer Wine</b>
Yorkshire Y08 8EH. 01757 618947 <a href="http://www.browncowbrewery.co.uk">www.browncowbrewery.co.uk</a>	Wakefield WF1 1UA 01924 291709 <a href="http://www.fernandes-brewery.gowyld.com">www.fernandes-brewery.gowyld.com</a>	Hebden Bridge HX7 5TT 01422 883888 <a href="http://www.littlevalleybrewery.co.uk">www.littlevalleybrewery.co.uk</a>		Ossett WF5 8ND 01924 261333 <a href="http://www.ossett-brewery.co.uk">www.ossett-brewery.co.uk</a>		Huddersfield HD9 7AB 01848 660597
<b>Captain Cook</b> SIBA	<b>Five Towns</b>	<b>Litton</b>		<b>Redscar Brewery Ltd</b>		<b>Timothy Taylor</b>
Stokesley TS9 5BL 01642 710263 <a href="http://www.thecaptaincookbrewery.co.uk">www.thecaptaincookbrewery.co.uk</a>	Wakefield WF1 2LU 01924 781887	Litton BD23 5QJ 07834 622632		Redcar TS10 1SQ 01642 484035 <a href="http://www.theclevelandhotel.co.uk">www.theclevelandhotel.co.uk</a>		Keighley BD21 1AW 01535 603139 <a href="http://www.timothy-taylor.co.uk">www.timothy-taylor.co.uk</a>
<b>Clark's</b> SIBA	<b>Fox Beer</b>	<b>Mallinsons Brewing Co</b>		<b>Richmond Brewing Co</b>		<b>Theakston</b>
Wakefield WF2 9SW 01924 373328 <a href="http://www.hbclark.co.uk">www.hbclark.co.uk</a>	Leeds LS3 1LD 0113 245 4505	Huddersfield HD3 3HS 01484 654301 <a href="http://www.drinkmallinsons.co.uk">www.drinkmallinsons.co.uk</a>		Richmond DL10 4LD 07912 347946 <a href="http://www.richmondbrewing.co.uk">www.richmondbrewing.co.uk</a>		Ripon HG4 4YD 01765 680000
<b>Concertina</b> SIBA	<b>Glentworth</b> SIBA	<b>Marston Moor</b>		<b>Ridgeside</b>		<b>Thorne</b>
Mexborough, S64 9AZ 01709 580841	Doncaster DN6 8PL 01302 725555	York Y026 7XW 01423 359641		Leeds LS7 2AW 07595 380568 <a href="http://www.ridgesidebrewery.co.uk">www.ridgesidebrewery.co.uk</a>		South Yorkshire DN8 4HU 01405 741685 <a href="http://www.thornebrewery.com">www.thornebrewery.com</a>
<b>Copper Dragon</b> SIBA	<b>Golcar</b> SIBA	<b>Mithril</b>		<b>Rodham's</b>		<b>Three Peaks</b>
Skipton BD23 2QR 01756 702130 <a href="http://www.copperdragon.uk.com">www.copperdragon.uk.com</a>	Keighley BD21 5AX 01535 605807 <a href="http://www.goose-eye.co.uk">www.goose-eye.co.uk</a>	Richmond DL11 7TL 01325 374817 <a href="http://www.mithrilales.co.uk">www.mithrilales.co.uk</a>		Otley LS21 1BZ 01943 464530		Settle BD24 9DB 01729 822939
<b>Cropton</b> SIBA	<b>Goose Eye</b> SIBA	<b>Moorview</b>		<b>Rooster's</b> SIBA		<b>Tigertops</b>
Pickering Y018 8HH 01751 417330 <a href="http://www.croptonbrewery.com">www.croptonbrewery.com</a>	Great Heck DN14 0BQ 01977 661430	Nesfield LS29 0EQ 0845 349 3778 <a href="http://www.moorviewbrewery.co.uk">www.moorviewbrewery.co.uk</a>		Knaresborough HG5 8LJ 01423 865959 <a href="http://www.roosters.co.uk">www.roosters.co.uk</a>		Wakefield WF2 9LN 01229 716238
<b>Crown</b>	<b>Great Newsome</b> SIBA	<b>Morrissey-Fox</b>		<b>Rudgate</b> SIBA		<b>Toad</b>
Sheffield S6 2UB 0114 232 2100 <a href="http://www.crownbrewery.co.uk">www.crownbrewery.co.uk</a>	Winstead HU12 0NR <a href="http://www.reatnewsomebrewery.co.uk">www.reatnewsomebrewery.co.uk</a>	Beverley HU17 9RX 07949 946007 <a href="http://www.morrisseyfox.co.uk">www.morrisseyfox.co.uk</a>		Tockwith Y026 7QF 01423 358382 <a href="http://www.rudgate-beers.co.uk">www.rudgate-beers.co.uk</a>		Doncaster DN4 5JB 01302 365508 <a href="http://www.toadbrewery.co.uk">www.toadbrewery.co.uk</a>
<b>Daleside</b> SIBA	<b>Halifax Steam</b>	<b>Naylor's</b>		<b>Riverhead</b>		<b>Wensleydale</b> SIBA
Harrogate HG1 4PT 01423 880022 <a href="http://www.dalesidebrewery.co.uk">www.dalesidebrewery.co.uk</a>	Halifax HX3 8EF 07974 544980 <a href="http://www.halifaxsteam.co.uk">www.halifaxsteam.co.uk</a>	Keighley BD20 7DT 01535 637451 <a href="http://www.naylorsbrewery.com">www.naylorsbrewery.com</a>		Huddersfield HD7 6BR 01484 841270		Leyburn DL8 5QH 01969 622327 <a href="http://www.wensleydalebrewery.com">www.wensleydalebrewery.com</a>
<b>Dark Horse Brewery</b>	<b>Hambleton</b> SIBA	<b>Nook</b>		<b>Salamander</b> SIBA		<b>Wentworth</b> SIBA
Skipton BD23 6LY 01756 730555	Melmerby HG4 5NB 01765 640108 <a href="http://www.hambletonales.co.uk">www.hambletonales.co.uk</a>	Holmfirth HD9 2DN 01484 682373 <a href="http://www.thenookpublichouse.co.uk">www.thenookpublichouse.co.uk</a>		Bradford BD4 9PH 01274 652323 <a href="http://www.salamanderbrewing.com">www.salamanderbrewing.com</a>		Hull HU2 0PA 01482 226648
<b>East Coast</b>	<b>Ilkley</b>	<b>North Yorkshire</b>		<b>Saltaire</b> SIBA		<b>Wharfebank</b> SIBA
Filey Y014 9DX 01723 514865 <a href="http://www.eastcoastbrewingcompany.co.uk">www.eastcoastbrewingcompany.co.uk</a>	East Parade LS29 8JP 01943 604604 <a href="http://www.ilkleybrewery.co.uk">www.ilkleybrewery.co.uk</a>	Guisborough TS14 8HG 01287 630200 <a href="http://www.nybrewery.co.uk">www.nybrewery.co.uk</a>		Shipley BD17 7AR 01274 594959 <a href="http://www.saltairebrewery.co.uk">www.saltairebrewery.co.uk</a>		Pool in Wharfedale LS21 1EG 0113 284 2392 <a href="http://www.wharfebankbrewery.com">www.wharfebankbrewery.com</a>
<b>Eastwood</b>	<b>Kelham Island</b> SIBA	<b>Oakwell</b>		<b>Samuel Smith</b>		<b>White Rose</b> SIBA
Huddersfield HX5 9HP 07949 148476	Sheffield S3 8SA 0114 249 4804 <a href="http://www.kelambrewery.co.uk">www.kelambrewery.co.uk</a>	Barnsley S71 1EZ 01226 296161		Tadcaster LS24 9SB 01937 832225		Sheffield S35 1QL 0114 297 6150
<b>Elland</b> SIBA	<b>Leeds Brewery</b>	<b>Old Bear</b>		<b>Sheffield</b> SIBA		<b>Wold Top</b> SIBA
Elland HX5 9AE 01422 377677 <a href="http://www.eandsbrewery.co.uk">www.eandsbrewery.co.uk</a>	Leeds LS11 9RU 0113 244 5866 <a href="http://www.leedsbrewery.co.uk">www.leedsbrewery.co.uk</a>	Keighley BD21 4YL 01535 601222 <a href="http://www.oldbearbrewery.co.uk">www.oldbearbrewery.co.uk</a>		York Y060 6PP 01653 648416 <a href="http://www.thestorytellerbrewery.co.uk">www.thestorytellerbrewery.co.uk</a>		Driffield Y025 3HS 01723 892222 <a href="http://www.woldtopbrewery.co.uk">www.woldtopbrewery.co.uk</a>
<b>Empire</b> SIBA	<b>Linfit</b>	<b>Old Mill</b>		<b>Stokesley</b>		<b>York</b> SIBA
Huddersfield HD7 7HA 01484 847343 <a href="http://www.empirebrewing.com">www.empirebrewing.com</a>	Huddersfield HD7 5SG 01484 842370	Snaith DN14 9HU 01405 861813 <a href="http://www.oldmillbrewery.co.uk">www.oldmillbrewery.co.uk</a>		Stokesley TS9 7AE 07885 240226		York Y01 6JT 01904 621162 <a href="http://www.yorkbrew.co.uk">www.yorkbrew.co.uk</a>
<b>Little Ale Cart</b>	<b>Old Spot</b>	<b>Storyteller</b>				<b>Yorkshire Dales</b>
		Bradford BD13 5HN 01535 691144 <a href="http://www.oldspotbrewery.co.uk">www.oldspotbrewery.co.uk</a>				Askrigg DL8 3HG 01969 622027 <a href="http://www.yorkshiredalesbrewery.com">www.yorkshiredalesbrewery.com</a>

# Multiple Operators

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17 Mossop Street, Chelsea,  
London, SW3 2LY  
[www.333holdingsltd.net](http://www.333holdingsltd.net)  
020 7584 9898

## 4C Inns

Chertsey Road Windlesham  
Surrey GU20 6HT  
01276 476625  
[www.4cinns.co.uk](http://www.4cinns.co.uk)

## Abbey Inns

The Abbey Brewery  
Camden Row Bath BA1 5LB  
01225 444437  
[www.abbeyales.co.uk](http://www.abbeyales.co.uk)

## Admiral Taverns

Suite H3, Steam Mill Business Centre,  
Steam Mill Street, Chester, CH3 5AN  
01244 321171  
[www.admiraltaverns.co.uk](http://www.admiraltaverns.co.uk)

## Adnams

Sole Bay Brewery East Green  
Southwold Suffolk IP18 6JW  
01502 727200  
[www.adnams.co.uk](http://www.adnams.co.uk)

## Ainscoughs

Bispham Green Near Parbold  
Lancashire L40 3SG  
01257 462624  
[www.ainscoughs.co.uk](http://www.ainscoughs.co.uk)

## Amber Taverns

Victory Ofices 112 Victory Rd Blackpool  
Lancs FY1 3NW  
0845 459 4217  
[www.ambertaverns.com](http://www.ambertaverns.com)

## Anglian Country Inns

Venture House, Fifth Avenue,  
Letchworth, Herts, SG56 2HW  
01462 680832  
[www.angliancountryinns.co.uk](http://www.angliancountryinns.co.uk)

## Antic Ltd

Jute House 1 Valmar Works Camberwell  
London SE5 9NW  
020 7733 8805  
[www.antic-ltd.com](http://www.antic-ltd.com)

## Apres Bars UK

45 Summer Row  
Birmingham B3 1JJ  
0121 212 1661  
[www.apresbars.com](http://www.apresbars.com)

## Arizona Group

Hampshire House 169 High Street  
Southampton SO14 2BY  
[www.arizonagroup.co.uk](http://www.arizonagroup.co.uk)

## Arkell's Brewery

Kingsdown Brewery  
Swindon Wiltshire SN2 7RU  
01793 823026  
[www.arkells.com](http://www.arkells.com)

## Ascot Inns

The Clock House Chobham Road  
Sunningdale Berkshire SL5 0JA  
[www.ascotinns.com](http://www.ascotinns.com)  
01344 874222

## Baa Bars

56 Wood Street Liverpool L1 4AQ  
0151 707 0610  
[www.baabar.co.uk](http://www.baabar.co.uk)

## Barhub

The Wiremill Wiremill Lane  
East Grinstead RH7 6HJ  
01342 832263  
[www.thewiremill.co.uk](http://www.thewiremill.co.uk)

## B & T Brewery

Shefford  
Bedfordshire SG17 5DZ  
01462 815080  
[www.banksandtaylor.com](http://www.banksandtaylor.com)

## Bar Sport

85- High Green Cannock  
Staffordshire WS11 1BJ  
01543 503859  
[www.barsport.co.uk](http://www.barsport.co.uk)

## Barracks Inns

The Barracks Wakefield Rd Pontefract  
West Yorkshire WF8 4HH  
01977 781052  
[www.barracksinns.co.uk](http://www.barracksinns.co.uk)

## Barracuda 2009

1st Floor, Lunar House Globe Park  
Fieldhouse Lane Marlow SL7 1LW  
0845 3452528  
[www.barracudagroup.co.uk](http://www.barracudagroup.co.uk)

## Barter Inns

The Colby Arms 132 Gipsy Hill  
Upper Norwood London SE19 1PW  
020 8670 7001  
[www.barterinns.co.uk](http://www.barterinns.co.uk)

## Bartsch Inns

462 Radford Road Basford  
Nottingham NG7 7EA  
0115 970 3777  
[www.bartschinns.com](http://www.bartschinns.com)

## Bath Ales Brewery

Unit 3-7, Caxton Business Park  
Crown Way Warmley Bristol BS30 8XJ  
0117 947 4797  
[www.bathales.com](http://www.bathales.com)

## Bay Restaurant Group

Porter Tun House 500 Capability Green  
Luton Beds LU1 3LS  
0845 126 2944  
[www.bayrestaurantgroup.com](http://www.bayrestaurantgroup.com)

## Bell Inn

High Road Horndon on the Hill  
Essex SS17 8LD  
01375 642463  
[www.bell-inn.co.uk](http://www.bell-inn.co.uk)

## Beds & Bars

Overlord House 1D Colet Gardens  
Hammersmith London W14 9DH  
0208 600 5210  
[www.bedsandbars.com](http://www.bedsandbars.com)

## Bespoke Inns

The Green, Willington, Derby,  
Derbyshire, DE65 6BP  
01283 704795  
[www.bespokeinns.co.uk](http://www.bespokeinns.co.uk)

## Black Country Traditional Inns

Unit 4, Tansey Green Road  
Pensnet West Midlands DY5 4TL  
01384 480156  
[www.blackcountryinns.co.uk](http://www.blackcountryinns.co.uk)

**Boomerang Pubs Ltd**

46 Plaistow Lane Bromley  
Kent BR1 3PA  
0208 670 0812

**Bowland Village Inns**

5-9 Church St Churchtown  
Garstang Lancashire PR3 0HT  
01995 603360  
[www.bowlandvillageinns.co.uk](http://www.bowlandvillageinns.co.uk)

**Brakspear Pubs**

The Bull Courtyard Bell Street  
Henley-on-Thames RG9 2BA  
01491 570200  
[www.brakspearpubs.co.uk](http://www.brakspearpubs.co.uk)

**Brasserie Bar Co**

Blisworth Hill Farm Stoke Road Blisworth  
Northamptonshire NN7 3DB  
01604 878450  
[www.brasseriebarco.com](http://www.brasseriebarco.com)

**Bravo Inns**

44 Knutsford Road Warrington  
Cheshire WA4 1AG  
01925 573420  
[www.buckleyinns.com](http://www.buckleyinns.com)

**British Country Inns**

Ampney House Quedgeley  
Gloucester GL2 4BR  
[www.bciplc.co.uk](http://www.bciplc.co.uk)

**Brook Leisure**

4th Floor 20 Great Portland Street  
London W1W 8QR  
01226 211000  
[www.brookleisure.com](http://www.brookleisure.com)

**Brunning & Price**

Brook House Great Cliffe Road Dodworth  
S. Yorkshire S75 3SP  
01244 333100  
[www.brunningandprice.co.uk](http://www.brunningandprice.co.uk)

**Buccaneer Holdings**

37 Rodney Road Cheltenham  
Gloustershire GL50 1HX  
01242 239383  
[www.buccaneer.co.uk](http://www.buccaneer.co.uk)

**Bulldog Pub Company**

1-5 High Street Boston  
Lincolnshire PE21 8SH  
01205 355522  
[www.bpcgroup.com](http://www.bpcgroup.com)

**Burlison Inns**

5 Mill Meadow Langford  
Biggleswade Beds SG18 9UR  
01462 701750

**Butcombe Brewery**

Cox's Green Wrington  
Bristol BS40 5PA  
01934 863963  
[www.butcombe.com](http://www.butcombe.com)

**C2 Original Inns**

63-65 Church Street  
Lancaster LA1 1ET  
01524 66006  
[thesunhotelandbar.co.uk](http://thesunhotelandbar.co.uk)

**Cains**

Stanhope St,  
Liverpool L8 5XJ  
0151 709 8734  
[www.cains.co.uk](http://www.cains.co.uk)

**Calco Pubs**

23 Sedgemoor Road Yardley  
Birmingham B26 2AX  
0121 784 3016

**Camelot Inns & Taverns**

PI House 23 Clifton Rd  
Shefford Herts SG17 5AF  
01462 455188

**Camerons**

Lion Brewery  
Hartlepool TS24 7QS  
01429 852000  
[www.cameronsbrewery.com](http://www.cameronsbrewery.com)

**Capital Pub Company**

28 South Molton Street  
London W1K 5RF  
020 7589 4888  
[www.capitalpubcompany.com](http://www.capitalpubcompany.com)

**Cascade PH Management**

5 Merlin Way Bowerhill  
Melksham Wiltshire SN12 6TJ  
01225 708842  
[www.molesbrewery.com](http://www.molesbrewery.com)

**Castle Rock Brewing Company**

Castle Rock Brewery Queensbridge Road  
Nottingham NG2 1NB  
0115 985 1615  
[www.tynemill.co.uk](http://www.tynemill.co.uk)

**CCT Group**

2 High Street West Wickham  
BR4 0NJ  
0208 777 3951

**Cedar Pub Company**

5c Ridgeway Court Grovebury Road  
Leighton Buzzard Bedfordshire LU7 4SR  
01952 463298  
[www.newportpubco.co.uk](http://www.newportpubco.co.uk)

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Billingham Tees Valley TS23 4EA  
01642 343465  
[www.chameleonpub.co.uk](http://www.chameleonpub.co.uk)

**Chapman Group**

Avenals Farm Water Lane Angmering  
West Sussex BN16 4EP  
01903 856744  
[www.chapmansgroup.co.uk](http://www.chapmansgroup.co.uk)

**Charles Wells Pub Company**

Lakeview House Fraser Road Priory  
Business Park Bedfordshire MK44 3WH  
01234 272625  
[www.charleswells.co.uk](http://www.charleswells.co.uk)

**Charnwood Pub Company**

Seymour House, 13 Victoria Road, Shifnal,  
Shropshire. TF11 8AF  
01952 463298  
[www.charnwoodpubco.co.uk](http://www.charnwoodpubco.co.uk)

**Chennell & Armstrong**

5 Clifton Moor Business Village  
James Nicolson Link York Y030 4XG  
01904 691911

**Churchill Taverns Group**

Avon House Tithe Barn Road  
Wellingborough Northants NN8 1DH  
01933 222110  
[www.churchill-taverns.com](http://www.churchill-taverns.com)

**Cloverleaf**

1 The Beehive, Lions Drive Shadsworth  
Bus Pk Blackburn Lancashire BB1 2QS  
01254 678001  
[www.cloverleafrestaurants.co.uk](http://www.cloverleafrestaurants.co.uk)

**Clover Taverns**

35 Friargate, Preston,  
Lancashire, PR1 2AT  
01772 823 397  
[www.clovertaverns.co.uk](http://www.clovertaverns.co.uk)

**Coast & Country Inns**

Elliot Arms Tregadillet Launceston  
Cornwall PL15 7EU  
01566 772051  
[www.ccinns.com](http://www.ccinns.com)

**Colombo Group**

The Old Queens Head 44 Essex Road  
London N1 8LN  
020 7354 9993  
[www.thecolumbogroup.com](http://www.thecolumbogroup.com)

**Convivial London Pubs**

374 Chiswick High Road  
Chiswick London W4 5TA  
0208 995 0623  
[www.conviviallondonpubs.com](http://www.conviviallondonpubs.com)

**Conway Taverns**

The Clarence 148 North End Road  
London W14 9PP  
0207 385 4202

**Corney & Barrow**

1 Thomas More Street  
London E1W 1YZ  
020 7265 2400  
[www.corneyandbarrow.co.uk](http://www.corneyandbarrow.co.uk)

**Cotswold Inns and Hotels**

Orchard House, Crab Apple Way  
Evesham Worcestershire WR11 1GE.  
01386 769 100  
[www.cotswold-inns-hotel.co.uk](http://www.cotswold-inns-hotel.co.uk)

**Cougar Leisure**

Block N1 Office R2 Chorley Business &  
Tech Centre Euxton Lane PR7 1NW  
01257 230 703

**Country Pubs**

The Dusty Miller Wrenbury  
Nantwich Cheshire CW5 8HG  
01270 780537  
[www.dustymiller-wrenbury.com](http://www.dustymiller-wrenbury.com)

**County Estate Management**

Angel Mill Edward Street  
Westbury Wiltshire BA13 3DR  
01373 828700  
[www.countystatepubs.co.uk](http://www.countystatepubs.co.uk)

**Criterion Asset Management**

Parkway House Haddenham Bus Park  
Haddenham Bucks HP17 8LJ  
01844 293250  
[www.criterionasset.co.uk](http://www.criterionasset.co.uk)

**D&D London**

16 Kirby Street  
London EC1N 8TS  
020 7716 0716  
[www.danddlondon.com](http://www.danddlondon.com)

**Daniel Batham & Son**

Delph Road, Brierley Hill Dudley  
West Midlands DY8 2PA  
01384 77229  
[www.bathams.co.uk](http://www.bathams.co.uk)

**Daniel Thwaites**

PO Box 50 Star Brewery  
Blackburn Lancashire BB1 5BU  
01254 686868  
[www.danielthwaites.com](http://www.danielthwaites.com)

**Davy's**

44 Tooley Street  
London SE1 2SZ  
0207 407 9670  
[www.davy.co.uk](http://www.davy.co.uk)

**Drake & Morgan**

Suite 199 3rd Floor Temple Chambers,  
Temple Avenue, London EC4Y 0HP  
020 7583 3466  
[www.drakeandmorgan.co.uk](http://www.drakeandmorgan.co.uk)

**Dragon Inns**

Consortium Centre, Hill St, Abercynon,  
Mountain Ash, South Wales CF45 4PF  
0161 438 4060  
[www.dragoninns.com](http://www.dragoninns.com)

**Dukedom**

Blenheim House 1 Falcon Court  
Stockton on Tees TS18 3TS  
01642 704930  
[www.dukedom.co.uk](http://www.dukedom.co.uk)

**Eclectic Bars**

533b Kings Road  
London SW10 0TZ  
020 7376 6300  
[www.eclecticbars.co.uk](http://www.eclecticbars.co.uk)

**Elbow Room**

97-113 Curtain Road  
London EC2A 3BS  
0207 613 1316  
[www.theelbowroom.co.uk](http://www.theelbowroom.co.uk)

**Elgood & Sons**

North Brink Brewery North Brink  
Wisbech Cambs PE13 1LN  
01945 583160  
[www.elgoods-brewery.co.uk](http://www.elgoods-brewery.co.uk)

**Elite Pubs**

The Great House Gills Green  
Hawkhurst Kent TN18 5EJ  
01580 753119  
[www.elitepubs.com](http://www.elitepubs.com)

**Elizabeth Hotels**

Merchant House 33 Fore Street  
Ipswich IP4 1JL  
01473 217458  
[www.elizabethhotels.co.uk](http://www.elizabethhotels.co.uk)

**ESP8 Ltd**

17 Endsleigh Road Merstham  
Surrey RH1 3LX  
[www.esp8.co.uk](http://www.esp8.co.uk)

**Enterprise Inns**

3, Monkspath Hall Rd Shirley Solihull  
West Midlands B90 4SJ  
0121 733 7700  
[www.enterpriseinns.com](http://www.enterpriseinns.com)

**ETM Group**

c/o The White Swan, 108 Fetter Lane,  
London EC4A 1ES  
0207 242 9122  
[www.etmgroup.co.uk](http://www.etmgroup.co.uk)

**Ever So Sensible Bars**

9 Byard Lane The Lace Market  
Nottingham NG1 2GJ  
0115 988 6833  
[www.eversensible.com](http://www.eversensible.com)

**Everards Brewery**

Castle Acres Narborough  
Leicester LE19 1BY  
0116 201 4307  
[www.everards.co.uk](http://www.everards.co.uk)

**Fab Bars**

4th Floor 20 Great Portland Street  
London W1W 8QR  
020 7636 8953  
[www.fabbars.com](http://www.fabbars.com)

**FABG Ltd**

The Crown 9 Market Square  
Milton Keynes MK11 1BE  
[www.fabgroup.co.uk](http://www.fabgroup.co.uk)

**Fat Cat Café Bars**

63 Friargate Derby  
Derbyshire DE1 1DJ  
01332 298069  
[www.fatcatcafebars.co.uk](http://www.fatcatcafebars.co.uk)

**Faucet Inn Pub Co**

88-90 George Street  
London W1U 8PA  
0207 486 5175  
[www.faucetinn.com](http://www.faucetinn.com)

**Felinfoel Brewery Co**

Farmers Row Felinfoel Llanelli  
Carmarthenshire SA14 8LB  
01554 773357  
[www.felinfoel-brewery.com](http://www.felinfoel-brewery.com)

**Festival Inns**

84B Clerk St Loanhead  
Edinburgh EH20 9RG  
0131 440 3290  
[www.festival-inns.co.uk](http://www.festival-inns.co.uk)

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Mount Pleasant Bradford on Avon  
Wiltshire BA15 1SJ  
01225 865 657  
[www.flatcappers.co.uk](http://www.flatcappers.co.uk)

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01328 710209  
[www.flyingkiwiinns.co.uk](http://www.flyingkiwiinns.co.uk)

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020 7352 6465  
[www.foodandfuelpubs.co.uk](http://www.foodandfuelpubs.co.uk)

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Southampton SO14 2BR  
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[www.fyeo.co.uk](http://www.fyeo.co.uk)

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Derbyshire DE65 6AH  
[www.foundationinns.com](http://www.foundationinns.com)

**Frederic Robinson**

Unicorn Brewery Lower Hillgate  
Stockport Cheshire SK1 1JJ  
0161 480 6571  
[www.frederic-robinson.com](http://www.frederic-robinson.com)

**Frontline Inns**

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Leighton Buzzard Bedfordshire LU7 4SF  
01525 858444  
[www.littlegemscountydining.co.uk](http://www.littlegemscountydining.co.uk)

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Griffin Brewery Chiswick Lane South  
London W4 2QB  
020 8996 2000  
[www.fullers.co.uk](http://www.fullers.co.uk)

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Virginia House 62 Virginia Street  
Glasgow G1 1TX  
0141 5524494  
[www.g1group.co.uk](http://www.g1group.co.uk)

**GC Mallen**

61 Bexley High Street, Bexley,  
Kent, DA1 5AA  
01322 550830

**George Bateman & Son**

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Lincolnshire PE24 4JE  
01754 880317  
[www.bateman.co.uk](http://www.bateman.co.uk)

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0208 877 8820  
[www.geronimo-inns.co.uk](http://www.geronimo-inns.co.uk)

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Hayes UB3 5LF  
0208 607 5100  
[www.glendola.co.uk](http://www.glendola.co.uk)

**Global Star PLC**

Empire House New St Smethwick  
Birmingham B66 2AJ  
0121-555 7001  
[www.clubdv8.co.uk](http://www.clubdv8.co.uk)

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The Flint House 101 Conway Street  
Hove BN3 3LA  
01273 776622  
[www.goldenliongroup.co.uk](http://www.goldenliongroup.co.uk)

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1 Catherine Place London SW1E 6DX  
020 7592 1360  
[www.gordonramsay.com](http://www.gordonramsay.com)

**Gray & Sons**

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01245 475181  
[www.grayandsons.co.uk](http://www.grayandsons.co.uk)

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[www.thestansfieldarms.co.uk](http://www.thestansfieldarms.co.uk)

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London N1 1RA  
020 7226 3303  
[www.gugroup.co.uk](http://www.gugroup.co.uk)

**Hale Leisure**

2 Portsmouth St  
Manchester M13 9GB  
0161 273 7543  
[www.haleleisure.co.uk](http://www.haleleisure.co.uk)

**Hall & Woodhouse**

The Brewery Blandford St Mary  
Dorset DT11 9LS  
01258 452 141  
[www.hall-woodhouse.co.uk](http://www.hall-woodhouse.co.uk)

**Hammersmith Taverns Ltd**

Ower Quay Wareham  
Dorset BH20 6JN  
[www.thedistillerspub.co.uk](http://www.thedistillerspub.co.uk)

**Harvey & Son (Lewes)**

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Lewes East Sussex BN7 2AH  
01273 480209  
[www.harveys.org.uk](http://www.harveys.org.uk)

**Head of Steam Ltd**

Manesty, Leazes Lane, Hexham  
Northumberland NE46 3AE  
01434 607393  
[www.theheadofsteam.co.uk](http://www.theheadofsteam.co.uk)

**Heartstone Inns**

PO Box 1111 Cheltenham  
Gloucester GL50 9PN  
[www.heartstoneinns.co.uk](http://www.heartstoneinns.co.uk)

**Heavitree**

Trood Lane Matford  
Exeter Devon EX2 8YP  
01392 217733  
[www.heavitreebrewery.co.uk](http://www.heavitreebrewery.co.uk)

**HB Clark & Co**

136 Westgate Wakefield  
West Yorkshire WF2 9SW  
01924 373328  
[www.hbclark.co.uk](http://www.hbclark.co.uk)

**Heron and Brearley**

Old Castletown Rd, Kewaigae  
Douglas Isle of Man IM2 1QG  
01624 699400  
[www.heronandbrearley.com](http://www.heronandbrearley.com)

**Holdens Brewery**

George Street Woodsetton, Dudley  
W Midlands DY1 4LN  
01902 880051  
[www.holdensbrewery.co.uk](http://www.holdensbrewery.co.uk)

**Hook Norton Brewery**

The Brewery Brewery Lane  
Hook Norton Banbury OX15 5NY  
01608 737210  
[www.hooknortonbrewery.co.uk](http://www.hooknortonbrewery.co.uk)

**Hopback Brewery**

Unit 22-24 Batten Road Downton  
Salisbury SP5 3HU  
01725 510986  
[www.hopback.co.uk](http://www.hopback.co.uk)

**Hydes' Brewery**

46 Moss Lane West  
Manchester M15 5PH  
0161 226 1317  
[www.hydesbrewery.co.uk](http://www.hydesbrewery.co.uk)

**Ignite Group**

15a Ives Street  
London SW3 2ND  
020 7589 1200  
[www.ignite-group.com](http://www.ignite-group.com)

**Indigo Leisure**

63 Western Road,  
Hove, BN3 1JD  
01273 321400  
[www.indigobars.com](http://www.indigobars.com)

**Individual Inns**

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01282 842450  
[www.individualinns.co.uk](http://www.individualinns.co.uk)

**Individual Inns**

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01223 226198  
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**Inn Front Pubs**

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**Intrepid Pub Co**

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[www.revolution-bars.co.uk](http://www.revolution-bars.co.uk)

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01923 477777  
[www.jdwetherspoon.co.uk](http://www.jdwetherspoon.co.uk)

**Jobo Developments**

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[www.jobo-developments.com](http://www.jobo-developments.com)

**Joseph Holt**

The Brewery Empire Street Cheetham  
Manchester M3 1JD  
0161 834 3285  
[www.joseph-holt.com](http://www.joseph-holt.com)

**Joules Brewery**

The Brewery Great Hales St Market  
Drayton TF9 1JP  
01630 654400  
[www.joulesbrewery.co.uk](http://www.joulesbrewery.co.uk)

**J W Lees & Co**

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[www.kurnia.co.uk](http://www.kurnia.co.uk)

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Tyne & Wear NE29 7SF  
0191 270 8649

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0121 457 6676  
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[www.littlegemscountydining.co.uk](http://www.littlegemscountydining.co.uk)

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Cheshire WA16 6DD  
01565 631234  
[www.livingventures.com](http://www.livingventures.com)

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2nd Floor 14 St Thomas St  
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0117 930 9971  
[www.thelounges.co.uk](http://www.thelounges.co.uk)

**Loupe Group**

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[www.cantaloupegroup.co.uk](http://www.cantaloupegroup.co.uk)

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01564 785364  
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Luminar House Deltic Avenue Milton  
Keynes Buckinghamshire MK13 8LW  
01908 544100  
[www.luminar.co.uk](http://www.luminar.co.uk)

**LWC**

Unit 3 Stainburn Road Openshaw  
Manchester M11 2ER  
0845 345 1868  
[www.lwc-drinks.co.uk](http://www.lwc-drinks.co.uk)

**Marbury Taverns**

Preston Road Charnock  
Richard PR7 5JZ  
01257 795888  
[www.marburytaverns.co.uk](http://www.marburytaverns.co.uk)

**Marjoram Leisure**

8 Kingston Avenue Chelmsford  
Essex CM2 6DW  
01245 493643

**Market Taverns**

9 Stoney Street Borough Market  
London Bridge London SE1 9AA  
020 7407 2495  
[www.markettaverns.co.uk](http://www.markettaverns.co.uk)

**Market Town Taverns**

6 Green Dragon Yard Knaresborough  
North Yorks HG5 8AU  
01423 866100  
[www.markettowntaverns.co.uk](http://www.markettowntaverns.co.uk)

**Marston's Inns and Taverns**

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01902 711811  
[www.marstonstaverns.co.uk](http://www.marstonstaverns.co.uk)

**Marston's Pub Company**

The Brewery Shobnall Road Burton Upon  
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0844 848 3236  
[www.marstonspubcompany.co.uk](http://www.marstonspubcompany.co.uk)

**The Match Bar Group**

37-38 Margaret Street  
London W1G 0JF  
020 7065 6844  
[www.matchbar.com](http://www.matchbar.com)

**McClean Inns**

The Tower Arms Hotel, 2 Thorney Lane  
South, Buckinghamshire, SL0 9AE  
01753 652624  
[www.mclean-inns.com](http://www.mclean-inns.com)

**McGowan Irish Bars**

225-227 Edgware Road Colindale  
London NW9 6LU  
0208 200 5256  
[www.irishbars.co.uk](http://www.irishbars.co.uk)

**McManus Pub Co**

Barratts Club Kingsthorpe Road  
Northampton NN2 6HT  
01604 713601  
[www.mcmanuspub.co.uk](http://www.mcmanuspub.co.uk)

**McMullen & Sons**

26 Old Cross Hertford  
Herts SG14 1RD  
01992 584911  
[www.mcmullens.co.uk](http://www.mcmullens.co.uk)

**Mentor Inns**

20b Chancellors Street  
London W6 9RN  
08700 111 822  
[www.mentorinns.co.uk](http://www.mentorinns.co.uk)

**Merchant Inns**

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Windsor End Bucks HP9 2JW  
0870 890 3740  
[www.merchant-inns.com](http://www.merchant-inns.com)

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Tamworth Staffordshire B79 7QF  
01827 62345  
[www.mercurymanagement.co.uk](http://www.mercurymanagement.co.uk)

**Merlin Inns**

84 Smithbrook Kilns Cranleigh  
Surrey GU6 8JJ  
01483 278172

**Metropolitan Drinking & Dining**

Millennium Building 95 Newhall Street  
Birmingham B3 1BA  
0121 212 1934  
[www.metropolitandrinkinganddining.co.uk](http://www.metropolitandrinkinganddining.co.uk)

**Mint Group**

Mint House 191 Stonehouse St Clapham  
London SW4 6BB  
020 7498 5615  
[www.mintgroup.co.uk](http://www.mintgroup.co.uk)

**Mitchells & Butlers**

27 Fleet Street Birmingham West  
Midlands B3 1JP  
0870 609 3000  
[www.mbplc.com](http://www.mbplc.com)

**Mitchells**

11 Moor Lane  
Lancaster LA1 1QB  
01524 596000  
[www.mitchellsoflancaster.co.uk](http://www.mitchellsoflancaster.co.uk)

**Modern British Taverns**

The Faulkner 48 Faulkner Street Hoole  
Chester CH2 3BD  
01244 328195  
[www.modernbritishtaverns.com](http://www.modernbritishtaverns.com)

**Moleface Pub Company**

63 Friargate Derby  
Derbyshire DE1 1DJ  
0115 933 5659  
[www.molefacepubcompany.co.uk](http://www.molefacepubcompany.co.uk)

**MTL Management Services**

29 Jubilee Drive  
Loughborough LE11 5XS  
01509 266544  
[www.mtlms.com](http://www.mtlms.com)

**Newport Pub Company**

5c Ridgeway Court Grovebury Road  
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01952 463298  
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**The New Pub Co**

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**Nexum Operations Ltd**

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Leicestershire LE11 5RF  
08451 2777041  
[www.nexumleisure.co.uk](http://www.nexumleisure.co.uk)

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T/A Urban Tiger4 Broad Quay  
Bristol BS1 4DU  
01179 272181  
[www.urbantigerclub.co.uk](http://www.urbantigerclub.co.uk)

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0207 968 2400  
[www.novusleisure.com](http://www.novusleisure.com)

**Oakman Inns & Restaurants**

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Herts HP23 6AA  
01442 890844  
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**Oak Taverns**

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Oxfordshire OX9 3EW  
01844 213867  
[www.oaktaverns.co.uk](http://www.oaktaverns.co.uk)

**Old Mill Brewery**

Mill Street Snaith  
East Yorkshire DN14 9HU  
01405 861813  
[www.oldmillbrewery.co.uk](http://www.oldmillbrewery.co.uk)

**Only Pub Company**

Duke's Chambers 7 Duke Street  
London W1U 3EE  
020 7935 5722  
[www.theonlypubcompany.com](http://www.theonlypubcompany.com)

**Orange Sun Services Ltd**

Enterprise House Enterprise Way  
Edenbridge Kent TN8 6HF  
[www.orangesunbars.com](http://www.orangesunbars.com)

**The Orchid Group**

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01727 871100  
[www.orchid-group.co.uk](http://www.orchid-group.co.uk)

**Out of Town Group**

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0114 250 7600  
[wwwootr.co.uk](http://wwwootr.co.uk)

**Palmers Brewery**

The Old Brewery, Bridport,  
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01308 422396  
[www.palmersbrewery.com](http://www.palmersbrewery.com)

**Peach Pub Company**

The Peach Barns Somerset Road  
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01869 220110  
[www.peachpubs.com](http://www.peachpubs.com)

**Pebble**

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[www.pebblehotels.co.uk](http://www.pebblehotels.co.uk)

**Perthshire Taverns**

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[www.omip.co.uk](http://www.omip.co.uk)

**Pleasure Group**

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[www.pleisure.com](http://www.pleisure.com)

**Principle Leisure**

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0191 415 4688  
[www.principleleisure.co.uk](http://www.principleleisure.co.uk)

**PRMS (UK) Ltd**

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Northants NN14 4JP  
01832 730222

**Probably A Pub Company**

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01773 510863  
[www.pubpeople.com](http://www.pubpeople.com)

**Punch Taverns**

Jubilee House, Second Ave, Centrum 100  
Burton on Trent Staffs DE14 2WF  
01283 501600  
[www.punchtaverns.com](http://www.punchtaverns.com)

**Real London Pub Company**

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01273 329483  
[www.reallondonpubs.com](http://www.reallondonpubs.com)

**Real Pubs Ltd**

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0207 625 6635  
[www.realpubs.co.uk](http://www.realpubs.co.uk)

**Red Mist Leisure**

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01252 792 236  
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0845 612 5001  
[www.trgplc.com](http://www.trgplc.com)

**Rosemount Taverns**

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[www.rosemounttaverns.co.uk](http://www.rosemounttaverns.co.uk)

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0131 528 2700  
[www.pub-enterprises.co.uk](http://www.pub-enterprises.co.uk)

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The Cardiff Brewery  
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02920 402060  
[www.sabrain.com](http://www.sabrain.com)

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01442 864480  
[www.salisburypubsltd.co.uk](http://www.salisburypubsltd.co.uk)

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The Old Brewery High St  
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01937 832225  
  
**Sarumdale**  
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01444 243573

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01795 532206  
[www.shepherd-neame.co.uk](http://www.shepherd-neame.co.uk)

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[www.singerinns.co.uk](http://www.singerinns.co.uk)

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0191 232 0664  
[www.sjf.co.uk](http://www.sjf.co.uk)

**Snug Bars**

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1BA  
01992 587674

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Bognor Regis West Sussex PO21 2LN  
01243 841034

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[www.thesportscafe.com](http://www.thesportscafe.com)

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**Titanic Brewery Co**

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[www.titanicbrewery.co.uk](http://www.titanicbrewery.co.uk)

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[www.thewhitehorseramsdenheath.co.uk](http://www.thewhitehorseramsdenheath.co.uk)

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Highwood Brewery Bircham Way  
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[www.townandcity.com](http://www.townandcity.com)

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[www.traguspgroup.com](http://www.traguspgroup.com)

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01797 270 913  
[www.tudorinns.com](http://www.tudorinns.com)

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[www.uffordales.co.uk](http://www.uffordales.co.uk)

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**Urban Leisure Group**

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