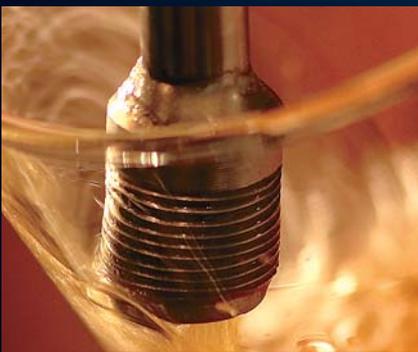
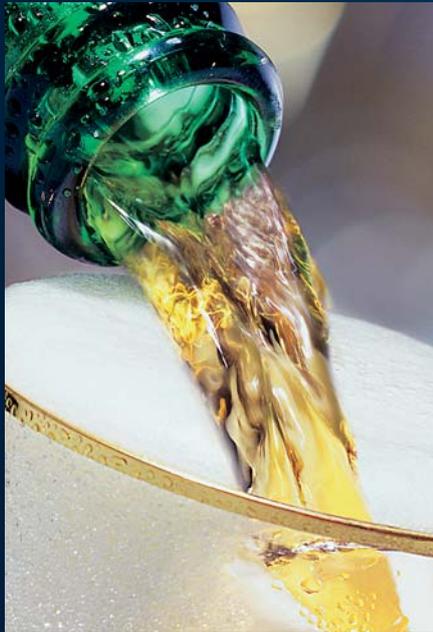


# The OnTrade Preview 2013



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Ted Bruning



Paul Chase



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Mark Dorber



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The OnTrade Preview aims to provide information and inspiration to all those engaged in the business of running pubs and bars. Thanks are due to the key industry commentators, licensed trade experts and leading drinks writers who have contributed their experience, knowledge and insight into the challenges and opportunities that 2013 will bring the licensed ontrade

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## Welcome to The OnTrade Preview — the OnTrade Entrepreneurs edition

**The modern hospitality business continues to adapt to satisfy the needs and demands of the modern consumer, responding to trends and developments with agility and flair.**

Rising to the challenges of the economic climate, the entrepreneurial spirit that has always defined our industry has never been more apparent as pub, bar, club and restaurant operators continue to evolve with creativity and enthusiasm.

And it's not only the superstars of the industry that have the X Factor – there are plenty of unsung heroes that are taking unloved venues and turning them into popular places where people flock to eat, drink and be merry.

And then there are those who, instead of seeking expansion, are simply focusing on doing what they do best and doing it better.

An increased emphasis on quality - of people, product and presentation – means that, while times may be tough at the coalface of running any leisure business, for the consumer there's never been a better time to go out and enjoy the fruits of your labour.

It is fair to say that while the going may have got tough, the tough really are getting going

Keep up the good work

Nick Bish

CEO ALMR

A handwritten signature in black ink that reads "Nick Bish". The signature is fluid and cursive, with a long horizontal stroke at the end.

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**PEARS WERE HARMED  
IN THE MAKING OF OUR CIDER.  
NOT FROM CONCENTRATE**

**WE CRUSH 'EM.  
YOU DRINK 'EM.  
NOT FROM CONCENTRATE**



**I have a huge  
investment in Nigeria.**

**Yeah right.**



**It's "Game  
Over" for  
Mass  
Produced  
Beer!!**

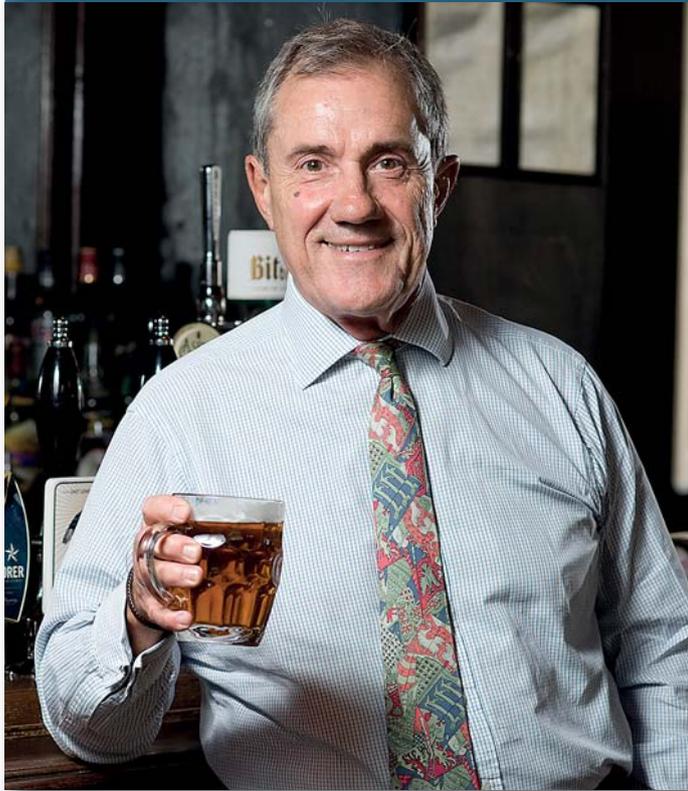


**Laissaez les bon temp roulez  
let the good times roll**

**DIXIE**



# Cresting the Wave



Industry Leader

**Nick Bish, Chief Executive of the Association of Licensed Multiple Retailers, cheers the Ontrade Entrepreneurs that are making waves, turning challenges into opportunities, creating successful businesses out of failed pubs and delivering exciting venues to eat, drink & be merry**

There are cycles in everything; in fashion, in design and of course in the economy. The wisdom of old age is seldom more than the half-decent function of memory and the learning of lessons from the last time round. It is certain, for example, that the economy is now picking up but commentators are anxious to avoid being the first to spot 'green shoots' for fear of ridicule by those still having a torrid time. And it's true that the Euro crisis has made the recent downturn unhappily over-long.

There are cycles in retailing too. We have seen brew-pubs before - several times actually and the gin palaces of Victorian times and the pub carveries of the 1980s were groundbreaking - in their time. Timing is vital; surfers know that they must be just ahead of the curl of the wave in order to catch its power; miss it and you're lost and even going too soon doesn't work as Freddy Laker found out with his premature launch of a budget airline in the 60s. So, innovation is led by the young who don't have the millstone of

history holding them back; they are impatient to do things differently and have the energy and commitment to turn their vision into reality.

## New Wave Dining

The most beguiling innovation is the breakneck trend to provide a new eating and drinking out experience that retains a tenuous link to its pub roots but assimilates the restaurant, bar and cafe experiences in a homogenous blend of style and modernity that presses all the buttons. The differentiation of markets and the traditional manual have been thrown out of the window.

---

*"Innovation is led by the young who don't have the millstone of history holding them back; they are impatient to do things differently and have the energy and commitment to turn their vision into reality"*

---

Companies like Drake and Morgan and Loungers are at the cutting edge of this trend, one in metropolitan London and the other popping up in provincial cities all over the place. The food trend has been irresistible and is manifested right across the pub spectrum, from state of the art value deals for families to gourmet status menus in premises that look like a pub, behave like a pub and probably are a pub - except for the Michelin star. All this is the product of innovation over the last ten years.

## Investing in Innovation

The pace is picking up and for two reasons. The investor community, typified by the Piper Trust, fully understands innovation and adds its skill to underpin the vision of the entrepreneurs it backs. The properties exist because of the Beer Orders which, although over 20 years ago, released sites on to an open market. Yes, the pubcos dominated the pub estate for many years and their influence was often a bleak one but now the major players are releasing top-end pubs into a market that cannot just rely for its sites on new builds and the basements of office blocks.

New technology is another driver of innovation and not just the social media phenomenon of Facebook and Twitter both of which are used to reach into the consciousness and calendar of potential customers.

Real time monitoring of retail sales through EPOS systems makes for better, business control and the ability to be completely flexible on stock ordering as well as pricing and promotions. The new generation of smart cards with proximity signalling makes swipe and PINs almost obsolete. The trade has always enjoyed the

cashflow benefits of payment with order but is now not far away from avoiding all those grubby notes and weighty coinage.

Websites too have come of age and are no more merely notice boards but are interactive, allowing virtual tours of the premises and certainly the ability to book and pay online.

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***“The differentiation of markets and the traditional manual have been thrown out of the window. Companies like Drake and Morgan and Loungers are at the cutting edge of this trend”***

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Novus Leisure is not content with having a great offering and hoping customers will come; a phalanx of sales staff reaches out to its target market and sells space - not a whole room or level, but area by area, even table by table. The lesson is spreading and many of the trendier places now already know the better part of next week's takings before it has even begun.

## **Service with a Smile**

The smartest technology and cutting edge design will not of themselves ensure success. The eternal truth still holds - that customers want a good experience. The experience is made up of good products in the right place at the right price and with exemplary service. There are some pretty dodgy sites that might be down at heel; the food and the beer are sometimes not quite right - but really great service will excuse some faults. The reverse just isn't true - no one goes back when the service is bad. As it happens the products being sold have never been better. The range

and quality of cask conditioned ales from new micro-breweries is just plain astonishing, and the trend to locally sourced fresh ingredients with established provenance has exalted the reputation of British food.

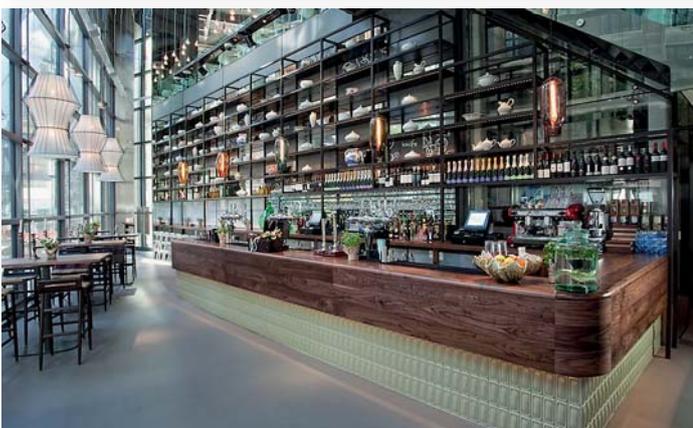
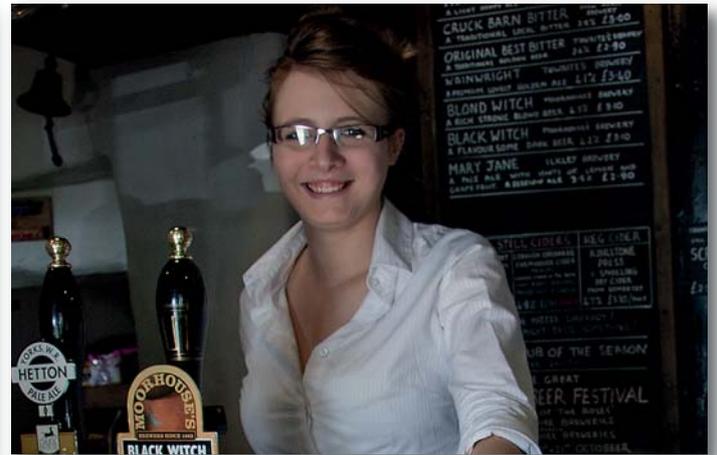
So what remains is the staff and service. 'Have a nice day' was supposed to be a plastic Americanism and dismissed in favour of traditional servility or routine grumpiness. It was possibly the invasion of antipodean staff that taught our industry that informality and a genuine smile had a real place behind the English bar. The innovators, which is to say the professionals, realise that thorough training in product knowledge and the array of service skills is a vital ingredient. From cocktail flaring courses at B@One, to chef skills and even door staff training there is no element of the job that is not now delivered on-line and in-house. The result of this is that innovative businesses offer careers as well as jobs in an industry that has truly come of age.

---

***“There are some pretty dodgy sites that might be down at heel; the food and the beer are sometimes not quite right - but really great service will excuse some faults. The reverse just isn't true - no one goes back when the service is bad***

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It remains true of course that the bright ideas and the innovative angles are merely a fresh approach; they must be consolidated and implemented every session, every day and throughout the year. When you get on a plane you want the pilot to implement, not innovate. Just a thought!



# Legal Eye View



Industry Leader

**Industry leader, John Gaunt, Senior Partner at John Gaunt & Partners, one of the foremost licensing practices in the UK and the on-licence trade legal expert, comments on matters facing the on-licence trade.**

The past year, since publication of The OnTrade Preview 2012, has seen significant developments in the licensing laws affecting all operators, with, no doubt, more to come.

The Police Reform and Social Responsibility Act is now law and most of its provisions came into force in April 2012. 31 October 2012 saw the introduction of the Late Night Levy (LNL) and the Early Morning Alcohol Restriction Order (EMRO) go 'live'. A resumé of these changes appears later in this publication.

We wait with interest to see the speed and enthusiasm with which councils embrace the LNL and the EMROs. Where adopted these (either or both) are likely to have a profound effect on late night operators. Our consistent advice is and has been that where either of these are proposed, the requirement for them should be

vigorously challenged – with (if appropriate) a coordinated approach from the affected trade

As we have said previously, it remains clear that most “re-balancing” (a Government expression) is against and at the expense of the trade witnessed separately in ever increasing enforcement activity. An exception might be the Live Music Act 2012, which serves to deregulate live music in licensed premises – again further detail later in the Preview.

---

***“We wait with interest to see the speed and enthusiasm with which councils embrace the LNL and the EMROs. Where adopted these (either or both) are likely to have a profound effect on late night operators”***

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This increase in such enforcement activity is often multi-agency including not only the Police and the Fire Authority but also other Council Departments.

We are now seeing increased enforcement activity by the Gambling Commission and there have also been some high profile prosecutions.

We continue to see on occasion enforcement “to excess” and most notably the continued improper interpretation of the service of Closure Notices under Section 19 of the Criminal Justice and Police Act 2001.

These apply where the Police or Local Authority are satisfied that any premises are being used or have been used within the last 24 hours for the unauthorised sale of alcohol (usually in breach of condition) when a Notice can be served.

---

***“What is clear, despite the view of certain Police Forces, is that a Closure Notice, of itself, is not a requirement to close the premises, something which should be vigorously opposed”***

---

The effect of such Notice is that, if not complied with, the Police or the Local Authority can apply to the Magistrates Court some 7 or more days later for a Closure Order. What is clear, despite the view of certain Police Forces, is that a Closure Notice, of itself, is not a requirement to close the premises, something which should be vigorously opposed.

What can be said for certain is that the life of a Licensing Lawyer is never particularly dull and that the law affecting operators continues to evolve and develop.

JG&P

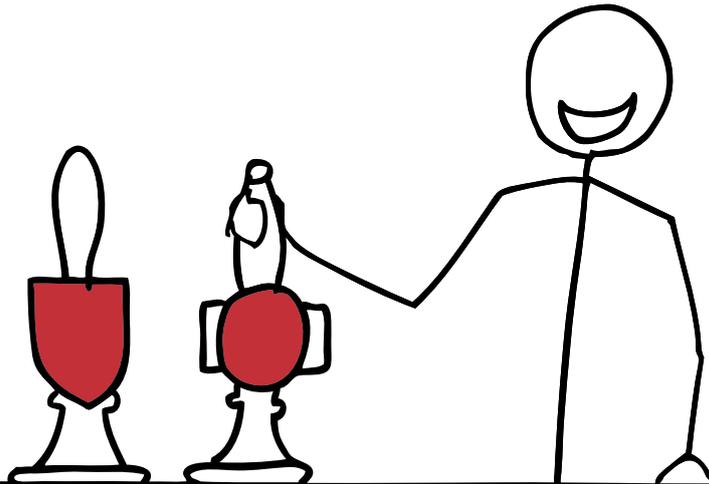
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# BBPA Campaigns



Industry Leader

## **BBPA Chief Executive Brigid Simmonds OBE highlights an industry coming together to campaign against Beer Tax hikes**

I have always believed that the British beer and pub sector has the opportunity to help generate growth in the economy, creating new jobs which add to the 950,000 that already depend on our industry.

However, there is no doubt that the trading environment remained very challenging in 2012. For beer, we have seen a further drop in volumes of over five per cent in the past year. This is on top of the 30 per cent or so decline since 1990.

It is a fall that no sector could endure without the loss of both brewing plant, and also retail outlets, in the form of pubs. Although the pub closure rate has slowed in 2012, we are still seeing a net loss in premises.

## **A Taxing Matter**

While the overall beer market has declined, we remain a major contributor to the Exchequer, with taxes on beer alone raising around £5 billion every year. With these revenues under threat from declining volume, you might expect a cautious approach from the Treasury, when it comes to raising taxes. Sadly, this has proved not to be the case, as the Government rushes towards tax hikes that it wrongly believes will help plug the deficit.

The Government's hugely controversial Beer Duty escalator therefore remains in place, despite the huge damage it is doing to this uniquely British industry.

---

***"While the overall beer market has declined, we remain a major contributor to the Exchequer, with taxes on beer alone raising around £5 billion every year"***

---

Without doubt this is an issue that affects all of us in the trade. Research published by the BBPA, as part of our campaigning on beer taxation this year, shows that direct taxes on beer are costing a typical pub around £66,500 every year.

While we rightly point to other measures where a change of policy is needed, this is a huge burden, and one which has risen at an extraordinary rate in recent years. Since the Budget of March 2008, when the escalator was introduced, we have seen a 42 per cent rise in Beer Tax. In the UK, we are currently paying nine times more duty than in France, and 13 times more than in Germany.

## **An Industry United**

Reflecting on 2012, I am particularly pleased to see the way in which the trade has come together on this crucial issue. It is certainly a model for future campaigns in our industry.

---

***"I have always believed that the British beer and pub sector has the opportunity to help generate growth in the economy, creating new jobs which add to the 950,000 that already depend on our industry."***

---

At the BBPA, we try to work closely with other industries to show the huge reach of our sector across the economy. One recent example is our 'Grain to Glass' initiative, which saw us working closely with the National Farmers' Union to highlight the crucial

role of the beer supply chain in Britain's rural economy, from barley farming and hop growing, through to the pint in the pub.

## Stop The Beer Duty Escalator

This year we have extended partnership working on the beer tax issue. CAMRA deserves special thanks for their tireless campaigning on beer taxation in 2012.

All year, we have worked very closely with CAMRA, SIBA (Society of Independent Brewers) and the All Party Parliamentary Beer Group on an e-petition campaign to secure a Parliamentary debate on the issue.

The "Stop the Beer Duty escalator e-petition" was the brainchild of Hobgoblin Brand Manager Chris Keating. Launched in March, and with a little help from the Hobgoblin himself, it quickly gathered pace, rapidly securing over 10,000 signatures.

---

*"At the BBPA, we try to work closely with other industries ... One recent example is our 'Grain to Glass' initiative, which saw us working closely with the National Farmers' Union to highlight the crucial role of the beer supply chain in Britain's rural economy"*

---

It became clear however, that in order to reach the magic 100,000 needed to secure a debate, the industry had to pull together in a highly concerted effort.

CAMRA set up the Save Your Pint website, and together we began mobilising consumers, the industry and its employees to back the campaign.

Signatures were collected via media, via an e-campaign and at beer festivals, and over the summer the campaign moved into pubs, through a partnership with the Publican's Morning Advertiser, where we placed an insert so that publicans and customers could encourage the public to sign up to the campaign.

## A Successful Start

Despite lacking the intense media coverage of other issues, such as Virgin's campaign on the loss of the west coast rail franchise, the 100,000 target was finally reached on 19th September. It is a target that has been reached by only a tiny handful of campaigns.

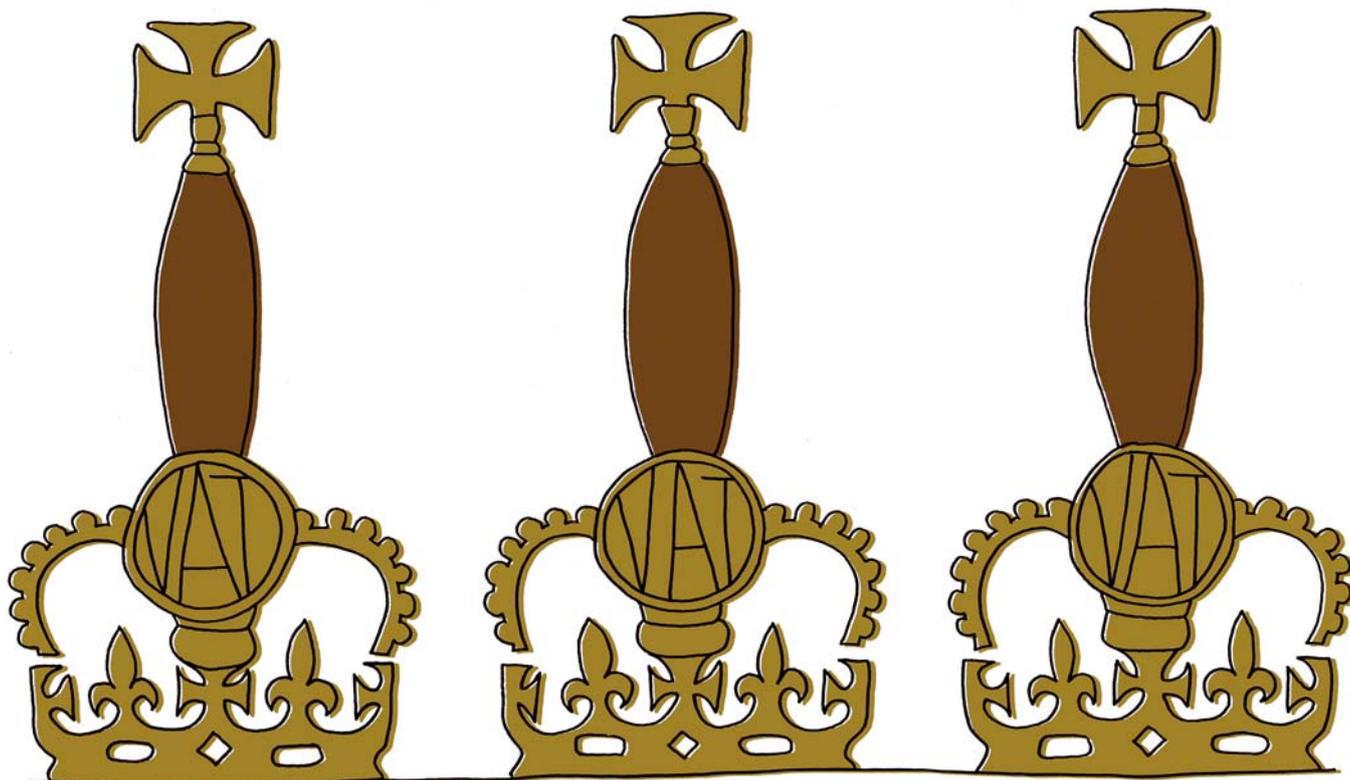
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*"Research published by the BBPA, as part of our campaigning on beer taxation this year, shows that direct taxes on beer are costing a typical pub around £66,500 every year"*

---

I want to thank everyone who helped this phase of our Beer Tax campaign. Our task now, is to ensure that Government and Parliament listens. As a result of the cabinet reshuffle, we have new Ministers in place who I hope will learn the lessons of earlier policy errors and act as champions for our industry.

The hospitality industry is uniquely placed to help create jobs as the country moves out of recession, provided we can get the right policy framework from the Government. Putting an end to excessive tax hikes is key, and will remain central to our work, and our key campaign, over the coming year.



# Family Brewers: Under new management



Industry Leader

**After seven years, that involved playing a key role in the Government's decision to protect the brewery tie and traditional tenancy agreements for Family Brewers, Paul Wells stepped down as Chairman of the Independent Family Brewers of Britain in October. We asked newly appointed Chairman, James Staughton to share his vision for the future.**

As great great-grandson of St Austell Brewery founder Walter Hicks and part of the fifth generation, I am passionate about cask beer and great pubs and honoured to have been selected by the Executive Committee to take over as Chairman of the Family Brewers.

Under Paul Wells' tenure, we rigorously defended the tie, saw renewal of the EU Block Exemption, made a commitment to help fund Jacques Borel's campaign to reduce the VAT charged in pubs and witnessed our membership grow, after a previous period of decline when former members were absorbed by larger brewing concerns. My vision is to continue working with all Family Brewer members to build the cask ale category while promoting our pubs and inns through the recruitment of the industry's leading licensees.

## Raising our Profile

It's also my aim to raise the wider profile of Family Brewers. Having focussed on protecting the Tie for so long, we have tended to hide our light under a bushel. Now we have won that particular battle, we can concentrate on being a commercial force to be reckoned with. The regional character of Family Brewers not only satisfies the strong consumer desire to 'buy local' but also allows us to react much faster to changing tastes, and to develop short runs of seasonal, special occasion and bespoke brews. 12 of our 30 members also have visitor centres (with a further five offering brewery tours), welcoming over 178,000 visitors in the last year alone, so Family Brewers are also providing a much-needed boost for British tourism.

## Heritage, Innovation & Investment

Hand-crafted, traditional cask beer is enjoying something of a renaissance at present, helped by beer drinkers' interest in the origins and provenance of beers. While the duty discount permitted to microbrewers has allowed more investment in new beers, we are also working hard to dispel the perception that Family Brewers are 'old-fashioned' and are in fact focused on both heritage and innovation to keep the momentum going. Our members are constantly experimenting with new styles, such as lower-strength 2.8% ABV brews and new flavours.

---

*"The regional character of Family Brewers not only satisfies the strong consumer desire to 'buy local' but also allows us to react much faster to changing tastes, and to develop short runs of seasonal, special occasion and bespoke brews"*

---

Others merge heritage with innovation by reviving historic brews such as Fuller's Past Masters Double Stout, which is based on a 118-year old recipe that reintroduces a long-lost malt variety. They continue to invest in new brewhouses (lately Frederic Robinsons, Hydes, and Hall & Woodhouse), help microbreweries acquire closed pubs (such as Everard's Project William) or, like Charles Wells, actively help their publicans introduce new microbrewery guest beers. In my role as Chairman, I will be exploring what more we can do to support brewing and the resurgence of real ale.

## Key Focus for the Future

For example, we will be making further efforts to widen the market reach of cask ale including moves to overcome women's aversion to pint glasses with new stemmed styles that mimic wine glasses

or goblets. Conversely, the traditional dimpled beer mugs have proven to be a hit with growing numbers of 18-to-24-year olds, attracted to its 'cool' retro image.

I also want to capitalise on the improved quality of cask ale. One of the key reasons we have seen a resurgence is the huge improvement in consistency of brewing. 20 years ago consistency let drinkers down and they defaulted to keg or lager. Now the younger generation are making cask their first and only drink of choice thanks to consistency. As Family Brewers own 4,200 of the best pubs in the UK, it is also possible to ensure that our beers are always served in the best possible condition.

## The Lobbying Goes On

Moving forward, the Independent Family Brewers of Britain will be playing a significant role in lobbying for the reduction of VAT on beer, food and accommodation in our pubs, as well as other taxation generally. I want to ensure that all issues relevant to our members are incorporated into the BBPA's communication to Government to guarantee a voice for Family Brewers. Family Brewers will also be lobbying for a review of Progressive Beer Duty as, while the policy was introduced with the best of intentions and met with success, it's now time for a review to see how it can be improved.

---

*"Our members are constantly experimenting with new styles, such as lower-strength 2.8% ABV brews and new flavours. Others merge heritage with innovation by reviving historic brews"*

---

Finally, with regards to the recruitment of licensees, we will continue to work as a collective body to share best practice and recruit the best possible tenants and managers, as all Family Brewers agree they are our biggest asset.

## History of the Independent Family Brewers of Britain

Founded in 1993 to defend the Tie, the Independent Family Brewers of Britain currently operates around 4,200 pubs in the UK and its members include some of the most respected brewers in Britain.

The Family Brewers 30 members represent a distinct and unique sector of the UK brewing industry; owning regional breweries and pub estates that are, in the main, private, family run businesses. Family Brewer members' currently employ around 36,000 people across their breweries and pubs, in addition to supporting many suppliers in malt, hops and filtration products.

The name of the brewer is still found on all Family Brewer member pubs, indicating which cask beer is available inside. Innovation is a hallmark of these breweries with new beers constantly being brewed and many hundreds of pubs being improved with investment capital.

In a tough trading environment, Family Brewer members continue to steadily improve their properties and supply the highest quality beers to enjoy in them.

Visit: [www.familybrewers.co.uk/](http://www.familybrewers.co.uk/)



# The Right To Drink!



Industry Leader

**One of the enduring aspects of alcohol use as an issue is its capacity to mediate wider social anxieties. And there are lessons that we can learn from the past about how to deal with the current moral panic over alcohol, and the relentless attacks on our sector that emanate in particular from the public health sector, says Paul Chase, Director of CPL Training, temperance historian and leading on-trade commentator on alcohol policy.**

The English drinking classes were never happy with attempts to restrain their drinking. In the 19th century the right to drink became a class issue amongst disenfranchised voters. Attacks on that right were seen as an attempt to take away one of the few pleasures that were available to the poor.

## The Hyde Park demonstrations of 1855

One of the most influential groups opposed to alcohol was the Lord's Day Observance Society, founded in 1831. Together with their allies in Parliament they orchestrated the Sale of Beer Act 1854. The law prohibited English drinking places from opening on Sundays between 2.30 p.m. and 6.00 p.m. and after 10.00 p.m.

The first that most drinkers knew about this was when they turned up at their local and found the doors locked! Discontent grew, and over half a million signatures were collected for a petition that called for the reversal of the measure. However, it was another Lord's Day

Observance initiative, the Sunday Trading Bill of 1855 that caused a series of mass demonstrations in Hyde Park that over-turned these measures.

The Bill was sponsored by Lord Robert Grosvenor, MP for Middlesex, and it sought to stop Sunday trading in London. The Bill would see all big retailers close and only small shops allowed to stay open. Although this Bill made no further changes to Sunday drinking it was conflated, in the public's mind, with the restriction on Sunday drinking brought in earlier. Both of these were seen as an attack on working class people who didn't have the vote.

---

*"I believe that engaging the drinker in the debate about alcohol is the best way to ensure a sober reaction from the politicians"*

---

This discontent culminated in a mass demonstration of some 200,000 people in Hyde Park on Sunday the 24th June 1855. Despite ribald insults being thrown at the police and at the local gentry who turned up to exercise their horses, there was no serious disorder or violence. It was at the second demonstration held a week later that things got out of hand!

150,000 people turned up to the second demonstration in defiance of a police ban, and speeches were given. At one point some 40 truncheon-wielding police officers attempted to arrest a speaker and the crowd turned hostile. Someone managed to capture a huge eel from the Serpentine and this was passed over the heads of the crowd and eventually hurled at the police! In response to this provocation the police carried out a truncheon charge, eight people were seriously injured and 104 arrested. The unfortunate eel was transported to Vine Street police station where it probably ended up on the menu for hungry coppers exhausted by their exertions!

The Sunday Trading Bill was promptly withdrawn and a matter of weeks later the drinking restrictions on Sunday's were relaxed giving drinkers an extra two and a half hours drinking time. Lord Grosvenor all but retired from public life. The Hyde Park demonstration of 1908 also attracted 250,000 people and saw off the Liberal government's attempt to nationalise the pub trade. Both sparkling examples of people-power at its best!

## Fast-forward to 1971 -The Chelsea Reach licence application – a personal story

Fast-forward to 1971 and picture the scene: I'm sitting in Wallasey Magistrates' Court on the Wirral in Merseyside. My older brother John Chase is making an application, under the Licensing Act 1964, for the provisional grant of a new licence on an old Whitbread house called the New Ferry Hotel in New Brighton that had been closed for three years.

Our application was for a new Justices' Licence for the premises under its new name the Chelsea Reach. The 'Chelsea', as it became known, was to be the north of England's first disco pub. At this time licensing and alcohol were not controversial.

Nevertheless, under the 1964 Act you had to 'prove need' to the Justices, and so I duly prepared a radius map showing the existing licensed premises and explaining how ours would provide for a need not currently being met. All was going well until the objectors appeared without warning, as they were entitled to do.

The first up was a chap from the LVA who feared that the Chelsea would attract a young crowd, or "troublemakers" as he called them. His members didn't want that. The Justices were nodding in agreement and a worm of anxiety crept into the pit of my stomach. Next up to object was a rumpled little chap in a black suit whose name, I think, was Mr Jenkins. He was the local representative of the Lords Day Observance Society! He had also prepared a radius map which showed 21 licensed premises, including ours, and, crucially for his argument, it showed the location of just three churches within the radius.

As he gave his evidence his narrow breast swelled with messianic fervour, his face flushed, his voice rose and I shall never forget his words: "Your Worships, 20 pubs, soon to be 21, and just three places of religious worship. Seven times more opportunity for the commission of sin than for redemption! If we carry on like this where will our society be in another 30 or 40 years?" The Justices nodded. I turned to my brother and whispered "We're finished!" Actually, my comment was somewhat more Anglo-Saxon than that, but never mind.

Our solicitor's summing-up was interrupted by the chairman of the committee who said: "Yes, yes, look, it's nearly lunchtime and we've made up our minds. Licence granted." What I didn't know was that the LVA and Lord's Day Observance Society objectors turned up at every session to object and their speeches had been heard many times before by the committee. It was British paternalism at its best: the children must be heard, but in the end the grown-ups will decide! I think our petition of support containing nearly a thousand signatures also helped.

## Fast forward to 2012

So here we are 40 years later, and whilst the Lord's Day Observance Society no longer turns up at licensing hearings, the cultural ownership of the 'alcohol issue' has passed from clerics to medics. They are turning out to be much more effective at prosecuting the same aims - the steady erosion of the licensed trade in the name of a secular ideology: public health, which has been elevated to the level of a societal value that trumps everything else.

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***"The cultural ownership of the 'alcohol issue' has passed from clerics to medics. They are turning out to be much more effective at prosecuting the same aims - the steady erosion of the licensed trade in the name of a secular ideology: public health"***

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Today, the wider social anxiety that is mediated by the 'alcohol issue' is that the post-war political consensus that established the NHS and the Welfare State is now unwinding. Affordability is the issue. This in turn creates pressure on public health professionals to locate existential cost threats outside of their own service.

Hence the need for a moral panic around alcohol and personal lifestyle that is constantly being stoked by reference to "binge drinking epidemics" and "obesity time-bombs".

The lesson of the Hyde Park demonstrations of 1855 and 1908 is that the licensed trade never succeeds in backing-off its critics until it involves drinkers. The lesson of the Chelsea Reach story is that at the local level authority will make sensible decisions, despite 'noises-off', if there is a framework of law that is free from political interference.

The most hopeful development of recent times has been the 100,000 signature petition collected by CAMRA to get a debate in Parliament on the alcohol duty escalator. I believe that engaging the drinker in the debate about alcohol is the best way to ensure a sober reaction from the politicians. We shall have to see whether people-power eventually wins the day.



# New Era, New BII



Industry Leader

## Chief Executive of the BII, Peter Thomas says it's all change at the BII as a new 20 year journey begins

At a recent presentation research spelt out how often work and life fit into 20 year periods. For many of a certain age generation, perhaps over 50, the two decades since the early 1990s have seen the British pub landscape change dramatically.

The early 90s, post Monopolies Commission, saw the pub company businesses change as leases took over from tenancies and moved away from the traditional patriarchal brewery environment. This time also saw the emergence of the new super big pub companies like Punch and Enterprise. Government regulation, taxation, price, alcohol misuse and the public perception of pubs and drinks has evolved and not always for the better.

The segmentation of pubs based on people and economies showed that there was good business to be had for the gastro destination pub trading for affluent couples. The careful value- driven buying power of the grey market also was significant whilst the community wet-led boozier has struggled and will continue to do so. Quality food, high amenity standards and world class service are the key ingredients for success.

## Always There to Help

BII membership has also changed with these structural developments. The work at BII is moving forward to deliver support, independent advice and guidance and a package of qualifications for the trade into the future. The BII must not become the RAC of the trade and only receive calls when businesses are broken down or in trouble. Our help lines are busy but we must meet new challenges and demands from our members. It is essential that the BII continues to develop new ideas and provide on-line and e-business support.

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*"The BII must not become the RAC of the trade and only receive calls when businesses are broken down or in trouble. Our help lines are busy but we must meet new challenges and demands from our members"*

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Training, personal development and on site learning will need to be available as a downloaded, on request facility. Qualifications can then follow in the same way. Some of these issues were behind the thinking as the BII re-organised and gained members approval for change at the AGM in May. The reduction from 16 to 10 Regions was not necessarily a happy proposal for all members but this has allowed a new Council with 10 Regional Chairmen and 6 Experts.

## BII Ambassadors

A new focussed driven Executive will allow a better dissemination of information and identification of needs and opportunities. At the heart of this will be BII representation at County level. New local ambassadors will be recruited and help build best practice with a local network of help and support. An open, transparent and democratic organisation helping membership across free trade, tenanted, leased and indeed pub managers are the ways forward.

Membership in the future will be based on quality and high standards and BII will be raising the bar and will assess working practices, learning, training and business development for our core membership. It is a time to focus on the fact that the BII is the Professional Body for the licensed trade and will continue to develop new ideas and new standards for the professional licensee.

## BII Licensee of the Year

We work at the top end to identify quality and a great example is the BII Licensee of the Year Award. It continues to thrive and show the best examples of success. The Licensee of the Year in future will also include a young licensee as this is deemed to be the most testing and challenging competition in the licensed trade.

At the other end of the spectrum the BII will support new entrants and deliver high quality programmes for pre-entry awareness training, PEAT

The BII also continues to play a full part in Industry issues. Best Bar None, the Town centre safety and security best practice award system for pubs is administered and supported by BII. Cooperation continues with many other groups, like the Hospitality Guild, Portman Group, PASS scheme and many others.

## Apprenticeship Scheme

2012 saw the introduction of a new Apprenticeship Scheme for Licensed Hospitality. This is a Level 2 and Level 3 award that is designed for the Pub Trade.

Funds are available until, at least, the Spring of 2013 plus a Government welcome financial award. This is a 12 month programme for 16 to 18 year olds. Must provide 30 hours work a week and time off for supported learning.

This represents the first step and first rung on a career in the licensed trade. A clear 'Pyramid of Learning' exists, setting out training, qualifications and job roles from entry to post graduate level. This can help build and develop business entrepreneurship, skills and standards for all entrants. . At the heart of this challenge is the understanding of the benefit of apprenticeship scheme and our ability as a trade to deliver training. Already as the year ends, nearly 300 people are currently undergoing the level 2

apprenticeship. Level 3 apprenticeships are set to be ready to roll out by January 2013. Level 4 & 5 will be developed over the course of 2013 with a view to them being available by early 2014.

## Single Pubs

The BII apprenticeship scheme for pubs is designed for individual single pubs, and so the challenge is for pub operators to embrace and take on young people, hopefully from the local community, and shout about the benefits of this trade now and into the future.

Taking on an apprenticeship is a clear indication of our responsibility and the part we play in the community. The new phrase "the pub is a part of the solution and not the problem" is one which the BII will support. We also must remember that at the heart of the pub is a person, and that individual needs help, development, qualifications, training and support and that is what this professional body will be providing.

## Renewed Commitment

Over the next 20 years this core development of the individual and levels of high standards will not change and the BII renews its commitment to delivering proper training, career support and qualifications. It is worth remembering that the BII is the only professional body for the licensed trade and will continue to play a unique part in the standards, recognition and profitability of the licensed trade business in the UK.



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# Your Education Partner



CPL Training

**The CPL Training Group is a broad-based, educational services company offering accessible, flexible and innovative learning solutions to corporate clients, SME businesses and individuals. As the CPL mission statement puts it:**

“We strive to break down the barriers to learning and personal development in order to help individuals and companies grow and realise their potential.”

CPL specialises in licensed retail and hospitality training. For over twenty years CPL Training has striven to provide its clients with the highest quality training, experienced trainers, detailed learning support materials and an unparalleled learning experience. For Chief Executive Daniel Davies training is more than a face-to-face experience with an exam at the end; it is a partnership between the learner and CPL, with CPL supporting learners in their development. He comments:

***“Uptake of e-learning has developed at an incredible rate; in the past 18 months over 150,000 learners have accessed over 200,000 e-learning courses using the platform”***

“Our blended learning solutions comprise traditional face-to-face training, revolutionary e-learning and work based learning ensuring we can offer our clients a range of accessible training solutions of unparalleled quality.”

Examples of the accessibility of CPL’s training solutions include the provision of personal licence training. 1,000 scheduled personal licence courses in 73 venues across the UK - national provision combined with local availability. Over the past 12 months CPL has captured a record 25% market share for this qualification.

Accessibility of training is further enhanced by CPL’s online e-learning platform. Uptake of e-learning has developed at an incredible rate; in the past 18 months over 150,000 learners have accessed over 200,000 e-learning courses using the platform. CPL’s ability to bespoke course design and to provide an integrated learner management system, which is called The Hub, further enhances the system.

## Accessible



West Country brewer and retailer St Austell has entered a partnership agreement with CPL Training to ensure its staff are trained to the highest standard.

The partnership is part of a two-stage programme that aims to raise service standards together with instructing staff on licensing law and the numerous statutory requirements involved in running a pub. At the centre of the programme is CPL’s online suite of e-learning courses, which will be rolled out across St Austell’s 25-strong managed estate.

Shelley Tookey, company training and developments manager at St Austell, said the programme is due to start by the end of October 2012. It will be open to up to 800 members of staff in the managed

houses as well as elements being available to around 400 people employed in other aspects of the business, including the brewery. She added: "People will have access to around 22 courses, of which some will be mandatory depending on what their job entails. There are no barriers to the number of courses that people can take if they want to develop their career."

### Siobhan Grose, White Hart, St Austell



### Flexible



Working with Cask Marque, the champions of quality cask ale, CPL have developed two e-learning courses to underpin their successful face-to-face courses: An Introduction to the Cellar and the Bar Excellence Programme.

The Introduction to the Cellar online course ensures staff are taught best practice in the cellar, and how to maintain high standards to deliver best quality draught products. The course serves as an ideal pre-learning module to the one day Award in Beer and Cellar Quality qualification.

Paul Nunny, Executive Director of Cask Marque, says: "Although not a legal requirement for operators the e-learning course covers much more than simply maintaining your cellar."

*"Getting the basics right can make the difference between a hugely successful business and one that fails.*

*This course allows you to immediately 'tick-off' one of the biggest challenges"*

Focussing on the long term benefits learners will learn how to keep their products in good condition, reduce wastage and improve stock control."

David Dasher, Managing Director of CPL Online agreed: "Cask Marque's latest course, An Introduction to the Cellar, is designed for operators and their staff, ensuring that the cellar is maintained no matter whose shift it is.

"It covers every area needed to run an efficient, clean and working cellar; a priority for any operator."

The Bar Excellence Programme covers how to serve the perfect drink across all drinks categories, the legal responsibilities bar staff are required to understand and best practice in customer service.

*"From the very first meeting, the answer has always been, 'Yes we can', or 'Not currently but we will develop it for you', unlike some of our suppliers"*

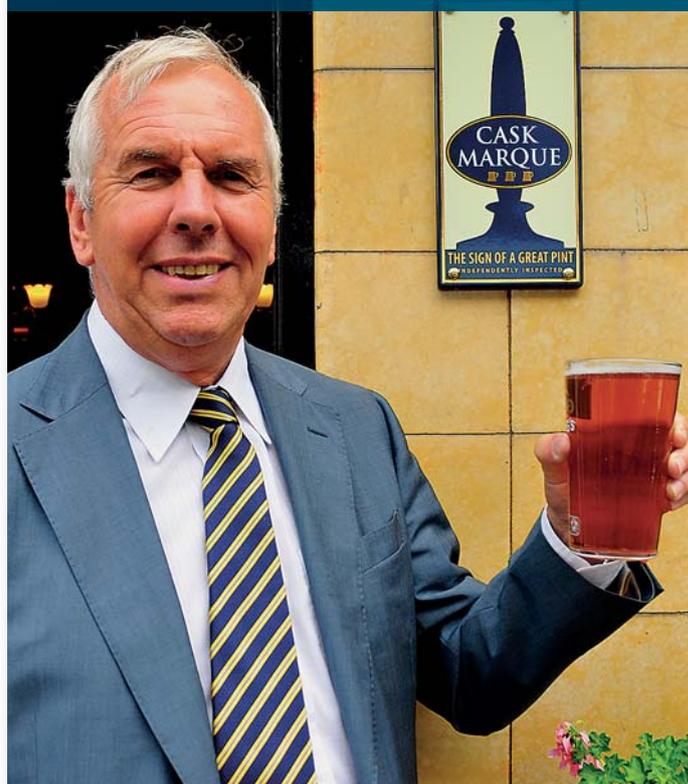
Paul Nunny comments: "The course consists of a number of instructional videos followed by test questions which really cover the basic knowledge required exceptionally well. Real life scenarios and practical tips are combined with legislation and insights from bar staff to create an invaluable resource."

Paul Chase, Director of Compliance at CPL Training comments: "Getting the basics right can make the difference between a hugely successful business and one that fails.

This course allows you to immediately 'tick-off' one of the biggest challenges – 'Do my staff or the staff I want to employ know how bar service should be done?'"

Paul Nunny agrees: "We wanted to work with CPL Training as their online platform really opens up the opportunity for training to many more people than we could ever reach before."

### Paul Nunny, Cask Marque



## Innovative

**stonegate**  
PUB COMPANY

With 545 sites and over 10,000 employees Stonegate Pub Company is the largest privately owned managed pub operator in the UK, whose brands include Yates's, Slug & Lettuce and Scream.

No stranger to innovation, Stonegate expressed their need for something unique to their company, something that no other client of CPL's has: the Stonegate Intranet. Lee Woolley, Stonegate's Head of Learning & Development, has worked closely with CPL to develop an innovative, bespoke piece of software with incredible functionality and a truly modern design and has always been impressed by CPL. He says:

"From the very first meeting, the answer has always been, 'Yes we can', or, 'Not currently but we will develop it for you', unlike some of our suppliers, who don't appear to want to branch out of what they currently deliver."

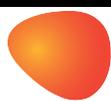
Launched at the end of October, the Stonegate Intranet is completely unlike standard systems; instead it is a fully integrated, 'living' online system for both employees and managers.

Key features of the new system include its interactivity, support tools for managers and some interesting extras. The interactive system takes team members through the company's history, their role and responsibilities and, of course, their training by moving from room

to room in the virtual tour. Rooms include the bar, kitchen, cellar and games room. There are also interactive games throughout their learning experience to ensure learner interest is maintained.

Speaking about their latest innovation Lee Woolley says: "It enables us to be proactive rather than reactive to our employees' needs, concerns and requests. The Stonegate Online Appraisal tool is truly twenty-first century HR. Combine that with the potential of the Stonegate Intranet and I think we are set for some very exciting times!"

### The Stonegate Team



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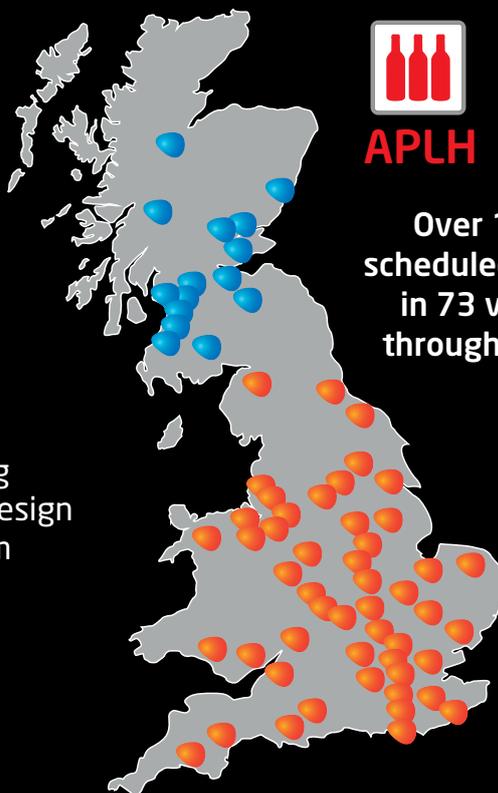
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# Hospitality as a Career

**Suzy Jackson, executive director of the Hospitality Guild, is leading the way in creating 'one voice for professional development' for the hospitality industry.**

## Myth or fact?

Let us not debate the realities. Hospitality is a great place to work even though the most compelling facts are still relatively little known: it's the fifth largest UK employer, offers huge career growth opportunities, and with 45% of staff under the age of 30, is a major youth employer. That, alongside 3.5% forecast GDP growth and a 5% increase in staff numbers every year until 2020, means hospitality should be promoted as a career of choice.

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*"We have a chronic management shortage and we're not developing the 19,000 new managers we need every year because of poor retention, and we are also failing to recruit at that level"*

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Yet for some reason, efforts made over the years to get the facts across haven't had enough impact and the industry is frustrated that hospitality is still not regarded as a career of choice. This creates two problems; we can't recruit enough people and 17% of employers have staff vacancies. The second, we have a chronic management shortage and we're not developing the 19,000 new managers we need every year because of poor retention, and we are also failing to recruit at that level.

## Getting the message out

The fact that there are 156 separate industry bodies representing different areas of hospitality hasn't helped - so many (well intentioned) voices make it impossible to be consistent and clear. Focussing on what the end user wants - a clear and simple explanation of what the industry is, what it offers, how to get into it, and how to progress, is what we need to make the difference.

## One voice for professional development

We established The Hospitality Guild in 2012 to provide one voice for professional development, bringing together 23 professional bodies, including the BII and Institute of Hospitality (IOH). It was an unprecedented move seeing a number of professional bodies taking a leap of faith to do the right thing for industry.

We have a lot of people to influence and there isn't one audience to concentrate on. Generally, people think if we impact on schools, the battle is won, but this is only part of the problem. We have to promote hospitality as a career in many ways:

► **A 'go to' web portal.** A 'Michelin' star guide to qualifications,



training providers, employers and career pathways for people entering the industry and those wanting professional development.

► **Apprenticeships.** A great way into the industry, though not suitable for everyone. Employers and individuals need help understanding the best options. The Guild supports solutions like the new online Apprentice 1st system, aimed at small businesses, and promoting the new Higher Apprenticeship in Hospitality Management in partnership with IOH.

► **Work experience.** A great way of getting people into the industry. Springboard offers the 'Inspire' kitemark for work placements and People 1st's pre-employment programme, Employment 1st, offers a level 1 qualification to new industry entrants. Programmes like these are supporting 50 pub employers in London who are pledging 5,000 placements for new recruits.

► **Professional development.** 39% of skills gaps are management and leadership skills, so professional development is crucial. Getting this right will create a whole generation of hospitality advocates who will inspire and recruit the next generation.

## The future

The facts speak for themselves - hospitality should be a career of choice. To make this happen we have to dispel the myths, and to achieve this we have to do something different.

We need to be clear about what we have to offer and why our industry is a great place to work. We can only do this if we speak the same language.

# Please Re-Release Me



Yummy Pubs, Somerstown Coffee House

## OnTrade Entrepreneurs

**Some operators just seem to have the X Factor, and far from being one-hit wonders are creating a string of hits on high streets, back streets, towns and villages**

Taking previously failing venues and turning them into thriving places where people flock to eat, drink and be merry, many of these success stories have evolved into multiple operators with the outlay of relatively little capital. By taking advantage of the willingness of the big pub owners to negotiate flexible, favourable terms on leasehold properties they are able to rapidly build up an estate. But running one pub successfully is a very different game from running several, and there are many pitfalls to beware of.

For a start, not all pubs, however well they're run, can reach a point where they will generate enough revenue to satisfy the lessor, the lessee, and a manager as well. Admiral Taverns, for example, is made up predominantly of smaller community pubs whose potential wouldn't realistically leave much scope for the multiple lessee; therefore its estate is almost entirely in the hands of single-site operators.

So yes, size matters. But there are even more important considerations.

### (Can't get no) Satisfaction

"Maintaining consumer satisfaction is the key to sustaining a business and if you spread yourself too thin there is a risk that the quality of the offering might suffer," says Punch Taverns operations director David Wigham. "You may have a formula you can replicate, but you also need good control over the business and, of course, great staff. But the bigger the multiple, the more there is to oversee."

Star Pubs and Bars trading director Chris Moore says: "With one or even two pubs you can be there more or less 24/7, you can remain in direct control whatever happens, and you can touch and feel everything that's going on. But you can't be everywhere at once and with more than two units you need a different set of business skills. It's a big step that not everybody can take."

### Smooth Operators

The big plus for the pubcos is that the new generation of multiples are often expert retailers with a keen understanding of the market, highly-developed business skills, and strong creative ideas. Many of them actually come from other areas of the hospitality trade and see a pub lease as a good entry-point for creating their own businesses.

"Often the best multiples are niche operators who really know particular areas of the market," says Richard Ullman, Enterprise

Inns Greater London divisional director. “For instance, the Craft Beer Company is a beer specialist that has two leases with us, and they’re both doing fantastically well.”

Another renowned Enterprise lessee is Craig Douglas, who has turned the multi award winning Bree Louise, and his latest venue, the Duchess of Cambridge, into cask ale meccas.

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***“Maintaining consumer satisfaction is the key to sustaining a business and if you spread yourself too thin there is a risk that the quality of the offering might suffer,”***

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“Some terrific retailers like Glendola who we first encountered as free trade customers now have sites with us,” says Chris Moore. “There’s a lot of innovation and we are very excited to be associated with them and what they are bringing to the arena. We’re very supportive of entrepreneurs graduating to multiple operations and developing their businesses.”

Tapping in to a whole new stream of creative entrepreneurship isn’t the only advantage for pub companies, though: as Richard Ullman points out, high-end multiple lessees generally spend freely on creating and maintaining their concepts, and the lessor gains through possessing a very highly-invested estate.

## **New World Order**

One topic that pub company executives are less willing to enthuse about is the changing balance of power between lessor and multiple lessee. One industry veteran with a well-informed opinion is Andrew Crawford of Pub People, which now operates a mixed estate of 47 freehold and leasehold pubs. He formed the company 20 years ago and says he has seen the balance of power shift dramatically in the last 5 years.

“With the growth of pubcos at the expense of the vertically-integrated brewers, you’re talking about cultural polarities,” he

says. “It’s much more flexible now. Not that long ago rents were sky-high and there were no discounts, and some of our older leases date back to the times of the full tie and no discounts. But since 2007 it has become much more of a buyer’s market. The pubcos have to actively encourage entrepreneurs. Rents have actually been at a standstill for five years – which means, in effect, that they’ve gone down – while leases that are free of tie on cask ales are now common and bluechip tenants can negotiate substantial discounts on wholesale prices.”

One old-fashioned virtue that is once again being prized by lessors, he says, is stability. “When I started in the trade 30 years ago it wasn’t unusual for breweries to have tenants who’d been in the same pub for 20-30 years,” he says. “Over the years that changed, but now landlords are beginning to view stability as very important again because while pub customers like to see improvements in facilities they also like to see stability in terms of the people behind the bar – a lessee takes time to build up a following and all too often when he goes his following goes with him.

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***“You may have a formula you can replicate, but you also need good control over the business and, of course, great staff. But the bigger the multiple, the more there is to oversee.”***

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“So good lessees have a stronger hand to play and pubcos are prepared to cut a deal to keep them in place.”

How does this new-found flexibility and willingness to negotiate translate into day-to-day experience for lessees going multiple? Most would rather be freeholders, but given limited capital - and the current impossibility of borrowing - taking leases instead is seen as a perfectly acceptable route to expansion. And for many, being a lessee rather than a freeholder has unexpected advantages.



Andrew Crawford



Chris Moore



David Wigham

# Stars in Their Eyes



OnTrade  
Entrepreneurs

## The relaunch of S&N Pub Company as Star Pubs and Bars at the end of 2012 marked a new era in the company's relationship with pub operators.

A 3 year Business Start-up Agreement was created for pubs with the potential to significantly increase trade. Low cost entry and the option to terminate the contract with 3 months' notice at any time make it a low risk opportunity for entrepreneurial operators.

A First Year Support Package is also now available for pubs requiring additional financial backing to fulfil their potential. Designed to assist with cash flow while operators establish themselves and build up trade, the package is tailored to each pub - ranging from payment of business rates and Sky license fees to additional discounts on beer. The agreement also rewards success; beer sales exceeding target attract an additional discount and cash bonuses of up to £5,000 will be paid for high scores in mystery visits.

Star Pubs and Bars' standard agreements are now on a rolling three-year term to offer greater flexibility to operators, while FRI (Fully Repairing and Insuring) agreements for 10, 15 and 20 years can be assigned after two years.

The rebranding of the company also saw Star Pubs & Bars commence the roll out of new initiatives to help both existing and future lessee partners increase profits, reduce overhead costs and

decrease time spent in the back office so they can focus on driving their businesses forward. The first of these includes a comprehensive food support programme backed up with the kitchen investment and training required to make a real success of food; a choice of high quality coffee solutions; on line training and a new support focused website for existing lessees.

## Stable Ownership

Chris Moore, trading director for Star Pubs & Bars says the developments at Star Pubs & Bars are 'an important stage in our ambition to become the most successful and sustainable leased pub business in the UK. We intend to achieve this goal by attracting and developing outstanding talent, supporting our lessees partners with industry- leading retail advice and continuing to invest in what is already one of the industry's best leased estates.'

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*"Integration enables us to continue to invest in our estate, critical to ensuring that Star Pubs & Bars pubs continue to have the highest average turnovers of any national leased pub estate in the UK"*

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Moore adds that Star Pubs & Bars' recent integration with HEINEKEN's wider on trade business is key to the transformation of the business. Explains Moore "It provides the reassurance of stable ownership by a brewer that has unrivalled market knowledge and expertise and is committed to the long term success of the British pub. Despite the economic downturn, integration enables us to continue to invest in our estate, critical to ensuring that Star Pubs & Bars pubs continue to have the highest average turnovers of any national leased pub estate in the UK."

## Horse & Jockey Leads the Field

Sam Ashworth and Paul Bamford were temporary managers of the Horse & Jockey on Front Street in Arnold when they spotted the benefits of Star Pubs & Bars new Business Start Up Agreement and First Year Support Package and decided to take on the pub as lessees. With two bars, a pool and games area, function room and a large garden, the Horse & Jockey offers plenty of scope to build up business. As well as increasing use of the function room, Sam and Paul are planning to introduce food and coffee and host more events and activities for customers. Says Sam, "We are thrilled; we've always wanted to have our own pub and these new agreements make it possible. The Horse & Jockey is very friendly pub and we've had a really positive response from our regulars. Star Pubs & Bars has provided lots of support and we're looking forward to putting all our plans into action."



## A shiny new name for a bright new beginning.

Star Pubs & Bars is the new name for Scottish & Newcastle Pub Company. The new name marks a new beginning that will see our existing and future lessee partners benefit from a range of exciting initiatives that will help them grow turnover, reduce costs and increase profits.

As part of Heineken, the UK's leading beer and cider producer, our ambition is to be the most successful and sustainable leased pub business in the UK. But we know we can't do this alone. That's why we aim to attract and develop outstanding talent and support our lessee partners with industry leading retail advice, while owning and investing in one of the country's best leased estates.

So if you're looking for a bright new beginning in the pub industry, you can count on Star Pubs & Bars to support you and the great British Pub.

**To find out more, visit [starpubs.co.uk](http://starpubs.co.uk) or call 0500 94 95 96**

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# Multiple Choice



OnTrade Entrepreneurs

**Stephen Fleury and business partner Stuart Keene, whose backgrounds are in the nightclub industry, have three Star Pubs and Bars leases - the Oak and Acorn 20 (formerly the Artful Dodger) in Kingston-on-Thames and the recently-acquired Acorn 30 (previously the Symonds Well) in Epsom. Stephen describes the Oak as a sports and food-based local while Acorn 20, which is closer to the town centre, has separate lunchtime, after-office, and pre-club clientele.**

They leased the Artful Dodger quite soon after taking on the Oak, but there was a long gap before they settled on a suitable site for a second Acorn.

“We did our research really carefully,” says Stephen. “We looked at a number of sites and walked the town many, many times before finding a pub that ticked all our boxes.

“Of course we’d like to be freeholders, but as a prospective purchaser you don’t get the pick of the best sites and your capital outlay is much higher. And Star Pubs and Bars has been a very supportive landlord. They recommended the best builders for the Acorn conversions and gave us financial and business advice. With our background we’re quite comfortable working with large corporations and we get on very well with our BDM. They don’t call the shots, but we wanted a close working relationship rather than an arm’s-length relationship and that’s what we’ve got.”

## Brothers in Enterprise

Jonathan and Andrew Perritt have backgrounds in the hotel trade and run three Enterprise leases and one Trust Inns lease in Notting Hill, Hampstead, Richmond, and Kensal Green. The pubs are upmarket eateries in well-heeled neighbourhoods -the sort of places where the investment has to show.

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*“Of course we’d like to be freeholders, but as a prospective purchaser you don’t get the pick of the best sites and your capital outlay is much higher. And Star Pubs and Bars has been a very supportive landlord”*

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“When we started back in 2006 capital was the number one barrier, and leasing was the best way of finding the sites with the greatest potential for relatively little money,” says Jonathan. “All our sites were either rubbish or closed when we took them: our strategy was turn round ailing or even toxic sites and obviously that has a value to our landlords.

“It means that we’ve been able to negotiate rents that are favourable to both parties; we have a regional manager who can make quick decisions; we have a very open relationship with the company; and they can help us to achieve our goals both tactically and strategically – especially in identifying sites with the right potential. Enterprise dedicates resources specifically to finding site suitable for multiples like ourselves, which speeds the whole process up enormously.”

## Punch Partners

Less far down the road is Tim Turner, who leased the Greyhound, an estate pub in Belper, Derbyshire, from Punch Taverns in April 2009.

“The Greyhound is a really good old-fashioned community local with a really good family trade,” says Tim. “We’ve had 18th birthday parties, we’ve had 90th birthday parties. There’s a big functions room and half an acre of gardens. Business is thriving.”

With such a lively business at the Greyhound, Tim isn’t afraid of the recession. “When everything went pear-shaped it just meant that good opportunities became available,” he says. “And being a lessee is a good way to grow – if the deal isn’t right for you don’t take it, and that’s all there is to it.”

His second Punch lease is a very different proposition from the Greyhound: the Spanker at Nether Heage (nothing to do with 50 Shades of Grey – it’s named after a racehorse) is a “very pretty, stone-built, cottagey place” on the edge of the Peaks and, says Tim, very much on the tourist trail.

“When we got it, it was struggling a bit and didn’t even have any heating,” says Tim, whose background is in the restaurant trade but who has also managed pubs in West Yorkshire. “It has a reasonable local trade, but I saw it as food-led destination pub. I’d always wanted to get my hands on a pub like this and actually it was my BDM who told me it was coming up.

“He told me what Punch’s terms were, I went away and did a business plan, and then we got together again and I told him what my terms were. We went about it in the right way and worked out a deal sensibly between us, and everything is all right.”

Tim has appointed a friend and former colleague to run the Spanker and says trade has built up quite quickly. And as a result, he’s been offered a third Punch lease - the 17th-century Wheel at Holbrook, currently closed, in a poor state of repair, and earmarked for disposal.

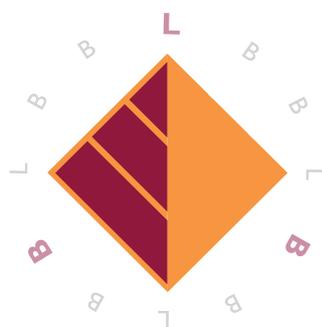
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***“We went about it in the right way and worked out a deal sensibly between us, and everything is all right”***

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“It’s tragic,” he says. “But I’ve found a manager who knows the area, I’ve got the enthusiasm and a track record of running pubs that are doing well, and I reckon we can build a good market there.”

Not to put too fine a point on it, no way would a man of Tim’s means have been able to tackle either the Spanker or the Wheel if he’d had to find the purchase price himself, and you might say the same of the Perritt brothers. So if the option of an equitable lease with a fairly-negotiated rent and a mutually advantageous working relationship hadn’t been there, it would have been sad for Tim, sad for the people of Nether Heage and Holbrook... and sad for the shareholders of Punch Taverns.



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## Go Forth and Multiply

Successful in your first leasehold and considering taking on your second? 3 or 4 thriving outlets and thinking about the next move? Check your metaphorical pockets, says Enterprise's Richard Ullman, and before you start your journey make sure you've got everything you need.

- ▶ Are you properly financed? Not just in terms of premiums, SAV, and other ingoings, and investment capital to refurbish those loos and re-equip that kitchen, but have you got a big enough float to tide you over? "You're probably going to be making a loss to start with, so make sure your cash-flow is secure," says Richard.
- ▶ Is your financial structure sound? Have you got ALL the accounting, stocktaking and compliance procedures in place? "You're not going to be doing all the paperwork yourself, so make sure your manager thoroughly understands AND FOLLOWS your procedures," he says.
- ▶ Have you got the right team? Maybe you're going to put a manager into your new site, or – perhaps more sensibly – you're going to run the new site yourself and leave your existing crew in charge back at base. Either way, you can't be in both places at once and whoever deputises for you needs to think like you, work like you, and understand your ethos inside out.

▶ Is it the right site for your style of operation? "Don't see an empty pub and think 'hmm, I might be able to do something with this'," cautions Richard. "The most successful multiples will look at 10 or 15 sites or even more before they find the one that satisfies all their criteria." And look at more than the site itself – look at its market. Is the pub the right one for you? Are its neighbours the right ones for you? A mismatch could be fatal not only to your second pub... but to your first one as well.

▶ Think back. "Relive your first days in your first pub," says Richard. "Think hard about the mistakes you made, and be honest with yourself. You don't want to make them again!"

▶ Network. Talk to other multiple operators and ask them for tips and guidance. Doesn't matter where or how you meet them but ALMR events are designed for this, and you can join while still in the planning stages

▶ Use your landlord's resources. You may already have a good relationship with your BDM, but your landlord also runs conferences and seminars and in many cases business training courses as well. There may very well be other resources available – property consultants, recommended builders, networking events. Plunder them shamelessly: your success is their success, your failure their failure!

Mike Delay



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<sup>1</sup>Source: Charterhouse Research based on 2,079 interviews with companies turning over between £5m and £1bn carried out in YE Q3 2012. Survey data is weighted by turnover and region to be representative of the total market in Great Britain.

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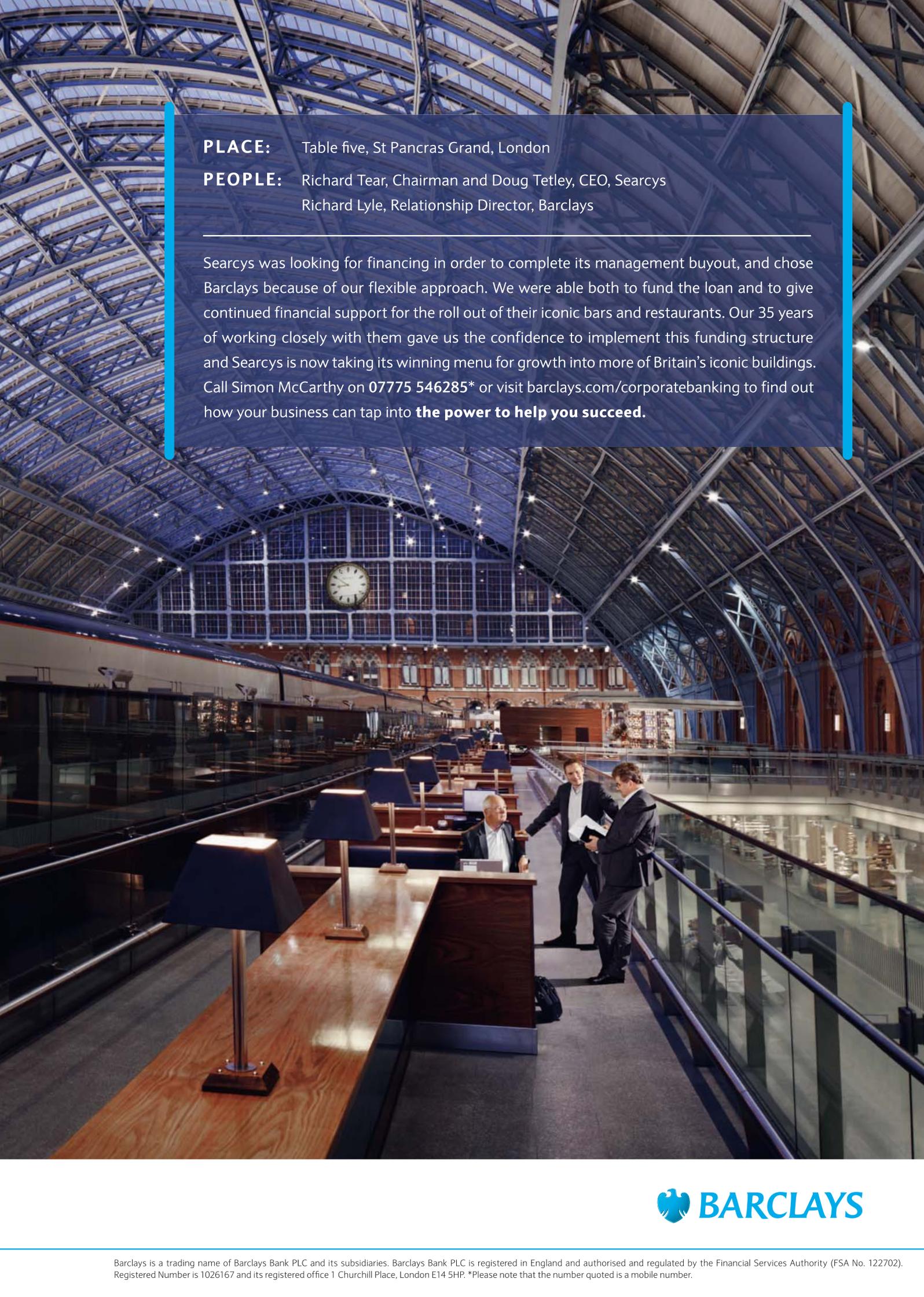
Contact Mike Delay, Head of Licensed Trade, Hospitality and Leisure at

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**PLACE:** Table five, St Pancras Grand, London

**PEOPLE:** Richard Tear, Chairman and Doug Tetley, CEO, Searcys  
Richard Lyle, Relationship Director, Barclays

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# First Class Loungers



OnTrade  
Entrepreneurs

**A casual bar opened by three friends 10 years ago has rapidly evolved into one of the industry's most successful businesses. Ted Bruning talked to the company's MD Alex Reilly,**

It seems that a lot of people are looking for somewhere as buzzy and bright as a really lively local but without the historical trappings of "the pub" that tend to make some people feel excluded. Somewhere you could casually drop in and out of, with or without kids and pushchairs and shopping-bags, somewhere you could have a coffee and a cake or a full three-course meal with wine - in short, a cafe-bar!

Cafe-bars are nothing new, of course. But the Lounger concept is a subtly different animal from the heavily-branded city-centre cafe-bars of 20 years ago. Launched in 2002, it's the brainchild of three partners - Alex Reilly, Jake Bishop, and Dave Reid - who had all trained in independent restaurants in Bristol and, significantly, had no background whatever in the pub trade.

"Jake and I were working for a three-site independent in Bristol while Dave was travelling," says Alex. "When he got back he said he wanted to set something up along the lines of what he'd seen in Australia and New Zealand, and we came in as investors.

"It was an all-day concept with a relaxed and informal approach to the menu and service, neither a pub nor a restaurant, with as broad an appeal as possible. We didn't really have a grand plan - we just wanted the sort of place we'd go into ourselves."

## Evolution not Revolution

So far, not so revolutionary. But the original site and especially its location dictated the way the Loungers chain was to develop.

That first branch was a former optician's shop in the Bristol suburb of Southville, an area that was gentrifying as the property boom drove young professionals out of the more desirable areas of the city centre but had yet to develop the kind of social facilities they demanded.

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*"It was adult-oriented but very family friendly, and soon it became a mixture of local pub, social club, and village hall not just for incomers but for people with local roots as well"*

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Despite being tiny - it only had room for 10 tables - it met a need among the new inhabitants of Southville not just for blokey tapas and beer in the evening but also for young families during the day. And as a shopfront conversion rather than an ex-pub, it had none of the identifiers that often deter casual drop-ins - shoppers and office-workers saw it as a cafe - while its location on a secondary high street meant there were plenty of passers-by.

"People there were desperate for the sort of things you expect of metropolitan life - like a decent cup of coffee, for example," says Alex. That also meant stocking upmarket brands such as Fentiman's and Pago soft drinks and Weston's and Orchard Pig ciders as well as a small but well-chosen range of cask ales, superior spirits, decent wines, and cocktails - the sort of comforts that young professionals expect.

"It was adult-oriented but very family friendly, and soon it became a mixture of local pub, social club, and village hall not just for incomers but for people with local roots as well," says Alex. "We didn't have huge expectations so we were pleasantly surprised to find that so many people shared our idea of what would be a nice place to use, and we soon realised that that the key market was within a mile radius." A local drop-in, then, where - not to be too corny - neighbours could become friends. Just what the old-fashioned local aspired to be, but with added women and kids.

## Suburban Bars, Urban Clubs

The chain has expanded to 12 sites now, all in the high streets of suburbs like Southville that are evolving into "quarters", and so far all in cities in the South-West and West Midlands. Not one of them has ever been a pub. They don't look like pubs, and they don't operate like pubs - but they fulfil the same role as pubs have always done in their communities. Food makes up 50% of turnover and

coffee makes up a healthy 11%. The branches are busy throughout the day, but 55% of the takings come after 4pm. "Some people come in for breakfast, then again for lunch, then again for wine and tapas in the evening," says Alex.

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***"It's all very well putting up a big poster that says "all welcome", but locating and designing a site that turns a hopeful slogan into an effective operating model is a different matter altogether"***

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The company - Loungers Limited - has also evolved a rather grander concept, the Cosy Club. Cosy Clubs are a sort of upgraded Loungers, located in the centres of cathedral cities and market towns and in some cases carved out of historic buildings such a former art college. Taunton, Bath, Salisbury and Stamford already have theirs; Cardiff and Exeter are about to get them too. Described as "gentlemen's club meets village hall meets cricket club", the Cosy Clubs are rather more formal and retro than Loungers - as well as being much bigger - and are aimed at people having a day out shopping or sightseeing and wanting refreshments worthy of the occasion.

### **A Thoroughly Modern Bar**

But for operators seeking to revive the fortunes of the local, the Loungers are the ones to watch. They seem to succeed by stripping away some of the more forbidding aspects of the traditional pub: the big clear-glass windows - pioneered, it should be acknowledged, by All Bar One - are obviously more welcome than frosted and etched glass, however historic. In from-scratch conversions there are no issues with access for the disabled. At certain times of day kids - and buggies and push-chairs - are everywhere, not merely tolerated as in a pub but part of the core clientele. There's none of the air of misogyny that still pervades all too many old-fashioned pubs.

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***"Described as "gentlemen's club meets village hall meets cricket club", the Cosy Clubs are rather more formal and retro than Loungers - as well as being much bigger"***

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It's all very well putting up a big poster that says "all welcome", but locating and designing a site that turns a hopeful slogan into an effective operating model is a different matter altogether, and something that Alex, Jake and Dave seem to have achieved almost by accident. "The term 'cafe-bar' has been one of the most misused expressions ever," says Alex. "All Bar One was the pioneer but it fell into the trap of narrowing its appeal to a certain category of consumer. But that's what Loungers are: they're cafes, and they're bars."

So perhaps the pub of the future won't look like a pub. But it'll act like one. And the main difference between the new local and the old is that the new local doesn't stand on its dignity as the Great British Pub. It opens its eyes, finds the real demand - and nails it.



# Making great strides for rural pubs



## What an incredible year it's been for the rural pub services champions, Pub is The Hub.

The independent not-for-profit organisation encourages rural pubs to diversify to provide new services and has hit the headlines many times with some of the few good news stories about pubs in the last 12 months. Here's why:

There were over 60 completed diversification projects in rural pubs providing 50 different additional services benefitting 10,800 people in the surrounding communities.

With funding from the Big Lottery to support administration and expenses, a further £330,000 was leveraged by Pub is The Hub advisors for pub-based service projects - approximately 75% provided privately and 25% funded through local authority services grants. A further £300,000 is proposed for ongoing or pending projects.

100 communities have been provided with advice in considering the merits and feasibility of the community ownership or operation of their own local pub. An estimated population of 3,000 in these community areas has now been supported by 10 completed community acquisitions to date. A further 60 pubs remain under assessment with community groups.

In March 2012, Pub is The Hub launched a £1.3m national package of support for local services in rural pubs in Wales through a joint co-operation initiative between Pub is The Hub, Cadwyn Clwyd and the Welsh Government and aims to provide for around 60 that choose to diversify into new services for their communities across eight rural counties.

During this time the organisation has been seen as the go-to independent voice for community licensees with press and media appearances in the FT, Mail on Sunday, Sky news, BBC TV's Countryfile, BBC radio's Moneybox not to mention countless column inches in the local and regional media.

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***"We find that typically, a pub will only need between £2-4,000 to get their project off the ground so The New Community Services Grant will typically pay for those initial costs."***

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December 2012 saw the launch of a brand new initiative called The New Community Services Grant supported and kick-started by Diageo plc with a £50,000 contribution with the aim to raise a country-wide fund to support rural pub services across the UK.

It is this initiative that John Longden, Chief Executive of Pub is The Hub sees as the next big challenge. He explains: "At the moment we are only able to work on a piecemeal, county by county basis – as and when each local authority engages with us and is able to find small pockets of funding to support licensees. Unfortunately as awareness grows it means that many pubs that fall outside these areas aren't able to receive funding that they may need to pump prime schemes. We find that typically, a pub will only need between £2-4,000 to get their project off the ground so The New Community Services Grant will typically pay for those initial costs."

John is hopeful that the pub owner/operators will kindly contribute to the fund, in many cases, because they already support Pub is The Hub with financial contributions or with help in-kind through people-resourcing to run the regional hub structure. He adds: "When pubs are constantly held under the spotlight as an industry

in crisis, we must respond with a unified approach to remind people that good licensees also represent an enormously valuable community resource.

“The recent debate in parliament about the Beer Duty Escalator tax highlighted not only the country’s love affair with the great British pint, but also its abiding affection for the local pub. MP after MP stood up to applaud the work done by pubs to provide centres for their communities, social and economic hubs and drinking in a controlled environment.”

Ironically, given the health lobby’s onslaught against alcohol, Pub is The Hub is working closely with the Patient’s Association and Age UK because both organisations can see that pubs play an important role in the well-being and, yes, the health, of many people – particularly those that can feel isolated in rural communities. In Cornwall the council’s library services team are working with Pub is The Hub to put small library corners and IT suites into pubs as it’s cheaper to operate and reaches far more people.

One scheme developed in Derbyshire at the Brickmakers Arms in Newton Solney interviewed a customer about how the new shop in the pub had really opened up and improved his life. After walking to collect his daily paper, he is now having a coffee with other people in the village each morning as well as meeting all the Mums who had popped in after doing the school run. Anecdotal stories like that are multiplied across every scheme, along with new part-time and full-time jobs, additional work for suppliers and less travelling out of the village for essential goods and services.

Perhaps the final words for all of those pubs run by great licensees can be summed up by John Jowers, the Cabinet Member for Communities & Planning at Essex County Council who made the wise observation: “Pubs are integral to our social and cultural lives; they are the keys to the community. Without pubs we lose the glue that brings communities together.” Let’s not forget that.

For more information about Pub is The Hub or The New Community Services Grant, please email [info@pubisthehub.org.uk](mailto:info@pubisthehub.org.uk) or telephone: 01 423 546165.

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

## How could your pub diversify?

Here is a list of the schemes that enterprising licensees have developed with Pub is The Hub:

- ▶ Community allotments
- ▶ School dinners
- ▶ IT training
- ▶ WiFi access
- ▶ Delicatessen
- ▶ Café
- ▶ Market garden
- ▶ Camp site
- ▶ Community marquee
- ▶ Library
- ▶ Post office
- ▶ Meeting rooms
- ▶ Cash machines
- ▶ Butchers shop
- ▶ Parcel drop off/collection
- ▶ Local council information centre
- ▶ Tourist information point
- ▶ Lunch club for the elderly
- ▶ Welsh language lessons
- ▶ Micro-brewery
- ▶ Farm shops
- ▶ Keep fit club for the elderly
- ▶ Theatre or rehearsal space
- ▶ Community travel
- ▶ Community cinema
- ▶ Power wash & changing facilities for cyclists/outdoor activities



# Evolution and Revolution



## Difficulties remain but the on trade continues to evolve, says Mark Newton of CGA Strategy Limited

2012 has all been about big events. That and the weather... These are the things which have helped shape what has been an interesting year for the on trade.

Three major summer cultural and sporting celebrations - the Queen's Diamond Jubilee, Euro 2012, and the London Olympics - gave hope to many that this could be the year that things really started to turn around for the better.

## Rain Stopped Play

The reality was mixed, and much of that could be blamed squarely on that great conundrum, the British weather. The wettest late spring and early summer for over a century washed away the hopes of many people. The delicate green shoots of recovery from a milder winter were damaged by torrential rain, storms and floods.

However, not everything should be seen as negative. Evolution has also been the name of the game. Retailers and drinks companies are getting evermore savvy at identifying new opportunities and developing emerging trends.

Festivals, food, cocktails, craft beer, real cask ale, students - all these are helping to provide the reasons why 2013 should see further positivity.

## The OnTrade Universe

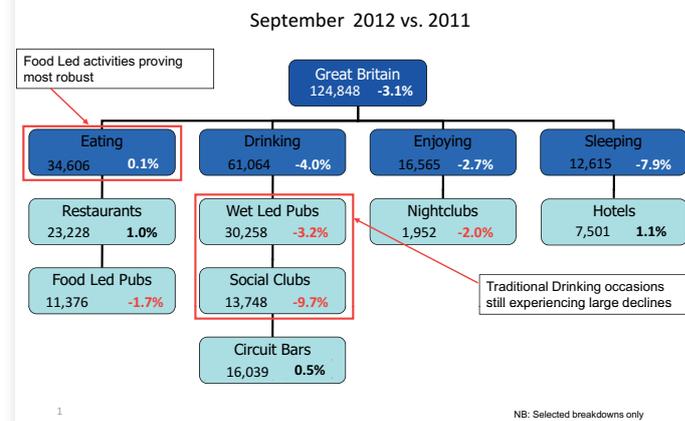
As in the previous year the declines in the on trade universe continue unabated - indeed the particularly poor summer weather in 2012 has seen the number of net pub closures increase from 12 to 18 a week after a fairly lengthy period of improvement.

It is clear that for many smaller, less profitable pubs - that remained on the knife edge of profitability - the lack of vital additional custom, almost always guaranteed by plenty of warm sunshine, have forced them to shut their doors for the last time.

Equally, more profitable areas - such as café bars and food led outlets - have also been affected by the movement of the jet stream. While a significant number have been able to remain in operation there is no doubt that many such smaller retailers have had to cut costs further and seen additional erosion in confidence.

For the social club and nightclub sector, times remain hard. Competition for declining spend is still at the heart of their declines and this is unlikely to change in the foreseeable future.

## GB On-Trade Universe & Structure:



## The Food Factor

One area which continued to see a resurgence is restaurants and (to a lesser extent) hotels. The seemingly insatiable British demand for celebrity chefs and TV food programmes is still fuelling enthusiasm for eating out - even while the economy still struggles to come out of recession - and this has created further polarisation between higher end quality eating establishments and the successful budget 'carvery' end of the market.

Suburban bars continue to open at a significant rate in many parts of the country - using the heightened interest in quality food and drink offers, along with music and entertainment to attract younger, upwardly mobile consumers with higher disposable incomes.

## The Brewing Revolution

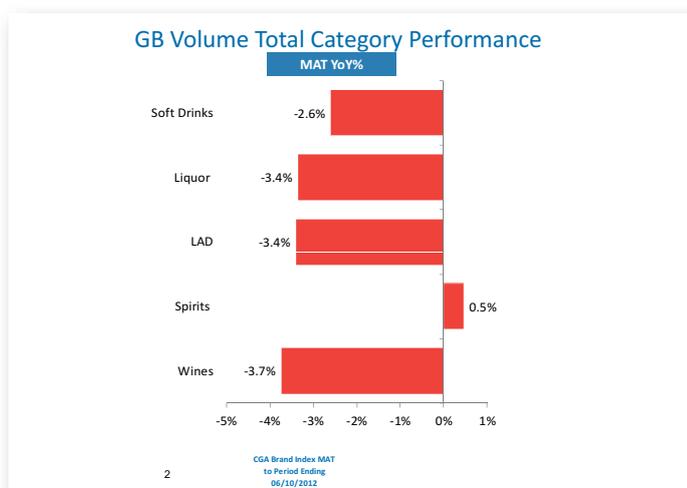
Finally a new area of interest within the retail sector has been created by one of the most interesting emerging trends in the drinks sector - which will be discussed in more detail later - craft beers and local real ales.

There has been a massive increase in consumer enthusiasm for US style beerhouses and on-site micro-breweries which can bring opportunity for both drinks companies and retailers alike. This has been further bolstered by the continuing interest in pub co and regional brewery partnerships which was a trend showing strong movement during 2012.

It will be interesting to see how latest developments such as the launch of the new Star Pubs & Bars (previously S&N Pub Co) from Heineken continues to encourage this trend and bring a more positive and beneficial environment for lessees and drinkers alike.

## The Premium Edge

The trends in the drinks market over the last couple of years have continued. Premiumisation (seen most clearly in the increased value within key categories) is still massively important along with its movement from spirits across to other areas such as cider and craft/ cask ale.



## Volume Down, Value Up

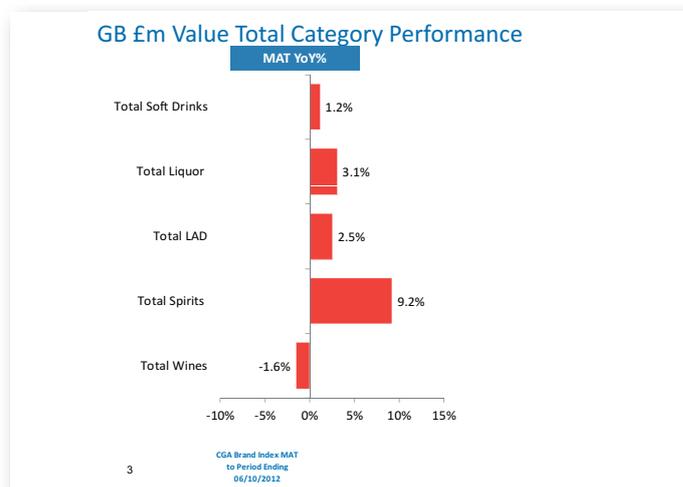
Comparisons between 2011 and 2012 continue to highlight the trend towards volume declines against some positive value results.

While duty accounts for a percentage of the price increases shown, there is still a significant element of this which is based on the move towards higher end (and therefore more expensive) brands and products across the board

Much of this can be put down to changes in consumer behaviour and there are a number of areas which are key to this upward trend.

The rise of cocktails, the aforementioned fascination with food, craft beers and the burgeoning local cask ale market are all important factors in the polarisation of the on trade drinks market.

As the instigator of the premiumisation trend it is most appropriate to take a look at the spirits category in more detail first.



## A Spirited Performance

Dark Spirits are enjoying a resurgence in popularity performing ahead of total spirits. This improved performance is driven primarily by the premiumisation trend filtering into sub categories within it; this is especially evident as value is outperforming volume with +10.1% growth.

Malt whiskies are undoubtedly benefitting from this and are leading the growth with +19.8% volume increases compared to year ago. The consumer trend towards heritage and provenance is ideal, coupled with an increasing amount of education from bar staff to guide consumers through the complexity of the category, which is helping drive volume sales.

Similarly Imported, Blends and Cognac are also benefitting from this trend as licensees look to capitalise on trade ups. Imported Whiskey growth is driven by the continued popularity of premium bourbons as glamorised by cult TV shows such as Mad Men and playing on the trend towards nostalgia which has led to an increasing number of consumers jumping on the bourbon band wagon.

For White Spirits, category fortunes are interlinked closely with the big players in the category. Declines are driven by the bigger commercial vodka brands with sales being cannibalised both within the category by premium brands, and outside the category by brands in the Liqueurs and Specialities category as consumers look to try something new and different.

As a result the shoots of growth and positivity within White Spirits are seen in the premium offerings. Premium and Super Premium Vodka especially continues to see growth as consumers look to treat spend on nights out. Similarly, Premium Gin is driving the revival of the gin category, with volume growth of +5.9%. A category that was once seen as for older consumers has been opened up to a younger demographic as a result of new quirky and trendy brands.

Although still in decline, the White Rum category is seeing a much improved performance as it capitalises on the increasing trend towards cocktails. Findings from the CGA Cocktail Report found that the Mojito was the nation's favourite cocktail, so as this trend continues to flourish it is expected that White Rum's performance will continue to improve.

## LADs

In the LAD sector, volume declines are still seen overall, however this does not show the complete picture. While more traditional draught lagers and keg ales continue to slowly fall from favour - Draught lager down -3.5% and Stout down -9.7% - packaged beers and lagers, driven by craft and real ale producers have increased significantly (up +4.7% and +5.8% respectively). As this trend evolves the gulf is set to widen further.

Cider is still a prime factor in LAD performance, with packaged cider volumes up a significant +29.9%. Driven by the diversification in the market place and the innovation of key Scandinavian producers, consumer demand continues to increase as drinkers move away from other higher ABV options and less fashionable competitors such as RTD's.

## Wine Challenge

Wine has faced some difficulties over the course of 2012 with total still wine volumes down -3.9% overall, however sparkling wines (up +2% driven by more value options such as Cava and Prosecco) and even Champagne (rising +0.1%) are showing some growth. There remains decent potential within still wine to improve its performance going forward. Consumer knowledge continues to increase and the growth of restaurants, hotels and the food led sector provides further opportunity to introduce drinkers to a wider range of wines and varietals from across the world. This will also stimulate interest in higher value wines with the increased margins to the retailer that it can provide.

## The Positive and the Potential

So what are the main areas of potential for the on trade as we move into 2013?

There is no doubt that the flexibility of approach undertaken by the big pub companies over the last 12-18 months is beginning to fundamentally change the way in which the non-managed sector operates – with positive benefits for all parties. The innovation found in these retail partnerships is broadening choice for the consumer and – more importantly – is helping to bring fresh thinking to the marketplace and turning many struggling operations into successful businesses with their heart at the centre of the community. This is accentuated further by the good work of enterprises such as Pub Is The Hub – focusing the public back to the real reasons why the on trade is so important to wider society and moving the discussions away from the constant negative press on subjects such as binge drinking and other forms of alcohol abuse.

## Innovation and Quality

Drinks innovation remains crucial as the trade continues to look at ways in which licenced premises can offer experiences outside the off trade/ take home market. Cocktails are an important element here - with an increased interest in high quality mixing with premium quality products. At the other end of the spectrum, craft beer continues to attract great interest with a positive knock on

effect to cask beers from the ever increasing number of small, local brewers and 'in pub' micro-breweries offering products unavailable elsewhere. In the more mainstream drinks market, newer brands of quality draught cider and fruit flavoured packaged ciders continue to bolster the category with new flavours and innovative serves such as hot mulled cider helping to provide an extra point of interest at the bar.

Wine has had a more difficult year with volumes declining across the board; however there are definitely signs that the trend will be more towards quality rather than quantity going forward and there are also signs that Champagne is starting to recover from the recession led falls of the last few years.

## That's Entertainment

Looking at entertainment more broadly, music is still a key driver. Whether an acoustic folk solo set in a country pub or through the increasing success of the festival circuit – and the huge increase in drinks volumes and associated uplifts to local on trade business this can provide.

Retailers and drinks companies need to continue to diversify their offers to broaden their consumer reach and spotlight areas which deserve further development such as the growing market in mature students. Value for money remains crucial, but there is no doubt that drinkers are becoming ever more knowledgeable and this provides an avenue of opportunity for drinks experimentation - particularly in the cask ale and wine sectors. These too are now being touched by the premiumisation trends that have helped to revitalise the spirits market in recent times.

The performance of the on trade during big national and international events in 2012 – such as the Diamond Jubilee and London Olympics - have shown that although these are often a force for positive sales, they cannot be relied on too much when making future plans. The effect of the Olympics outside of the South East was relatively minimal and even venues in central London did not see the predicted levels of increased footfall expected.

## A Challenging and Changing Climate

Finally, one thing that we can always rely on in the UK is the weather and its inevitable unpredictability. Climate change should not be underestimated. It is impossible to say if the extreme weather patterns experienced over the last two or three years will become the long term norm, but already consumer habits have changed as the trend towards extended spells of fine weather appear to occur ever earlier into mid to late spring - bringing increased volumes three or four months earlier than used to be expected.

Whatever the outcome of circumstances out of our control in 2013, there is no doubt that there are plenty of reasons to be positive about the state of the on trade in the coming year. The industry is collectively fighting hard to retain its place in society and there is no reason to suggest that innovation, social responsibility, flexibility, education and judicious targeted investment won't bring long term rewards across all sectors of the trade.



# Sporting Chance

**There are eye-watering sums involved in sports sponsorship, says John Porter. Millions change hands to secure link ups such as Carlsberg Group's long-standing partnership with the Euro football championships, or AB InBev's deal with the FA to bring us 'The FA Cup with Budweiser'.**

So, licensees could be forgiven for morosely examining the contents of the till and asking themselves "where's my share?" The brands which invest their marketing budgets in such high profile sponsorships, clearly do so with the aim of boosting sales.

## From Pitch to Pub

However, to ensure that the benefits of high profile sponsorships transfer from the pitch to the pub, licensees need to meet these brands half way, argues Lee Hazell, general manager of the Famous Three Kings, in Kensington, west London.

"Posters, t-shirts and branded merchandise are all great" he says, "but they won't bring customers in by themselves. You have to promote the big events, create the atmosphere in the pub, and make your venue the best place in town to enjoy sport."

Hazell should know what he's talking about. The F3K, as it's affectionately known, was named the UK's Best Sports Pub at the Great British Pub Awards in September 2012. Operated by TCG, the pub has 17 screens, including big screen projection and 3D, across three levels, allowing it to show different matches and even different sports at the same time.

Hazell says: "We plan meticulously - I spend hours every week checking the listings for the dozens of sports satellite channels we subscribe too, and hours more on fan forums and websites to let them know they can watch their favourite sports at the F3K.

"In terms of brand support, we find that anything with the fixture list on, such as a pint glass or t-shirt, are the most popular with customers, because they're collectable."

## Brains behind Rugby

While 2013 may lack the draw of a major football tournament, there is still plenty of sporting action on offer to help pubs drive trade, starting with the Six Nations in February and March. The tournament kicks off at the Millennium Stadium on February 13 with Wales against Ireland.

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*"Posters, t-shirts and branded merchandise are all great but they won't bring customers in by themselves. You have to promote the big events, create the atmosphere in the pub, and make your venue the best place in town to enjoy sport."*

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As official ale of Welsh Rugby Union, Brains offers pubs kits containing posters, bunting, fixture cards, and instant win scratch cards. Richard Davies, sales and marketing director at Brains, says the kits "help licensees harness the passion of live sport and create a 'can't get at home' match day atmosphere."



He adds: "A pint of Brains is synonymous with match days and pubs want to associate themselves with that. We've brewed a number of beers over the past nine years of our sponsorship, such as Bread of Heaven and Triple Crown. These have been unique to the pub trade and are sought by customers who are unable to enjoy these beers at home."

Brains tenant Chris Gough, licensee of the Butchers Arms in Canton, Cardiff, says that after a quiet January, the Six Nations offers a much needed boost to trade in February and March. "We start promoting the tournament at least three weeks before, displaying fixture posters throughout the pub, and using an exterior 'Watch Live Sport Here' banner and blackboards.

"We always bring in extra staff on match days so customers aren't queuing at the bar and missing the match. At half time we offer free food to customers, such as sandwiches or sausage and chips, which always goes down well. It doesn't cost us a huge amount and we easily make our money back as customers tend to stay with us for longer."

## Ashes 2 Ashes

The coming year also promises a double treat for cricket fans, with Australia arriving in England for the 2013 Ashes series in July, and just a few months later the England team retuning the favour and heading Down Under, with the 2013/14 Ashes series starting in November.

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*"At half time we offer free food to customers, such as sandwiches or sausage and chips, which always goes down well. It doesn't cost us a huge amount and we easily make our money back as customers tend to stay with us for longer."*

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Marston's Pedigree, as official beer of the England cricket team, will be making the most of the dual opportunity. The brand makes the point that its support, from ads on Sky TV shown in pubs, to some of the best England/Aussie banter featured on drips mats, has enabled pub customers to join in excitement around major tournaments.

Marston's promise that both Ashes series in 2013 will deliver more of the same, with match tickets up for grabs, pub supporters kits, a limited edition glass, special appearances by England cricket legends and, of course, a lot more banter with the Aussies.

## Footie driving Footfall

Carlsberg links its status as Official Beer of the England football team directly to pubs through initiatives such as the Carlsberg Pub Cup, which in 2012 saw more than 170,000 pub players put down their pints and take to the pitch. International FC, representing the Britannia pub at Monument in London, won the final at Emirates Stadium.

In October, four pubs hosted the 'Carlsberg Ultimate Legends Experience,' which saw veterans Ian Rush and Peter Reid join regulars for a pint during England's World Cup qualifying games.

The bottom line, for both brands and pubs, is whether sponsorships boost sales. Back at the F3K in London, Lee Hazell is in no doubt. "We saw a big spike in Carlsberg sales during the Euro 2012 tournament, and Brains is phenomenally popular during rugby. It makes a big difference to sales."

## The FA Cup with Budweiser

The three-year agreement which has seen Budweiser become the Lead Partner of The FA Cup has a focus on the tournament's grass roots as well as the big clubs. Budweiser has dedicated a portion of sponsorship cash to a programme promoting responsible drinking to football fans, and is also funding an initiative to provide equipment to teams in the early rounds of the competition.

Jason Warner, global vice president, Budweiser, said: "We're bringing The FA Cup closer to fans around the world through an exciting programme of activity. For example, in an FA Cup first, Budweiser will give football fans the opportunity to vote for the official 'Man of the Match', a role usually reserved for the broadcast commentating team."

# GRAB some BUDS

## BE A PART OF FA CUP HISTORY



Building on the success of their first year sponsorship of The FA Cup, Budweiser is now kicking off the new 2012/2013 season.

Bringing The FA Cup closer to football fans, this year will include a comprehensive programme of support including press, TV, PR, Budweiser's Official Man of the Match App, partnership with ESPN, social media, on-line and in-outlet POS.

Budweiser is growing in value twice as fast as the total beer market.\*

**So don't miss out; be part of the best domestic Cup competition in the world!\*\***



\*Nielsen: Total Beer; Total Off Trade Market; MAT to WE 13.10.12 (Budweiser +3.3% growth vs. Total market growth of 1.6%) \*\*Source: www.thefa.com



**THE FA CUP**  
WITH *Budweiser*

# The Cask Collection

**1892** Mild ABV 3.3%

An excellent easy drinking light mild with a dry roasted nutty malt palate and delicate golding dry hop aroma.

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

**6X** Premium 4.3%

Brewed in Devizes for over 80 years, a copper coloured beer with a malty fruity nose & restrained hop character.

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

**Abbot Ale** Premium 5.0%

Greene King's Flagship Brand, brewed for longer leading to a full flavoured, smooth & mature ale. Perfect for those who appreciate quality & character.

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

**Acorn Blonde** Pale 4.0%

A beautifully balanced pale ale with a clean crisp finish

Acorn 01226 270734 [www.acorn-brewery.co.uk](http://www.acorn-brewery.co.uk)

**Adam Henson's Rare Breed** Bitter 4.2%

Combines a shared passion for farming & brewing. A distinctive pale amber beer...hoppy, citrus, & refreshing.

Butcombe Brewery 01934 863963 [www.butcombe.com](http://www.butcombe.com)

**American Pale Ale** Golden 4.7%

Yeast from the USA, along with Cascade, Centennial & Chinook hops & Maris Otter malt creates a light coloured beer with a strong hoppiness. CAMRA's champion Gold beer 2012

Dark Star 01403 713085 [www.darkstarbrewing.co.uk](http://www.darkstarbrewing.co.uk)

**Banks's Bitter** Bitter 3.8%

Crafted with the finest ingredients to deliver a really easy drinking belter of a beer with malty, hoppy flavours & a refreshing clean, bitter finish

Marstons 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

**Banks's Mild** Mild 3.5%

A light chestnut coloured beer, exhibiting a glorious balance. Malty, with a subtle but perceptible burnt note; full bodied, with a hint of bitterness counterbalancing the rich, biscuity flavour that derives from the pick-of-the-crop barley we select for this brew

Marstons 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

**Banks's Sunbeam** Pale 4.2%

A gloriously zesty blonde ale, releasing citrus and grapefruit overtones.

Marstons 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

**Barnsley Bitter** Bitter 3.8%

Chestnut in colour, having a well rounded, rich flavour, it retains a lasting bitter finish.

Acorn 01226 270734 [www.acorn-brewery.co.uk](http://www.acorn-brewery.co.uk)

**Barnsley Gold** Golden 4.3%

Fresh citrus aroma and good bitterness levels. Fruit and hops carry throughout. Crisp, dry and well hopped.

Acorn 01226 270734 [www.acorn-brewery.co.uk](http://www.acorn-brewery.co.uk)

**Bass Ale** Premium 4.4%

Still brewed to an original recipe using only the finest ingredients and the experience of generations. It is brewed with two strains of yeast to produce a complex nutty, malty taste with subtle hop undertones, which has widespread appeal to repertoire drinkers.

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

**Belhaven IPA** Bitter 3.8%

This modern, flavoursome golden beer offers a delightful fusion of malt and fresh hop. Refreshing floral hints combine to produce a crisp clean flavour. Early feedback from customers has been positive.

Greene King 0845 600 1799 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**Belhaven St Andrews** Premium 4.9%

Make the most of St Andrew's Day with this complex but refreshing beer of 'Sweet and Sour' flavours for the discerning palate. The Malt Whisky of beer

Greene King 0845 600 1799 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**Betty Stogs** Bitter 4.0%

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

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

**Bishop's Finger** Premium 5.0%

A dark, 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%

A legend amongst ale drinkers ever since it was originally brewed to commemorate the Bishop of Salisbury.

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

**Bitter and Twisted** Golden 3.8%

Multi award winning blonde beer with a hint of honey & the tang of grapefruit & spicy fruitiness, like the twist of a lemon

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

**Black Prince** Mild 4%

A black mild ale, deep, dark & intriguing, with a full-bodied fruity flavour.

St. Austell Brewery 0845 2411122 [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 Black Sheep Ale won Gold at The Great Taste Awards in 2008 and 2010 and a 2 Star Gold in 2011.

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. Peppery hops in the mouth with a long, bitter finish & a rich creamy head. 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)

**Boltmaker** Bitter 4.0%

Well-balanced, genuine Yorkshire Bitter with a full measure of maltiness and hoppy aroma. .

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

**Bombardier** Premium 4.3%

Synonymous with St. George's Day & all that is English. Brewed using natural mineral water from the brewers own well, & hand sampled hops. It has a lingering soft spicy finish with sultana fruit character.

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

**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 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

**Brakspear Bitter** Bitter 3.4%

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 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

**Brewers Gold** Golden 4.3%

A refreshing & hoppy beer with aromas of tropical fruits, Camra's Supreme CBOB 2 years running.

Crouch Vale Brewery 01245 322744 [www.crouch-vale.co.uk](http://www.crouch-vale.co.uk)



<b>Canterbury Jack</b>	<b>Bitter</b>	<b>3.5%</b>
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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 [www.shepherd-neame.co.uk](http://www.shepherd-neame.co.uk)

<b>Cocker Hoop</b>	<b>Golden</b>	<b>4.6%</b>
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One of the original golden ales, light in colour with a citrus finish. Extremely drinkable.

Jennings Brewery 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

<b>Cornish Coaster</b>	<b>Golden</b>	<b>3.6%</b>
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A smooth, easy drinking beer, golden in colour with a fresh hop aroma & dry malt & hops in the mouth. The finish starts malty but becomes dry & hoppy

Sharp's 01208 862121 [www.sharpsbrewery.co.uk](http://www.sharpsbrewery.co.uk)

<b>Cornish Knocker</b>	<b>Golden</b>	<b>4.5%</b>
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One of the original golden ales & one of the most popular. A consistent brew with flowery, fruity hops & malt undertones.

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

<b>Courage Best</b>	<b>Bitter</b>	<b>4.0%</b>
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Pale in colour, fully balanced malty flavour & distinctive hop character, making an easy drinking session beer

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

<b>Cumberland Ale</b>	<b>Bitter</b>	<b>4.0%</b>
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A carefully balanced hop character combined with residual flavours from the malt, gives this beer its refreshing taste & unique characteristics.

Jennings 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

<b>Dartmoor Best</b>	<b>Bitter</b>	<b>3.5%</b>
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A beer with a strong regional heritage. A superb, easy drinking session ale with rich mal, fine fruit & a flint-dry finish

St. Austell Brewery 0845 2411122 [www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)

<b>Deuchars IPA</b>	<b>Golden</b>	<b>3.8%</b>
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CAMRA Champion Beer of Britain 2002. Golden coloured refreshing, hoppy session beer. Surprisingly tasty for the alcohol level, hops and fruit are evident and are well balanced by the malt. Solid gold colour, remarkably aromatic. smooth body with hints of fresh citrus. Dry delicate hop flower finish. A drink that is both distinctive and long on refreshment.

Caledonian 0131 337 1286 [www.caledonianbeer.com](http://www.caledonianbeer.com)

<b>Directors</b>	<b>Premium</b>	<b>4.8%</b>
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Originally brewed exclusively for the Directors of the Alton Brewery & not for public sale, this is a genuine premium ale, pale brown in appearance with a deep rich taste.

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

<b>Broadside</b>	<b>Premium</b>	<b>4.7%</b>
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Originally brewed to commemorate the Battle of Sole Bay, fought over 300 years ago off the coast of Southwold. Brewed with East Anglian malted barley & First Gold hops, a dark ruby red beer, rich in fruitcake aromas, almonds & conserved fruit.

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

<b>Butcombe Bitter</b>	<b>Bitter</b>	<b>4.0%</b>
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The West Country's favourite beer derives from pure Mendip spring water. ....notably bitter, clean tasting, refreshingly dry & distinctive.

Butcombe Brewery 01934 863963 [www.butcombe.com](http://www.butcombe.com)

<b>Butcombe Gold</b>	<b>Golden</b>	<b>4.4%</b>
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A refreshing golden bitter brimming with character. ....not to mention citrus hops & fruit. A malty fresh vitality gives way to a full bittersweet finish. ....pure Gold!

Butcombe Brewery 01934 863963 [www.butcombe.com](http://www.butcombe.com)

<b>Caledonian 80/-</b>	<b>Export Ale</b>	<b>4.1%</b>
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Inaugural Champion Beer of Scotland. Russet brown, smooth and creamy with a malty/fruity aroma. The definitive 80/- ale, full bodied, complex malt & hop flavours, dry but spicy. Characterised by a superb creamy head and soft hoppy finish.

Caledonian 0131 337 1286 [www.caledonianbeer.com](http://www.caledonianbeer.com)

**Discovery** Golden 3.9%

Chilled blonde beer brewed with a unique blend of malted barley & wheat for a crisp base, complemented by zesty, citrus hop character.

Fuller, Smith & Turner 020 8996 2000 [www.fullers.co.uk](http://www.fullers.co.uk)

**Dizzy Blonde** Bitter ABV 3.8%

Straw coloured 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.

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

**Doom Bar** Premium 4.0%

One of the fastest growing beer brands in the UK & the best selling locally produced beer in the South West. Amber in colour, fruity, bitter-sweet balance with a dry finish

Sharp's 01208 862121 [www.sharpsbrewery.co.uk](http://www.sharpsbrewery.co.uk)

**Elbow-Build a Rocket Boys** Golden 4.0%

"build" is a golden ale with a rich balanced body, smooth bitterness, subtle tang of malt and fruity aroma.

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

**ESB** Premium 5.5%

Quite simply, The Champion Ale - no other beer of its type has won more awards around the world. Rich, powerful & bursting with flavour. 3 times former CBOB.

Fuller, Smith & Turner 020 8996 2000 [www.fullers.co.uk](http://www.fullers.co.uk)

**Explorer** Golden 4.3%

Two American hops from the Yakima Valley - Columbus & Chinook add grapefruit flavours to this light refreshing beer.

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

**Flying Scotsman** Premium 4.0%

A sophisticated full-flavoured premium bitter brewed with the best barley from the North & robust southern hops. Profoundly malty in aroma & balanced with hint of raisin spiciness & toasted dryness. A fresh, slightly citrus tang leads to a rich rounded finish.

Caledonian 0131 337 1286 [www.caledonianbeer.com](http://www.caledonianbeer.com)

**Fortyniner** Premium 4.9%

A golden full-bodied malty beer with a deep bitter-sweet finish. Brewed with floor-malted Maris Otter barley, Goldings, Progress, Fuggles & Challenger hops, this delicious beer has been brewed since 1978. The name is taken from the beer's strength at 4.9% & also evokes its golden colour.

Ringwood 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)



**Ghost Ship** Bitter 4.5%

Inspired by one of Adnams' most haunted pubs. A Pale Ale with a good assertive pithy bitterness and a malty backbone. Brewed with a selection of malts - Pale Ale, Rye Crystal and Cara – we use Citra, and a blend of other American hop varieties to create some great citrus flavours

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

**Ginger Tosser** Golden 3.8%

A hoppy ale, infused with Cornish honey to give it a round finish with a hint of ginger.

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

**Golden Sheep** Bitter 3.9%

A beautifully balanced blonde cask beer, with a dry & 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.

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

**Gorlovka Imperial Stout** Stout 6%

A deep malt & hoppy aroma with liquorice throughout. Roast malts, fruit & hops also carry through this full-bodied stout.

Acorn 01226 270734 [www.acorn-brewery.co.uk](http://www.acorn-brewery.co.uk)



**Greene King IPA** IPA 3.6%

A perfectly balanced ale, characterised by its fresh, hoppy taste and clean, bitter finish. This hoppy taste and aroma come from two varieties of English hops – Challenger and First Gold – which are combined with pale and crystal malts

Greene King 0845 600 1799 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**Greene King IPA Reserve** Premium 5.4%

A warming, full-bodied ale with a reassuringly rich appearance. Grapefruit and Orange citrus tones combine with the floral and herbal Styrian Goldings hop variety delivering a beer of exceptional quality with dry bitter finish.

Greene King 0845 600 1799 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**Greene King IPA Gold** Golden 4.1%

A light, refreshing golden ale that truly brings out the best in the unique & aromatic Savinsjki Goldings hop variety which creates a perfect blend of tropical fruits, mango & spicy notes.

Greene King 0845 600 1799 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**Greene King XX** Mild 3.0%

A cask mild traditionally brewed using dark malt to give a sweet and roasted flavour

Greene King 0845 600 1799 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**Gunhill** Bitter 4.0%

Ruby red, a cross between a dark mild & a brown ale, it has a wonderful balance of sweet biscuit notes with a hint of chocolate bitterness. Brewed with Pale Ale & Chocolate malts and Boadicea hops to create the chocolaty & spicy tones

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

**Harvest Pale** Pale 3.8%

CBOB 2010, with assertive citrus hop bitterness & some underlying sweetness, leading to a refreshing zesty finish.

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

**Heligan Honey** Bitter 4.0%

A pale amber honey beer with distinct hoppy overtones. SIBA National Champion Speciality Beer.

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

**Hobgoblin** Bitter 4.5%

Award winning beer. A classic mild, with complex layers of taste that come from roasted malts that predominate & give lots of flavour.

Wychwood 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

**Hophead** Golden 3.8%

Cascade hops give a strong floral aroma with elderflower notes to this full-flavoured, surprisingly sessionable beer

Dark Star 01403 713085 [www.darkstarbrewing.co.uk](http://www.darkstarbrewing.co.uk)

**HSD** Premium Ale 5.0%

Hicks Special Draught is a full-bodied strong Cornish ale brimming with a kaleidoscope of flavours. Brewed with plenty of malt & lashings of English Fuggles and Golding hops, it's truly a classic ale of considerable depth and complexity.

St. Austell Brewery 0845 2411122 [www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)

**INDUS** IPA 3.9%

The INDUS was a ship that voyaged to the East Indies – trading Lancashire cotton for exotic Eastern delights & INDUS Pale Ale celebrates ales of that period. A refreshing amber coloured IPA, enriched with four hop varieties for a flavour that stays fresh & crisp to the finish

Daniel Thwaites 01254 686868 [www.thwaites.co.uk](http://www.thwaites.co.uk)

**Jaipur IPA** IPA 5.9%

Award winning complex, well balanced IPA with a lovely blend of citrus & fruit flavours mixed with a slight sweetness & ending with a lingering, bitter finish.

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

**Jennings Bitter** Bitter 3.5%

Slightly darker than one would expect, for a bitter with such fullness of flavour. It is well balanced & satisfying with a character which belies its 3.5% ABV.

Jennings 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

**Kelham Island Pale Rider** Bitter 5.2%

Brewed from a combination of British & continental malts & a mixture of hops. It has a honeyed flavour, a powerful aroma & a dangerously deceptive drinkability

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.

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

**Lancaster Bomber** Premium 4.4%

A double award winning chestnut coloured ale with an inviting malt aroma. Brewed using pale ale & crystal malts for a rich full-bodied bitter flavour with biscuit & fruit malt aromas.

Thwaites Brewery 01254 686868 [www.thwaites.co.uk](http://www.thwaites.co.uk)

**Landlord** Bitter 4.3%

A Strong Pale Ale, it has won more national awards than any other beer, including 4 times Champion at the Brewers' International Exhibition & 4 times CAMRA's beer of the year.

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

**Lighthouse** Bitter 3.4%

A light golden beer with a hint of caramel and toffee, lovely malty flavours and a long hoppy finish.

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

**London Glory** Bitter 4.0%

A rich & fruity beer combining crystal malt with Challenger and Golding hops; brewed in celebration of our capital city

Greene King 0845 600 1799 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**London Pride** Premium 4.1%

The UK's leading premium ale, this much-loved award winning beer has a good malty base & a rich balance of well developed hop flavours.

Fuller, Smith & Turner 020 8996 2000 [www.fullers.co.uk](http://www.fullers.co.uk)

**Mad Goose** Pale 4.2%

Named for the fearsome geese that patrol the brewery, light copper in colour with a zesty, hoppy character & creamy finish

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

**Mansfield** 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 and a delicate bitter aftertaste. It will appeal to drinkers both of traditional bitters, ales and even lagers because it delivers refreshment with flavour. An easy drinking, but flavoursome beer, EPA uses modern brewing methods and 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%

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 characteristics of a true IPA

Marstons 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

**Marston's Pedigree** Premium 4.5%

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 & 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)



**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)

**Morland Original Bitter 4.0%**

A moreish and refreshing ale with a subtle malt and fruit character and pronounced bitter finish

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

**Nelson's Revenge Bitter 4.6%**

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

Woodforde's Brewery 01603 720353 [www.woodfordes.co.uk](http://www.woodfordes.co.uk)

**Nutty Black Mild 3.3%**

Nutty by name this is a 'curious' dark ruby coloured mild with an unmistakable roasted and bittersweet flavour. One of only four beers ever to win the Champion Beer of Britain twice!

Thwaites Brewery 01254 686868 [www.thwaites.co.uk](http://www.thwaites.co.uk)

**Old Golden Hen Golden 4.1%**

Crafted by the Master Brewer of Old Speckled, this light golden beer delivers both flavour & refreshment. Brewed using the finest pale malts & the rare Galaxy hop to give a light golden colour, subtle tropical fruit notes & a deliciously smooth finish

Greene King 0845 600 1799 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**Old Moor Porter 4.4%**

A full bodied Victorian style porter with hints of liquorice. The initial bitterness gives way to a smooth, mellow finish.

Acorn 01226 270734 [www.acorn-brewery.co.uk](http://www.acorn-brewery.co.uk)

**Old Speckled Hen Premium 4.5%**

Perfect indulgence for the independent thinking premium ale drinker. High quality, flavoursome & very drinkable

Greene King 0845 600 1799 [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 & internationally

Ringwood 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

**Old Tom Strong Ale Strong Ale 8.5%**

Award winning smooth, mellow ale with a dark winery colour.

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

**Olde Trip Premium 4.3%**

A rich toffee flavoured beer bursting with fruity character, and perfectly balanced with a clean and bitter finish

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

**Master Brew Bitter 3.7%**

Brewed using only the finest Kentish barley and hops, it is Kent's best-selling cask ale. 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)

**Moorhouse's Black Cat Mild 3.4%**

Multi award winning Mild. Dark and refreshing with a distinct chocolate malt flavour and smooth hoppy finish

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)

<b>Oscar Wilde</b>	<b>Mild</b>	<b>3.7%</b>
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A wonderfully mellow, nutty, moreish dark mild.

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

<b>Otter Ale</b>	<b>Premium</b>	<b>4.5%</b>
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Brewed with floor malted barley to create a well balanced beer with a malty fruitiness on the nose.

Otter Brewery 01404 891285 [www.otterbrewery.com](http://www.otterbrewery.com)

<b>Otter Head</b>	<b>Premium</b>	<b>5.8%</b>
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Deep red brown with a rich flavour and well balanced aroma, reminiscent of a barely wine. Malty and fruity on the palate.

Otter Brewery 01404 891285 [www.otterbrewery.com](http://www.otterbrewery.com)

<b>Oxford Gold</b>	<b>Bitter</b>	<b>4.0%</b>
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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 and a golden colour. Over 200 years of brewing tradition ensures Oxford Gold is renowned for what is best in English brewing

Brakspear 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

<b>Proper Job</b>	<b>IPA</b>	<b>4.5%</b>
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A powerfully hopped IPA with a modern twist. Brewed with Willamette, Cascade & Chinook hops, Cornish spring water & a blend of malts including Cornish grown Maris Otter barley.

St. Austell Brewery 0845 2411122 [www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)

<b>Pure UBU</b>	<b>Premium</b>	<b>4.5%</b>
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Pronounced OO-BOO—a distinctive premium amber coloured beer with a spicy and caramelised flavour, which is a pleasure to drink

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

<b>Ram Tam</b>	<b>Bitter</b>	<b>4.3%</b>
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A dark, strong beer with a reputation as a 'Winter Warmer'. Wholesome & satisfying, a mellow beer with body & depth.

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

<b>Riggwelter</b>	<b>Premium</b>	<b>5.9%</b>
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From the Old Norse "rigg" meaning back, and "velte" meaning to overturn. When a sheep is on its back & can't get up without help, local Yorkshire dialect says it is 'rigged' or 'riggweltd'. A wolf in sheep's clothing - this is a well-balanced, deep chestnut coloured ale, with distinctive roast malt, Goldings hops & banana fruit aromas. It delivers a strong & refreshingly dry finish of hops & roasted barley malt, with a liquorice aftertaste. Brewed using the unusual Yorkshire Square fermentation system. Riggwelter (in bottles) won a 1 Star Gold Award at The Great Taste Awards in 2011 and 2012.

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



<b>Ringwood Best</b>	<b>Bitter</b>	<b>3.8%</b>
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Brewed in the heart of the New Forest. 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 & Challenger hops, it is the market leader in the South. The first brew & still the top seller, Best accounts for over 70% of our production due to its refreshing, easy drinking style.

Ringwood 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.co.uk)

<b>Ruddles Best</b>	<b>Bitter</b>	<b>3.7%</b>
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Ruddles Best roots itself in the heart of real ale, with a distinctive late hop character this sessionable beer balances bitter & citrus flavours in a surprisingly full bodied pint.

Ruddles Brewing 0845 6001799 [www.ruddles.co.uk](http://www.ruddles.co.uk)

<b>Ruddles County</b>	<b>Premium</b>	<b>4.3%</b>
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Ruddles County is brewed for the established real ale fan. Its strong dark toffee & 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)

<b>St Edmund's</b>	<b>Cool Cask</b>	<b>4.2%</b>
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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)



**Southwold Bitter** Bitter 3.7%

Copper coloured beer brewed with the finest East Anglian malted barley. A blend of hop varieties, including Fuggles, are added 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)

**Spitfire** Premium 4.2%

First produced in 1990 as a Battle of Britain commemorative brew, it is a licensed partner of the RAF and official partner of the Movember health charity. With a full malt and hop flavour with a well balanced and lasting aftertaste, it was 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)

**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, it has a robust hop character described as citrus & spicy. A refreshing & very satisfying pint, noted for the aroma of its Fuggles hops & the dry hopping of Styrian Golding to add its characteristic Theakston aroma.

T&R Theakston Ltd. 01765 680000

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

**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.

T&R Theakston Ltd. 01765 680000

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

**Theakston Lightfoot** Golden 4.1%

This is a very pale, straw coloured ale that uses a blend of finest English ale malt, wheat and German and Slovakian hops to create a 'continental blonde' style, flavour and aroma

T&R Theakston Ltd. 01765 680000

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

**Theakston Mild** Mild 3.5%

A dark, delicious beer with a dry palate and a full, rounded, hoppy flavour. Brewed using three malts: pale malt for body, crystal malt for rich flavour and black malt for texture and taste and is the only truly national, permanently available Mild.

T&R Theakston Ltd. 01765 680000

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

**Theakston Old Peculier** Premium 5.6%

The beer that made Masham famous - rich, dark & smooth tasting, with a character all of its own. Brewed using the traditional Fuggle hop, it is Theakston's best known beer and has a large and enthusiastic following all over Britain and around the world

T&R Theakston Ltd. 01765 680000

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

**Sharp's Own** Premium 4.4%

Rich roasted & malty notes with some light hop tones. The mouthfeel is one full of malty sweetness complimented by a good measure of hop bitterness.

Sharp's 01208 862121

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

**Sharp's Special** Premium 5.2%

The sweetest & strongest of Sharp's cask ales. The sweetness complements most deserts, especially those with a good measure of sugar such as treacle puddings & stewed fruits. Also works well with rich, creamy cheeses

Sharp's 01208 862121

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

**Snecklifter** Bitter 5.1%

A very individual style of beer that has a fullness of flavour created by the chocolate & amber malt. A rich full bodied multi-award-winning beer.

Jennings 01902 711811

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

**Sole Star** Bitter 2.7%

Named after the brightest star in the sky (the sun) A pale amber ale, with a light floral/citrus aroma, gentle caramel notes and a good level of bitterness. Brewed with Pale Ale, Crystal, Black & Munich malts and Chinook & Cascade hops

Adnams plc 01502 727200

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

**Theakston XB Premium 4.5%**

A premium strength ale, ruby coloured with a rich flavour and full body. The balance between bitterness and fruitiness from the Bramling Cross and Fuggle hops used give XB the distinctively complex aroma, making it the beer to savour

T&R Theakston Ltd. 01765 680000 [www.theakstons.co.uk](http://www.theakstons.co.uk)

**Thwaites Original Bitter 3.6%**

A clean dry tasting & refreshing session bitter with a glowing amber appearance. Brewed using premium grade Maris Otter malt & a blend of traditional English Hops that give an initial hop aroma to malt flavoured beer that has a delicate dry finish.

Thwaites Brewery 01254 686868 [www.thwaites.co.uk](http://www.thwaites.co.uk)

**Tiger Best Bitter 4.2%**

Award winning best bitter with universal appeal. Crystal malt gives the beer its rounded toffee character.

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

**Tolly English Ale Low Alcohol 2.8%**

This fine amber ale has a balanced bitterness, with a slight taste and aroma of citrus and tropical fruit. All the flavour you would expect from a great English ale but at only 2.8% ABV.

Greene King 0845 600 1799 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**Trawlerboys Premium 4.6%**

Brewed with English whole cone hops, to give a full-bodied, copper-coloured malty beer with fruity hop flavours. CAMRA's 2012 winner of Best Bitter category

Green Jack 01502 562 863 [www.green-jack.com](http://www.green-jack.com)

**Trelawny Bitter 3.8%**

A traditional, appealing & distinctive rich amber ale offering a unique and harmonious blend of traditional English Golding, with specially imported Galaxy hops from South Australia to provide a distinctive blend of old and new world flavour.

St. Austell Brewery 0845 2411122 [www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)

**Tribute Pale Ale 4.2%**

CAMRA's Supreme Champion Ale of Cornwall, a popular favourite in Cornwall & the South West and a much sought after premium across the rest of the UK. Made with Fuggle, Styrian Golding and Willamette hops and Maris Otter Pale Cornish Malt, Tribute is a real Cornish ambassador with its distinctive and appealing hoppy palate and citrusy nose.

St. Austell Brewery 0845 2411122 [www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)

**Unicorn Bitter 4.2%**

A pale tart and thirst quenching bitter beer, with a superb mouth feel of rich malt & 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. [www.frederic-robinson.com](http://www.frederic-robinson.com)



**Wainwright Premium 4.1%**

Wainwright golden ale is inspired by the famous Lakeland writer, Alfred Wainwright. It has been crafted as a labour of love by Thwaites with the same passion that Alfred Wainwright put into his detailed walking guides. Like a walk on the fells it is both rewarding and refreshing.

Thwaites Brewery 01254 686868 [www.thwaites.co.uk](http://www.thwaites.co.uk)

**Wherry Best Bitter 3.8%**

Multi award winning beer - fresh & zesty with crisp floral flavours & a background of sweet malt leading to a hoppy 'grapefruit' bitter finish

Woodforde's 01603 720353 [www.woodfordes.co.uk](http://www.woodfordes.co.uk)

**Worthington's IPA 5.6%**

Worthington's White Shield is the oldest, original IPA still available today, dating back to the 1820s, & the most decorated beer in CAMRA history. Famous for the bottle conditioned ale, it is now available in cask, along with other versions, including Red Shield & a cask Worthington E.

Molson Coors 0845 6000888 [www.molsoncoors.com](http://www.molsoncoors.com)

**Yorkshire Pride Bitter 3.7%**

Very pale session bitter, well hopped with Challenger and Savinjski Hops.

Acorn 01226 270734 [www.acorn-brewery.co.uk](http://www.acorn-brewery.co.uk)

# Best of British Brewers

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# Real Ale, Real Growth

**Pete Brown says that it's taken five long years and six reports, but finally, the Cask Report can say what it's always wanted to: cask ale has returned to volume growth for the first time in twenty years.**

The Cask Report was first commissioned by a group of cask ale brewers and industry bodies in 2007 as an impartial but positive look at the state of the cask ale market.

Back then, the main priority was to counter a perception that cask ale was in terminal decline. It was doing no worse than the beer market in general – that was the message of the first report.

Over the next few years, the cautious optimism around cask became less cautious, and more optimistic. So successful was this message that those who had got the gist of the report started saying that cask ale was in growth. The report never claimed this – OK, it was growing its share as it began to decline at a much slower rate than the beer market as a whole, but it was still declining in volume.

Until last year...

## Bucking the Trend

In 2011, against the backdrop of a beer market that was down 3.5%, cask ale grew 1.6%. It's not much, but after twenty years of decline, and almost a decade of overall beer market decline, it's a powerful bucking of the trend. So powerful that cask has now overtaken keg as the most popular draft ale format. So far in 2012, it's holding its own.

The story of how, and why, and what it means to the landlord evolves each year as we learn more. This year, we've been able to confirm and expand on some of the key barriers – and keys – to unlocking greater growth of cask ale in pubs.

Up to now we've been talking mainly about getting people to try cask for the first time. Most people had not tried it, but among those who did for the first time, the vast majority would go on to include it in their drinks repertoire. So it made perfect sense to encourage trial among as many cask virgins as possible.

## Pint of the Usual?

Now, 53% of the adult population have tried cask. So why is it not in even greater growth?

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*“56% of total cask volume is drunk by people who like to stick to beers they know, while 44% is drunk by people who like to experiment and try new things”*

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Because for most people, it's only ever an occasional drink. People who like cask are, by their very nature, inquisitive and like to try new things. They have broad interests and enjoy a broad range of food and drink. While 84% of those who have ever tried it claim to be drinkers of cask, 27% say they only drink it occasionally and 44% drink it rarely. Cask has to take its place alongside everything else, and tends only to be drunk on specific occasions, such as a

visit to a country pub, or when they go to a beer festival. It hasn't yet found its place within most people's everyday repertoires.

## Try Before You Buy

This means measures to help navigate novice drinkers through cask are just as important as ever. Most people who have tried cask ale still have very little knowledge of it and are not yet fully engaged with the category. Try Before You Buy remains a simple and devastatingly effective tool to get people interested in cask, and to improve their knowledge. And it has to be done proactively – the people who are happy to ask you are those who are already seasoned cask ale drinkers. It's those who look uncertain as they approach the bar who really need to be offered a trial taster. Don't think of it as giving beer away. Psychologically, you're engaging people and it will almost certainly lead to purchase – and probably repeat purchase.

## A Balanced Range

But beyond promotional tactics, the really important insight in this year's report is around stocking the optimal range of cask ales. This can be an uncertain area for landlords because there are various competing voices telling you what to stock. In the blogosphere, the hard core of beer fans are excitedly talking up the new generation of microbrewers who are pushing beer styles in new directions. Talk to any seasoned real ale drinker and they'll tell you the only thing that interests them is new beers they haven't tried before. But listen to area managers from big regional brewers and they'll tell you people want to see familiar, reassuring brands on the bar.

And you know what? They're all correct. These are not contradictory positions, they're complementary. A perfect range needs a mix of familiar and unfamiliar beers.

Last year we did qualitative research which revealed that a range of pump clips consisting entirely of larger, familiar brands was seen as 'boring' and 'high street', but that a range of small, eclectic beers was seen as too obscurist.

## Statistical Evidence

This year, we have hard numbers to back this up. We had access to various different surveys, and all of them tell us the same thing.

One showed that 56% of total cask volume is drunk by people who like to stick to beers they know, while 44% is drunk by people who like to experiment and try new things.

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***"78% of cask drinkers claim to experiment and try beer from microbreweries, while 75% say 'a brand I know and trust' is an important factor when trying a new beer"***

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Another revealed that 78% of cask drinkers claim to experiment and try beer from microbreweries, while 75% say 'a brand I know and trust' is an important factor when trying a new beer. Clearly, a large number of drinkers are agreeing with both positions. They're not contradicting themselves – their behaviour changes depending on occasion, mood and circumstance. Many drinkers will experiment with new beers at the start of a session, for example, before settling in with something familiar as the night progresses.

## Regional Difference

The optimal range is a mix of familiar and unfamiliar beers – but that doesn't necessarily mean a mix of micros and bigger regionals. A local micro could be a familiar tried and trusted brand to your drinkers, just as a famous regional beer from another part of the country, or even a seasonal from your local big name, could be unfamiliar. The right mix changes depending on your location and customer base.

One thing is universal though - cask ale is back. It has lost most of its old fashioned, negative imagery, and is now seen as positively cool. Five years ago we would never have predicted being able to say this, but we hoped and dreamed: if you want to run a successful pub, well-kept, thoughtfully curated cask ale is simply an essential part of your offering.





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# MARSTON'S PERMANENT CASK PORTFOLIO



LIGHTER & REFRESHING

STYLE

DARKER & FULL BODIED

## Golden

Tend to be lighter, fruity and more refreshing, including blonde beers

## Amber

Tend to be maltier tasting beers, including pale ales & traditional bitters for relaxed session drinking

## Dark

Tend to be more characterful, fuller bodied beers with roasted malts, including Mild & Porter styles

-  **Marston's EPA**  
Pale gold, citrusy, hoppy ale  
Units per pint: 2.0  
3.6%
-  **Brakspear Oxford Gold**  
Light, golden, floral, citrusy ale  
Units per pint: 2.3  
4.0%
-  **Banks's Sunbeam**  
Pale blonde, zesty, tangy grapefruit ale  
Units per pint: 2.4  
4.2%
-  **Ringwood Boondoggle**  
Light gold, hoppy, fruit ale  
Units per pint: 2.4  
4.2%
-  **Jennings Cocker Hoop**  
Light golden, floral & citrus flavoured ale  
Units per pint: 2.6  
4.6%
-  **Marston's Old Empire**  
Blonde with a strong hoppy taste  
Units per pint: 3.2  
5.7%

-  **Marston's Pedigree**  
Golden brown, malty, pale ale  
Units per pint: 2.6  
4.5%
-  **Brakspear Bitter**  
Amber light, fruity, hoppy ale  
Units per pint: 2.0  
3.4%
-  **Banks's Bitter**  
Golden, hoppy, refreshing bitter  
Units per pint: 2.2  
3.8%
-  **Burton Bitter**  
Malty, biscuity flavours, delicate hops  
Units per pint: 2.2  
3.8%
-  **Ringwood Best Bitter**  
Rich brown, malty, hoppy ale  
Units per pint: 2.2  
3.8%
-  **Mansfield Cask Ale**  
Malty amber bitter, with hoppy aftertaste  
Units per pint: 2.2  
3.9%
-  **Jennings Cumberland Ale**  
Deep, golden, hoppy, spicy bitter  
Units per pint: 2.3  
4.0%
-  **Ringwood Fortyniner**  
Golden brown, dry, toffee flavoured ale  
Units per pint: 2.8  
4.9%

-  **Wychwood Hobgoblin**  
Ruby beer with a chocolate toffee flavour  
Units per pint: 2.6  
4.5%
-  **Banks's Mild**  
Chestnut brown, malty, mild ale  
Units per pint: 2.0  
3.5%
-  **Jennings Bitter**  
Rich brown, roasted malty ale  
Units per pint: 2.0  
3.5%
-  **Jennings Snecklifter**  
Dark mahogany, chocolate & toffee flavoured ale  
Units per pint: 2.9  
5.1%
-  **Ringwood Old Thumper**  
Deep brown, spicy, fruity, strong ale  
Units per pint: 3.2  
5.6%





# Proud of Our Ale

## Cask Converters

### Younger drinkers 'converted' by TCG's cask campaign

Managed operator TCG has promoted cask ale through its 'Proud of Our Ale' campaigns, which run twice a year in the majority of its pubs and bars. The third promotion ran throughout October 2012, with the first week coinciding with National Cask Ale Week.

Overall, the most recent campaign saw a 25% uplift in cask ale sales in the 53 participating sites. Just as impressive is Proud of Our Ale's impact in TCG's young persons' bars and pubs. Many of these sites, which don't attract the traditional cask ale drinker, have used the promotion to encourage younger consumers to try cask and seen sizeable numbers of them 'convert' to ale long-term.

TCG's chief operating officer Nigel Wright said, "Proud of Our Ale has proved a very effective way to grow our cask business. Cask ale is one of the few products that's unique to pubs: customers can't buy it in the supermarket so they have to come to the pub for it.

"We're especially pleased to see strong performances from sites with a younger customer base: if we can convert these younger drinkers to ale, and persuade them to return to their local TCG pub or bar to enjoy it, it gives us long-term customers."

Proud of Our Ales has a number of elements, giving it appeal to new cask drinkers as well as enthusiasts. All participating pubs extend their range of cask ales for the month, adding either a second handpull from Brains, an Adnams or Black Sheep ale and, in many cases, a local ale supplied through SIBA DDS. They also offer a collector scheme - buy 6 pints, get a 7th free- and offer CAMRA members a discount.

'Beer Tapas' has been a success in each Proud of Our Ale campaign. Offering three third-pints of different ales, served in a

wooden tray, it has proved effective in reaching new cask drinkers and adding theatre to the cask experience in the pub.

The Blackbirds in Hertford, is primarily a younger persons' pub. General manager Paul Eastwood said, "Our younger drinkers really enjoyed discovering cask ale; they tried the different styles we put on and completed their collector cards to claim their free pint. The Hobgoblin and Ghost Ship went down really well, as we tied them in with our Halloween celebrations, and our local brewery Red Squirrel was also popular.

"We converted quite a few from lager to cask ale and they still drink it now, especially when we're selling a beer that they tried during the promotion."

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***"If we can convert these younger drinkers to ale, and persuade them to return to their local TCG pub or bar to enjoy it, it gives us long-term customers"***

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Another venue with a younger customer base is The Pit & Pendulum in Nottingham. After the first Pride of Our Ale promotion in 2011, the bar moved from stocking one to three cask beers permanently. Manager Danny Williams said: "We asked customers to vote on Facebook or in the bar for the ales they wanted to see on next, so every beer was there by customer demand.

"What's interesting, given that our drinkers tend to be younger and fairly new to cask, is that they showed a clear preference for darker, fuller-flavoured beers such as Brains' Reverend James, and Hobgoblin."

In several of TCG's London pubs, Proud of Our Ale was a hit with tourists. At the Comedy Pub, off Leicester Square, general manager Raul Dolores said, "A pint of cask ale in a traditional pub is part of the London experience for most tourists."



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# Are You Glass Conscious?

## Glass Issue

**Cask ale is exclusive to the Great British pub, a unique handcrafted product that should be treated with respect by those that benefit most from its success**

The brewer crafts their beer from the finest ingredients; it is delivered in perfect condition and then carefully conditioned to perfection in a well-cared for cellar, sent through carefully cleaned, cooled lines to a hand polished font where it is hand-pulled for the cask ale loving customer.

But after all that care and attention it is all too often carelessly poured into an unappealing, warm - sometimes barely clean - glass.

Beer is no longer a commodity, but one of life's affordable luxuries. Luxury however, is defined almost as much by packaging as by the product itself and quality glassware adds to the pleasure of the perfect pint - or half.

The simple beer glass has two functions. It signals the status of the drinker, and it signals the standards of the outlet. Of course it holds beer as well, but then so would a bucket. And everyone is aware of the importance of sending the right signals.

Luckily, unlike lager brands where big bucks are spent on branded glasses in an effort to reassure drinkers that they've made the right choice, you're not expected to have the correct glass for each and every ale you stock, and while it is always better to serve a beer in the glass designed for it, no one is going to be upset if they have an unmarked but classy glass.

### The Return of the Dimple

"When we took over the Jolly Butchers in Stoke Newington five or six years ago we still had half-a-dozen handles in stock for the old codgers," says Martin Harley of London Village Inns. "Then one or two other real ale pubs started using them and I tried to get some more. I couldn't! They'd been discontinued."

Eventually he found a supplier and now dimples are standard in both the Jolly Butchers and his other specialist real ale bar, the Crown & Anchor in Brixton, where they are seen as the epitome of retro style.

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***"But ultimately what really matters is that each and every glass, as well as being the correct shape and size, is clean, cold, and sparkling"***

---

"It started as a sort of gimmick but now you see 20-something girls drinking out of them and it's become a bit fashionable," he says. "It's old-school chic."

The supply shortage is about to be eased - Graham Cheesbrough of Halifax-based Festival Glass is reintroducing dimples to his range this year in response to demand from the trade. The bad news for sclerotic retired colonels is that they're made not in Britain but at Arcoroc in Arques, near Calais. But, says Graham: "The dimple is the right glass for the traditional British pint and always has been, but a lot of pubs have been put off by the expense.

"They're twice the price of straight glasses, but then they're virtually indestructible. The older ones do scuff after a few years but the

new ones are made of toughened glass, which doesn't scuff. So they'll last virtually forever."

## Stemmed Elegance

The dimpled jug is something of a marmite glass - people either love them or hate them, and it is also important to offer straight glasses and also elegant stemmed ones, especially in the smaller sizes.

For instance, one of Martin's five pubs has just started stocking draught American beers, which he says has demanded an investment in a stock of stems. "You can't pour a beer like Goose Island into a straight glass or a handled mug," he says. "It simply isn't right, and the customers know it. To do the job properly, it just has to be a stem."

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*"The simple beer glass has two functions. It signals the status of the drinker, and it signals the standards of the outlet. Of course it holds beer as well, but then so would a bucket"*

---

Graham agrees. "Five years ago we were selling 1,000 stems a year - now it's more like 50,000" he says. "A lot of the sales are to restaurants and upmarket bars with beer-lists that are heavy on imported lagers, strong ales, and bottled beers. Stella Artois and San Miguel have led with very attractive branded stem glasses which customers have come to expect as part of the package."

## Clean and Cool

Using the appropriate glassware, then, is all part of getting it right. But ultimately what really matters is that each and every glass, as well as being the correct shape and size, is clean, cold, and sparkling. Stefan and Andrew Rutherford, who run two upmarket dining and real ale pubs in East Derbyshire, throw theirs out every 8-10 months and lay in a completely new stock, which may seem a little extravagant. But, as Martin Harley says: "When you're paying good money for your beer you expect and deserve proper service."

Different beers demand different glasses, and different people have preferences for different styles, and to justify a premium price for a premium product it is essential to offer a choice of good, clean, cool glasses.

Satisfying all of your customers all of the time may seem difficult, but it is critical to keeping that competitive edge razor-sharp. Painstaking attention to detail is something that customers notice and evaluate, and it is part of the equation that keeps them coming back for more. Or not.

The price of beer has rocketed thanks to the government's carefully planned attack on one of the country's most vibrant and innovative business sectors, which means that many consumers no longer routinely pop out for a quick pint. But when they do venture out they expect a treat. A scuffed nonic still warm from the glasswasher is not a treat!





# Eastern Promise

## EA Brewing

**It's an extremely exciting time in British Brewing and in East Anglia we're lucky to have both a solid brewing heritage and what looks to be an inspiring and diverse future, says Mitch Adams, beer writer and licensee of the award winning Thatcher's Arms in Essex**

The largest brewery in East Anglia is Greene King, based in Bury St Edmunds since 1799. They have been on a rapid expansion plan over the past few decades which has seen them acquire businesses from around the UK. Making the relatively recent step from regional to national brewer, their flagship beer 'IPA' is the UK's no. 1 selling cask beer and 'Old Speckled Hen' is the best selling premium ale according to the BBPA. This year they spent £4 million pushing IPA and adding two variants to the range. The marketing campaign and new beers 'IPA Gold' at 4.1% and 'IPA Reserve' at 5.4% were primarily targeted at younger drinkers entering the market. Greene King delivered a well received PR exercise in August at GBBF, sharing their legendary dark ale '5X' with festival goers in limited amounts each day. The complex 12% beer, historically only blended to produce beers like 'Strong Suffolk', has never been released to the general public before and generated a buzz and queues around the bar.

### Suffolk Heroes

The Suffolk coastal town of Southwold is home to the region's second largest brewer. Following on from last year's successes, including being named 'Brewery of the Year 2011' by The Good Pub Guide, Adnams have gone from strength to strength with

their green credentials helping secure 'The Queens Award for Sustainable Development' for the second time. Forward thinking head brewer Fergus Fitzgerald has been busy with some unconventional guest beers as well as adding some new beers to the permanent line up. Firstly, 'Sole Star' a light, citrus hopped beer packed with flavour at only 2.7% and also 'Ghostship', a 4.5% pale ale inspired by the American and British craft beers that are becoming increasingly popular. As well as innovating in the brewhouse and the new distillery their heritage hasn't been left behind with traditional recipe 'Old Ale' winning Champion Beer of East Anglia in 2012.

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*"Hop heroes Crouch Vale continue to build on the reputation of previous two time Champion Beer of Britain 'Brewers Gold'"*

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Green Jack, also in Suffolk, took home 'Best Strong Bitter' from GBBF and a Silver in the 'Supreme Champion' category with their 4.6% 'Trawlerboys'. Mauldons Brewery are getting great feedback from their new 'Blackberry Porter', and picking up several regional awards, certainly a beer to look out for. Relatively new lager brewery Calvors have undergone a small brand change this year from 'Suffolk Lager' to 'English Lager' as they expand out of the county into new markets such as London with their line up of beers including two blondes, an amber and a dark Vienna style lager.

### Norfolk Pride

North of the border, breweries were in favour at the Norfolk Food and Drinks Awards this year with established brewer Woodforde's, best brewer for their easy drinking amber ale 'Wherry', picking up

the 'Pride of Norfolk' award and micro brewery Grain collecting 'Best Drinks Producer'. Grain also succeeded in the Norfolk CAMRA awards taking a total of 5 out of the 9 beer awards in 2012 including 'Supreme Champion Beer of Norfolk' with 5% 'Grain Porter'. It may also be worth keeping an eye out for ambitious new brewery 'Norfolk Brewhouse', who as well as building a small range of real ale, have also added two lagers to the line up since starting in April 2012.

*"Forward thinking head brewer Fergus Fitzgerald has been busy with some unconventional guest beers as well as adding some new beers to the permanent line up"*

### Essex Expansion and Innovation

For the second year running the region is home to The Good Pub Guide's national 'Brewery of the Year 2012'. Nethergate Brewery in Essex picked up the accolade only a short while after new management took on the business in 2011. The re-branding to 'Growler Brewery' in honour of their flagship beer 'Old Growler' is well underway and imminent plans to build a new pub estate appear to be on the cards too. New to Essex is Colchester Brewery where experienced brewer Tom Knox, previously of Nethergate, has already picked up their first regional award for golden beer 'Metropolis'. They promise to revive some forgotten recipes using their double drop fermenter, a little research and some brewing history books. Meanwhile, further south in the county, hop heroes Crouch Vale continue to build on the reputation of previous two time Champion Beer of Britain 'Brewers Gold' with some stunning single hop beers and a worthy new addition to the permanent line up 'Yakima Gold'.

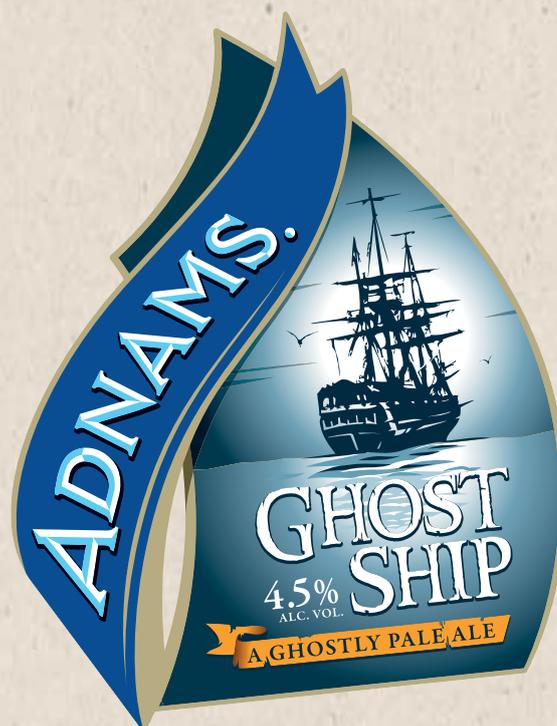
### Cambridgeshire Champions

Cambridgeshire microbrewery Milton, who have four of their own pubs, came home from GBBF with a bronze in the Best Bitters category for 'Pegasus' at 4.1%. Oakham Brewery top the charts with their 6% 'Green Devil IPA' bringing huge success including the SIBA Supreme Champion 2012 award. Their 'Oakademy of Excellence' now has 225 pubs signed up as permanent Oakham stockists with membership benefits including access to exclusive beers. And finally, a visit to Cambridge wouldn't be complete without a pint of Elgood's. Brewing in the area since 1795, 'Cambridge' and 'Black Dog Mild' are both previous award winners and still going strong today.

An abundance of rural pubs adorned with CAMRA accolades sprawl over the eastern countryside. Peterborough and Chappel host two of the country's biggest CAMRA Beer Festivals. Ipswich, Norwich and Cambridge vie for the title of the best town or city to drink in the region with the 'Norwich City of Ale' becoming an increasingly important event in the beer calendar. It's therefore little wonder, with all these great places to drink that the breweries are stepping up to the mark with some of the best beers in Britain

# ADNAM'S.

## SOUTHWOLD



# GHOST SHIP

A hauntingly good pale ale brewed with American hops to produce a good assertive pithy bitterness and a malty backbone.

**4.5% abv**

To stock our beers call us on 01502 727272



# Something is happening

Greene King

**Situated in the heart of the beautiful Suffolk countryside in the picturesque market town of Bury St Edmunds we at Greene King brewery have been busy.**

Our goal is clear – to bring a more contemporary and relevant image to cask ale – and that’s exactly what we’ve been doing here at the brewery over the last 12 months. And, judging by the fact that the category recently achieved growth for the first time in 20 years, it seems our efforts haven’t been going to waste!

Earlier this year we underlined our commitment to the category with a multi-million pound investment in the nation’s favourite cask ale – Greene King IPA.

Determined to widen the appeal of cask to a new generation of drinkers, the relaunch followed a year-long Greene King study into the preferences of more than 30,000 drinkers. The results were clear and compelling – the category was still driven by men aged 35 and over, but younger consumers were becoming increasingly important to cask ale volumes, especially among men aged 25 – 34, whose share was up by a trend-setting 19%.

It was this valuable insight into the widening appeal of cask that helped us hit on a fresh new look and feel for Greene King IPA, including a new design, new tankard glassware, and a new zinc-

crafted premium pump clip aimed at achieving standout at the bar.

Our ‘Crafted for the Moment’ TV ad, filmed entirely in a pub cellar and bar, championed the Great British pub landlord’s role as the guardian of cask.

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*“Our goal is clear – to bring a more contemporary and relevant image to cask ale – and that’s exactly what we’ve been doing here at the brewery over the last 12 months”*

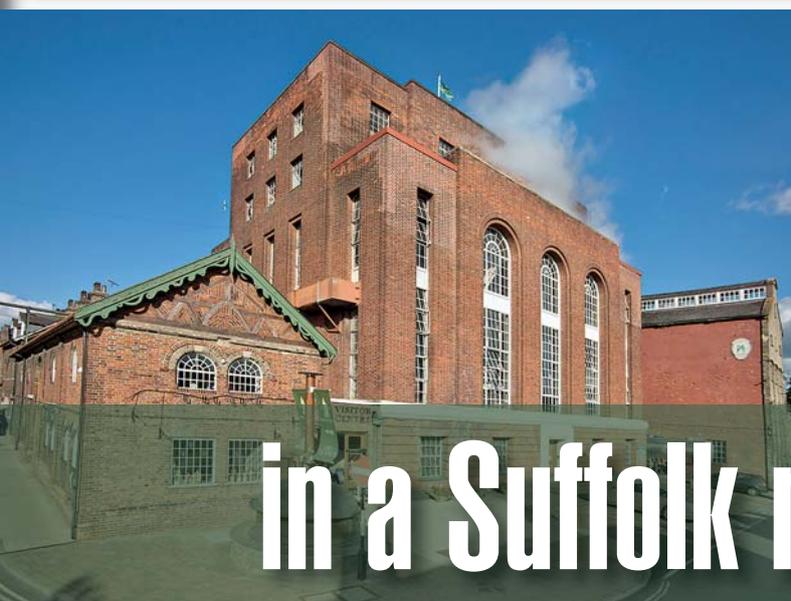
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Working on the principal that great moments don’t just happen by accident, the beautifully shot film featured a landlord preparing a barrel of Greene King IPA before serving a packed pub full of customers eager to enjoy the fruits of his labour.

Running across all major channels the ad has certainly helped modernise the image of cask and made it more appealing to the masses. We did some research to see what people thought of the ad and almost 40% said they were more likely to buy Greene King IPA as a result of seeing the ad.

The authenticity of our beer and the care and attention that goes into brewing the perfect pint also made an impression, and audiences rated it highly for promoting a great pub atmosphere.

Jake Bugg’s wistful Country Song soundtrack proved popular too.



The 18-year-old's debut album went straight to number one in the charts as music fans across the land asked "who's that singing on the Greene King ad?"

The relaunch of Greene King IPA also provided us with the perfect opportunity to connect with younger consumers by embracing social media as a channel of communication.

Giving drinkers the chance to post pictures on Facebook sparked a flurry of online activity. Hundreds of people uploaded images of themselves enjoying a pint of Greene King IPA and their Perfect Ale Moment in the hope of winning a limited-edition Greene King IPA glass tankard.

Further innovation came in the liquid itself, as we launched two new Greene King IPA extensions - one designed to appeal to new drinkers and the other aimed at existing cask lovers.

Greene King IPA Gold (4.1% ABV) - a golden ale aimed at experimental drinkers looking for refreshment - is proving popular with younger drinkers. Greene King IPA Reserve (5.4% ABV) - is also doing well, especially as the nights draw in and ale aficionados everywhere seek out something a little more full-bodied as an indulgent fireside treat.

So the results of all of this activity shows our plan to widen the appeal of cask - especially with younger drinkers - is working as

we have seen a significant shift in 25 - 34 year olds drinking Greene King IPA versus the total ale market.

And, while it's clearly been a busy and successful time for us here at Greene King brewery over the last 12 months, our thoughts inevitably now turn to the future and plans for the year ahead.

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***"We plan to develop exciting new beers for our new Guest Ale Calendar, so publicans and cask fans alike can look forward to a new brew for every season, as well as some of our classic favourites"***

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We will be bringing to life Our 'Crafted for the Moment' campaign for Greene King IPA in pubs and we will also see the ad make a welcome return to TV in 2013.

We plan to develop exciting new beers for our new Guest Ale Calendar, so publicans and cask fans alike can look forward to a new brew for every season, as well as some of our classic favourites. And obviously many of our plans are still under wraps; there will be plenty of innovations too.

So...there will continue to be exciting things happening in our Suffolk hometown of Bury St Edmunds.

Follow us on Facebook [www.facebook.com/greeneekingipa1799](http://www.facebook.com/greeneekingipa1799) or to stock any of our beers call 0845 600 1799



# High on the Hop

## Hip Hops

**Variety may be the spice of life, but hops are the spice of beer - lending each brew its own unique flavour and aroma in a way that makes beer a rich part of a life well lived, says Sophie Atherton. We asked her how and why hops have gone from humble to heralded...**

There are around 100 varieties of these amazing little flowers in commercial production, each offering its own flavour characteristics and qualities - but you'd be surprised how many people overlook or take for granted the power of the hop. But that is surely set to change after a flurry of non-stop hop action pushed them to centre stage in 2012.

### Single Hop Specials

It all kicked off in January with Marston's Single Hop range - the same 4% ABV beer brewed using a different hop variety each time and released as monthly specials. Highlighting hops from around the globe, Marston's series wasn't just about offering drinkers 'new and different taste experiences' but also aimed at getting them talking about the way hops influence beer flavour. Each release was blogged by the brewer, Simon Yates, giving an insight into the hop's provenance and history. The line-up included the classic English East Kent Golding as well as popular modern Americans Cascade and Citra, and traditional Europeans like the original lager hop Hallertau Mittelfrüh and the noble Saaz. They also branched out with two from New Zealand, Wai-iti and Kohatu, never used by UK brewers before.

Hertfordshire-based Tring Brewery had a similar idea but decided to use only British hops. "I'm not going to pretend it's been an easy project," says Tring Brewery spokesman Ben Marston. "Using a single hop variety for bitterness, flavour and aroma can throw up some challenges - all of which we've overcome. The resulting beers have been exceptionally well received... In fact we are so enamoured with what UK hop varieties have offered that for 2013 that we are repeating the project again."

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*"In an already hoppy year the inaugural Kent Green Hop Beer Fortnight hit the headlines by raising the issue of how British hops are locked in a popularity contest with overseas varieties"*

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They launched their single hop range - featuring a variety of recipes and a different hop each time - at an awareness-raising 'rub and sniff' event. This was held in collaboration with hop merchant Charles Faram & Co Ltd and Ali Capper of Stocks Farm Worcestershire. Ali is on a mission to reverse the decline of the UK hop industry which is facing a serious challenge as craft brewers look to the New World in their quest for innovation. At its peak there were 72000 acres of hops in the UK, but production has fallen to just 2,500. But the fight back has begun...

### Beerjolais Nouveau

In an already hoppy year the inaugural Kent Green Hop Beer Fortnight hit the headlines by raising the issue of how British hops are locked in a popularity contest with overseas varieties. The event

blew the trumpet for homegrown hops with two weeks devoted to brews made only with fresh Kent varieties - rushed from farm to brewery in less than 12 hours - showing the range and depth of flavour that can be squeezed from the flowers without even drying them first.

More than 20 breweries made a beer for The 'beerjolais' Fortnight which launched at Canterbury Food & Drink Festival. This reinforced beer's reputation as a natural product made from local ingredients by placing it side by side with producers of artisan cheeses and award-winning pies. The festivities continued at the county's pubs and brewers reportedly sold all their Green Hop brews before the Fortnight had even begun.

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***“As well as the intrinsic buzz that comes from a different kind of brewing, we thought it would be a good way to get people to take notice of exactly what hops do for beer - and judging by the success of the Fortnight I think we managed to do that”***

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“Green hop beers have a characteristic light and fresh flavour because they retain oils driven out by the traditional drying process used to preserve them for use long after harvest time,” explains Eddie Gadd of the Ramsgate Brewery – one of the founders of the event.

“As well as the intrinsic buzz that comes from a different kind of brewing, we thought it would be a good way to get people to take notice of exactly what hops do for beer - and judging by the success of the Fortnight I think we managed to do that”

## **Talking Hops**

The average drinker may not yet be switched on to the way different varieties of hop bring different flavours and aromas to their beer, but as craft beer grows in popularity, people are going to want to learn more about them. Those who take their beer more seriously are already clued up about hops - the inclusion of a particular variety helps them choose what to drink. Brewers are getting wise to this increasing consumer knowledge. It is increasingly common to see beers named after the hop they feature (compare wine and grapes) or to find brewers offering several beers of the same recipe and style but featuring different hops; or if they don't go that far to at least find the variety of hops used named on the beer's label - with US and New World varieties leading the way in the popularity stakes. So far.

## **Rising to the Challenge**

The British hop industry is not taking things lying down. Cue the launch of a new UK variety called Jester created through the Charles Faram Hop Development programme. The trial crop has been exclusively used in a beer named Empire Strikes Back created by Moor Beer Co, Somerset.

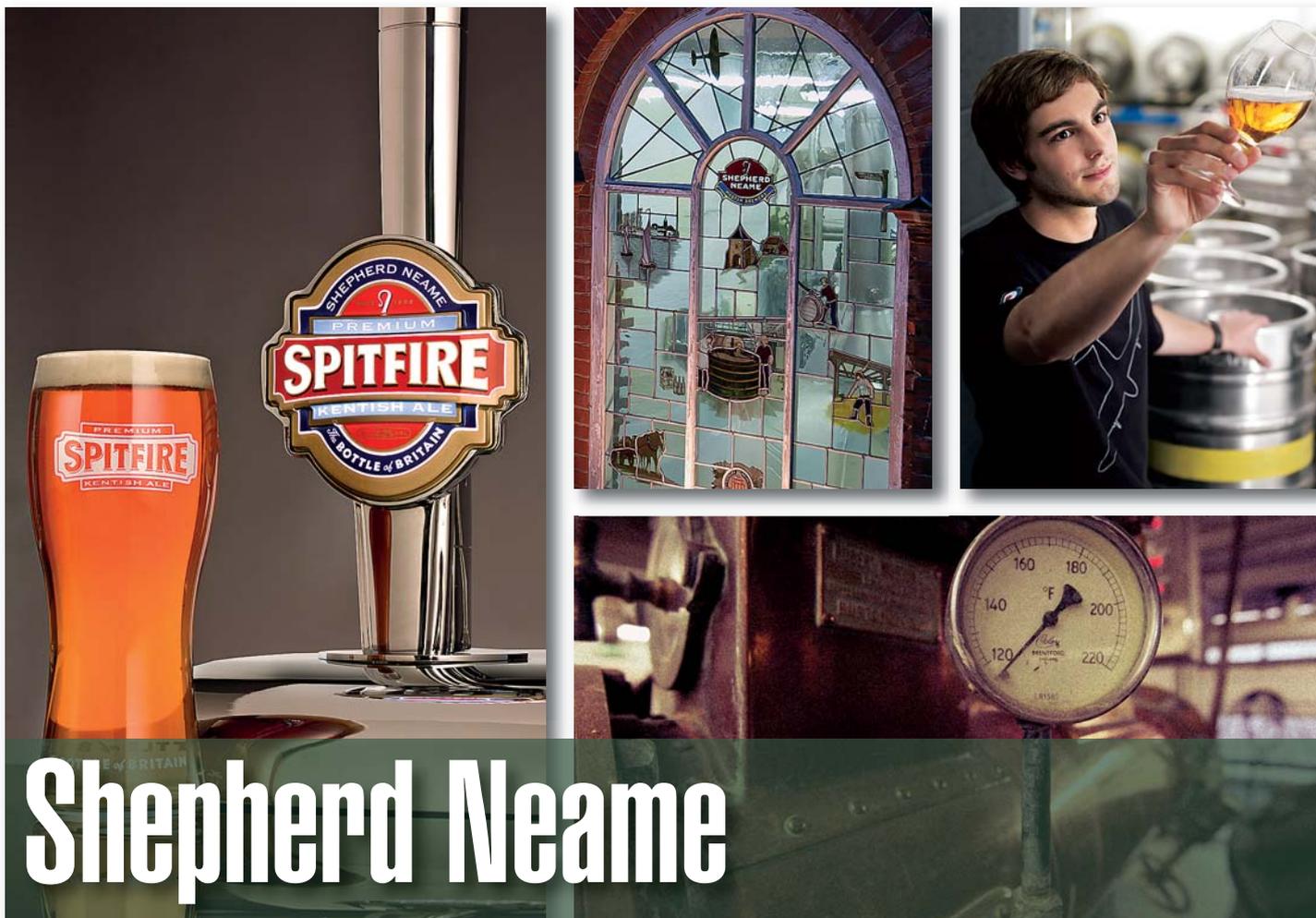
“We asked Justin [Hawke, of Moor Beer] to trial it for us with the brief to make a hoppy IPA to showcase what the variety can do

compared to something like Citra, Nelson Sauvin or Galaxy,” explained Charles Faram & Co Ltd MD Paul Corbett.

“The new hop has a tremendous fruity ‘new world’ aroma that we are very excited about and we hope this will transfer through into the beer,” he added.

Whether it's a brand new UK hop, a US variety or one from Down Under, something you can be sure of is that hops are something people are talking about - maybe next time I do a straw poll on the subject I'll find people can name as many hops as they can grapes used in wine.





# Shepherd Neame

Britain's oldest brewer

## SHEPHERD NEAME'S UNBEATABLE ARRAY OF ALES AND LAGERS

**From award-winning, distinctive ales to internationally celebrated lagers, Britain's oldest brewer Shepherd Neame offers an unbeatable portfolio of diverse beers, with something to suit everyone's taste.**

Based in Faversham, Kent, Shepherd Neame has carved out a reputation as a high-quality brewer of characteristically hoppy ales as well as international lagers brewed under licence, drawing on more than 300 years of brewing craft and the highest modern-day standards of sustainable brewing. Every beer is brewed with chalk-filtered mineral water from an artesian well deep below the brewery and 95% of the hops used in our cask ales are grown locally.

Rigorous attention to delivering the best-quality beers is married with dynamic promotional support to ensure Shepherd Neame beers are *the* brands of choice.

### Spitfire - the ammunition to drive sales

The brewery's flagship premium ale Spitfire (4.2% abv) continues to enjoy soaraway success with consumers. Its vibrant reputation has been gained through its tongue-in-cheek advertising and its support for forces' charity including the Royal Air Force Benevolent Fund and global men's health charity Movember.

Plans for the year ahead include the continuation of its hugely successful on-trade promotions which give landlords the ammunition to drive sales.

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*"The brewery's flagship premium ale Spitfire (4.2% abv) continues to enjoy soaraway success with consumers"*

---

More high-profile charity-based initiatives and a new round of consumer advertising will sustain the brand's active engagement with consumers.

### Outstanding lagers from around the world

Shepherd Neame's portfolio extends from Kentish ales to world-class lagers from the USA, Japan and Holland brewed under licence.

In February 2012, the brewery took on the leading US craft beer Samuel Adams to be brewed under licence in the UK. The agreement with Boston Beer Company sees the 4.8% abv lager now available on draught to the on-trade, served in Samuel Adams Boston Lager two-thirds of a pint glass.

A full-bodied, complex, balanced beer with a beautiful hop aroma, a caramel sweetness balanced with distinct citrus and pine notes and a strong, smooth finish, Samuel Adams is also available in 330ml and 500ml embossed bottles.

From the US to Japan, Asahi Super Dry (5% abv) is the sophisticated, award-winning lager of choice of top bars, hotels, restaurants and nightclubs. Voted 'Best keg lager in the world' at the 2011 Brewing Industry International Awards, Asahi Super Dry is enjoyed by discerning beer drinkers for its dry, clean and refreshing taste.

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*“Every beer is brewed with chalk-filtered mineral water from an artesian well deep below the brewery and 95% of the hops used in our cask ales are grown locally”*

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Our Dutch classic Oranjeboom Pilsener (3.9% abv), a Continental lager with a soft sparkle and refreshingly zesty flavour also continues to be a popular choice with pub-goers.

### **Speciality ales and seasonal opportunities**

Stocking speciality beers and seasonal ales will help you stand-out from the crowd and Shepherd Neame has developed a portfolio which will attract custom throughout the year.

Bishops Finger Kentish Strong Ale (5.4% abv) is a connoisseur's beer. Named after the Kentish signposts, pointing pilgrims to Canterbury Cathedral, this distinctive ale holds an EU Protected Geographical Indication and is governed by its own brewing charter.

A seasonal draught ale will add variety to your offer. Spring is sprung when Shepherd Neame's Early Bird (4.3% abv) appears on the pumps, closely followed by Whitstable Bay (4.1% abv), which evokes crisp, fresh seaside aromas from June to August.

Another summer favourite, Canterbury Jack (3.5% abv) is a light, refreshing, contemporary ale using cascade hops, while Late Red Autumn Hop Ale (4.5%) a triple-hopped, full-flavoured treat embodies Autumn's mellowness. Christmas Ale (5.0% abv) is a very special tippie for the festive season and Amber Ale (4.5% abv) will warm the heart on a dreary January day.

### **Breathe fire into your business**

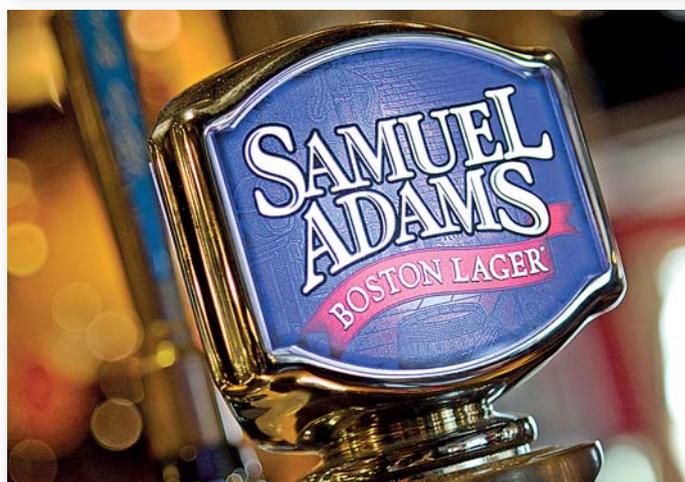
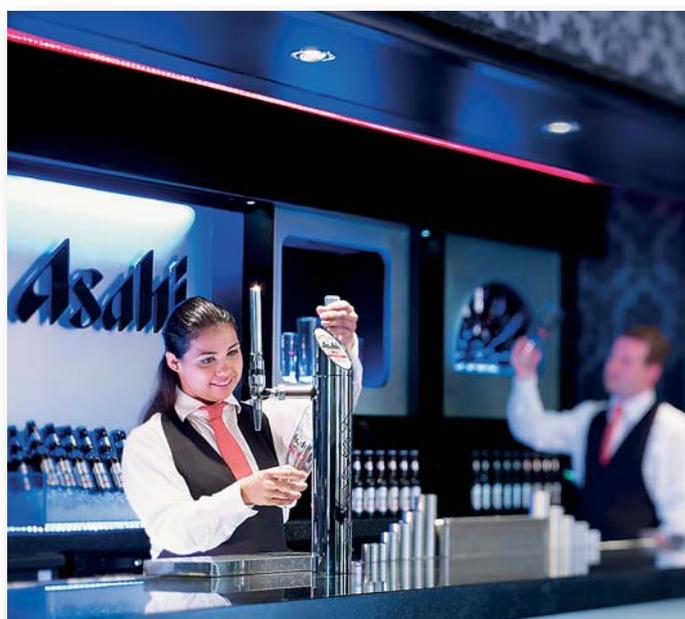
Capitalising on public holidays and national events is what pubs do best. Maximise crowd-pulling opportunities and gear-up for St George's Day with Shepherd Neame's Dragonfire, a celebration of the best that England has to offer in a rich, full-bodied ale with a mahogany hue.

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*“Shepherd Neame's portfolio extends from Kentish ales to world-class lagers from the USA, Japan and Holland brewed under licence”*

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Whether it's a market-leading ale, a world-class lager or a speciality craft beer you are looking for, Shepherd Neame can deliver vibrant brands, top quality beer and imaginative promotional support to ensure your business has the edge.





# The Art of Craft

## The Craft Debate

**Tim Hampson talks craft with brewers whose heritage and commitment to well crafted beer goes back generations**

So what is craft beer? It's a question that vexes many brewers, especially those with a pedigree that goes back not just to the last century but the one before that too. These brewers include some of the country's best known beer names with the highest standards of brewing but their place at the bar is being challenged by a new wave of microbrewers seen as new and exciting and often described in the media as being part of the "craft beer revolution".

### A State of Mind

"Craft, I would say is more about a state of mind within the brewery. It's about being single minded in focusing on brewing a range of beers consumers want to drink, without compromise and with a consistency that builds your brand in the long term," said Lee Williams, Marketing Manager at Thwaites.

Thwaites recently put the finishing touches to a brand new £200,000 pilot brewery, aptly named Crafty Dan. It will allow the Lancashire brewer to trial new, experimental flavours and create one off brews to mark special events.

Williams believes the word craft has been somewhat hijacked by brewers wishing to differentiate their brands and beers in a market they see as fairly unexciting and uninspiring.

"This principle is a sound one but the fact that we are debating the definition concerns me as I quite honestly wonder if our drinkers really care that much. Consumer research consistently ranks great tasting beer, range and choice, perfect serve and excellent customer service as what cask customers are really looking for. I've yet to see the word craft on any list."

### Innovation and Creativity

Williams argues that Apple was, in its early days, a craft computer company but it chose not to differentiate itself from its competition by adopting a tag or label.

"Instead it concentrated its time and efforts on understanding what the customer wanted and then went about providing a better product and consumer experience time after time," said Williams.

Thwaites is now in its seventh year of consecutive cask ale growth, he says "We've re-discovered our passion and appetite to create cask ales that are in tune with the needs of our customers. Innovation, risk and a sense of enjoyment have replaced the complacent, conservative approach of yesteryear"

Beers such as 13 Guns, a 5.5% American Hopped Ale, which received such critical acclaim at the Great British Beer Festival, demonstrates this new unswerving commitment.

"The same ethos and brewing skill is also behind our national and more mainstream golden ale, Wainwright. Do our customers make any distinction between these two beers and us as a craft or non-craft brewer? Not from where I sit."



## Size is not Important

South Wales brewer Brains has also recently commissioned its own pilot brewery. Bill Dobson, the company's head brewer says the US tends to define a craft brewer by size, but that doesn't translate to the UK market.

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*“Consumer research consistently ranks great tasting beer, range and choice, perfect serve and excellent customer service as what cask customers are really looking for. I've yet to see the word craft on any list”*

---

“Here craft beer has a less definitive definition. For us, it's all about innovation, imagination, and different ingredients. Craft brewers are able to experiment and are more influenced by world beer styles. Invariably that results in a beer with a stronger flavour. Craft beer can also be packaged into cask, keg, can and bottle.

“Our craft beers are brewed to the same quality standard as our core brands. The difference is we're experimenting with different techniques and styles, and are using non-traditional ingredients. For example, we've been able to use fresh mango and passion fruit in the brewing of IPAs.”

He says many of the beers Brains has produced in its new brewery would never have been brewed in its main brewery “because the scale of our production plant does not allow us to experiment and produce new product development easily”.

“We've tended to exclude traditional British styles, like bitter and

mild, which we currently produce to larger volumes in the main brewery. If we do ever brew a traditional style, it's likely that we'll give it a unique twist.

“To date we've produced a weiss beer, a pilsner, an American style IPA, and a green hop beer, alongside several others. Such beers have proven popular with customers, who are looking for an eclectic range of beers on the bar. Testament to their popularity, one of our craft beers recently sold out at our Goat Major pub in just eight hours.”

## Passion and Quality

Over a glass of beer, Greene King Brewing and Brands marketing director Dom South tells me that despite all the debate about what actually constitutes a craft beer, there is no universally agreed definition.

“Our view, as a heritage brewer with more than 200 years' experience of crafting quality cask ales, is the category is alive with innovation at the moment and there's never been a more exciting time to be a brewer or a marketeer within the industry.

But, he is adamant that innovation must be partnered with skill of the brewing team. At Greene King, the ingredients are hand-selected by head brewer John Bexon and the beer is tasted at every part of the brewing process to guarantee quality and consistency.

“We believe our collective focus should be on highlighting the skill, passion and dedication that goes into brewing the perfect pint rather than the semantics of the terminology - whatever that may be,” said South.



Craft beer is defined by attitudes and practices which result in a high quality product says Shepherd Neame sales and marketing director Graeme Craig.

And he says it is the role of people in the brewing process that makes the best beers stand out from the crowd.

Craig said: "Brewing is a craft; therefore all beer is craft. The differential is the degree to which a beer can be considered a craft product and this is determined by its reliance on human skill and experience, in favour of automation.

"Our brewers use their collective expertise and traditional, hands-on methods to produce craft beers."

### **Taste and Flavour**

*"Craft beer is made by people who have an interest in and a passion for great tasting beer.*

*Craft beer isn't determined by size, or how much it sells, neither is it about what glass it is in, or the marketing campaign, it is simply what the beer tastes like and how it is made"*

It's all about taste says Fuller's head brewer John Keeling.

"Craft beer is about flavour, and flavour is the most important thing in the beer world. I guess you could say that craft beer is made by people who have an interest in and a passion for great tasting beer. Craft beer isn't determined by size, or how much it sells, neither is it about what glass it is in, or the marketing campaign, it is simply what the beer tastes like and how it is made."

He says the brewing process is important too - as the name suggests, craft beer should be crafted with care and attention, rather than simply produced.

"There are some craft beers I like, and some craft beers that I don't like, and the important thing to remember is: everyone's tastes are different. But there is a beer out there for everyone. It's a really

interesting time to be a brewer now, with so much going on, and I do enjoy drinking in the company of other brewers. Even with the wave of new brewers there's no "our beer is good and your beer is crap" attitude. It's more "that's an interesting beer, how did you do that?"

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***"Brewing is a craft; therefore all beer is craft. The differential is the degree to which a beer can be considered a craft product and this is determined by its reliance on human skill and experience, in favour of automation"***

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"So in that respect, all of our beers are craft beers, because they are made by people who are passionate about making great tasting beer of the highest quality," said Keeling.

### **Tradition and Experimentation**

It is hard to find a more traditional brewery than Wadworth, it still delivers beer by horse drawn dray to its pubs in Devizes, Wiltshire. However, the brewer doesn't intend to be left behind as drinkers' tastes evolve.

Wadworth marketing manager Paul Sullivan said: "Wadworth have introduced the Beer Kitchen microbrewery into the business in a much more active way recently, this has allowed us to trial new beers and create small run event beers as well.

He said the small brew length allows for experimentation in a cost effective manner including the use of potential expensive ingredients.

"The purpose of generating new small brews in a bigger brewery is to showcase what the brewing team is capable of. It's not about stealing market share, but about increasing the interest in the market to bring in new drinkers especially when it comes to some tied estates whose offer can be seen to be staid.

"The ale market will only thrive if we bring in new drinkers rather than stealing share from each other," said Sullivan.

# not your typical...

# dizzy blonde

GOLDEN ZESTY ALE

Inspired by our colonial friends across the pond, the use of Amarillo hops from the States makes Dizzy sassy, fresh and a delight to spend time with. Dizzy Blonde is a really vibrant golden ale with a distinctive wild aromatic invigorating hop.



### Available from:

Robynson's, Molson Coors, Carlsberg  
Punch North West, Enterprise Inns North  
Admiral Taverns, Sainsbury's  
& Morrison's





## Moreish Cornish Beer

**St Austell**

**161 years young and leading the way!**

**This 161 year old independent family brewer is far from stuck in its ways with St Austell Brewery continuing to shine in quality and innovation in the beers it brews and also in its thriving pub estate.**

And what a year it's been for St Austell.

St Austell Brewery began 2012 as a double winner at the Publican's Suppliers Awards picking up the prize for Regional Brewer of the Year and also for Tribute Ale which was voted Regional Cask Ale of 2012.



*"The pump clip carries a new descriptor "Cornish Pale Ale" to make Tribute's regional provenance more obvious and attract new consumers who are unfamiliar with the product"*

Never one to rest on its laurels, in May St Austell rebranded Tribute to help ensure its leading ale is well placed to continue its remarkable volume growth of recent years. Following feedback from consumers and pub companies, St Austell made some key design changes to create the new Tribute pump clip. The clip is now 10% bigger and sports a bolder colour to increase stand-out on the bar; it carries a new descriptor "Cornish Pale Ale" to make Tribute's regional

provenance more obvious and importantly, to help attract new consumers who are unfamiliar with the product.

Following the installation of new mash tuns and fermentation vessels in 2011 and a new bottling plant in 2010, this year St Austell redeveloped the next link in its production chain by opening a state-of-the-art £2.5m Cask Operations Plant. 100% UK built by Microdat, the new plant opened in October and gives St Austell the opportunity to double cask ale production in the years ahead.

St Austell's head brewer Roger Ryman has also enjoyed a productive year, creating a series of innovative and award-winning bottled and craft keg beers including Royal Diamond Imperial IPA, double fermented in Camel Valley champagne bottles, Strawberry Blonde, a 4% abv lager infused with fresh strawberries grown at a local Cornish farm and Proper Black IPA, award winner at the International Beer Challenge.

However, one of the biggest and perhaps least expected achievements in 2012 for this traditional cask ale brewer has been the runaway success of its lager, Korev. Launched on draught in late 2011, this 4.8% craft lager made with Cornish grown lager malt has captured the imagination of consumers across the South West and is already one of St Austell's top selling beers. Jeremy Mitchell, Marketing and Communications Director at St Austell said: "Korev is definitely the right product in the right place at the right time. Roger Ryman has created an excellent, authentic craft lager and Korev's celtic name and modern branding are really helping it to stand out as a world beer."



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THE SOUTH WEST'S  
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REGIONAL CASK ALE OF THE YEAR

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# Pulling Power

## South West Brewing

**Adrian Tierney Jones contemplates the pulling power of beers brewed in the West Country, popular not just with drinkers from the South West, but all points North and East**

South West England. What's not to like? There are gorgeous beaches and the thrill of the surf; mysterious moors where the beast might or might not lurk; Cornish pasties and cream teas.

Oh, and you might just have heard that a thrilling variety of beers are brewed throughout the region; the sort of beers that visitors enjoy and remember. And when they get back home and pop down the local, all too often they'll ask their licensee if they can get hold of a beer that they loved on their holidays.

And there's is no shortage of choice: from the Dorset Downs right across to the wild shores of western Cornwall, the discerning licensee can pick from a truly delicious mash-up of beers. There are glittering golden ales, brooding best bitters, well-hopped IPAs, seriously dark stouts and a wonderful array innovative speciality beers. There's truly a beer for every palate in the southwest.

### The Cornish Trinity

Let's start in Cornwall, home to three of the biggest breweries in the region. Walter Hicks founded St Austell in 1851 (he's remembered by the brewery's premium beer HSD, Hicks Special Draught); their flagship golden beer Tribute is a familiar sight on nationwide bartops. However, if you're looking for something different, how about Trelawny? This is a sprightly session beer with a fruity, peachy aroma thanks to the use of the south Australian hop Galaxy. That's not all either.

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*"From the Dorset Downs right across to the wild shores of western Cornwall, the discerning licensee can pick from a truly delicious mash-up of beers"*

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'We are continuing to introduce quirky and experimental beers,' says St Austell's head brewer Roger Ryman, 'including a Strawberry Blonde lager, Big Job Double IPA, and we have a stout and a Belgian style Dubbel in the wings.'

Sharp's Doom Bar needs no introduction, having enjoyed a meteoric rise over the past decade (it is now the third bestselling cask beer in the UK). According to head brewer Stuart Howe, 'the southwest is synonymous with wholesomeness and quality and we are

inspired to deliver this in the beer we make. It's no coincidence that two of the most rapidly growing breweries (St Austell and Sharp's) are based in Cornwall. A lot of this success is due to people discovering the beer on holiday and then finding it drinking well in the pubs back home.'

*"Sharp's Doom Bar needs no introduction, having enjoyed a meteoric rise over the past decade (it is now the third bestselling cask beer in the UK)"*

As well as Doom Bar, the brewery also produces the enticing Cornish Coaster, a 3.6% thirst-quencher packed with flavour; then there is Sharp's Own, the first ever beer made when the brewery began in 1994. Something stronger? Try the 5% Sharp's Special. With a twinkle in his eye, Howe warns: 'For a strong ale this is subtle and dangerously drinkable.'

As we leave Cornwall, don't forget to wave at that tall, slightly masculine cross between a punk and panto dame you might see striding out with a pint to hand. That's Betty Stogs, a character from Cornish folklore, who gives her name to Skinner's best-selling session bitter (the real Betty is actually Fred Thomas, a friend of brewery founder Steve Skinner). If you're looking for something different from the Truro-based brewery try the bittersweet speciality beer Heligan Honey or the juicy, zesty seasonal Porthleven.

## Seven from Beer Heaven

Devon was at the forefront of the original micro-brewing revolution over 30 years ago with the likes of Blackawton and Beer Engine. There are still plenty of breweries in the county with relative veterans such as Exe Valley and Otter (who have won awards for both their beers and ecological commitments) being joined by companies such as Bays in Torbay, Red Rock on a farm near Newton Abbot (their Devon Storm is a dark delight) and Forge on the north Devon coast. Despite having only started brewing in 2008, the latter has been a consistent winner of SIBA awards. Take a chance on Litehouse, a bright, chatty golden beer with a hint of elderflower on the nose.

*"Don't forget to wave at that tall, slightly masculine cross between a punk and panto dame you might see striding out with a pint to hand. That's Betty Stogs, a character from Cornish folklore"*

## Somerset Magic

Somerset, like Devon, took to micro-brewing fairly early with the late Simon Whitmore setting up Butcombe in 1978. Cotleigh and Exmoor Ales also started not long after and both these breweries remain in Wiveliscombe, where Hancock's Brewery dominated the

**SHARP'S**  
ROCK • CORNWALL

# A Natural Wonder.

*Only four natural ingredients...*

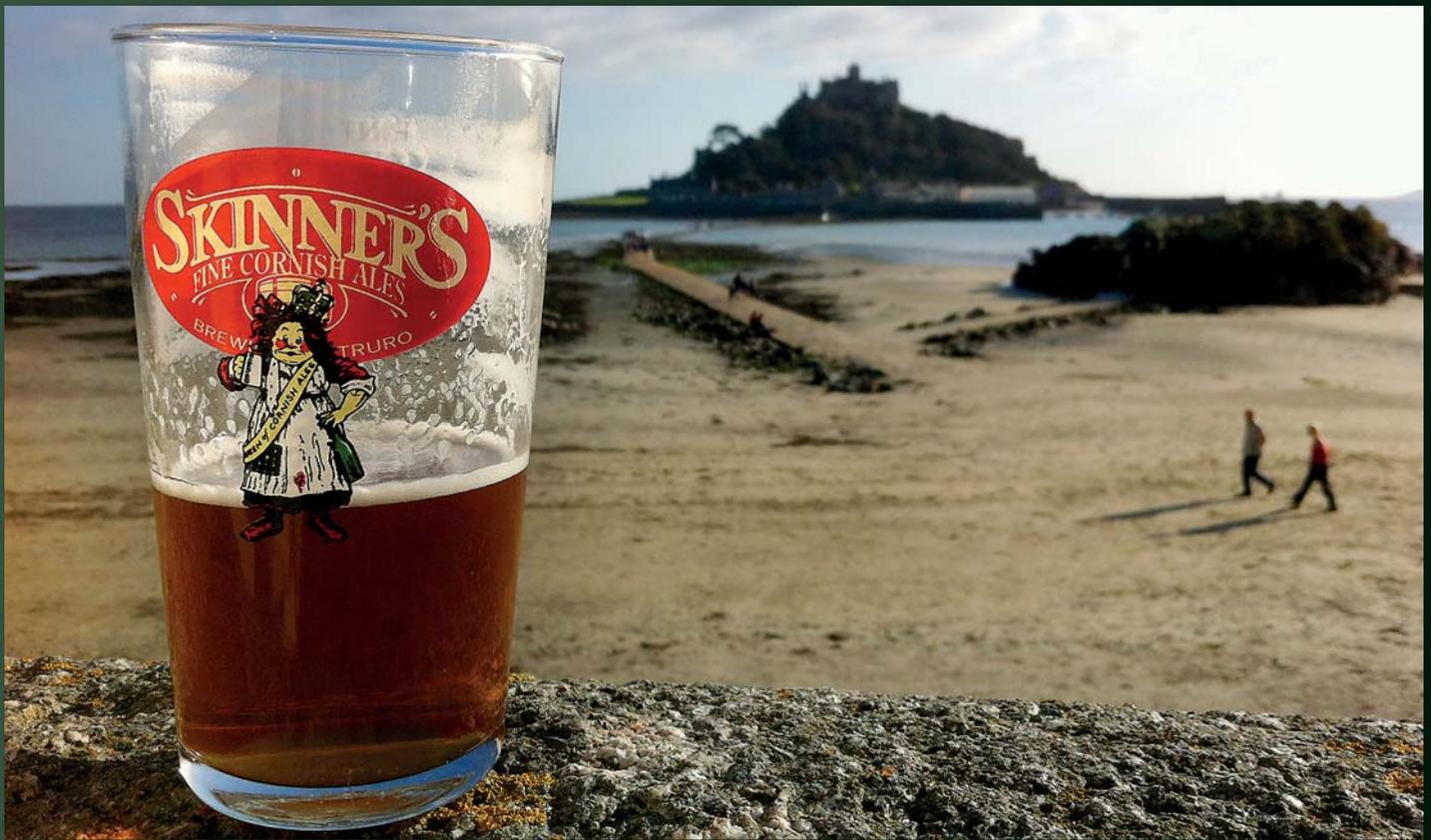
Cornish water, UK malted barley, whole hop flowers and Sharp's unique yeast.



Follow us...   *The Doom Bar, Rock, Cornwall*

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town from 1807 until the late 1950s. Exmoor is famous for the fact that it brought out the first golden ale, Exmoor Gold. This is still produced and very popular both in the county and beyond. Exmoor Beast is another favourite, being a dark and strong porter style with plenty of licorice and coffee notes on the palate.

Butcombe began on a farm in the village of the same name and famously stuck to just one beer, its Bitter, until the late 1990s. This policy worked; today Butcombe Bitter is one of the best-known and best-loved session beers in the southwest and is also one of the major players putting the area's beers on bars right across the country. Guy Newell bought the brewery in 2003 and two years later moved it to its current home a couple of miles down the road. Beers emerging from here include Butcombe Gold and Adam Henson's Rare Breed, which was created in collaboration with the farmer and TV presenter.

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***"Butcombe Bitter is one of the best-known and best-loved session beers in the southwest and is also one of the major players putting the area's beers on bars right across the country"***

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There is also Butcombe Blond Premium, a kegged beer that the brewery presciently released a couple of years before craft keg started to turn heads.

'Unlike all our other beers the palest English malt (sometimes known as lager malt) is used,' says Newell, 'and no English hops are added, only Styrian Goldings from Slovenia and Saaz from the Czech Republic. The result is a beer that looks like a lager, has the nose of a classic Czech Pilsner and the taste of a zesty, refreshing, easy to drink British Premium Bitter. Magic!'

## Dorset Delight

A tour around the beery highlights of the southwest cannot be concluded without a visit to Dorset. The two venerable family breweries Badger and Palmers are well-known to many, but the county also harbours the likes of Dorset Brewing Company, Art Brew and one of the newest - Sunny Republic.

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***"South West England. What's not to like?  
There are gorgeous beaches and the  
thrill of the surf; mysterious moors  
where the beast might or might not  
lurk; Cornish pasties and cream teas"***

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Former Meantime Brewing Sales and Marketing Director Brent Smith set up the company on a barley farm 10 miles north of Poole (naturally they use the barley after it's been malted).

After years behind the scenes of one of the key players in the micro brewing world, Brent decided it was time to get his hands dirty, and his nose in the mash tun

'I wanted to take part in the craft beer revolution,' he says, 'combine creating great beers and building up a brand that people like. We are influenced by Old England, Americana, Germany and Belgium.'

Beers include Beach Blonde, a 'Pacific Pale Ale' with grapefruit and lychees on the nose, and Huna Red, which has hibiscus flowers added to the brew. 'We use dry and fresh hibiscus flowers and it gives the beer earthy fruitiness,' adds Smith, 'we're trying to make modern beer, for beach bums and sun loungers. We're not angry punks...'

The southwest is calling. Ignore it at your peril.



# AMBER ALERT



OTTER BREWERY

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

One to watch out for from the Good Pub Guide's 2013 Brewery of the Year





Butcombe Bitter



Adam Henson and Butcombe Sales Director Martin Love present a huge cheque to Dorset &amp; Somerset Air Ambulance



Adam Henson



The Bottle Range



The Butcombe Brewery



Brewery Shop



The Permanent Range

# Butcombe Brewery 35 Years of Brewing and Innovation

## 2013 marks the 35th anniversary of Butcombe Brewery, the West Country's fastest growing Brewer.

It also marks the 10th anniversary of Guy and Becky Newell's tenure, having bought the Brewery and 6 freehold Pubs from founders Simon and Maureen Whitmore in 2003.

### 2012 has been a rock and rollercoaster year:

- ▶ Butcombe launches Adam Henson's Rare Breed, a pale beer that rapidly establishes itself as the Brewer's 3rd permanent beer alongside Butcombe Bitter and Butcombe Gold.
- ▶ Butcombe is the fastest growing UK brewery in the supply of Bottled Beers to the supermarket sector.....+153%!  
(Nielsen Stats - 52 weeks to 25/6/2012).
- ▶ Butcombe Bitter overtakes Doom Bar to re-claim top spot in South West region volume sales, with Tribute in 3rd place  
(CGA data - 8 weeks to end of May 2012).
- ▶ Butcombe makes final 5 in prestigious IGD Grocery Awards in London (only Kraft, Marks and Spencer, Boots and Tesco to beat!).
- ▶ Butcombe makes final 6 in "Made in the South West" Food and Drink Awards. Up against Thatchers Cider, Wyke Farms Cheese, Burts Chips, Marshfield Bakery, and Westaway Sausages.

And so to 2013.....promising to be another exciting year:

### A New Seasonal Calendar:

Old Vic Porter	(4.7)	-January / February
Mendip Spring	(3.8)	-March / April / May
Great Grey Owl <b>NEW</b>	(3.6)	-June / July / August
Silver Fern <b>NEW</b>	(4.5)	-September / October / November
Christmas Steps	(4.2)	-December

Want To Buy Butcombe Beers Outside Our West Country Direct Trading Area? To enable Butcombe fans to get our fantastic beers out of area, we have teamed up with the following Brewer / Wholesale Companies:

- |                                   |                          |
|-----------------------------------|--------------------------|
| Tolchards ( Newton Abbot )        | - Devon / South Coast    |
| Dayla ( Aylesbury )               | - Home Counties          |
| Fullers ( Chiswick )              | - London and the S. East |
| Inn Express ( Stratford on Avon ) | - Midlands               |
| Matthew Clark                     | - Potentially National!  |

### Social Media:

The Brewery's own Twitter and Facebook fans now total nearly 4,000, and we believe this is just the start of what will become an ever increasingly large forum for Butcombe drinkers and visitors to our pubs. We are very proud of what we do at Butcombe and we delight in the opportunity to tweet titbits from Brewery life. Moreover, we love engaging in debates on the perfect Butcombe beef and ale pie, sharing experiences of our favourite pints and pubs, throwing ideas around for new beers and events and finding out what makes our fans tick.

All our pubs are now tweeting regularly from their own Twitter accounts, and many have also developed Facebook groups and fan pages, which are thriving with ideas and most importantly a sense of fun and a shared passion for cask beer and pubs.

Get connected!

Butcombe continues to support Dorset & Somerset Air Ambulance, as our official Brewery charity:

Adam Henson and Butcombe Sales Director Martin Love presented a huge cheque to Dorset & Somerset Air Ambulance, at the 2012 Bath & West Show (see pic above).....see you there again in 2013.

Have a great year.....and keep drinking the Butcombe!

# Beer writers just love it!



**Adrian Tierney-Jones:**

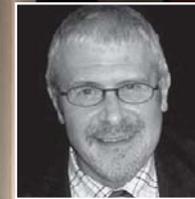
"I have finally got Butcombe Bitter. A glass or two of it in the Ring O'Bells, a Butcombe owned pub (they have 21) in the Mendip village of Compton Martin, saw my palate ring and sing with its crisp, cracker-like character, exchanging high fives with an over-arching, invigorating punch of bitterness and dryness; I kept returning to the glass for another sip. The finish was Sahara Dry with a crisp biscuit like character, clucked over by delicious citrus notes.  
Called to the Bar November - 2010



**Pete Brown:**

Slowly, imperceptibly, this modest, unassuming bitter has risen to become one of my mainstay reliable beers when faced with an uncertain range of cask ales. It's always there with a solid, honest balance between malt and hops, a nice full mouth-feel and a refreshing dry finish, whenever the obscure micro next to it disappoints.

Publican Morning Advertiser – June 2012



**Roger Protz:**

This pale bronze beer, with its distinctive hoppy and citrus aroma, and long bitter finish, has become a genuine West Country Legend.

Publican Morning Advertiser – September 2005

**Butcombe Bitter in bottle is the fastest growing major bottled ale brand in the UK**

- Neilson Scantrack (52 weeks to Dec. 2011).



Butcombe Brewery, Cox's Green, Wrington, Bristol BS405PA  
Tel: 01934 863963 Fax: 01934 863 903 Email: info@butcombe.com

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

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## PRIDE IN EVERYTHING WE BREW

Cask Ale Week  
2012  
only in Britain, only in pubs!  
28 Sep - 7 Oct

GOD'S GIFT

Cask Ale Week



## Cask Masters

**Cask ale has pulling power for pubs all year round, but during Cask Ale Week it can seriously improve your profits – if it is celebrated with enthusiasm**

Paul Nunny, executive director, of Cask Marque, which facilitated this year's Cask Ale Week said,

"All the feedback points to Cask Ale Week 2012 being a great success. The "only in Britain, only in Pubs" slogan went down well and companies and pubs made extensive use of the logo. Activities ranged from Free Pint and Money-Off mechanics to clever 'Introduce a Friend' promotions, tutored ale tastings, beer festivals, and 'Try Before You Buy' in over 8,000 Cask Marque pubs.

"While the level of engagement by breweries, pub chains and individual pubs varied enormously, it's clear that those who put the most into it got the most out of it!

"Licensees who actively promoted Cask Ale Week told us they saw new faces through the pub doors; sold more cask ale than usual; and that the interest it created will help business in the long term. It all helps with reinforcing drinkers' commitment to come to the pub, and their decision to drink cask ale when they're there.

"A raised glass to all companies and pubs who generated coverage on TV and radio and / or in the press - as well as to those who put information about the Week on the front pages of their websites and who vigorously promoted their activity through Facebook and Twitter. They know who they are!

"We had some magnificent support from CAMRA, whose branches encouraged pubs to join in the Week, and who supplied 750 Cask Ale Week POS kits to licensees. And thanks are also due to the Beer Academy, whose Beer Sommeliers conducted Master Classes in Ale Tasting as part of the launch activity. It all helped really bring the Week alive."

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*"Activities ranged from Free Pint and Money-Off mechanics to clever 'Introduce a Friend' promotions, tutored ale tastings, beer festivals, and 'Try Before You Buy' in over 8,000 Cask Marque pubs"*

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### Brewers Join the Party

Tony Johnson of Fuller's reckoned, "This was the best Cask Ale Week yet". Fuller's ran lots of events in their pubs including a Tutored Cask Ale & Food matching session at The Parcel Yard pub in Kings Cross Station with two Beer Academy Sommeliers, Jane Peyton and Ashley Cherrett. Over 250 commuters stopped by to listen to the sommeliers talk about the food and ale matches – and to sample the recommendations.

Jeremy Mitchell, St Austell Brewery said: "Cask Ale 2012 was particularly successful for us this year. We used the Week to celebrate brewing, produce new beers and to launch our new cask ale operation facilities. With a Master Class in ale tasting by Beer Academy Sommelier Sophie Atherton and head brewer Roger

Ryman, beer and food matching menus and the launch of our Seven Star Standard, we reached out to customers old and new. Now we're already looking forward to Cask Ale Week 2013!"

Thwaites also really entered the spirit of the Week with their inspiring "Three for me, Free for you" promotion.

The aim was to convert 10,000 new drinkers to cask ale by providing a free paddle of three third pints of ale to everyone buying a paddle for themselves. This enabled cask ale drinkers to introduce a friend to the delights of real ale free of charge. Lee Williams, marketing manager at Thwaites, commented "Cask Ale Week proved extremely popular with customers. Pubs and bars reported an increase in numbers over the period and we saw an uplift in terms of activity and participation, which was exactly what we were looking for."

### CaskFinder Makes its Mark

Paul Nunny was also pleased with how well their CaskFinder app was used during the week. "The CaskFinder app is aimed at seekers of quality ale pubs – and there must be many of them, as the app gets over 50,000 hits a month. They are sent in the direction of the 8,000 Cask Marque pubs around the country: another good reason - if one were needed - for pubs that sell cask ale to become Cask Marque accredited."

*"Licensees who actively promoted Cask Ale Week told us they saw new faces through the pub doors; sold more cask ale than usual; and that the interest it created will help business in the long term"*

The World's Biggest Ale Trail, which can be found on the app, was launched during last year's Cask Ale Week, and since then 24,000 scans of QR codes on Cask Marque certificates in pubs have been taken. The opportunity to win a limited edition T shirt for just 12 scans during Cask Ale Week this year was introduced – and there were double the number of scans taken as a result.

"The World's Biggest Ale Trail is intended to drive footfall as well as to get people drinking cask ale," says Paul, "so the advice to licensees is – display your Cask Marque plaque and certificates prominently!

"Pubs have nothing to lose and everything to gain by publicising their involvement with Cask Marque, their inclusion on the CaskFinder app and their participation in the World's Biggest Ale Trail," says Paul. "It's so easy for pubs to get something about Cask Marque up on their websites, include in promotional materials, and in social media activity. Quite simply, those who big up their involvement are likely to get the greatest benefit!"

"If your business is in any way, large or small, reliant on sales of cask ale, put 27th September to 6th October 2013 in the diary – and start planning how to maximise the benefits of Cask Ale Week next time round!"



Cask Ale Week 2012  
only in Britain, only in pubs!  
28 Sep - 7 Oct

# Three for me Free for you

Introduce a friend to the delights of cask ale.  
Buy yourself three thoroughly good thirds of Thwaites cask ale and they get three FREE too.  
Now that's what friends are for!

# OPEN CELLAR

Thursday 4th October from 12pm to 6pm

As part of Cask Ale Week 2012, Fuller's Master Cellarman of the Year winners Jim & Laura would like to invite you to an exclusive tour of their award-winning cellar.

On Thursday 4th October from 12pm to 6pm, The Swan Hotel is opening its cellar doors to show you how your favourite pint is prepared and dispensed.

There is also a complimentary half pint of cask ale per visitor.



# A Timeless Tradition

Timothy Taylor's family of beers

**TIMOTHY TAYLOR**

**2012 was an eventful year for Timothy Taylor for, along with the Queen, Landlord celebrated its Diamond Jubilee and we also saw the completion of an £11million redevelopment programme which has transformed the production and distribution facilities at Knowle Spring and secured the future of brewing in Keighley.**

In addition, through a competition similar to the one run to name Landlord 60 years ago, Best Bitter acquired a new name – Boltmaker. Only the name has changed, everything else remains the same – the same high quality ingredients, same unique taste and the same distinctive pump clip.

Towards the end of the year a special brew of Havercake Ale was commissioned to celebrate the return of the 3rd Battalion The Yorkshire Regiment from Afghanistan. Soldiers of 3 Yorks, previously The Duke of Wellington's Regiment, have always been affectionately known as the Havercake Lads. 10p for every pint sold was donated to the Yorkshire Regiment for the ABF The Soldiers' Charity and whilst the cask allocation sold out almost immediately a limited supply of bottle cases are still available.

Landlord, very much our flagship brand, is now recognised

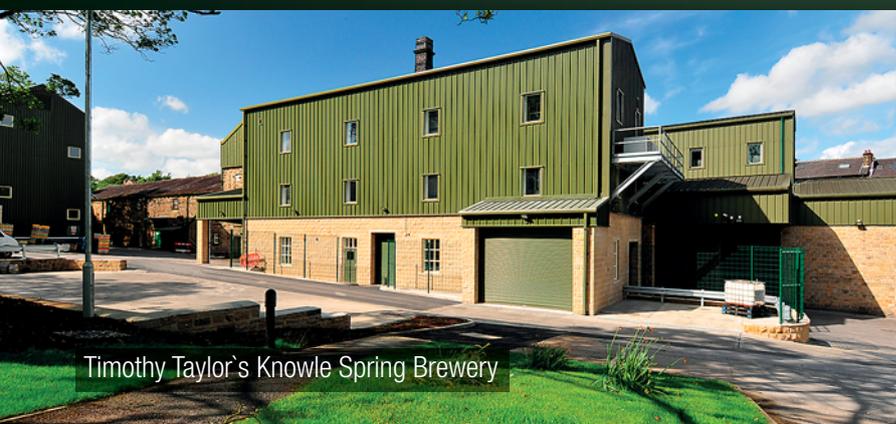
throughout the UK from the Shetland Isles to the Scilly Isles and from Kent to Cornwall. There is little doubt that for licensees of good cask ale pubs with freedom of choice it will always sell in sufficient volume in the premium category to justify a permanent place on the bar.

*"Timothy Taylor is passionate about upholding the best traditions and customs of the English pub and supporting our customers to ensure they serve a consistently good pint of beer every time"*

Sales of bottled Landlord also continue to go from strength to strength. A number of major supermarkets, including the Coop nationwide, are now stockists and regular supplies are being exported to America and Australia.

Looking ahead to 2013 we are in a strong position to continue doing what we have done for over 150 years – producing outstanding beers, brewed naturally with only the very finest malt and hops and delivered in perfect condition.

Timothy Taylor is passionate about upholding the best traditions and customs of the English pub and supporting our customers to ensure they serve a consistently good pint of beer every time. However there is only one real way to appreciate our range of beers – and that is judge them for yourself.



Timothy Taylor's Knowle Spring Brewery



Delivered nationwide in temperature controlled lorries

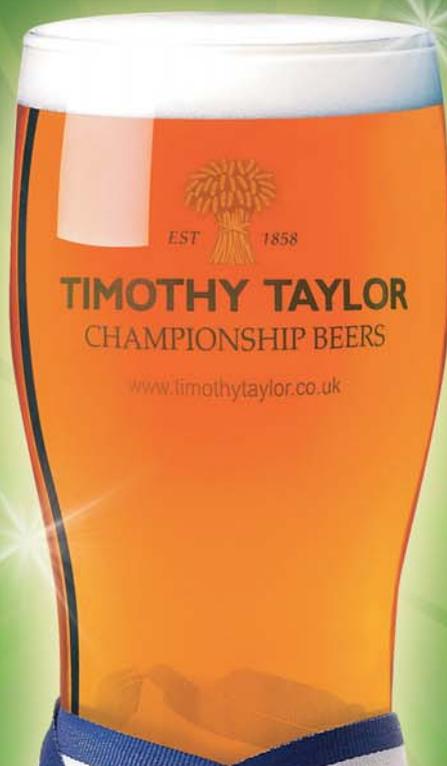
# LANDLORD

## The Real Champion

Yet another Gold  
for Yorkshire!



British Bottlers'  
Institute **Beer of the  
Year 2012.**



Winner of **more  
major awards** than  
any other English ale.

Crowned **CAMRA's  
Champion Beer  
of Britain** four times.

Served in **the best  
British pubs**, from the  
Shetland Isles to Jersey!



Try The Real Champion today

# Call 01535 603 139

quoting 'Champion' or for more info visit [www.timothytaylor.co.uk](http://www.timothytaylor.co.uk)



**TIMOTHY TAYLOR  
CHAMPIONSHIP BEERS**



# Divine Provenance

## OnTrade Entrepreneurs

**In the heart of rural North Yorkshire, a little revolution is taking place. Simon Jenkins meets Michael Ibbotson whose Provenance Inns are benefiting from judicious investment in a region where too many village pubs have closed their doors.**

"The economy's not on anyone's side, but the really good places are surviving and doing well. You can do lots of things yourself before the economy hits you."

Michael speaks with the certainty of a man whose company has sunk millions into three village inns - and utterly turned around their fortunes. "The confidence comes from experience," he says. "I had an apprenticeship in London and then spent 14 years in a rural inn."

The inn in question is the Durham Ox at Crayke, a Yorkshire dining favourite for years, a fixture in the Good Pub Guide and still the jewel in the Provenance crown.

From there, Michael struck out westwards to the Oak Tree at Helperby, then north to the Carpenters at Felixkirk. Both have been lavished with the company treatment - which to the customer means beautiful boutique bedrooms, quality food, a selection of great handpulled beers, comfortable surroundings; backstairs it means investments in staff, new kitchens and the cellars.

The Carpenters' debit sheet alone shows something like £1.5m right now, following the creation of eight luxury garden bedrooms, each with a private patio and magnificent views across the green vale of Mowbray.

## Invest to be the Best

The investment isn't an inconvenience, it's a policy: "I don't look at a pub and think, 'Can we get in, spend £20,000 and get it open?'" Rather than bodge them up, we close them down and do a proper job." By not skimping on quality, Michael expects his pubs to last.

"We try to make them future-proof. Once we've spent the money we don't want to have to do so again. Our front-of-house fittings should last five years, the kitchens twelve.

"That's something I learned the hard way at the Durham Ox. I used to buy things from the auctions. We saved £100 each week until we could get our first chargrill.

Now we buy everything we need straight away - but that puts a responsibility on the staff to ensure the equipment is treated with care. We give them the tools they need and expect them to run it as if it were their own."

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***"I don't look at a pub and think, 'Can we get in, spend £20,000 and get it open?'"***

***Rather than bodge them up, we close them down and do a proper job."***

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Loading this kind of investment into the front end of the project puts a big responsibility on Michael to choose the right pubs. He says the key is not straying too far from your heartland or your expertise: "I understand the area that I work in. Some town pubs might have 20 beers and take thousands of pounds on a weekend, but that's not my thing."

Provenance use a strict set of criteria when looking at pubs: "We have to get a lot of ducks in a line before we invest."

## The Right Site

Size is important: “It’s perfectly possible to make a living for yourself out of a small pub. Most of my licensee friends who are self-employed are used to being behind the bar. But if you want to employ a workforce, then you have to have the size of property to give them something to do. If it’s not big enough, you just can’t.”

Parking matters too: “When pubs sell their car parks and beer gardens they get planned out of their own existence. If you’re trying to build the business but haven’t got a big enough area then people park on the roads outside and the neighbours get upset.”

This is another key theme. “We’ve always tried to make sure the locals are with us. Nobody likes change. They don’t want diggers in their village. So we’ve held meetings wherever we have gone - and some of them were quite hairy - but it gives people the chance to vent their worries. There are always some you will never convince, but a lot of them are now regular customers and we’re on first name terms. But if you’ve pissed off your neighbours, they’re not going to come.”

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*“If you’ve ordered a £140 bottle of Dom Perignon you would expect it to come at the right temperature. Why should a pint of Black Sheep be any different?”*

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Contrast this to celebrity landlords Neil Morrissey and Richard Fox who opened the Punch Bowl at nearby Marton-cum-Grafton. “They got it wrong. They had a glitzy launch party but didn’t invite anyone from the village.” So while the pub traded briefly on a reputation enhanced by a TV documentary - and drinkers calling in on the off-chance of seeing someone Behaving Badly - the disenchanted locals stayed away. Now in the hands of Provenance, the Punch Bowl is back on the up.

## Real Ale at the Heart

In each of their pubs, their clientele is all-embracing - the old boys who come into play dominoes, families drawn by their value-led early evening menu, drinkers who come in after work for a pint, couples out for a romantic dinner, business diners, big sociable parties. It’s a neat trick if you can cater for these discrete markets in a single establishment but it’s one which Provenance pulls off with aplomb.

It’s about simple things: “clean plates, cold glasses and a smile” - but it’s also about making sure that the real ale drinker is looked after too. “We always try to keep a good drinking trade in each of them. They are friendly village pubs where you can come for a drink. If you’ve ordered a £140 bottle of Dom Perignon you would expect it to come at the right temperature. Why should a pint of Black Sheep be any different?”

It’s easy to pay lip-service to this kind of thing, but Provenance back it up with substance. In each of their pubs - and I’ve been lucky enough to visit all of them these past 12 months - I found great

Yorkshire beers. Black Sheep, Timothy Taylor Landlord are the regulars, and some of them offer guest ales too, all well-kept, and served with the kind of care you might expect from one of those big city alehouses which garner most of the CAMRA awards.

“Our company’s strapline is ‘Inns in villages you would like to live in’,” says Michael. “That’s exactly what we do. We’re still looking for more village locations - we’d like to think that we can expand by two to five outlets over the next five years.”

But that doesn’t mean they’ll lower their sights: “If you had £10m in the bank and you were being told to go out and spend it, you might end up with at least one pub that’s not great. That one pub then sucks up your energy and detracts from all the good work you’ve done at the others.

“Each of our pubs perform in different ways and ultimately some might not make as much as others. But as long as they contribute, we can live with it.”



Michael Ibbotson



# The Boys from The Black Sheep

## Black Sheep Brewery

**It is almost impossible to believe that The Black Sheep Brewery is 20 years old in 2012.**

Since first making an appearance in pubs in and around the Yorkshire Dales in October 1992 Black Sheep beers have gone from strength to strength and are now distributed not only across the UK but around the world, brewing over 20 million pints a year.

2012 has been a year of celebration not only with the Diamond Jubilee and team GB's success at the Olympics but also Black Sheep's 20th Anniversary celebrations, with the brewery hosting special events throughout the year and the production of a limited edition anniversary beer called Progress.

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.

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*"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"*

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Now in 2012, the sixth generation of the Theakston family brewing heritage is also proudly part of Black Sheep, with Paul's eldest son Rob as Managing Director, and second son Jo as Marketing and Off-Trade Sales Director. Paul has now moved to the esteemed role of Chairman.

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, and is now part of the permanent range.

### Seasonal beers

Black Sheep's biggest success of the last year is without a doubt the launch of its first fully fledged seasonal beer range. The first of which being Ruddy Ram, a 4% 'cracking Yorkshire Porter' which was brought out in late 2011.

Ruddy Ram was shortly followed by the brewery's Spring offering, All Creatures which was launched in February by All Creatures Great and Small actor, Christopher Timothy. Not only was the Yorkshire Pale Ale with a "stubborn hoppy kick" a huge hit with cask ale drinkers but five pence from every pint was donated to local charity Herriot Hospice Homecare raising £6000 for the local charity.

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*"Black Sheep's biggest success of the last year is without a doubt the launch of its first fully fledged seasonal beer range. The first of which being Ruddy Ram, a 4% 'cracking Yorkshire Porter' which was brought out in late 2011"*

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Progress, Black Sheep's 20th Anniversary ale was released in September 2012 and will be due to run until February 2013. The rich and pure single hopped ale comes in at 4.0% ABV and is already proving popular with consumers.

### Special Progress

Black Sheep have also brewed a special edition bottled version of Progress which will only be available from the brewery and online.

The volume has been cranked up to 10%ABV and packaged in a limited edition 750ml swingtop bottle and presentation box.

Progress is the ultimate expression of the brewery's unusual Yorkshire Square fermenting system and with its classic Black Sheep dry, bitter finish it's the perfect way to say "cheers" and here's to another 20 years!

### They've got bottle

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 and 440ml can, 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!"



# Champion Beers

## White Rose Brewing

**It must be something in the water... Yorkshire not only boasts more Olympic medals than most countries, its beers are regularly crowned champions in national competitions and are renowned throughout the country as the tastiest brews in Britain. Roger Protz\* celebrates this proud heritage**

Corks popped last October at the Black Sheep Brewery in Masham to celebrate the 20th anniversary of one of Britain's most successful independent, family-owned beer makers. The corks came from beer not wine bottles as the brewery launched a special 4% Progress Ale to mark the occasion.

Paul Theakston and his family were toasting their own success but they could have raised a glass to Yorkshire brewing in general.

For this mighty region of England, taking in such great cities as Hull, Leeds, Sheffield and York, along with the Dales, the Pennines and the long, meandering coast line, has seen a remarkable rebirth of brewing.

The latest edition of CAMRA's Good Beer Guide lists 112 breweries in Yorkshire: eight in East Yorkshire, 37 in the North, 17 in the South and no fewer than 50 in the power house of West Yorkshire. Such long-standing producers as the Smiths – John and Sam – Timothy Taylor and Theakston have been joined by a veritable army of new members of the brewing fraternity.

### Masham Brewing Dynasty

And not all of them are small. Paul Theakston, founder of Black Sheep, once told me, with a steely glint in his eye, "Don't call me a micro." As his name stresses,

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*"Paul Theakston is a proud Yorkshireman and he scoured the country to buy Yorkshire Squares, the two-storey fermenters that give beers from the region their distinctive character"*

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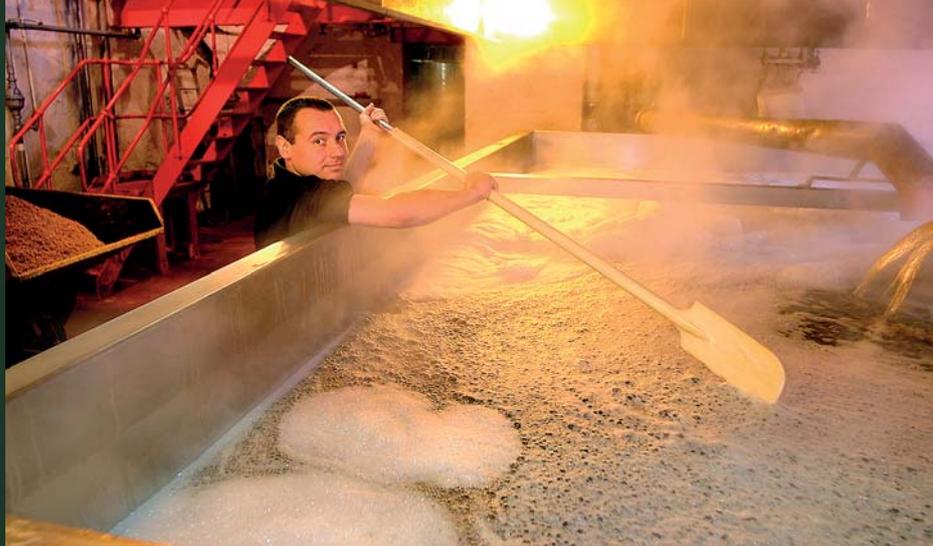
Paul is a member of the Theakston dynasty in Masham where he became managing director of the family brewery at the age of 23. But he left in 1988 when it was bought by Scottish & Newcastle, licked his wounds and then launched Black Sheep in 1992 in a former maltings in the town.

# Great Yorkshire Beers

Brewed in Masham, North Yorkshire



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



His wife Sue created a visitor centre, shop and bistro while Paul built the brewery from scratch. He's a proud Yorkshireman and he scoured the country to buy Yorkshire Squares, the two-storey fermenters that give beers from the region their distinctive character. He uses the finest raw materials – Maris Otter malting barley and whole leaf English hops – and has built the brewery with spectacular success. Today Black Sheep produces 70,000 barrels a year and there are plans to expand. Best Bitter is one of the top 10 premium cask beers in Britain while Black Sheep Ale is in the top 10 bottled beer league.

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*“The Good Beer Guide’s map of West Yorkshire struggles to contain the 50 breweries that crowd the county and offer an enormous choice to local drinkers”*

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All this has been achieved without the company owning a single pub. Brewing solely for the fickle free trade raised many eyebrows 20 years ago but Paul Theakston has proved the doubters wrong. He's now chairman, can enjoy some free time and has handed over day-to-day running of the brewery to his sons Rob and Jo.

Masham remains a family brewing town. Cheek-by-jowl with Black Sheep, Theakston's is once again in family hands. Simon Theakston bought the company back from S&N in 2003 and now runs the brewery with his three brothers: there's no shortage of Theakstons in the Yorkshire Dales. In common with his cousin next door,

Simon's business has flourished and additional fermenters have been installed to keep pace with demand.

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*“Simon Theakston bought the company back from S&N in 2003 and now runs the brewery with his three brothers: there's no shortage of Theakstons in the Yorkshire Dales”*

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## South Yorkshire

Further south in Sheffield, there's living proof of the old saying that nature abhors a vacuum. In the 1990s Steel City not only lost its major industry but also two Bass breweries along with Whitbread's Exchange Brewery and finally Ward's. Into the vacuum stepped Dave Wickett, an economics lecturer at the local poly, a beer lover and keen CAMRA member.

He opened a pub, the Fat Cat, followed by the Kelham Island Brewery. He not only restored brewing to the city but inspired six others to follow in his footsteps. Along the way, his Pale Rider was named Champion Beer of Britain in 2004, which helped kick start the boom in golden ales. His visitor centre and brewery museum attract large numbers to the city.

Dave died in May 2012 after a heroic battle with cancer but his name lives on in Sheffield where he helped create a post-graduate course in brewing at Sheffield University in order that others can pick up his malt shovel and mashing fork.

# Give your customers a moment to remember.

In every pint of Theakstons there's a moment of magic. You notice it when that chap at the bar pauses in mid-conversation to savour and reflect on the unique flavour swirling round his palate. Or when the general pub hubbub goes up a decibel or three as the Theakstons goes down. It's all part of the Theakstons brewer's art, defined by 185 years of tradition. (SINCE 1827 TO BE PRECISE.) We're reminding your customers of these, and other great pub moments, in our popular national advertising campaign. Visit [theakstons.co.uk](http://theakstons.co.uk) or e-mail us at [info@theakstons.co.uk](mailto:info@theakstons.co.uk) and make sure that you're ready. The Theakstons drinkers will be along any moment now. 🍷 🍷 🍷 🍷



SAVOUR  
EVERY  
MOMENT.



## Blossoming Acorn

Sheffield now has half-a-dozen breweries while in nearby Barnsley the Acorn Brewery is another that has enjoyed spectacular success. It was founded by Dave Hughes in 2003 with a modest 10-barrel plant but he now brews 160 barrels a week and has re-opened a historic pub, the Old No 7, in the town centre.

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*“Dave Hughes produces a vast number of IPAs, using the same basic malt recipe but experimenting with different hops for each successive brew”*

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As well as Bitter, Gold, Blonde, Porter and Imperial Stout, Dave produces a vast number of IPAs, using the same basic malt recipe but experimenting with different hops for each successive brew.

## Leeds Lives on

The biggest gap in Yorkshire was created by the closure of the Tetley Brewery in Leeds. The over-used word “iconic” surely applies to Tetley: as one former drayman at the brewery said to me: “If you close Tetley’s you might as well close Leeds.” But Leeds survives and thrives.

There are five breweries in the city and several more in suburbs and outskirts. The Good Beer Guide’s map of West Yorkshire struggles to contain the 50 breweries that crowd the county and offer an enormous choice to local drinkers.

Tetley beers haven’t disappeared – they are brewed for Carlsberg by Marston’s in Burton-on-Trent and Wolverhampton. You need a strong sense of irony mixed with disbelief to keep pace with the marketing decisions of global brewers.

While Tetley’s “Yorkshire” ales are now brewed in the Midlands, “Newcastle” Brown has been transferred to Tadcaster. Is it any wonder great beers lose their shine?

## A Special Brew

Drinkers who inhabit “God’s Own Country” are quick to tell you that Yorkshire beer has no rivals. What is undoubtedly true is that beer from the region is distinctively different to the rest of the country. Few brewers now use Yorkshire Square fermenters but the tradition of making beers that are not “fully brewed out” stems from the square system and the special yeast cultures developed by it. The result is a rich, creamy, malty style balanced by a tart and bitter hop character to prevent any cloying sweetness.

Sam Smith’s in Tadcaster dates from the 19th century and retains its faith in Yorkshire Squares along with wooden casks and delivery by horse-drawn drays. With 200 pubs, including a clutch in London, it has a wide reach for its one cask beer, Old Brewery Bitter, and a range of top-quality bottled beers.

It was one of the first British breweries to export to the United States when the American beer revolution exploded in the 1980s and its beers there enjoy cult status.

## Champion Beer of Britain

In Keighley, Timothy Taylor, another family brewer founded in Victorian times, has also developed a national presence due to the success of Landlord. The premium pale ale has won the coveted Champion Beer of Britain award four times. Blessed with Pennine-pure water, Taylor, with a full portfolio of beers that ranges from mild to old ale, has trebled production over the past decade.

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*“Landlord has won the coveted Champion Beer of Britain award four times. Blessed with Pennine-pure water, Taylor, with a full portfolio of beers that ranges from mild to old ale, has trebled production over the past decade”*

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Landlord’s sublime aroma and palate are the result of Golden Promise malt from a barley variety more commonly used for whisky making, and floral, grassy Styrian Goldings hops from Slovenia. It’s a great flag-bearer for Yorkshire beer and has helped put the region firmly back on the brewing map.



\*Roger Protz edits the CAMRA Good Beer Guide.

You can follow him on Twitter @RogerProtzBeer. His website is [www.protzonbeer.co.uk](http://www.protzonbeer.co.uk)



Dave Hughes

David Broadhead

# Spectacular Beers From BARNSELY

**Acorn Brewery ended 2012 on a high note to toast spiralling demand, top awards and investment for the future.**

Famous for its traditional Acorn Barnsley Bitter brew, the fast growing South Yorkshire brewer reported 13 per cent sales growth.

This followed several investments and the appointment of David Broadhead as brewery manager. With a successful sales and financial services background, David takes on a key business development role for Acorn's tenth year.

Former chef Dave Hughes and his wife Judi launched the Wombwell brewery in 2003 to produce Barnsley Bitter with the same yeast strain as the original 19th century Barnsley Brewery. This yeast is now integral to the distinctive Yorkshire character of all brands, including Barnsley Gold, Old Moor Porter, Gorlovka Imperial Stout, Blonde and newcomer Yorkshire Pride

In 2012 Yorkshire Pride (3.7%abv) was added as a core brew to meet growing demand for pale, well hopped beers, while a seventh 'single hop' range of IPA (India Pale Ale) specials using European hops was rolled out for 2013. The IPAs have bolstered sales each month since 2007.

Last year also saw a further £60,000 investment in new conditioning tanks, stainless steel casks and cooling equipment to boost capacity for the 20 barrel-brew-length plant to 150 brewer's barrels-a-week.

Acorn has won more than fifty consumer and trade accolades - including silver for top selling Barnsley Bitter (3.8%abv) at the Great British Beer Festival and a gold award for Old Moor Porter at the SIBA North Competition 2012. More than 400 pubs in the North

are now supplied directly, while business grows with leading national pub companies, regional chains and UK wholesalers.

In a key strategic move, summer 2011 saw Acorn make a major investment in reopening the historic Old No 7 pub in Barnsley as the 'brewery tap and real ale haven'. This was rewarded with a bronze accolade from CAMRA 'Best Pub Awards 2012' for the Yorkshire region.

Proprietor and head brewer Dave Hughes said: "Opening the Old No 7 pub was a key move to raise our profile in Barnsley generally and we have seen strong growth around the local area, while it is very interesting that the cask ale market in the town has also grown.

"Running our own pub has also given us a much stronger insight into the problems publicans face putting on a strong cask ale offer at a time when pubs are struggling to survive in the toughest ever environment.

"We can draw upon our own experiences to help with their ale choice and its promotion. We can support licensees with strong point of sale material and brewery evenings, which we find work well for our own pub.

"As more and more beer drinkers reject global brands and demand ales with quality and provenance publicans find what they need in our brands - well balanced cask ales with that extra flavour, from our moderate strength Barnsley Bitter to our premium IPAs. We are determined to grow with that demand and I am very pleased that David Broadhead has joined the team to play a central role in our plans."

**Acorn Brewery**



# One Brewery, Two Milestones, Three Cheers

## Theakstons Brewery

**There is a momentous year ahead for Theakstons. 2013 will mark the 186th anniversary of the founding of the brewery by Robert Theakston, great, great grandfather of the family who own and run the brewery today. Even more excitingly, the 5th generation of the family are celebrating 10 years since they successfully regained control of the brewery from Scottish & Newcastle.**

The Theakstons story began in 1827 when a Yorkshire farmer turned licensee began to brew his own beer. A micro-brewer of his day, his obsession with brewing quality, along with the care and attention he paid to his customers, was at the heart of everything he did, and remains the guiding ethos of the company today.

From the start other free trade licensees appreciated this dedication and Robert was able to sell his beer to them, rather than having to develop a tied estate to ensure regular demand. To this day Theakstons has never owned many pubs, but continues to sell its ale to a huge number of free houses all over the UK.

Almost two centuries later Theakston's famous cask ales are brewed just a stone's throw from where Robert's pub once stood. The 'new' brewery was built in 1875 and has remained in constant use ever since. Sadly that was also the year that Robert died, but the legacy he left is one that has come to epitomise the best of the Great British Brewing tradition and heritage. Successive generations of the Theakston family managed the company through all the trials and tribulations that the brewing industry has experienced; through wars, economic highs and lows, changing technology and consumer demand.

### A Brief History of a Brewery

In fact it was consumer demand for cask ale and the rejection of keg that were the foundations of Theakstons more recent history.

The growing popularity of cask ale in the 70s resulted in tremendous demand for Theakston cask ales, especially the iconic Old Peculier. In 1974 Theakstons bought the Carlisle State Brewery to ease the pressure on production at the Masham brewery. But the beer market was fiercely competitive and other commercial pressures were bearing down on the company, meaning difficult decisions had to be made. The family couldn't agree on the future direction of the brewery and in 1984 the company was taken over by the Lancashire based Matthew Brown plc. Just three years later Matthew Brown plc was purchased by Scottish & Newcastle plc and Theakstons became a part of the national corporation.

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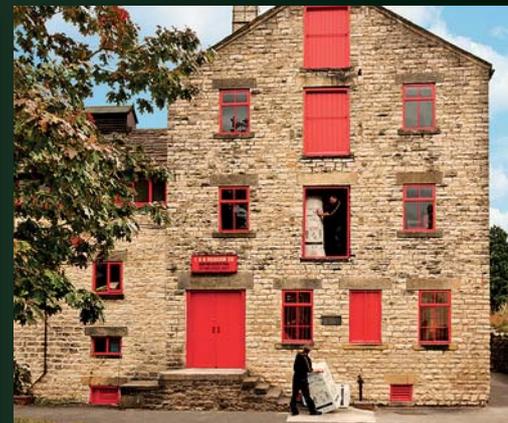
*"The 5th generation of the family are celebrating 10 years since they successfully regained control of the brewery from Scottish & Newcastle"*

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### A Family Brewery Reborn

Then in 2003 Simon Theakston, who joined the family brewery in 1981, and his three brothers, Edward, Nick and Tim, agreed terms with S&N to buy back control of their old family company, and Theakstons became an independent family brewer once again.

For Simon, whose brewing career started at Theakstons as a schoolboy, getting the chance to buy back the family brewery was like 'winning the lottery two weeks running'. His holidays were spent working in the brewery yard and warehouse, which was



followed by a year on the drays before joining Arthur Guinness & Son in Park Royal in the late 70s. Combined with time spent both at Matthew Brown and Scottish & Newcastle, there isn't much he doesn't know about the industry.

As he shows people around the brewery today you can see Simon's pride in his family brewing heritage. But, he says, life is not about wallowing over times passed. Theakstons today is about the future, a future that brings all that the company stands for in line with growing consumer expectations.

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*“For Simon, whose brewing career started at Theakstons as a schoolboy, getting the chance to buy back the family brewery was like winning the lottery two weeks running”*

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As he explains, “Consumers are increasingly demanding authentic, traditional, cask conditioned beers brewed using highest quality, locally sourced raw materials. They want consistent quality from familiar, regional brewing companies like our own. This is what we have been doing for over 185 years.”

## A Beer for all Seasons

Theakstons have an impressive range of beers. Five cask beers are available all year round, including Best Bitter at 3.8%, Old Peculier at 5.6% and Lightfoot at 4.1%. In addition there are twelve monthly 'seasonal' cask beers, all brewed to unique recipes, which enjoy a dedicated and growing fan base.

In 2012, to celebrate the Diamond Jubilee, Theakstons produced Royal Salute, a 5% ABV beauty which was the best selling seasonal ales of the year. In December the company produced 'Theakston

Christmas Ale' following an unexpected plug on a nationwide TV series in the US. Up until that moment no such beer of that name existed but the flexibility of the small company meant they could develop and brew the beer in a matter of months.

So how is the venerable Masham brewery coping with modern pressures and the growing demand for its cask ales? For that, a typical piece of Theakston magic was required. An old unused malt kiln within the brewery yard was hollowed out into which three large fermenting vessels were installed. A tunnel was created under the yard linking the old fermenting room with this new one. The additional headroom that this has created has enabled the company to triple its production capacity providing plenty of room for future sales growth for generations to come.

## The Yorkshire Factor

In support of the new production facility, the company continues to be one of the few regional brewing companies to advertise their brands nationally and also within the trade. Talking to customers and consumers through advertising and promotion is, according to Simon, “an essential element of success for cask ale brewers.” He is equally adamant about the importance of the Yorkshire factor in the success of cask beers. “Many consumers like their ales to be a perfect balance of malted barley and hops and nowhere in the country does that better than this part of the world. Yorkshire has a justifiably proud record of ale brewing success and long may it continue.” Who would argue with that?

Theakstons brewery is a delight to behold having barely changed since it first opened. In fact the brewery is open to the public and a visit is highly recommended, Full details are available on the Theakston web site [www.theakstons.co.uk](http://www.theakstons.co.uk)



# Yorkshire's Pride

## CaskMaster

**As a former winner of Britain's Beer Drinker of the Year Award, it is perhaps no surprise that David Aynsworth should be a passionate ambassador for real ale. "Thank God for CAMRA," he tells Simon Jenkins.**

"It seems to me that all the really successful pubs are stocking a range of real ales these days."

David should know. His pub, the Craven Arms in Appletreewick, Yorkshire, serves eight of them - and business is brisk.

But it could easily have been very different. "I remember 30 or 40 years ago when British beer was absolutely on its knees. Real ale was being wound down and you had awful beers like Brew 10 and Watney's Red Barrel.

"The breweries had bought all the pubs and they tried to dictate what we drink. And of course it was a lot easier for pubs to just serve lager and nitro beers and they tried to push us into drinking these. Some landlords thought it was a good idea. The beer was easier to keep, there was less line-cleaning involved. It wasn't a living thing, like real ale is."

### A Real Ale Lover

For the young David, these were worrying times. "I had always loved real ale - I grew up on Tetley's, Younger's and Theakston's. So the pubs that I went in were the ones which still served them. But a lot of pubs simply didn't sell any real ale at all."

It's a story I know well myself. When I first started writing about pubs for the Yorkshire Evening Post, I'd sometimes ask landlords why they weren't selling any hand-pulled beers. "No-one ever asks for it," they would tell me - but why would they ask for it, when there's clearly none for sale?

"Fortunately there was a revolution," says David. Three journalists, Graham Lees, Bill Mellor and Michael Hardman along with brewery worker Jim Makin, had long lamented the lack of great beers in the pubs they visited, and during a boozy trip to Ireland in 1971 came up with the idea for a Campaign for the Revitalisation of Ale, later the Campaign for Real Ale, or simply CAMRA.

### CAMRA Action

The consumer group now has 144,000 members, branches everywhere, and its 40-year mission has not merely stopped the rot, but has utterly turned the tide. It has raised awareness of crafted real ales, encouraged young people to try new tastes - rather than dismiss them as "old man beers" - and created a marketplace pregnant with opportunity.

"Thanks to CAMRA it has gone completely the other way," says David. "There's so many small breweries now and such an amazing range of beers. We get a lot of people coming into the Craven and asking which is our local beer. Twenty years ago, people wouldn't have even thought of asking for it. Now they want to try different flavours."

And though CAMRA's was a bloodless revolution, it is some of the brewing giants - the very companies which once dominated the market - which have suffered. "The big breweries have completely lost their way," says David.



“Take Tetley’s. When I was at school I used to come into Leeds by bus from Wetherby every day and you’d see the horse-drawn drays making their deliveries. It was a proper brewery back then. They had a visitor centre and they were always really friendly if you called in – and you could go to the stables and see the shire horses.

“When Carlsberg took it over it began to lose its identity, its specialness. I thought something must be going on when I heard that they had closed the visitor centre and lost the horses. The whole thing has gone now.”

## Spoilt for Choice

So although you can still drink cask Tetley Bitter, now brewed in Wolverhampton, you won’t find it on the bar at the Craven Arms. What you will find, is a selection of some of the region’s favourite smaller and mid-sized breweries – the likes of Ilkley and Saltaire Breweries from Yorkshire; Thwaites and Moorhouses from Lancashire.

“We try to support local breweries but there are now so many in Yorkshire. We get so many who want to have their beers on here that we can’t say yes to them all, so for the most part we stick with the ones which we know our customers like.”

## TLC from Cellar to Glass

They do need some TLC. “When a real ale beer leaves the brewery it’s not completely brewed. When it’s racked in the cellar that is part of the process of getting it into peak condition. You have to remember that a real ale is a living thing that’s changing.

“All that cellarcraft – the skill of looking after these beers – was lost in the ‘plug and go’ culture of the nitro beers, but of course we’re getting it back now. It’s well worth it. It’s much more

interesting; it’s a product you can take a real pride and passion in. There’s no pride in pulling a pint of lager – it’s not a craft product, it’s just a commodity.

David’s favourite beer is Hetton Pale Ale from the Dark Horse Brewery near Skipton. It’s hardly a controversial choice; David used to own Dark Horse, and the brewery’s products always have pride of place on his bar. In itself, that’s a tribute to the fact that he left the brewery in good hands: “We sold it a while ago and the chap who has it now, has done more with it than we ever could.”

## The Perfect Pint

And when David and son Robert were commissioned to make a TV documentary to find Yorkshire’s Perfect Pint, it was Hetton Pale that came out on top. The programme was such a hit that it earned the pair that prestigious Beer Drinker of the Year Award from the All Parliamentary Beer Group. In doing so, they joined an illustrious list which includes actress Anna Chancellor, football legend Jack Charlton and the Prince of Wales. “We were flabbergasted,” says David.

His enduring passion for real ale is evident as soon as you walk into the Craven and see the welcoming line of handpumps along the bar. “We do sell lager of course, but you can almost tell the lager drinkers as soon as they walk in.”

Does he try to convert them? “Sometimes. If you get them into a conversation you might be able to persuade them to try something different, but they take some changing.

“You have to wonder why lager is more expensive than real ale. It’s cheaper to produce, it has a longer shelf life and it’s easier to look after. Unfortunately the consumer is paying for all that advertising. It must cost a fortune.”



# Moorhouse's toasts bewitching sales

Moorhouse's Brewery

**Moorhouse's Brewery has toasted the success of a new 15 million-pints-a-year development with a raft of innovative seasonal and special brews.**

A multi million pound complex - complete with visitor centre and hospitality suite for private functions - trebled former production capacity and was chosen as the SIBA (Society of Independent Brewers) *Best Business Development* award in 2011.

The first birthday celebrated a sales surge of some 36 per cent and turnover of £4m while new initiatives were announced for the future of the North West's largest dedicated cask-ale brewer.

Business wins with leading national pub companies and wholesalers drove spiralling sales of the core 'Pindle Witch' cask brews across the UK. But at the heart of the growth were the new brews; *selling more than half a million pints - some 2,000 barrels - in the first full year of the new brewery without taking sales from the 'Famous Five' core ales.*

## Variety of Styles

The brews were created in a variety of styles including the four hop variety *Moorhouse's IPA*, traditional *Pindle Porter*, and blonde style *White Witch* with noble German Tettnang hops

Others appeared for special events and included *Once Every Preston Guild* for the summer celebrations of the first Preston Guild of the 21st century. This was brewed to an adventurous recipe in collaboration with international beer judge Melissa Cole, whose

father-in-law runs the Old Black Bull in the city's Friargate. It featured roasted orange peel and orange blossom together with malted wheat and three hop varieties.

Managing director David Grant said: "The collaboration with Melissa Cole was a perfect fit with our aim to have impressive ales at the heart of special celebrations."

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***"The first birthday celebrated a sales surge of some 36 per cent and turnover of £4m while new initiatives were announced for the future of the North West's largest dedicated cask-ale brewer"***

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In September *Four Hundred* - classic English pale ale 'with a twist of American hops' - rolled out for the 400th anniversary of the Pindle Witches trials. Moorhouse's expected the brew to put further focus on its online 'Pardon the Pindle Witches' campaign, supporting the case that there was a gross miscarriage of justice when the ten alleged witches were executed at Lancaster in 1612.

November saw *Black Moss* (4.9%) make its debut as a dark and brooding stout named after the derelict Pindle-side cottage where a mummified cat was discovered in late 2011. And in December *Iced Witch* (4.3%) was brewed exclusively for Wetherspoons.

## Sponsorships Boost Sales

In the east Lancashire heartland sales were boosted by the sponsorships of the Lancashire Cricket League 20/20 contest and the Burnley Blues Fringe Festival. The three year sponsorship deal



Moorhouse's new brewery complex

for "The Moorhouse's Brewery Lancashire Cricket League 20/20 Competition" is a major marketing initiative and puts the Burnley brewery alongside brewing giant Heineken UK - sponsor of the 120 year old league under the Foster's brand.

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***"Moorhouse's has pledged to place sustainability at the heart of its growth. This includes an initiative to safeguard future malt supplies by partnering with northern barley farmers and the recruitment of apprentices"***

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Further a-field Moorhouse's brands have become established with pub companies around London via Gravesend wholesaler AVS and regular orders of *Premier Bitter* reached Copenhagen. Bottled sales have also spiked by a massive 280 per cent and the range is now being supplied to leading supermarkets. All five bottled brands have claimed International Beer Challenge accolades.

## THE Halloween Ales

In recent years Moorhouse's has proudly laid claim to the title of THE Halloween brewer. And every year Moorhouse's presents its promotion "Witch Ales Are You Drinking?" to publicans with five blended beers on offer: *Broomstick Bitter* (4.0%abv); *Witchhunt* (4.8%abv); *Black Witch* (4.2%abv); *Witches Cauldron* (4.2%abv); *Witchfinder General* (4.4%abv). The blends are meticulously crafted from the core brands - and this is clearly stated to publicans. *Ruby Witch* (4.6%abv) grist brew - 'dark ruby coloured full bodied ale with subtle roast flavours, hints of spice and tangerine notes' - is also offered during October.

In 2012, for the first time, a Halloween Beer Festival was also held in the new visitor centre and hospitality suite with more than twenty 'witching season' ales. It was the third of three themed festivals held last year - one dedicated to brewsters (female brewers) - as Moorhouse's championed cask ale.

Further reinforcing the brewery's commitment to the 'Pendle Witches heritage', last summer Moorhouse's sponsored a local artist's



temporary 1612 tribute image (see photograph) on Pendle Hill.

The appearance of the huge artwork attracted wide media coverage and was witnessed by several hundred walkers taking part in a witches fancy dress ramble around the landmark hill. Managing director David Grant also called for a permanent commemorative image there to attract more visitors.

## Sustainability is the Future

Today Moorhouse's 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 (BIA)*. *Black Cat* was also proclaimed a world beating beer when it won gold for standard strength cask ales at the BIA 2011.

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***"Our brewers have excelled, to create exciting specials that offer a new brew every month on top of our championship core ales and finely crafted blends"***

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For the future Moorhouse's aims to hit a £7m turnover by 2014 and has pledged to place sustainability at the heart of its growth. This includes an initiative to safeguard future malt supplies by partnering with northern barley farmers and the recruitment of apprentices.

David Grant, managing director, said: "Trading remains tough. But the hard work of the whole team has meant our beers have been welcomed by more and more publicans.

"Our brewers have excelled, to create exciting specials that offer a new brew every month on top of our championship core ales and finely crafted blends. Publicans can ring the changes with just one order and know that our ales will boost their business.

"Sustainability is now key to our continuing growth for the future. We have to put something back. Our barley agreement with farmers and our creation of apprenticeships are investments to secure that future."



# The Ales of Luv'ly Lancashire

## Red Rose Brewing

**She's no Lancashire lass, but beer writer Melissa Cole came north as a student and fell in love. With a Lancashire man. In a Lancashire pub. And with Lancashire brews...**

Ahh, Lancashire, where I learnt to love great beer and pull a proper pint...but never really learned to put up with having appalling attempts at Cockney accents chirped at me across the bar.

You see, as a wide-eyed Southern lass (I was not always the cynic you now see before you!) that's where I spent my university years and, far more importantly, found scrumptious, tasty and, above all, eminently quaffable beers for the first time.

The best I'd had to choose from in the pubs I drank in down South with my friends to this point had been Bass, and even though that was before it was the sorely abused shadow of its former self we occasionally see today, you could say I wasn't exactly on my ale.

## An Ale Epiphany

However, three weeks into my part-time job at the Old Black Bull in Preston and I was hooked into the real ale world with my first heavenly sip of... well, a Yorkshire beer actually! In fact, I have to admit, that both my epiphany beers, Rooster's Cream and Kelham Island Pale Rider, were from 'the wrong side of the Pennines' but, in the context of this particular article, let's call them the entrees to the main course of all the local beers I would discover subsequently!

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*"Ahh, Lancashire, where I learnt to love great beer and pull a proper pint...but never really learned to put up with having appalling attempts at Cockney accents chirped at me across the bar"*

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And, for the further purposes of this article, I am co-opting both Liverpool and Manchester into the mix, given that they have historically been part of the county (with apologies for sounding like the Tory Party!).

## Local to Lancashire

Lancashire breweries are unique, many are defined in their branding by their locale, like Moorhouse's with its commitment to pardoning the Pendle Witches, and Lancaster with its proud red rose, but these breweries also share something in common, tremendous quaffability.

In all my years of living up there, and even now when visiting my in-laws who still run the Old Black Bull in Preston (I stole their son!), I have observed that it has always been the hallmark of the Lancashire drinker to desire drinkability, something that is all too often overlooked in today's craft beer market.

That's not to decry the introduction of wonderful brews that have a higher ABV or more complexity, but Lancashire is still, and I hope will always remain, very much an area that thrives around its community pubs and regular haunts.

Also, the Lancastrians have always been ahead of the curve of blonde beer fascination, the thirsty red rose county has always had a taste for the lighter side of life, even though many equate it with being dark mild country.

Just think about it: Boddingtons, depressingly still not being produced in cask, (come on AB InBev, get your finger out!) but once one of the finest quaffing cask conditioned ales known to man, but happily now ably replaced by Moorhouse's Pendle Witches Brew in many outlets.

So, introductions to why I love Lancashire (and Liverpool and Manchester) beers so much over and done with, here are my top 10 picks:

## Bowland Hen Harrier [www.bowlandbrewery.com](http://www.bowlandbrewery.com)

As soft as a summer's day, with its peachy aroma, soft biscuity middle and a light citrus bite at the end, this is a tremendous quaffing ale at 4%.

## Thwaites Wainwright [www.thwaites.co.uk](http://www.thwaites.co.uk)

This has rocketed up to my number one beer to enjoy whilst watching the cricket, perfect at 4.1%, and is surprisingly good in bottle too. Crisp straw and hay, with a light lemon-meringue-like flavour, it slips down easier than a cover drive from Alastair Cook. Also worth watching out for the brewery's small batch offerings as well, 13 Guns was a big hit at this year's GBBF.

## Hart Brewery [www.hartbreweryltd.co.uk](http://www.hartbreweryltd.co.uk)

Having previously been an almost permanent fixture on [www.pumpclipparade.blogspot.com](http://www.pumpclipparade.blogspot.com) the brewery has finally brought its branding into line with the quality of its beers. Ice Maiden has long been a favourite of mine and it's a joy to be able to drink it again, without being embarrassed! Packed full of light orange blossom notes, that are allowed to sing over a very pale malt base, at just 4% it seems to punch well above its weight.

## Hopstar Lush [www.hopstarbrewery.co.uk](http://www.hopstarbrewery.co.uk)

Ok, so this brewery really does need to work on its pumpclips, seemingly produced in Word, by a three-year-old, but its beers are fantastic, especially the aptly-named 4% Lush. Packed full of American hops, most notably Amarillo, it is a tropical playground of delightfulness, transporting you to sunnier climes in single sip.

### **Robinson's Old Tom** [www.oldtombeer.co.uk](http://www.oldtombeer.co.uk)

Straying away from the realms of quaffing ale, at 8.5% Old Tom is simply a world classic. Full of rich prune, sour cherry, raisin and chocolate notes, the original is one of my favourite things to sup when I'm munching on some Blacksticks or Garstang Blue cheese. There are also some other varieties in the form of chocolate and ginger; the former I find a little overwhelming but the ginger is fun and there's a festive format, Tom & Berry, to look out for too.

### **Moorhouse's Black Cat** [www.moorhouses.co.uk](http://www.moorhouses.co.uk)

Despite having produced a blonde beer in collaboration with Moorhouse's to celebrate the Preston Guild year, which ironically many people said tasted exactly like Boddington's used to, the beer I always come back to from here is Black Cat. Former Champion Beer of Britain it is without doubt, the most flavoursome, 3.4%, dark beer I've ever had. Chocolate, espresso, caramel and dark chocolate all dominate the nose, and lightly astringent redcurrant and coffee notes finish it off nicely.

### **Marble Brewery Pint** [www.marblebeers.com](http://www.marblebeers.com)

Probably the most aptly-named beer in the world! And you will always want more than one. A glowing 3.9% golden beer with enticing aromas of elderflower, grapefruit and grass, a decent biscuity backbone underpins the mouthfeel and it rounds off on a tongue-clickingly satisfying citrus bite.

### **Liverpool One Maharajah IPA**

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

Despite the story about a shipwreck throwing barrels of IPA onto the Mersey's shore being utterly apocryphal there are some very fine IPAs made in the north west and, in my opinion, Maharaja is right up there. Made from six booming hop varieties, including Chinook and Pioneer, this 5.3% brew has an imperiously pungent nose, mouth-coating body and floral/citrus finish that just makes you crave a good rich dish, like Goosnargh duck, to accompany it.

### **Allgates Brewery Napoleon's Retreat**

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

A slightly darker than usual NW traditional 3.9% bitter, what intrigues me about this beer is its almost ephemeral hint of vanilla, that weaves it way in and out of the raisin, chestnut and straw notes of the rest of the beer, leaving a perceptual sweetness on the end of an otherwise quite dry beer. It's rather clever and very tasty.

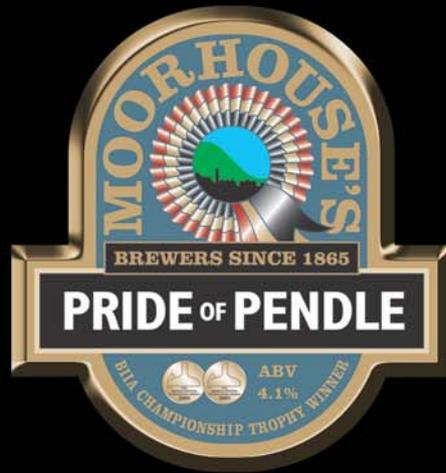
### **Prospect Brewery, Big John**

[www.prospectbrewery.org.uk](http://www.prospectbrewery.org.uk)

Patsy Slevin said live on TV that she would never leave the tiny kit in her mother-in-law's garage – she lied! This lovely bustling powerhouse of a brewster now has a nice shiny brewery to play with on the site of the old Heinz pudding factory! Big John is a nod to her rather tall husband, as well as a reference to a song lyric, and is a truly satisfying 4.8% stout. Smokey liquorice, chicory (of the fake coffee variety), bitter chocolate and something faintly blackcurranty, all combine to create a big tall drink of delicious.



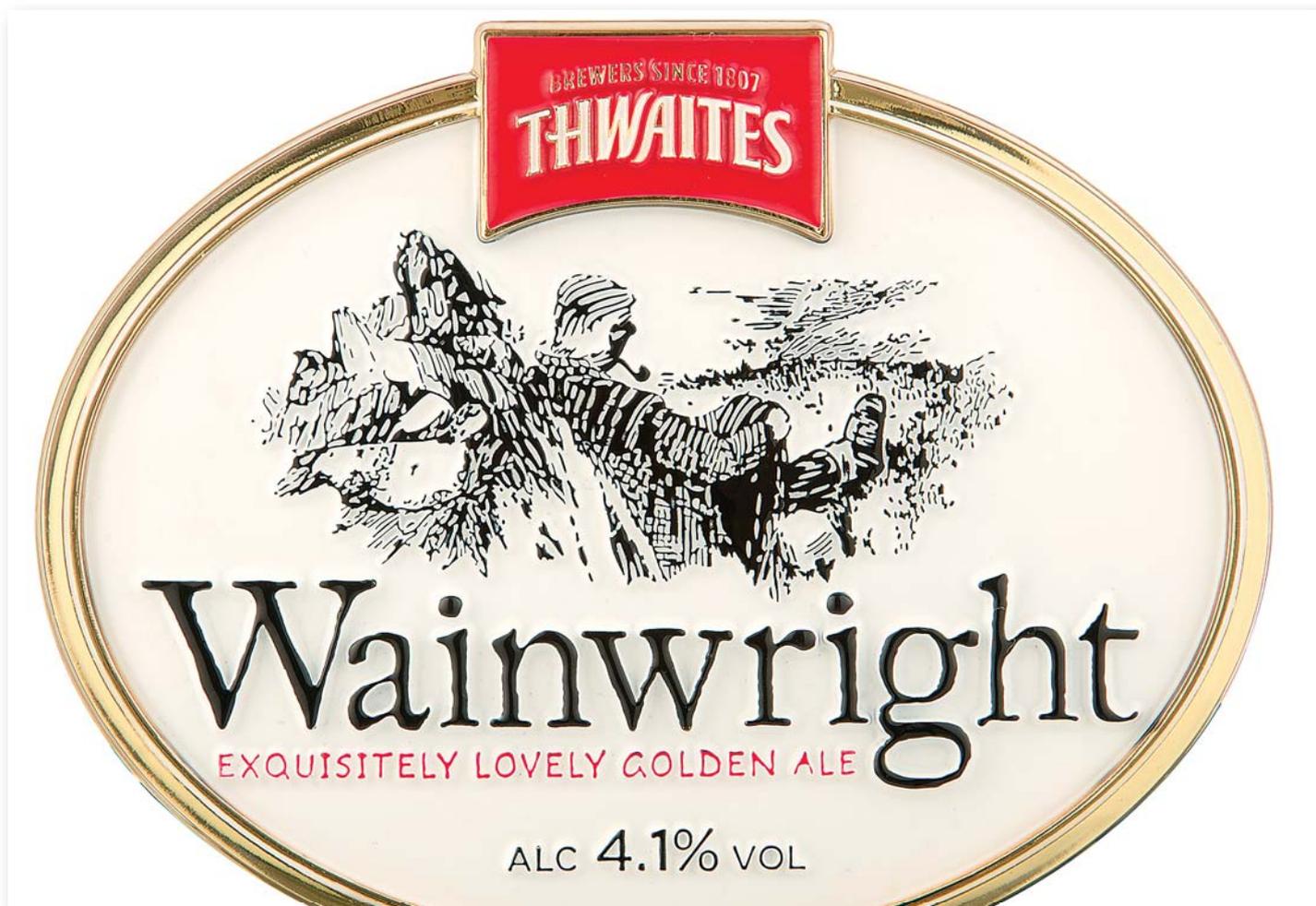
# The Famous Five



World acclaimed ales +  
first class service -  
casting a spell on sales  
growth for publicans.

## Perfection in a glass





## THWAITES Introduce 'A breath of fresh ale' for cask ale drinkers

### **Any man who walks 100,000 miles for the fun of it deserves a beer.**

And this was the thinking when family –owned brewer Thwaites, which is based in Blackburn, the birthplace of Alfred Wainwright, created Wainwright ale.

During his 84 years, Alfred trekked over 100,000 miles, sketching, mapping and writing about everything he saw. Inspired, Thwaites crafted Wainwright with the same passion that the writer put into his detailed walking guides.

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*“The lightly hopped, 4.1% ABV golden ale with delicate citrus flavours experienced a 50% increase in sales in 2012 alone”*

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Believe it or not, Thwaites Wainwright was first brewed just five years ago but already the ‘Exquisitely Lovely’ ale has become a national favourite. The lightly hopped, 4.1% ABV golden ale with delicate citrus flavours experienced a 50% increase in sales in 2012 alone. It has also been instrumental in driving growth in the cask golden ale category as a whole and is expected to become one of the Top 20 cask ales in the UK in 2013.

The next step for Thwaites Wainwright will be the launch of a new marketing campaign titled ‘A breath of fresh ale’. This will include:

- ▶ New branding on pump clips and bottle packaging. Wainwright will also be available for the first time in a premium can to broaden its appeal with drinkers.
- ▶ An advertising campaign with creative also running across point of purchase and in the increasingly important world of digital and social media.
- ▶ A dedicated Wainwright Facebook page and microsite, plus the launch of an innovative Thwaites Wainwright Pub Walks App for smartphones. This will provide consumers with a simple App that offers maps of rural and urban walks highlighting pubs along the routes that stock Wainwright.

To discover what A Breath of Fresh Ale could do for your business, call 01254 686868 or visit [www.thwaites.co.uk](http://www.thwaites.co.uk)

**SHE'S STILL  
OUR FAVOURITE  
TWEETER**



Like her, a pint of Wainwright hits *all the right notes*.

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# Wars of the Roses

## Beer Festival

**Want to give your customers something different? Staging a beer festival can bring a world of different beers to your pub, give you some valuable market research information - and help you find a whole new clientele, as Simon Jenkins discovers.**

The Craven Arms is the quintessential Yorkshire Dales pub. Sturdy and stone-fronted, windswept and interesting, it stands on one side of a deep valley, its stone-framed sash windows affording spectacular views to the wooded hillside opposite.

It's October, and the Virginia Creeper which clings to its front wall has turned with the coming autumn to rich reds and golden browns, lending a warm rosy glow to this perfect Yorkshire scene.

The Craven Arms is just north east of Skipton in the evocatively-named village of Appletreewick, which locals shorten to "Aprick". For years this pub has traded well on tourists and walkers, on villagers from nearby, on those from towns a little further afield - Leeds, Otley, Skipton, Harrogate - each drawn by the promise of great food and beer, and the atmosphere of a genuine country inn. The creation of its spectacular Cruck Barn out back, built just a few years ago to traditional medieval specifications, gave an extra reason to visit.

With so much going for it, you might wonder whether a place like this really needs to stage a beer festival, yet for one weekend each

year, the Craven Arms opens its bars to a range of traditional real ales - and in doing so attracts a ready-made and thirsty clientele. This year the theme is "Wars of the Roses", and 20 beers - 10 each from Yorkshire and Lancashire - are going head-to-head both on the pub's main bar, and in two temporary bars in the barn.

### Standing Room Only

As we draw up to the car-park outside, it's already evident that the event is a serious hit, punters are spilling out of the pub onto the row of roadside tables, the beer garden is packed and it's standing room only at the bar. The format is similar to many beer festivals - you buy a programme which lists all the beers, and little tear-off tabs entitle you to a certain number of drinks. Here they're charging £8 for a programme with five half-pint tabs, which works out at £3.20 a pint, a fixed price whether you're on the humblest session ale or something a little more challenging.

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***"20 beers - 10 each from Yorkshire and Lancashire - are going head-to-head both on the pub's main bar, and in two temporary bars in the barn"***

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The beers vary in strength from 3.5 to 5.5 per cent ABV, and perhaps surprisingly it is the very weakest one, crisp and fruity South Island from Saltaire Brewery near Bradford, which sells out first.

Between our little party of three, we tried several: the rich and refreshing Amber from Lancaster Brewery, the effervescent Golden

Goose from Yorkshire's Gooseye, and the traditional Yorkshire bitter Joshua Jane from Ilkley - surely Tetley Bitter by another name. We were less keen on the slightly stale and vegetabley Flat Cap from Bank Top Brewery, but our best beer of the festival was a toss-up between chocolatey Black Cat from Moorhouses in Lancashire and the dark, vanilla-accented Mrs Simpson's Thriller from Yorkshire's Brown Cow.

## Old Friends and New

And while the festival is primarily aimed at those loyal drinkers who use the Craven on a regular basis, it is also helping the pub to connect with new customers, both local and from further afield. In the barn, whose rough-hewn oak pillars support a spectacular roof of tightly-packed treetrunks, I meet Les and Rose Helliwell, who chanced upon the very first beer festival at the Craven four years ago, and now come back every time. That they're willing to travel the 50 miles from Doncaster speaks volumes for the event's pulling power; this time they've brought four friends.

"We discovered the pub while out walking," says Les. "We sometimes go to beer festivals, but we always make a point of coming back to this one."

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*"For us, one of the big factors is that it is ready-made market research. We pride ourselves on our real ales and we're beginning to get a real reputation for them"*

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That first chance encounter had another spin-off benefit both for the Helliwells and for the pub. "We were looking for somewhere to have our son's wedding," says Les. "This was exactly what we were looking for." For their daughter-in-law's family, many of whom travelled from Canada to the event, the Craven gave them a perfect taste of the White Rose county.

## Added Benefits

It's precisely that kind of spin-off that makes the efforts of staging the beer festival worthwhile, according to owners David and Robert Aynesworth, the father and son team that has been at this famous old pub for the past eight years. "It can be hard work, but it pays off. We change the theme each year and try to give people something a bit different.



"For us, one of the big factors is that it is ready-made market research. We pride ourselves on our real ales and we're beginning to get a real reputation for them. We have eight on the main bar during the summer and five or six in winter. The beer festivals allow us to bring a lot more beers in, and try them out on our customers. This way we can get a real handle on what people like and don't like."

## City Festivals

Although the Craven Arms offers clear evidence of the benefits of a beer festival to a traditional country inn, it can work equally well in the city too. For several years two famous Leeds alehouses - The Grove and the Scarborough, got together for an annual beer festival whose themes played on their rivalry.

One year the Grove stocked dark beers, the Scarborough light; in another it was northern beers against southern beers. Both installed temporary bars to increase the number of handpumps; both saw a significant spike in trade.

And at The Rose & Crown Theatre Pub in Walthamstow, London, Landlord Bun Constantinou also finds that themed beer festivals generate increased interest - as well as pulling in extra punters.

"Last year we ran a festival using beers only from London breweries. This year we've got an A-Z of brewers from all over the country - well actually it's an A-Y as Zero Degrees is the only brewery beginning with Z and they wouldn't let us have any beer!"

25 beers is a serious challenge to even the keenest ale drinker, so for those who want to try as many as possible it is sold by the third as well as the usual halves and pints. A printed sheet allows drinkers to keep a tally of the ones they've already tried and, as with Camra beer festivals, a deposit is paid on a glass which can be kept or redeemed at the end of the session.

Bun confirms that beer festivals are worth the extra work involved "They are very popular with all our regular ale drinkers, and they also attract new customers, who will see how much we've got going on here - and hopefully become regulars themselves"

So whether you own an idyllic rural pub, a community alehouse or an eclectic entertainment venue, putting on a beer festival is a great way to reward your regulars and make new friends.





# 12 Steps to Heaven

## Beer Festival

**A beer festival is undoubtedly hard work but the effort is rewarded with happy regulars, new customers and a great opportunity for market research and data gathering.**

Britain's got festival fever, and the last few years have seen a massive increase in everything from music and literature festivals to food, and of course beer festivals. Everyone likes a cause for celebration and the quality, diversity and growing popularity of our national drink have certainly given pubs something to make a song and dance about.

A beer festival is a great way of promoting something that is totally unique to a pub. According to the Cask Report 47% percent of adults have never tried cask ale, and a quarter of those don't even know why not! The excitement generated by a beer festival may be just the encouragement they need - and if they are won over by a wonderful pint (or half or third) they are likely to become pub customers for life. Conversely, if they get a glass of warm, flat liquid they may never try it again.

With that sort of pressure, is it any wonder that first timers find the thought of running a festival more than a little scary - but don't worry, you're not alone. Your supplier, whether a local brewer or a national wholesaler will be on hand to advise on all aspects of planning, preparation and promotion. And involve your customers too, after all a festival is supposed to be fun and they'll enjoy suggesting beers for you to include, and help promote the event by talking about it.

### 1. Choose your date.

Weekends are best but be careful not to clash with any other events in the area, or a big TV event, unless you can combine it.

### 2. Decide on a theme.

It can be geographical, seasonal, sporting or anything else that might fire your customers' imagination.

### 3. How much beer?

Deciding how much you might sell is never easy, but it's better to have some left over than to run out early - make sure you account for the fact that you should be busier! Consider the available space on and around the bar - and how much you can physically fit in your cellar. If it looks like you'll have some over consider a 'sale' price and get in some 'take away' containers.

### 4. Choose your range.

Make sure you have a good selection of different beer styles and abvs, and provide a programme or at least sheets with tasting notes so people can keep track of what they've tried and what they liked. Consider offering prizes for anyone that completes a 'full house' - this can be done with a simple stamp, and if you have lots of beers on it will encourage people to come back on the following days.

### 5. Source your equipment.

Will you need additional cooling and racking equipment? If so, can your supplier or local brewery help? It's in their interest to help you sell more beer. If you want to go it alone you can hire complete packages, but you need to plan in advance.



## 6. Display and Dispense.

A row of handpumps across the counter top is a fantastic promotion in itself but to put on a serious festival you'll probably want to offer more beers than most bar tops can cope with. Set aside a separate room or area for racking, ideally where it can be easily seen.

## 7. Temperature.

Beer served direct from the cellar will be at the optimum temperature but the challenge will be keeping those served straight from the barrel cool. Nobody enjoys warm beer so invest in cooling jackets and thermostatic shelf coolers - again these can be hired if you plan in advance.

## 8. Glassware.

There's a huge opportunity during a beer festival to encourage customers to try new beers so think about using the third pint glasses. If you invest in special glasses you can charge a returnable deposit on them. This is normal practise at CAMRA festivals so perfectly acceptable, as many people like to keep them as souvenirs.

## 9. Not only here for the beer.

Beer festivals are not just for beer drinkers. A festival can be a fun day out for all the family, with beer simply the main attraction. Lay on some festive jugs of Pimms, cocktails or sparkling wine for those that don't like beer. Think about targeting different groups of people at different times of the day. Competitions, children's games and perhaps a supervised bouncy castle in the afternoons.

## 10. Entertainment.

There's no denying that cask beer goes very well with live music. It encourages customers to stay longer and a band will bring supporters with them.

## 11. Food.

An essential part of the menu - the more people eat the more they can drink after all! Be imaginative - can you use food to support your theme? Or make it something simple but substantial, like a BBQ, bangers & mash or burgers.

## 12. Promotion.

Get advice from your supplier. Many will offer help with tasting notes, point of sale materials, beer menus and posters. Print t-shirts for the staff to wear and offer them for sale to customers. In the pub use chalk boards and banners, add it to your website and facebook page, tweet to all your followers - not least your local CAMRA branch. CAMRA will also list the details in their newsletter. Inform your local paper and radio station; consider enlisting a local 'celebrity' or VIP to officially open the festival.

Remember to use the opportunity to find out what your customers thought about the festival and build their ideas into your next one. It's a great opportunity to try out different beers so get your customers to vote for their top three beers. And, if you're collecting their votes for their favourite beers, collect their email addresses too for next time!



# General Success

## CaskMaster

**It takes a brave kind of entrepreneur to look at a total write-off and decide to base a business on rebuilding it. It takes a very brave kind of entrepreneur to do it twice.**

But thanks to brothers Stefan and Andy Rutherford, the Derbyshire village of Marlpool got its pub, the Queen's Head, back in 2005. And last year the Rutherfords revived an Art Deco gem, the General Havelock in Ilkeston, exactly halfway between the city centres of Derby and Nottingham.

They have a track record, the Rutherfords. Their dad, Alan, was one of the pioneers of the microbrewing movement, running the Westcrown Brewery in Newark with its estate of seven pubs in the 1970s. Before they teamed up Stefan had gone into the hotel and restaurant trade as a chef while Andy went into property development – a career during which he redeveloped many a defunct pub. Some of them he got up and running again.

### Queen's Head Restored

Andy describes the Queen's Head when he came across it as "a horrible, dingy place" – a former Shipstone's pub which had endured a half-life as a curry house before the shutters went up, seemingly for good. Together, the brothers sized it up. Marlpool could support a pub, they believed. But it would have to be a good one.

"We spent a lot," says Andy. "But our overarching principal was always to invest for the long term and avoid anything corporate or gimmicky. We wanted to save the pub's soul."

So: 10-12 real ales. Fine dining that draws fans from all over the East Midlands. Fourteen traditional ciders. A long run of CAMRA awards. And a lot of very satisfied Marlpoolians.

### The General Resurrection

The hunt for a second outlet eventually led them to another ex-Shipstone's pub, but a very different prospect: the General Havelock in the middle of Ilkeston. And this one really was dead – it had been an Oirish-themed pub called Finn McCool's for a while, and then a mobile phone shop, but had been derelict for quite some time before the Rutherfords stumbled across.

And it turned out to hold a few surprises.

"It's a beautiful 1930s Art Deco pub with fantastic tiled floors and walls, even in the gents, and lovely American oak doors," says Andy. "But all the tilework had been covered up. The doors were varnished with what I can only describe as black goo. We even found three fireplaces which we have reopened."

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*"A 1930s Shippo's-swiller would gawp at Stefan's operating style. Sixteen cask beers on handpump; another 40 – yes, 40! in the cellar bar. God knows how many traditional ciders. Twenty flavoured vodkas and a big range of Cognacs"*

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The restoration, according to principle, has been true to the building's character. But a 1930s Shippo's-swiller would gawp at Stefan and Andy's operating model. There are 10-12 real ales at the Queen's Head and 16 handpumps at the General Havelock, where there is also a cellar bar with another 40 – yes, 40! – ales which customers are encouraged to pour for themselves.

"We set out from the start to provide a huge variety of ale," says Andy. "We're not obsessive about our beers being locally-brewed: regionals, nationals, Oakham, Thornbridge, Dark Star – they come from all over."

“But our stocking policy is very strict: our one rule is that every beer we sell has to be fantastic. It doesn’t matter whether you’re a microbrewer or a national, if your beer isn’t up to our standards you won’t get on our bar.”

And if your cask ale does have what it takes to make it on to one of the Rutherford’s bars, they won’t let you down when it comes to quality at the point of service. The cellars are washed down twice A DAY – no, not a week, a day – and every 8-10 months all the glassware is thrown out and replaced. “It might seem expensive, but if the customer is spending £3 a time they have a right to expect a sparkling new glass,” says Andy.

But although cask beer is one of the driving forces behind the two pubs, it doesn’t stop there. Choice reigns. God knows how many traditional ciders. Twenty flavoured vodkas and a big range of Cognacs. Burgers – big ones – freshly made from locally-sourced beef. Lebanese-style kebabs – which means big kebabs. Japanese chicken.

Andy is quick to point out that while the General Havelock is a buzzy, funky, urban bar that likes to think about pub commonplaces in a new way, it doesn’t want to exclude a more traditional clientele. So yeah: Carling and Guinness and Strongbow because people like them.

## Craft Innovation

Oh, and keg beer. Stefan’s a big supporter of what is now being called “craft keg” – strong, high-quality ales from microbrewers, filtered but not pasteurised, served under gas. They are on sale at both pubs, a policy that hasn’t won him many friends among what he calls the “old-school, stuffy” end of the CAMRA continuum; but as he points out, they’re perfectly happy to drink beer served under pressure in Belgium, so why not in Britain?

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***“Our one rule is that every beer we sell has to be fantastic. It doesn’t matter whether you’re a microbrewer or a national, if your beer isn’t up to our standards you won’t get on our bar”***

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“Craft keg is being snubbed for no good reason,” he says. “It’s the same liquid that goes into the cask, but it goes into a keg instead. English brewers are trying to wean people back on to good beer – what’s wrong with that? True, it has to come through chilled lines, which is not ideal, but there are some really excellent, innovative craft keg beers, especially the hoppier ones in the American style.

“We’ve had the cask beers from microbreweries; we’re getting the new generation of craft cidemakers; but we still need more diversity, more innovation. Craft keg is doing the job.”

The regular line-up of three craft keg beers comes mainly from the Summer Wine Brewery of (where else?) Holmfirth. Stefan has tried others and is actively looking for newcomers to promote (he’s particularly keen to get his hands on beers from London’s Kernel Brewery), but he rates Summer Wine both for the consistency of its products and its willingness to experiment.

“Sleuth at 7.8% ABV is about as hoppy as a beer can get. It even

knocks spots off Oakham,” he says. “There is some resistance – even among the keg John Smith’s Drinkers at the Queen’s Head – but it’s not hard to win people over because the beer is good.”

## Urban Style, Traditional Values

The Rutherford brothers’ success is worth some analysis. They have chosen their sites carefully and restored them equally carefully, and in both cases – one rural and local, the other urban and cosmopolitan – they have designed their offering to meet and exceed the expectations of the appropriate customer base. They balance excitement and innovation with tradition and stability. Their attention to detail is fanatical. Even the General Havelock’s garden has been designed along Art Deco lines!

But finally it’s about people – it’s about attracting and enthralling as wide a demographic as humanly possible. Even the exclusion policies are designed to make the majority of customers feel at ease: no baseball caps indoors, no cussing, shirts to be worn at all times.

Says Andy: “Much of what we sell you can get for a fraction of the price at Tesco. What we have to do – what every publican has to do – is give people a reason to go out.”



Stefan Rutherford



# The Rise and Rise of the Micro

## Micro Brewers

**2012 was a momentous year for brewing. For the first time in 70 years there were over 1000 breweries in the UK, and there's never been a better time for licensees to pick and choose what beers to offer their customers says Adrian Tierney Jones**

This upward trend marks a brewing revolution represented by a vanguard of forward-thinking microbreweries. Some of their beers are bright, colourful creations, relying on New World hops to deliver a surge of tropical fruit aromas alongside an appetising bitterness. Mallinsons, Buxton and Ilkley immediately spring to mind, while more established breweries such as Dark Star and Oakham have been pressing the hop button for some time.

"We launched Hophead ten years ago," says Dark Star's brew master Mark Tranter, "and it was thought to be undrinkable because of its hoppiness. Now it's our most popular beer. People have become more used to hoppy beers. I brew what I want to drink and I am lucky that others drink them too, there's no point in doing something that's trendy."

### Mash Up in a Brewery

As well as hops, experimentation is in vogue. Dark Star collaborated with Bristol Beer Factory to produce what Tranter says is a cross between an IPA and a Belgian Gueuze, while Summer Wine boasts a Double Black Belgian Rye Pale Ale. Otley, meanwhile, turned to the dark with Odessa, a barrel aged Imperial stout, which also had ginger and chocolate in the mix.

"We are addressing the demand for new interesting flavours and new or reinvigorated styles," says Nick Otley, "and giving the drinker what they have been missing for so long."

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*"We launched Hophead ten years ago and it was thought to be undrinkable because of its hoppiness. Now it's our most popular beer"*

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### Tradition with a Twist

It's not all hops and barrel aging though. What could be called old school beer has been given a shot in the arm as well. Breweries such as Purity, Hogs Back and Grain have turned heads with the likes of Ubu, TEA and Blackwood Stout. Ubu is a sprightly pale ale with a flurry of citrus, TEA a forthright best bitter and Grainwood a stout with a cascade of chocolate and coffee notes. Hopheads might demur, but these are consistently good and moreish beers with a barrel-load of character.

### The American Influence

So what is behind this revolution? Utobeer's Glyn Roberts is the former manager of the Rake, which made its name by selling a range of beers from far and wide.

"The first and probably the most important reason is the availability of craft beer from the USA," he says. "Gone are the days when you could stick 'macro brewed' lagers and Guinness on the bar and retain your beer drinkers' custom. British bars are learning that they have to work a lot harder in order to keep and increase their customer base and getting beers which appeal to different palates is a huge part of that. Due to the choice of readily available beers,

customers' tastes have changed too and they are more open to trying new styles of beers. Meanwhile micros are more open to brewing different styles."

According to Tranter other factors include "the duty relief, which inspired people to set up breweries, but there has also been the rediscovery of beer off the back of the interest in food and wine plus the worldwide explosion of brewing. The world is smaller than it used to be."

## Northern Rock

Another rising star to watch out for is Huddersfield-based Magic Rock. Even though they only started in the spring of 2011, the buzz about them is tremendous. Beers such as the ferociously hopped IPA Cannonball and the self-styled 'surreal stout' Dark Arts are fabulous, bursting with flavour and ideal both to drink on their own or with food.

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*"People have less disposable income but they want more 'value', which in the case of beer means they're looking for more flavour and a product with a back story"*

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Richard Burhouse started the brewery with his brother Jonathan and for him there is a sense that drinkers are looking both for value and provenance in the beers they buy.

"People have less disposable income but they want more 'value', which in the case of beer means they're looking for more flavour and a product with a back story. Instead of purchasing mass-market brands people are looking for ways to define themselves in what they buy, especially when the purchases are such personal things as food and drink."

## The Brand Wagon

"We set out to make beers that were intense in both aroma and flavour so they would stand apart in an increasingly congested market place. A massive part of this was to brand the beer in a contemporary youthful way," Burhouse explains

Branding (as well as fabulous beers) is also a key factor in the appeal of Otley. "Our branding is modern, fresh and uncomplicated," says Nick Otley, "it appeals to consumers who everyday have to make buying decisions from an overload of information. Just give them what they want in a way they want it, but keep it recognisable."

Purity began brewing in the middle of rural Warwickshire in 2005 and have shown consistent growth with fresh, citrus-tinged, eminently drinkable beers such as Mad Goose and Ubu. This is helped by distinctive modern branding that makes the beers stand out at the bar. For Managing Director Paul Halsey this branding has been as important as the quality of the beer.

"Our beers, along with the brand, have been developed to be innovative, fresh and funky, which will appeal to younger men as

well as women, in addition to the traditional ale drinkers. Our beers are equally at home in the traditional pub, as well as in the café bar and restaurant culture. By associating our brand with the independent music and arts scene within the West Midlands we have created a brand that is cool in what has been historically a very traditional market."

## Fast Forward

Looking into a crystal ball is always difficult as the decline in the end-of-pier fortune-tellers demonstrates. However given the sense of adventure that microbreweries possess, as well as the continued thirst for standout beers, some possibilities can be suggested with confidence.

Hop forward beers will continue to thrive, with the added incentive of new English varieties such as Jester. Barrel aging will be taken up by more micros, and include wine casks - the canny licensee would do well to match these beers with food and sell them in distinctive 1/3rd pint glasses.

Finally, as Redemption Brewery has proved with their 3% Trinity, breweries will strive to produce low-alcohol beers packed with flavour. The revolution will continue...





## Cask Masters Craftmanship

“We’ve seen really positive figures in terms of staff retention, the more we train them the more we keep them.

“So this year we changed the collaboration brewing scheme to further involve the cask masters, we sent our managers up to plan the brew and then sent our cask masters to see it being made. It’s easy for those of us who have been to a lot of breweries to forget how amazing it is the first time, all their faces lit up.

“It seemed like the logical next step in order to keep them engaged, and it’s had a really positive impact already.”

But the investment doesn’t stop there in the cask master programme; every one of them goes through an ABCQ1 cellar qualification and has also been put through the Advanced Beer Academy course, with further plans on the horizon for more courses.

And it’s not just the collaboration brewing and course that make for interest from this group of employees, as Lockwood explains:

# Mash Up in a Brewery

**Collaboration Brews** **Big pub companies quite often take quite a bashing for not understanding the craft beer market, but there’s one that’s definitely bucking the trend, and that’s Nicholson’s. We asked Melissa Cole to find out why the 81-strong Mitchells & Butler’s chain bothers to get its bar staff closer to the action by sending them out on collaboration brewing adventures**

When a pub company really cares about beer, it shows, and Nicholson’s has to be applauded for its efforts to push craft beer in the right direction.

They have sent managers from all seven regions to get involved in brewing their own beer twice already, but now they’ve taken it a step further by introducing its cask masters to the scheme.

The brand implemented having a cask master in every pub two and a half years ago, but decided to seriously immerse them in the process of brewing when, as assistant brand manager Ben Lockwood says, it became clear that the programme was having a positive effect on the business via the managers.

“We could see that there was excitement for the beers from the top down, but we also thought that, as we’d invested so much in the cask master scheme, it was a great opportunity to make more of their passion for cask by getting them immersed in the project too.”

But is the cask master idea just a title for someone who show a bit of interest, or is it a genuine business builder? Lockwood says the latter.

“For GBBF this year we got 42 of the cask masters together and did a conference before the festival to show them how important we think their work is.

“We then sent them off to GBBF in their Nicholson’s cask masters t-shirt and we set meetings with brewers every hour to give them further insight into how to describe a lot of the beers on the bar and how to describe flavours better.

## 7 Beers from 7 Brewers

But, back to the collaboration beers. The chain hooked up with seven different breweries - Moorhouse’s, Broughton, Andwells, Sambrooks, Oxfordshire Ales, Vale and Brentwood - to create seven unique brews for its Christmas beer festival.

And, as Lockwood adds, if last year’s inaugural festive beer festival was anything to go by, it will be a huge success: “We had no problem selling all the Christmas beers, and then they were doing it on the back of the managers having been to the breweries, this year we expect them to fly out the door even faster.

“As a lot of our pubs are now on Twitter the social media has been great, we’ve seen them tweeting back and forth about how the beer is progressing and how excited both the breweries and the pubs are, so it’s all about taking it up another notch.”

So, if big pub chains can do it, what’s stopping any pub from getting in contact with their local breweries and getting their staff to buy into collaborative brews? After all, with all the craft breweries now in the UK, and cask now outselling keg, isn’t it time you took your offering up a notch too?



## Ask not what your brewer can do for you, but what you can do for your brewer!

### So says Mitch Adams, licensee of The Thatchers Arms

Many pubs are opening their own micro breweries which is great news for the UK beer scene, but publicans don't have to invest in shiny stainless steel in order to brew their own...

Some of the more progressive breweries in the UK are regularly brewing collaborations with each other, Dark Star & Magic Rock, Hardknott & Fullers, Kernel & Redemption to name a few. With this in mind I approached several of our local brewers and asked if I could brew with them as a brewery/pub collaboration. Although I had no brewing experience, I know what I like to drink and promised to write a blog about the day. Over time spent with several breweries I have 'helped' to brew a mix of regular seasonal beers and complete one offs, a few brewers even allowed me some input into the recipes. One collaboration beer was named after the 1890's brewster 'Anne Downes' who used to own my pub and I'm happy to report that due to demand Colchester Brewery have brewed the beer again.

Bars Manager from The Tate Modern, Alex Stevenson, brews collaborations, buys the entire brew and has it bottled to go on sale in the Tate gallery bars. When one brew runs out he finds another brewery to make a different beer with. Ed Davies at Kilverts brews regularly with his local brewers Brecon & Otley. Ed's agenda is slightly different as he is looking to gain experience in brewing with the aim of one day opening his own microbrewery. He generally brews one of the breweries regular beers and then sells it on his

bar under his own name such as 'Kilverts Gold'. There are many pubs with rebadged beers from local breweries, although I suspect there are few others which are actually brewed by the licensee.

### Happy Brewdays

Offering my 'brewing' services for free I've enjoyed days out with Adnams, Colchester Brewery, Crouch Vale, Mauldons, Mill Green & Red Fox over the past twelve months. The beers I have brewed have mainly appeared at our Beer Festivals. My blogs on the brewdays have sparked interest from our customers & on occasion driven sales for the brewery from other publicans. Red Fox sold out of our Black IPA collaboration 'Foxymoron' before it was even out of the fermenter!

I found the experiences helped me develop much closer relationships with my local brewers, my understanding of the brewing process has improved and my knowledge of the effects different malts, hops & yeast have on beers has grown significantly. However, the best bit is being part of a story. The wonderful thing about beer is the story that comes with every pint, if you talk to any brewer about their beer, they'll wax lyrical about the reason behind the name, the hops they've used or the history of the recipe. Imagine being part of that story, having helped to brew the beer in the glass you've just put on the bar.

If you're not afraid of the odd early start and a bit of manual labour give your local brewer a call. I can assure you few would turn down the opportunity to have somebody else dig the mash tun for a change.

# It's A Tough Job But...



## SIBA Speaking

**Julian Grock, CEO of SIBA, went back to the coal face of the pub industry and has discovered that running a pub ain't what it used to be. But he still loves it.**

Writing as a trade association chief executive and a pub landlord, I know of no more blatantly sexist observation than the one that identifies the supposedly mysterious art of multi-tasking as an exclusive preserve of the female brain. Unless, of course, I am myself overloaded with a gender-bending, oestrogen-fuelled feminine sensitivity...which those of you who know me might be right to doubt.

In fact, my inner chauvinist could be inclined to suggest that the reverse is true, and that more often it's men who of necessity have to shoulder a multiplicity of burdens. Keeping all their balls in the air at the same time, so to speak. (There's a barroom man-joke about a woman's inability even to have both a headache and sex at the same time, but we won't go into that.)

What we must address - and I in particular am "multi-tasked" to do - is an evaluation of where we are in the spheres of both pubs and brewing, from the prosaic level of cellar and bar "shop floor", to the loftier arenas of political lobbying and debate; and the articulation of an industry message that is fit for purpose in the context of the challenges of 2013.

### Back to School

I've been at the helm of the Rose and Crown for almost a year and a half. That in itself has been an eye-opening education: a return to the publican's classroom for a refresher course, for which the syllabus seems to have changed considerably since I was last studying at the sharp end. It's bloody hard work; even at weekends it can prove difficult to coax the everyday drinking masses away from their sofas and the slabs of cheap tins of "commodity" beers unloaded from their supermarket trolleys.

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*"Even at weekends it can prove difficult to coax the everyday drinking masses away from their sofas and the slabs of cheap tins of "commodity" beers unloaded from their supermarket trolleys"*

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Commodity beers? That's a phrase I've picked up in the past year, which I first heard coined by a global brewery executive to differentiate between his own company's mainstream brands and the "craft" market they are now dabbling in. It's an easier contrast to appreciate, I suppose, in the more sharply polarised (mass-produced v artisanal) world of American brewing. Over here, craft beer has proved much harder to define, because real ale survived industry rationalisation and even the development of industrial scales of production, but the major brands are still thought of and marketed as "crafted" because of their cask-conditioned and therefore perishable nature. (Is Tetley's Cask craft or commodity, I ask myself. Or both?)

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*"Over here, craft beer has proved much harder to define, because real ale survived industry rationalisation and even the development of industrial scales of production, but the major brands are still thought of and marketed as "crafted" because of their cask-conditioned and therefore perishable nature"*

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### The Joy of Cask

So running a pub in today's market is a tough job - and a job too far for many, judging by the still rising number of closures. But I'm not going to go into the various reasons put forward to account for this - from politicians who won't listen, to property landlords who don't care - because I don't consider it my brief to dwell on the depressing stuff that threatens to wear us all down, either in this article or in the message I believe we should deliver for the coming year.

What I am going to say is that, in spite of the inescapable truth that being back in the pub game hasn't yet made me a penny above the basics of somewhere to live and enough to live on, I'm loving it. I'm loving it for the age-old reasons of community and people and good times in good company; and I'm loving it because of the beer. Which of course was always true, but now it's better than ever: 250-plus pumpclips on the pub's beams testify to how much fun I've had scouring the promiscuous portfolios of increasing numbers of local brewers, in addition to sourcing beers from the guest lists of my regular wholesaling suppliers.

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***“The customer asked to pay pub prices must expect to be rewarded with a well made and well kept product whose quality has to be guaranteed to represent value”***

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I'll concede that such an adventurous spirit is not without the occasional pitfall of a substandard cask, but this is far outweighed by the great quality and variety of most of what's now available. My passion for selling real ale in tip-top condition has been rekindled stronger than before; we've made the 2013 Good Beer Guide and have just been voted the Vale of Belvoir CAMRA branch's Leicestershire pub of the year. And the cellar work's made me fitter too!

## **Not Just Cask**

Furthermore, the font badges displayed on a separate beam prove that today's interest in beer goes beyond what's on the handpumps. Some of the guest kegs have been big brand imports, but British craft-brewed stouts, lagers and ales point to another revolution that's quietly taking place.

Quality is key, from brewhouse to cellar to bar. The customer asked to pay pub prices must expect to be rewarded with a well made and well kept product whose quality has to be guaranteed to represent value.

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***“250-plus pumpclips on the pub's beams testify to how much fun I've had scouring the promiscuous portfolios of increasing numbers of local brewers, in addition to sourcing beers from the guest lists of my regular wholesaling suppliers”***

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And if quality is the positive message at grass roots level, it is surely also the best way to present our industry, on the national stage, to those in political power who hold sway over our future. In March 2013, the Society of Independent Brewers is off to Sheffield to stage its inaugural BeerX – a four-day celebration of British independent brewing.

In addition to some formal annual trade association business, the event will host the cask, bottle and keg finals of SIBA's beer competitions; the SIBA Business Awards; a suppliers' trade

exhibition; a conference with big-name speakers; seminars, forums and reporting sessions; and a public Festival of Beer for which every one of SIBA's 620 brewing members has been invited to showcase their wares. (Check out <http://siba.co.uk/beerx> for details.)

BeerX 2013 will invite the politicians and the people to share our pride at what we do, and how it is built inextricably into the fabric and infrastructure of economy, community, culture and heritage – encapsulated in something some chap or other has labelled our “Big Society”.

It will remind us all, too, of what we can continue to achieve, against some difficult odds, as we set off on another year of multi-tasking.





# A Marque of Achievement

## Cask Marque

**The success of Cask Marque is linked to the importance that it attaches to the delivery of a quality pint**

Over 8,300 licensees now hold the award and for five successive years accreditations have shown double digit growth. Our survey of our licensees revealed that:

- ▶ 88.5% of licensees said Cask Marque had helped them increase cask ale sales.
- ▶ 98.6% would recommend Cask Marque to other licensees

A ringing endorsement of our impact on the market, both in terms of the importance of beer quality and our ability to generate footfall in pubs. 46% of cask ale drinkers recognise the plaque (NOP Survey).

### Training

To improve beer quality, training has taken a leading role. This year Cask Marque will deliver over 500 cellar management courses of which over 50% lead to the BII Award in beer and Cellar Quality (ABCQ) qualification. Research undertaken by the British Beer and Pubs Association (BBPA) shows that, if you have a trained cellar manager, sales will increase 2% due to the improved quality, and yields by 7% as you have better cellar practices. Cask Marque currently undertakes ABCQ training for JD Wetherspoon, Mitchells & Butlers and Whitbread staff as well as a number of regional

brewers and small managed pub companies. Courses for individual licensees are delivered in breweries in most parts of the country.

Also growing in popularity is one to one cellar training in a licensee's pub. This form of training in your own pub with your own equipment is invaluable and a great benefit to new licensees or where a lack of knowledge has been identified by a BDM. It also teaches cellar managers to maintain cellar equipment which will have savings in cellar service charges. To this end we have produced our own guidance on how to look after ale python controllers which can be downloaded from the trade section of the Cask Marque website [www.cask-marque.co.uk](http://www.cask-marque.co.uk)

A new area of development over the last eighteen months has been on-line training. This is delivered in association with CPL Training, a leading training provider. This is a cost effective way of teaching new skills. The delegates never have to leave the premises and the training costs are minimal. Currently two courses are available. The Bar Excellence Award covers bar staff training with particular attention paid to their legal and social responsibilities, the perfect serve of all drinks including coffee, customer service and health & safety. The other course is entitled "An Introduction to Cellar Management" which is targeted at all staff that have access to the cellar. The cellar is the engine room to the pub and therefore knowledge of its workings is important. This course is ideal prep work for those people intending to take the BII ABCQ qualification but who have never themselves worked in the cellar.

## Marketing

Generating footfall in pubs is a reward for serving great beer. We at Cask Marque have invested heavily in the marketing of our award, through traditional methods and latterly through digital marketing. On the traditional front we supply free point of sale material to Cask Marque pubs and sponsor the CAMRA Good Beer Guide.

Below is a summary of our digital marketing activity and how licensees can help themselves:

### Cask Marque website — [www.cask-marque.co.uk](http://www.cask-marque.co.uk)

The Cask Marque website is primarily a consumer facing website aimed at raising awareness of Cask Marque and what we do. It contains information about Cask Marque pubs and how to find them (web search, text messaging, free app, sat nav), stats about the nation's favourite cask ales, blogs, news, how to taste beer, what makes a great pint, beer and women, industry bloggers and tweeters and more.

How can you help?

Are you shouting about your commitment to beer quality on your website? If you hold Cask Marque by adding a prominent link / dedicated webpage to our site means not only would your support of Cask Marque be recognised and appreciated by customers, but will also help you in your quest to appear higher up the google rankings. We already link to your site, if we have your website address. Do make sure we have your website address and we can send the Cask Marque logo to use as a link.

### Pub Search Facility — [www.cask-marque.co.uk/pubs](http://www.cask-marque.co.uk/pubs)

Our new search facility uses our Cask Marque database of information but also the Cyclops database of beer description. You can now see which beers a pub was serving last time we visited as well as find pubs which serve a particular beer. Although this information was collected at a particular point in time it gives an overview of the beer offering of all accredited pubs. Please take a look and let us know what you think and how we could enhance it further. Early 2013 will see a new facility whereby you can edit which beers you have on sale so the list is always up to date. This will also apply to the CaskFinder app.

How can you help?

The quality of our search facility is only as good as the quality of data on it. We are always on the lookout for good quality photos of pubs and to make sure we have up to date information on the facilities your pub offer, website address and more. Please send any information to [info@cask-marque.co.uk](mailto:info@cask-marque.co.uk) or fill in the online facilities form at [www.cask-marque.co.uk/pubinfo](http://www.cask-marque.co.uk/pubinfo)

### Listing on Consumer Websites

We have connections with all the major consumer facing pub websites. These have an enormous amount of traffic on them (over 2 million visits a month) but more often than not the data is inaccurate. We provide regular updates to these sites with lists of

Cask Marque accredited pubs, something which you may not have the time or inclination to do.

How can you help?

Another reason to make sure that we have the latest information about your pub and facilities.

## CaskFinder App

Our free iPhone and Android app has been a huge success and is used more than 50,000 times a month to seek out Cask Marque pubs using either a town /postcode search or using GPS to pinpoint your location. You can easily find a pub selling great beer anywhere in Britain. You can also see what beers were on sale last time we visited and read beer tasting notes. Rating beers, finding similar beers, locating nearby beer festivals and beer blog from Pete Brown all offer the consumer plenty to keep them entertained and updated. And that is before our forth-coming update with more new features.



How can you help?

We are promoting your pub on the app so why not help raise your image as a pub of great quality by adding a link from your website to our CaskFinder app? Artwork is available.

## CaskFinder Ale Trail

Every Cask Marque pub is part of the "World's Biggest Ale Trail". Your Cask Marque certificate now includes a QR code and anybody who has downloaded our CaskFinder app can scan this using the 'Ale Trail' facility and register their visits. Prizes are available for 25, 5 and 100 scans. Over 8,000 have registered to participate in the ale trial.

"Run through a top new gadget's list of features and it's often tempting to ask: "Does it make the tea as well?" The CaskFinder app, in fact, goes one better – it will point users in the direction of a good pint" – Matt Warman, Consumer Technology Editor, Telegraph



How can you help?

To enable customers to register their visit in your pub, your certificate MUST be on display in an accessible position. We will happily send out replacement or duplicate certificates. This is a great way to attract new customers, but if there is no certificate on display they are likely to be disappointed and will possibly leave without buying.

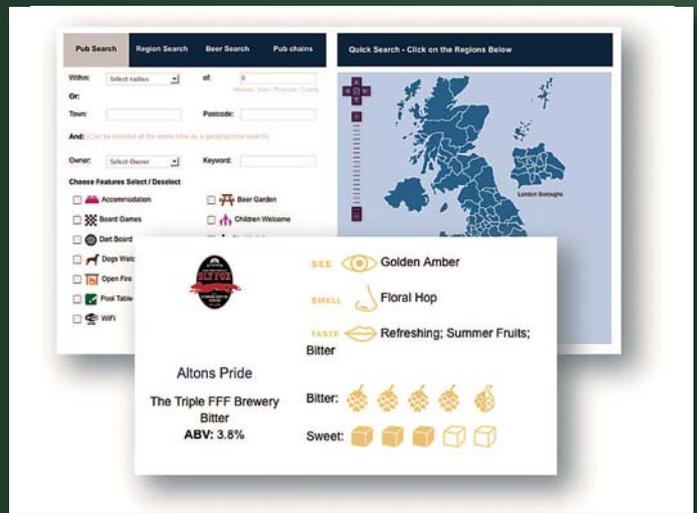
## Social Media

We are active on both Facebook and Twitter with thousands of friends and followers. If you are already involved with social media then search for us under "caskmarque". If you don't use social media then why not give it a go. It is a free way of communicating with existing and potential customers about what's happening in your pub, what beers you have on sale or even just a bit of banter. There are plenty of guides and tutorials on the internet and it is really not as scary as it may seem.

## My Pub App

Exclusive offer for all Cask Marque members – a personalised Smartphone app showcasing your pub with a whole range of features for just £249.50+VAT, enabling you to capture more customers, communicate Special Offers, New Menus, Quiz Nights and many other promotions straight into the palm of your customer's hands.

- ▶ About Us – describe your pub and all your facilities
- ▶ Your beers – your customers will see exactly what on tap
- ▶ Menus – showcase your food offer, complete with photos and full descriptions
- ▶ Accommodation – describe your accommodation and upload photos of the bedrooms
- ▶ Offers – a great way to attract new customers and retain existing ones
- ▶ Events – keep your customers informed of your upcoming events
- ▶ Google Maps – show a map of your location and get driving directions



- ▶ Facebook, Twitter – your feed shows directly on your app
- ▶ YouTube – preview your live music acts

Plus much more....Cask Marque, Local Attractions, Tap to Call / E-mail, Google Calendar, Share With Friends, Photo Album, Contacts, Bookings, News, Feedback Forms, e-Books, Video Stream

How can you help?

This is a great opportunity for any pubs with an individual marketing plan to get an app, branded to match their website or pub style and at a great price. Contact us for more information.

## Digital Overview

Cask Marque have joined forces with Plus One, a digital marketing agency who will offer Cask Marque pubs a digital marketing review, effectively acting as a mystery shopper visiting your internet presence. The cost is only £50+VAT.

When completed you will receive:

A full review of your pubs on-line presence eg how and where you appear, the information that is being displayed about your pub and its presence on collective and review websites. A review of your website and Facebook page (if you have one)

How can you help?

A cheap and effective way to give your pub an individual digital sense check and make sure they are using the internet basics (website, facebook, twitter etc) to their best potential.

The saying goes "If you have it, flaunt it!" This means if you serve a great range of beers in top quality condition then tell the world. We will help you achieve these goals.

For further information contact:

Paul Nunny Director of Cask Marque 07768 614065  
paul@nunny.fsbusiness.co.uk www.cask-marque.co.uk



# Real Ale Renaissance

## Jon Howard of CAMRA says the landscape is changing for the beer drinker

I think all the beer-related clichés in the media describing the incredible boom in the number of UK breweries opening over the past few years – ‘top of the hops’ being a personal favourite – have been all but exhausted. I’ll be the first to admit responsibility for a few of them!

It really has been a remarkable few years for the beer industry, and I don’t think anyone could have predicted at the turn of the 21st century that by the end of the 2012 there would be over 1,000 breweries in operation across the land. As Roger Protz, editor of CAMRA’s Good Beer Guide recently noted - even a double dip recession has done nothing to halt the incredible surge of brewers coming on stream.

### A Vast Choice

With over 5,500 different beers now in regular production across the UK, where does a real ale newcomer begin? With so much choice in many pubs, choosing the right beer with confidence can sometimes be a daunting prospect. Past CAMRA research has shown how drinkers, especially those who have never tried real ale, need more information at point of sale, or are simply unsure of where to start. While walking into a pub with 15 hand pumps is a win for a long-time real ale drinker, for others it can mean avoiding this vast level of choice by turning to a tried and trusted drink.

Beer tasting initiatives such as Cyclops Beer continue to have a big impact, breaking down the appearance, aroma and taste of a beer at point of sale, and giving licensees a way of helping their drinkers make informed choices. Many pubs and beer festivals also use reference systems as rudimentary as colour coding for different beer styles, or labelling the colour or ABV of a particular beer. Basic but effective initiatives in helping consumers understand the characteristics of their potential pint have become paramount.

### Local Heroes

As a ratio, with just under one brewery for over 50 pubs now open in the UK, there is a big opportunity for licensees to work with nearby brewers, and build upon the growing consumer drive towards buying local. CAMRA’s latest tracking survey research shows that over a third of drinkers agree they choose real ale because they consciously want to support local businesses, clearly tired of drinking the advertising of global drinks brands. But there is an optimal rate of sale when deciding how much of this variety to offer, as the latest edition of the Cask Report notes in regard to different pub business models. For more details read Pete Brown’s report in this edition and download a copy of the report itself here - [www.caskreport.co.uk](http://www.caskreport.co.uk)



### Festival Fever

The Great British Beer Festival has conventionally been a time for real ale drinkers old and new to come together and toast the health of the industry, and I’m pleased to report that the world’s biggest sporting event - staged during the same period - did nothing to affect its attendance figures.

Initially CAMRA’s Festival organisers did have concerns about regular festival-goers travelling into London during the Olympics, but the support for the event was simply incredible, with a return to Olympia (after a 7 year stint at Earls Court) marked by a record turnout at the venue, and broadcasters filming inside the Festival hailing from China to Peru.

### The Problem for Pubs

But while demand for real ale continues to grow, the fortunes of community pubs across the country are mixed. During the Festival, CAMRA released new research revealing that pub-going has decreased amongst young adults, with wider figures showing that, in the space of a year (June 2011- June 2012) 39% of all pub goers admitted visiting the pub less than they did a year ago. Worse still, many former pub customers haven’t been to a pub at all in that time.

The news of the 1,000 UK breweries landmark is an incredible story and one which it is hoped pubs engage in by using local brewers to boost their trade. But it must not be forgotten that 4,500 pubs have closed since 2008, and there remain wider issues in areas such as planning law, supermarket alcohol retailing, and punitive rates of beer duty imposed by the Government, which continue to blight the trade.

So in terms of variety and choice at the bar, there’s never been a better time to be a British beer drinker. But while real ale’s allure is doing much to bring people of all ages back into pubs, the fight goes on to save many community pubs which have played a major part in promoting the brewing boom we currently enjoy.



# Never Mind the Brit Pop

## Great British Lager

**Craft lager, brewed in Britain, is a far cry from the fizzy lad-fuel that has stained the reputation of this style of beer. Adrian Tierney Jones, one of the country's leading beer writers and beer lovers, stands up for one of his favourite tipples**

Lager. Was there ever a drink that causes such passionate debate? Chemical fizz. Yellow water. Industrial beer.

Cask ale fundamentalists and craft beer punks are united in their derision of the best selling type of beer in the UK. People say they don't like lager but which lager don't they like? Helles, Pilsner, Bock, Dunkel, Marzen, Festbier?

I could go on... although here in the UK, the lager that rules the roost on the bar top is pretty one-dimensional. But then there's craft lager, and that is an entirely different glass of beer.

It wouldn't be far from the truth to describe the British brewing industry's treatment of lager as contemptuous. Lagering times were short, adjuncts common and there was a lot more emphasis on advertising spends than high quality raw materials - from talking bears wearing pork pie hats to big name comedy acts, in their time they were admittedly some of the funniest ads on TV.

Although it sounds like another joke, the launch in 1999 of Whitbread's GB Lager, supposedly a British lager (as opposed to one brewed under licence) was in fact deadly serious. It was dispensed through a bath tap, which in the brand conscious world of British beer wasn't exactly a bright move. Bath tap = water. Not surprisingly, the beer didn't last long.

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*"I am very optimistic about its future. I think well produced quality craft lager is right on the money at the moment"*

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Microbreweries weren't too bright either. One came up with LAD and used a scantily clad model to advertise it. That had a short lifetime too.

### Meantime, Back at the Brewery

On the other hand, 2000 saw the emergence of Meantime ([www.meantimebrewing.com](http://www.meantimebrewing.com)), whose brewmaster and leading light Alastair Hook was a passionate advocate and pioneer of what we now call craft lager. Having set up Freedom in 1995, which remains one of our leading craft lager brewers and the oldest, he then went on to create his idea of the perfect brewery.

Meantime's beers are closer in spirit, taste, commitment, and quality to the gorgeous lagered beers produced by Augustiner, Budvar and Löwenbräu-Buttenheim.



PREMIUM  
BRITISH LAGER

# Saint

CREATED BY A SMALL  
INDEPENDENT PARTNERSHIP,  
SAINT IS A NEW STYLE OF LAGER  
HAND-CRAFTED IN BRITAIN.

Saint's specially brewed for easy drinking.  
Made from only the finest natural British  
ingredients including malted barley, flaked maize,  
caramelised malt, Saaz hops and water.

Because it's fully fermented, it contains no sugar  
and it's naturally low in carbohydrate.

The result is a great tasting lager that doesn't  
leave you feeling bloated.

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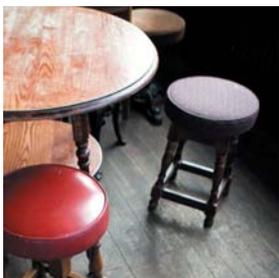
AVAILABLE IN 330ml NRB AND DRAUGHT

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FOR ENQUIRES PLEASE CONTACT  
CHILLI MARKETING ON 0870 24 24 608



THE SAINT BREWING CO.





'I believe the proper way to produce lager,' says Alastair, 'is to use bottom fermenting yeast, ferment between 6-8°C and mature for a minimum of four weeks, this way you will get perfect harmony between malt and hop character. A bottom fermenting yeast has no esters and then you get no confusion between the hop and malt character; ale has powerful esters for its yeast character. Time is also important - to store is to lager, it cleans the beer and enables this balance to be reached.'

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*"Sales of cask ales in the UK are booming and we feel that is because drinkers are becoming more discerning...Our increase in sales would suggest that this is also true for lagers"*

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### Pioneering Freedom

Freedom and Meantime planted the acorns and we can now see a healthy crop of young trees that could one day be mighty oaks. This small but growing band of lager brewers in the UK looks to the great breweries of Germany and the Czech Republic for inspiration, while also learning from the American way of doing things. For instance, Freedom ([www.freedombrewery.com](http://www.freedombrewery.com)), which now makes its gorgeous beers in Staffordshire, recently launched Pioneer, their 4.6% version of an American Pilsner, though with English hops. It is dry-hopped and has an assertive dry finish with an appetising bitterness.

'Sales of cask ales in the UK are booming and we feel that is because drinkers are becoming more discerning,' says the brewery's owner Edward Mayman. 'Our increase in sales would suggest that this change in drinkers' requirements and mindset is also true for lagers.'

### West of the North

Further north in Scotland is another one of the UK's leading craft lager brewers. West ([www.westbeer.com](http://www.westbeer.com)) is situated in Glasgow, appropriately enough as some of the very first lagers in the UK were brewed here in the 19th century. West only began brewing in 2006 however, and their impressive range of beers includes a dunkel, a helles and their best seller, St Mungo.

'We were very lucky when we started as we had good mentors,' says Franconia-born Petra Wetzel, founder and owner of West. 'We had help from Mahr's and Weihestephan and we played with the recipes until we got it right. The sort of person who drinks our beers is someone who enjoys a good quality product. They could be people who have been abroad and enjoyed craft lager or they could be people who are fed up of being served the same old nonsense. Furthermore, we don't appeal to people who want a cheap pint.'

In 2009 West entered three beers into a German competition and won three gold medals, a remarkable feat given the strict parameters on style that exist in brewing competitions held in that country.

### Cotswold

Another craft lager producer that has always set high standards since emerging in 2005 is Cotswold Brewing Company ([www.cotswoldbrewingcompany.com](http://www.cotswoldbrewingcompany.com)), which is located in the heart of the Oxfordshire countryside. Their beers are crisp and fresh, echoing the best traditions of Bavaria and Bohemia, and their Dark is a luscious drop.

According to founder Richard Keene, 'We are different to the large producers because we add more flavour to our lagers. We are also

different because of the things that we don't do, such as, a) we don't use preservatives and additives, so the beer is more natural; b) we don't pasteurise the lager and sterile filter instead so the flavours are not "cooked"; and c) we don't like the lager to be languishing in secondary distribution warehouses so the consumer should be drinking lager as fresh as possible.'

## Craft Beer Rising

All these breweries have benefited from the rise of craft beer bars. Venues such as North in Leeds, Hand in Falmouth and Euston Tap in London aim to have as wide a range of craft beer (both ale and lager) as possible. This has been a real boon to the smaller breweries specialising in craft lager.

However, some of the larger regional family breweries have also developed an interest in well-crafted British lager, as opposed to brewing a German or Dutch one under licence.

Down in Cornwall, St Austell ([www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)) developed Korev in 2010 (the brewery has also produced a Cornish Bock and a Strawberry Lager), which is available in both bottle and in keg. Given the brewing skills of St Austell's head brewer Roger Ryman, it's no surprise that it has been a great success.

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*"This small but growing band of lager brewers in the UK looks to the great breweries of Germany and the Czech Republic for inspiration, while also learning from the American way of doing things"*

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'Korev sales have exceeded all expectations,' says Roger. 'During the summer we were struggling to brew enough to meet demand. So it's another great success story! I am very optimistic about its future. I think well produced quality craft lager is right on the money at the moment. We have been delighted how well Korev has been received in Devon and Somerset, as we anticipated that most sales would be in Cornwall, but this has not proven to be the case.'

## The Aspell Angle

Another family company dabbling with lager is Aspell, the Suffolk cyder makers. Brewed under contract by Shepherd Neame, Suffolk Blonde was launched in 2010 'Because lager is one of the more underrated and misunderstood drinks categories,' says Henry Chevallier Guild. Henry, who runs the company with his brother Barry explains 'I draw parallels to when Aspell re-launched in the 90s, a time when cider was held in very low esteem and people thought we were mad launching a super premium that would have appeal outside the perceived "student, tramp, wurzel" box. Likewise, we feel lager can re-invent itself with some genuine, super premium liquids.

"We wanted a liquid that would appeal to non-lager drinkers. As such, we went for a more robust flavour profile that would appeal more to ale, craft beer and wine drinkers, strongly aromatic with citrus and tropical notes and a bitterness level that leaves a

delightful lingering and seductive finish. Above all, we carry in to this project the same philosophy we took into the cyder re-launch, which is that of Aspell founder Clement Chevallier - why make something that you wouldn't want to drink as a preference?"

## Follow the Saint

With its marketing slogan of 'Brewed for Easy Drinking' 4.6% Saint Lager ([www.enjoysaint.com](http://www.enjoysaint.com)), is pitched at the opposite end of the flavour spectrum. This recently launched bottled lager is also contract brewed, this time at the award winning Sussex brewer, Hepworth's, who also produce their own 4% Saxon and an organic Blonde at 5%. Described as an easy drinking premium lager, slightly sweeter and less carbonated than other beers - which makes it ideal for '20somethings' looking for a full tasting drink that doesn't give the bloat, according to Saint Brewing Company's MD, Gareth Whittle.

Aimed firmly at style bars and Britain's young, sophisticated, trendsetters, "Saint is fresh, new and exciting. For the modern drinker, it is our response to the demand for more innovative beers that steer away from the overly gassy and bitter drinks produced by larger brewers. It's completely new and best of all it is genuinely British."

British lager has come a long way since the days when a bath tap at the bar top was considered enough to draw the drinker in. It's a quality beer, a premium beer, a beer to be enjoyed on its own or with food. With the quality of craft lager out in the trade you know that using a bath tap to sell lager just wouldn't wash anymore.





Nigel Sadler



# Confessions of a SommALEier

## Beer Academy

**"You're a what?" "A beer sommelier" I reply. That's how conversations usually start when I chat to people these days. And continue along the lines of "What's a beer sommelier?" or "What do you actually do then?"**

I decided to become a Beer Academy Sommelier 18 months ago to further my knowledge on food and beer pairing. This is becoming more and more common at many venues from local pubs to some of the more established restaurants. Many people are choosing beer to accompany meals for a variety of reasons such as; lower alcohol levels, price against wine and finally because very often it works better with some foods than wine.

Over the past few years we've all seen the many changes and challenges that face the brewing industry. Pubs are still closing, albeit at a slower rate than previously, supermarkets seemingly have an ever growing share of the market and the population has changed its drinking habits.

### Positive Pointers

However, all is not lost and there are many positive notes, which we must consider, as to where growth lies. One of which is that more and more licensees are looking to develop their cask ale sales, this sector has seen strong growth in recent years. In addition, one of the ways forward is to offer beer, of all styles,

as a worthy companion to the food menu. Indeed "beer cards" and chalk boards with beer details are becoming more common sights in pubs.

### Belgian Lessons

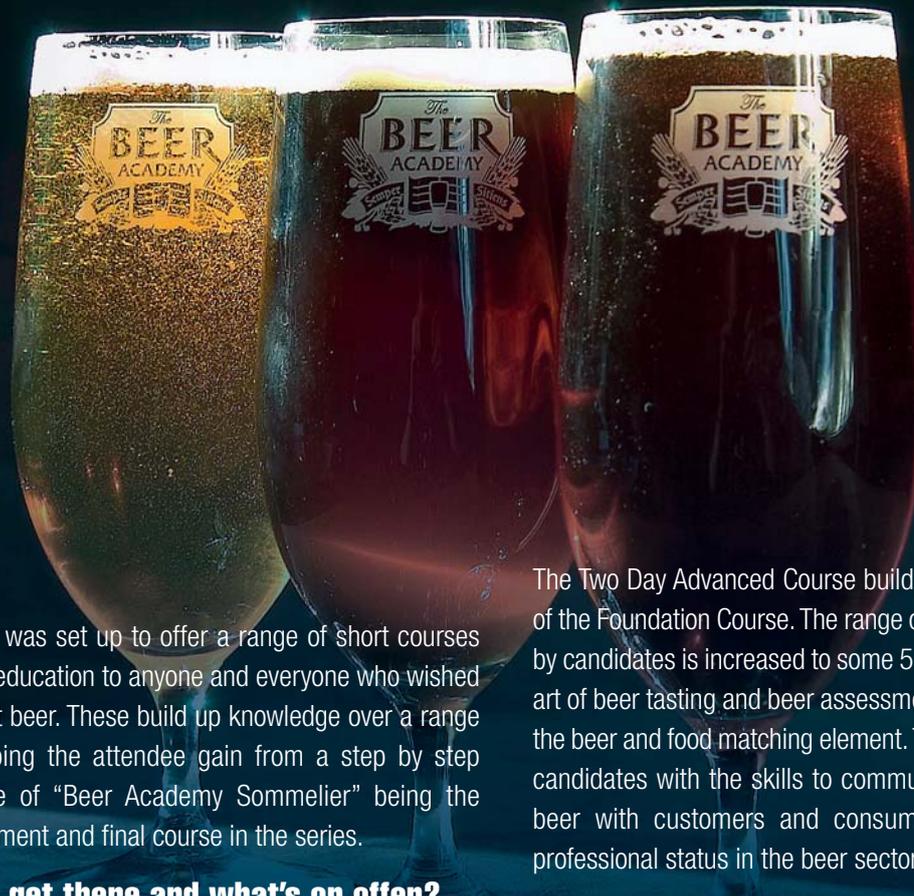
My own interest in food and beer pairing started back in 2002 when in Bruges on a business trip. I realised that the drink I had enjoyed for so long was in fact a far better match for some of the dishes on the menu than anything from the wine list.

Over the following months I experimented (enthusiastically!) using a couple of different beer styles with one particular dish at a time. Wheat beers in particular were a great success I seem to remember and proved very versatile.

### Role Call

The role of the Beer Academy Sommelier is varied; we offer advice and guidance to both outlet and consumer by helping pair menu items with beers available at the venue. We are ambassadors for the industry helping to promote beer, in all its forms - from cask ale to bottled lager - and encouraging the public to try various styles.

We are all knowledgeable people with experience in the trade whether as a brewer, like myself, or as a beer judge or beer writer. Above all we have a passion for the product which we're keen to pass on and communicate to others. After all beer is our national drink in many ways and there's so much more to it than a pint glass on a Friday or Saturday night.



## Beer School

The Beer Academy was set up to offer a range of short courses that would provide education to anyone and everyone who wished to learn more about beer. These build up knowledge over a range of levels thus helping the attendee gain from a step by step approach. The title of “Beer Academy Sommelier” being the pinnacle of achievement and final course in the series.

### So how do you get there and what’s on offer?

First of all there are 90 minute tasting events, usually themed such as Belgian or American beers. These short sessions are the starting point of the journey so to speak. They offer guidance on the brewing process, different styles and highlight tastes and flavours.

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*“I realised that the drink I had enjoyed for so long was in fact a far better match for some of the dishes on the menu than anything from the wine list”*

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There are then 2 different half day courses on offer. The first “How to Judge Beer” is essential for the route to the Sommeliership. This is designed to help professionals, enthusiasts and beginners understand how to assess and judge the quality and style of a beer.

The second half day course “Beer and Food Matching”, though suited to all, is aimed at retailers who are looking to generate sales by inspiring and guiding customers to choose a well thought out and highlighted beer and food option. This course would help staff, from bar to kitchen, in offering advice and preparing menus.

## Course Work

Moving on from these there is the One Day Foundation Course, which incidentally is City & Guilds Accredited to Level 1 and therefore gives a qualification on successful completion. This again is perfect for staff training perhaps alongside the BII ABCQ Certificate. It provides a sound knowledge of brewing ingredients and their impact on flavour, the basics of food and beer pairing and introduction to beer style characteristics. This course is to be recommended for anyone looking to build a career in the beer/hospitality trade.

The Two Day Advanced Course builds significantly on the aspects of the Foundation Course. The range of styles sampled and detailed by candidates is increased to some 50 beers. It also introduces the art of beer tasting and beer assessment. Finally it builds further on the beer and food matching element. This course will not only equip candidates with the skills to communicate knowledgeably about beer with customers and consumers but will enhance their professional status in the beer sector.

## The Ultimate Award

Finally we reach the Sommelier accreditation the ultimate award. Having completed the Advanced Course and How to Judge Beer Course you are eligible to go forward for this title. You will have developed menus, hosted beer and food events by now in your own right. These are submitted for scrutiny by the chief examiner followed by a 90 minute interview and assessment

The journey with the Beer Academy nears the end but the role as a Beer Academy Sommelier continues out in the wide world, which I mentioned at the beginning of this article, as an ambassador with the knowledge, experience and communication skills to inspire people. It’s a great feeling to be able to get people to rediscover beer, to encourage those who have never tried it and even be able to start people off on the same journey I’ve made over the past 18 months.

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*“Beer and Food Matching, though suited to all, is aimed at retailers who are looking to generate sales by inspiring and guiding customers to choose a well thought out and highlighted beer and food option”*

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So if you’re looking to improve your own or the knowledge of your staff and want to be trained by experts look at [www.beeracademy.co.uk](http://www.beeracademy.co.uk) or call 020 7499 8144 for further details.

Nigel Sadler is Commercial Manager of Wibblers Brewery and owns the craft brewing school Learn2brew Ltd. He qualified as Beer Academy Sommelier in 2011 and was voted APPBG Beer Sommelier of the Year 2012. He is Vice-Chairman of the Society of Independent Brewers (SIBA) and has written blogs for the BBC Food & Drink website.

# World Class Beers

They come over here, slake our thirst and titillate our taste buds - world class beers have never had it so good!

Sales of packaged lager are up almost 6% as Britain's beer drinkers follow the trend of drinking less but drinking better. The growth is driven by a desire for discovery and adventure - and the demand for them is clearly illustrated by the explosion in specialist beer off licenses offering the chance to drink around the world in well over 80 beers.

So don't get left out in the cold, fill your fridges with cool cult beers & sunshine brands, traditional crafts & modern classics. Do your customers - and your bottom line - a favour and get some in.

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# EXPLORE THE TASTE OF PORTUGAL



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[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

# TIGER BEER

## DISCOVER THE HIDDEN DEPTHS

**TIGER Beer's Hidden Depths campaign continues into 2013 with a burst of activity planned around Chinese New Year in January and February.**

**The Hidden Depths brand platform is based on provenance and taste; inspired by the intriguing and multilayered, contemporary Far East and TIGER Beer's depth of flavour.**

Meanwhile TIGER'S Hidden Depths music programme continues with core events featuring the Hidden Depths of some of the UK's most innovative record labels. The series of five events in 2012 have taken place at some of London's leading on-trade music outlets such as Fabric, Koko and XOYO and have all enjoyed sold out attendances on midweek nights.

Record labels showcased include Ninja Tune and Rinse FM, with each night creating digital content so that music fans that couldn't attend can still enjoy the music whether through live webcast or DJ mixes.

Outlets also benefitted from event promotion including advertising, PR and Facebook advertising.

**Three more Hidden Depths events are planned for 2013.**

These headline events have bolstered TIGER Beer's credibility in music, forming the basis of an on-trade, nationwide music sponsorship programme.

Music led on-trade outlets the length and breadth of the UK have benefitted from a contribution towards music talent and cool TIGER Beer visibility items for outlet.

Meanwhile TIGER'S army of followers continues to grow on Facebook where the brand now has over 84,000 fans.

To keep up to date on TIGER Beer check out [www.facebook.com/tigerbeeruk](http://www.facebook.com/tigerbeeruk)

TIGER Beer is performing strongly in the on-trade, packaged +28% volume growth MAT to Sept 01 2012, and distribution up by 1,200 outlets in the same period, to nearly 10,000 outlets.

Ref: CGA GB On Trade data to Sept 01, 2012



# DISCOVER THE HIDDEN DEPTHS

[FACEBOOK.COM/TIGERBEERUK](https://www.facebook.com/tigerbeeruk)

[drinkaware.co.uk](http://drinkaware.co.uk)  
for the facts

Over 18s only. Tiger Beer is brewed in the UK.



# Putting on the Stile

## Beer Pioneer

**It's become an article of faith in the industry that the wet-led village beerhouse is a business model that just doesn't work anymore, and that if an olde-worlde country pub is to survive its focus of operations has to switch from the bar to the dining room.**

If that's true of pubs even in fairly substantial villages, how much more applicable must it be to the Stile Bridge Inn, in a hamlet of the same name which is so small it doesn't even figure in my road atlas? And yet the Stile Bridge Inn remains defiantly a beerhouse. But a turbo-charged one.

### Miles Apart, Miles Ahead

Stile Bridge is roughly halfway between Marden and Staplehurst in the most rural of Kent's rural depths. The hamlet, says Stile Bridge Inn landlord Marc Hoffman, consists of the inn itself, a couple of farms, and not much more. Marden is three miles away, Staplehurst four. Every customer is car-borne. Clearly, the pub ought to be doomed. But it turns over £10-13,000 a week, depending on the season – and wet sales make up nearly 60% of the mix.

Most towns of any size have at least one pub that specialises in cask ale and stocks a wide enough range to make it the CAMRA member's natural habitat and the local branch's unofficial HQ. The Stile Bridge Inn isn't quite like that, though – there probably aren't enough CAMRistas locally to make it a viable model. Where

throughput might be uneven too many handpumps spoil the beer, so Marc maintains quality via a mere six handpumps; and the permanent session offering, Shepherd Neame Master Brew, wouldn't attract many CAMRA members anyway.

"CAMRA members always seem to hate their local brewery," says Marc. "But Master Brew is a good beer if it's properly kept, and my regulars drink it like water." As an alternative session ale he also stocks the pale, hoppy Dark Star Hophead. The third pump carries a best bitter, often Sharp's Doom Bar or Skinner's Betty Stoggs, while pumps four and five carry something stronger, one light and one dark. The sixth pump isn't always operative but in winter usually has a strong seasonal such as Harvey's Old Ale and goes in the other direction in summer with the 2.8% ABV Adnams Sole Star, a favourite with drivers.

### King of the Kegs

But the choice doesn't run out there: the keg taps offer something a bit exotic, too. The pouring lager is Kaltenberg, brewed under licence by Thwaites in Lancashire, while Sam Adams Boston Lager comes all the way from Faversham where it's brewed by Shepherd Neame ("And is as good as the imported bottled version," says Marc). Hepworth's Organic Blonde is from Horsham in Sussex, while Cristal Pils is an import from Belgium, and alternates with genuine German Dortmund. Brugse Zot at 6% ABV isn't a lager but is a Belgian blonde beer, and finally there's Früli, a sweet fruit beer that Marc describes as a Marmite of a beer - people either love it or they hate it, but it serves as an alternative to RTDs.

## On the Bottle

Then there are the bottled beers, nearly 50 of them. Belgium is, naturally enough, well-represented; but, says Marc, “Belgium isn’t the be-all and end-all”. US imports are growing in popularity, and the new crop of London microbrewers are also producing some interesting beers – although he has his reservations. “They all seem to do the same range of strong stouts and very hoppy IPAs,” he says.

But is a choice of around 60 cask, keg, and bottled beers enough to lure customers who, as Marc points out, have to drive past two or three other pubs to get to Stile Bridge? Best to be safe: hence more than a dozen traditional draught and bottled ciders, many of them local (and none of them from Magner’s or Bulmers), and some 60 whiskies, gins, vodkas and rums (the artisanal gins are the current buzz here, as elsewhere, with Sipsmith’s and Adnams First rate topping the current chart). Oh, and soft drinks for grown-ups: the Fentiman’s range, Fever Tree mixers, local pure fruit juices (definitely not from concentrate!).

## Premium Price Points

The price of all these premium treats has to be right, too: not everyone, even in Kent, is made of money, so Marc is ready when necessary to abandon the 50% GP that is gospel to so many in the trade. A Sipsmith’s and Fever Tree gin and tonic crosses the bar for £4.70, while the GP on some of the bottled beers is only 40%. But then, he says: “My Dad always told me it’s the net profit you take to the bank, not the gross.”

This wealth of fine beers, ciders, spirits, and soft drinks comes, of course, with a side-order of home-cooked food ranging from pub staples such as sausages and pies to posher nosh such as fillet steaks and lemon sole. The offering also includes “pop-up” themed nights featuring different European cuisines.

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*“I believe in simple things done well, whether it’s a pint of beer or a loaf of really good bread. That’s the whole secret.”*

---

There are beer festivals in May and August, regular live music, and some rather less mainstream activities: last year’s World Custard Pie Championships, for instance, and a newly-inaugurated home brewing club based in the kitchen. There’s also a beer appreciation club, with tastings given by brewers and wholesalers accompanied by a themed dinner.

## Turnover Doubled

If it all sounds like a lot of hard work, it is.

“I like to plan well ahead and I try to fill in the calendar of events a year in advance,” says Marc. It’s always a challenge to think of new things to fill up the blank weeks, so it’s just as well I’m a control freak!

“Being so far from chimney pots has its advantages, though: there’s no village clique to fall back on, and having to plan and to work so

hard means I’ve been able to double the pub’s turnover in my five years here.

“I don’t do a lot of conventional marketing: newspaper advertising is a waste of time, in my opinion. Awards certainly help (the Inn is the local CAMRA branch’s reigning Pub of the Year), but the basic plan is to get repeat custom simply by never disappointing. People hear about the place, try it, like it, and come back with their families and friends.

“I believe in simple things done well, whether it’s a pint of beer or a loaf of really good bread. That’s the whole secret.”

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***“Clearly, the pub ought to be doomed. But it turns over £10-13,000 a week, depending on the season - and wet sales make up nearly 60% of the mix”***

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What makes Marc’s achievement all the more remarkable is that he’s allergic to alcohol – “More than a couple of sips and my whole face swells up.” But he still tastes every cask as it’s tapped and won’t stock a bottled beer he hasn’t personally approved – “I’ll have a sip myself and give the rest of the bottle away.”

Talk about attention to detail! And it’s significant that, while every customer has to pass two or three other pubs to get to Stile Bridge... they do!

Ted Bruning





# Wherever Next?

## Speciality Beers

**Imported beers from all corners of the globe are flooding the UK, invading supermarket shelves and turning up behind bars.**

Any self-respecting beer seller needs to have a few chilled options to offer their cool customers. But with such a vast array to choose from, how do you know what's hot to stock? We asked Melissa Cole to talk to the folks with their fingers on the pulse to find out what's got the potential to be the next big thing

Keeping ahead of the curve is a constant battle for every licensee, especially with beer drinkers becoming ever more adventurous. Sure, you need to keep your tried and trusted brands on the bar, but having some global beer offerings is absolutely vital to a healthy business. So, what do the people responsible for bringing these beers in, or marketing them over here, have to say about the trends for the coming year?

### The American Revolution

James Clay, Business Development Manager for the eponymous specialist beer importers, ought to know, and he believes the American craft beer movement is bound to keep growing.

"I expect American craft beer will continue gaining popularity in the UK and I'd expect that UK craft will be a similar story. For us the growth has been about putting the US brewery seasonals out more, it really helps with certain venues that get a bit static with their beer offering.

"Where they are taking 20 cases a week of a particular brewery's beer, adding on a couple cases of a seasonal allows them to offer something a bit different without taking too much risk, as it always sells."

### The Can Can

And there's a new format that Clay thinks is going to break really big over the coming months.

"Craft cans are really gaining traction as a better range comes through more frequently; we've got Flying Dog, Brooklyn, Vedett and are looking at a few others to bring through too.

---

*"There is a growing recognition amongst beer drinkers of the importance of both flavour and provenance, a realisation that there's more to beer than mass-produced pilsner-styles - and the trade is picking up on this too"*

---

"It's fresher, lighter, much more economical to travel as you can get 120 cases rather 75 for bottles on a pallet, so shipping it's more economical, although they tend to be the same price as a bottle as breweries don't want people to see the cans as trading down in.

"They are also recyclable, take up less fridge space and can work as multiple buys in really busy venues as staff can sell 6-cans in a can carrier for a special price, which can also work doubly well as, for example if you've got four people they might buy six cans, so it's an easy way of up-selling."



**Duvel**, regarded as one of **the world's best beers**,  
bridging the gap between **taste** and **refreshment**  
thanks to the **unique** bottle-conditioning





## Old World Champions

Aubrey Johnson of Cave Direct, the major specialist importers and distributors of world beers in the South also believes that US beer will continue to grow, but says not to write off the 'old world' brewers either.

"The general trend we're noticing is a growing recognition amongst beer drinkers of the importance of both flavour and provenance, a realisation that there's more to beer than mass-produced pilsner-styles - and the trade is picking up on this too.

"You're seeing the emergence of American craft beers, showcasing their interpretation of old world and indigenous styles, but there's also a growing appreciation of the classic styles, like English IPA and porters and also the classic Belgium styles, like Trappist, lambics and so on.

"It's also interesting to see that German beers are coming back into favour, whether it's helles or pilsner or even rauchbiers or wheat. There is also some interesting innovation from brewers like Hopf."

And speaking of such things, Johnson rightly points out that the trend for using hops in exciting and interesting ways is likely to continue.

"The hop has come into more prominence, not just in the UK or USA, but also in Europe from either Troubadour from Belgium and people like Mikkeller.

"Simply put, the market is polarising between commodity brands that are having difficulty keeping up as the market changes and the brands with true provenance and with quality ingredients that look to be enjoyed for their quality, not quantity."

## A Lotta Bottle

Emily Williamson from LoveDrinks.co.uk believes that to compete with bars and restaurants, licensees need to improve their range of speciality bottled beers and focus on the way they are displayed, as they can provide a valuable additional revenue stream.

"One of the main issues with bottled beer is the market dominance of a few brands that persuade landlords with 'marketing budgets' for fridge fascia and awful POS that drain away character as well as choice.

"However, one of the things that has really changed for bottled beer is the resurgence of love for these craft products in the realm of the cocktail bar/restaurant. Venues that are in a different market to pubs, and may not have the room for pumps, are selling a far better range of bottled beers now than they were just five years ago."

Which is something Chris Yates from Pierhead agrees with strongly.

"Bottle beers do lag behind; perception of value for money by the consumer sits with draught products.

"Licensees often don't display bottles correctly behind the bar, don't offer menus and use poor lighting and merchandising in fridges. Also staff training is essential to extol the benefits of the many varied types of beers and enlighten consumers."

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***"To compete with bars and restaurants, licensees need to improve their range of speciality bottled beers and focus on the way they are displayed, as they can provide a valuable additional revenue stream"***

---

And he thinks this is particularly important in light of the predicted growth of speciality beers.

"You will definitely see a move from commodity supermarket bottle brands to specialist ales and lagers, there's simply going to be a growth of boutique beers and a continued trend of craft offerings."

## The Price is Right

However, something everyone in the trade needs to keep in mind are these wise words from Jon Collins, CGA Strategy chief executive.

"Pricing in the on trade is unique. There are precious few other occasions on which we order something without knowing its price.

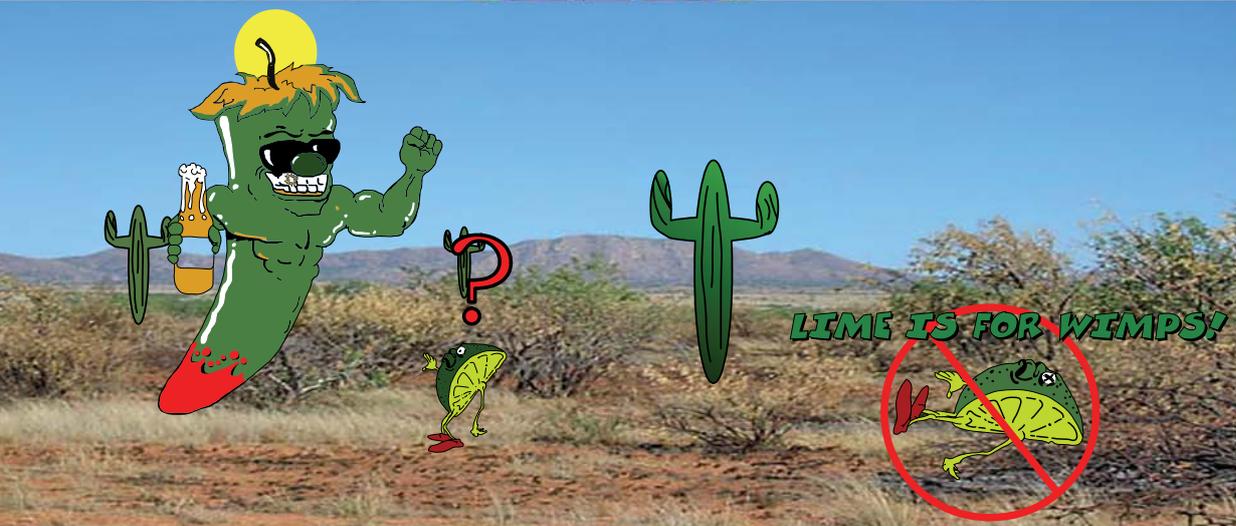
"Pricing is also subject to much regulatory interest—driven up in the name of social responsibility through the duty accelerator and the unprecedented market intervention of a minimum price scheme.

"And it is continuously influenced by myriad factors, from an outlet's style and clientele to its competition and location. It is, therefore, simply not good enough to 'think' you have found the right price."

There is a lot of money to be made by the trade from speciality beers, so display them properly, serve them right and don't be afraid to price them at their worth: the consumer will pay for quality over quantity these days, and that can only be good for business.



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# A Passion for Perfection

## Belgian Beer

**If passion could be put into a bottle, then Belgian beers would be full of it, says Tim Hampson**

Sven Gatz, director of the Belgian Brewers Association is on a mission, to persuade more pubs and bars in Britain to stock beers from his country.

"I see the Belgian provenance as being the benchmark of quality. We have some of the best beers and brewers in the world and I want more people to know about them," he says as he celebrates

the news that some of the best known names in the Belgian brewing scene had picked up gold awards in the first Beer Challenge. The inaugural competition, a kind of Olympic games for beers, saw Belgium win 11 gold medals. Only the USA won more with 15, while the UK won a paltry one.

### The Champagne of Beers

Duvel Moortgat's general manager in the UK Matt Willson says there is a massive amount of noise and interest in beers from around the world at the moment. But he says his Belgian brands, which include the gold medal winning Duvel and Vedett, are the champagnes of the beers world.

"Even in times of recession the champagne market is the best market to be in. It's a trade axiom that when times get hard people go out less, but when they do go out they expect more.

---

*"Even the best beers in the world will not sell themselves. But although you might know nothing at all about Belgian beers, it's a fascinating subject and help is at hand to get you started"*

---

"We have many great brands but we see Duvel as an affordable luxury. You couldn't afford to drink the world's best wine every day, unless you're a Russian oligarch, however with Duvel you can afford to drink the world's best beer every day."

### Making Belgians Work

Matt Willson emphasises the point that even the best beers in the world will not sell themselves. But although you might know nothing at all about Belgian beers, help is at hand to get you started. Matt and his sales team spend a lot of time with pub and bar operators discussing the makeup of a beer list, creating menus and suggesting beer and food pairings.



"We will provide point of sale material, training and glassware for the right beer. Sampling and consumer experience is something we are very proud of."

---

***"You couldn't afford to drink the world's best wine every day, unless you're a Russian oligarch, however with Duvel you can afford to drink the world's best beer every day - it is an affordable luxury"***

---

This is something that has inspired a new way of serving the Liefman's range of fruit beers, which taps into the appeal of a long drink served over plenty of ice - the origin of Magner's phenomenal success. This has worked very well with fruit beer drinkers, and Matt says "It is an area we've developed massively this year," so watch out for more in 2013, especially if we have a summer!

### **High Glass Beers**

Matt is also a passionate advocate of pubs following the Belgian tradition of serving each beer in its dedicated branded glass, with the branding pointed towards the customers as the beer is poured and served.

"Duvel's glassware is an important element of the sensory and aesthetic enjoyment of the brand. We are looking to push the boundaries with its glassware - not just in design but also shape and nucleation."

And Matt is firmly of the view that Belgian beers can work in any pub, especially ones trying to increase turnover and profit margins.

"In the current economic climate every pub should look to be ambitious in offering their customers latitude in their beer choice."

And it's not just customers of specialist bars or foodie pubs that are becoming more and more beer curious, and the operators of mainstream pubs are realising the potential of Belgian beers. People are going out less, they are drinking less - but are looking for something a bit special when they do go out, and Belgian beers offer that special something in spades.

---

***"For an outlay of about £150 a licensee could get five cases of different beers complete with some glassware. Such an investment would be a good, easy way to learn more about Belgian beers and educate their customers about them"***

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### **Keep It Simple**

Specialist importer Cave Direct represents some of Belgium's best known beer brands, with more than 50 in their vast portfolio. But sales and managing director Aubrey Johnson is keen to emphasise that any licensee wanting to stock Belgian brands for the first time should start off simply, by stocking some of the names that most people will recognise.

There are some stepping stone brands that a pub can start off with he says. "At first the full range would be intimidating for most pubs and their customers," he says. "We like to work with potential customers so that they get the right beers and if possible we love to meet the pub's chef as Belgian beers go so well with food."

It is relatively easy to stock a range which features most of the common styles of Belgian beers including wheat, fruit, pilsner and Trappist beers, and Aubrey's suggested list of entry level beer list would include the likes of Vedett, Boon, Lindemans and De Konnack.

It is the wide variety of styles as well as the reputation for quality that intrigues and entices people who are looking for more interesting drinking experiences "Belgian beer shouldn't be treated as a commodity as they are high quality, crafted products. Belgian beers are a good way to bring people into a pub, especially if they are looking for an alternative to gassy lager or even cask beer," he says.

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***"It's not just customers of specialist bars or foodie pubs that are becoming more and more beer curious, and the operators of mainstream pubs are realising the potential of Belgian beers"***

---

And he wants pubs to respect and understand how the beer should be served, and that it is worth taking a bit of time to educate customers.

"The training and education involved in selling a Belgian beer, and the use of a branded glass makes them special. They are increasingly right for every pub. Belgian beer gives people a reason to go to the pub and learn," says Johnson.

### **Missed Opportunity**

Graham Archibald, national account director at Morgenrot says it would be a missed opportunity if licensees with a reputation for serving quality cask beer were to ignore the interest in Belgian beers.

Archibald says: "With an age old brewing heritage and a diversity of styles, Belgian beers appeal to traditional ale drinkers and younger, adventurous consumers. Generally with a higher alcohol by volume than other beers they appeal to consumers who base their choices on beer style, taste and heritage rather than solely on price.

"Belgian beers also work excellently when paired with food as their varied taste profiles match a range of sweet and savoury dishes. The opportunity to sell beer alongside simple yet popular dishes in order to maximise profit means cross selling should be a real no-brainer for licensees."

He believes the key to success in selling beers is effective marketing which focusses on quality.

"Whilst a Belgian beer might not conjure up the same sort of exotic imagery which a South American or Spanish might, they do attract the attention of world beer consumers.

"The heritage and diversity associated with Belgium remains a real draw for drinkers who appreciate the depth of taste that comes from age-old recipes and brewing techniques. Belgian beers sell as a tasting experience to discerning drinkers."

### **Sales Support**

Both suppliers and brand representatives are able to offer practical and inspirational help to anyone embarking on the Belgian Beer experience. Morgenrot recently launched Affligem and Mort Subite to the UK on-trade market, and Graham explains that they felt it was important to support pubs



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stocking the beers, by undertaking both staff training and consumer tastings across the country.

“We enlisted three-time beer writer of the year, Ben McFarland, to undertake these tastings and his knowledge and enthusiasm for Belgian beer really brought the heritage and brewing history of Affligem and Mort Subite to life.”

And he believes it is essential to use the correct branded glass as it reinforces brand identity.

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*“At first the full range would be intimidating for most pubs and their customers. We like to work with potential customers so that they get the right beers and if possible we love to meet the pub’s chef as Belgian beers go so well with food.”*

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“The chalices in which we serve Affligem have been designed to provide an enhanced sensory experience. The glass is more rotund, meaning the flavours are not only prevalent when tasting the beer but consumers are also hit by the beer’s aroma as they lift it to their mouths.

“As Affligem beers have a secondary fermentation in bottle, a slight sediment can be found at the bottom of each bottle. We provide those pubs that stock the bottled beer with ‘beer paddles’ and a serving set which has a smaller glass into which the sediment can be poured and drunk separately,” said Archibald.

## Discerning Tastes

Maarten Broekx represents Palm Brewery in the UK. He says Palm is the perfect draught beer to introduce lager drinkers to specialty beers. It’s the perfect balance between a lager and an ale and therefore caters for both lager and ale drinkers.

“Belgian beers will do best in pubs and bars that focus on quality and have a discerning crowd,” says Broekx.

“Also pubs and bars serving good food will benefit from having Belgian beers to pair with the food to improve the food and drink experience and offer an alternative to mainstream lager, but they are also an alternative to wine,” he says.

“The branded glass is part of the theatre and also improves the drinking experience. The glass helps people to fully enjoy the flavours and aromas because of the shape of the glass. This is why each brand has a different glass as it influences the drinking experience,” he says.

His own company offers staff training and branded glassware. “The better people understand the brands and the differences between the beers, the more they will understand the quality of the beers and the more they will embrace them,” he says.

“Each beer has its unique reasons to deserve their place on the bar, but overall it’s all about getting quality behind the bar and to stimulate people to explore the often still unknown richness of beers,” said Broekx.

## Getting Started

James Clay’s sales manager Nigel Stevenson says it is easy for a licensee to start with a small Belgian beer list and advises going with some of the better known brands like Duvel or Chimay, “rather than going in too deep too quickly”.

And it probably won’t cost much more than a keg of lager, and they will have a lot longer shelf life.

He says that for an outlay of about £150 a licensee could get five cases of different beers complete with some glassware. Such an investment would be a good, easy way to learn more about Belgian beers and educate their customers about them.

“Licensees should build up their own knowledge. But they must market Belgian beers effectively,” he says.

He suggests that licensees should invest in a proper beer menu. A template for one can be found on his company’s website.

“Once you get going with beer menus, you will find customers want to know more. Menus are like branded glasses - all part of the theatre of selling Belgian beers or special beers from other parts of the world.”

“Belgium might be a small country, but it is making a lot of noise in the beer world and customers will happily pay a premium to enjoy them properly,” said Stevenson.



An authentic Speciale Belge, PALM is a well-balanced and sessionable beer that is full flavoured up front and finishes clean.

PALM Breweries is Belgium's largest independent family craft brewer. Brewing Belgian craft beer since 1747.

Belgium's best selling amber beer is available on draught and in 330ml bottles.

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Tel. 0795 79 41 428  
Email. [Maarten.Broekx@palmbreweries.com](mailto:Maarten.Broekx@palmbreweries.com)





# Bar's Eye View

## Belgian Beers

**Matt Gorecki, the operator of 3 pubs and bars in Leeds, explains why he's convinced that Belgian beers are not just for specialist beer bars, and offers some tips on putting them to work in your venue**

At one time in the UK the only 'craft beer' you could get hold of was Belgian, and that was rare enough. The odd cafe or forward thinking bar here and there would stock a few Trappist beers: some Duvel, perhaps Palm or De Koninck. But such is the reputation and appeal of Belgian beers that every discerning venue should offer a slice of this great Brewing nation to their customers.

Today a huge range of craft beers are available in the UK, from the US, and especially from the UK in both cask and keg format. This means that there's perhaps a little less space for some of the classic beers of Belgium but it's important for pubs and bars to keep a good selection of Belgian beers simply because they are exactly that - classics!

I'm an Englishman and as such, eccentricity is one of my favourite traits. The Belgians do it with aplomb. It's most likely something to do with the fact that their beers are so strong, they start

drinking at around 10am and their first drink is likely something akin to a Duvel. The Belgian canon of ales is of course notably powerful, not just in flavour but also in alcoholic content. Whilst this might disturb some people it's one of the things that makes Belgian beers brilliant.

### The Daddy of Craft Beer

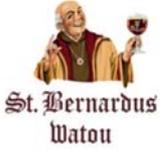
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*"Today...there's perhaps a little less space for some of the classic beers of Belgium but it's important for pubs and bars to keep a good selection of Belgian beers simply because they are exactly that – classics"*

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Belgian beer is the daddy of the craft beer scene for many reasons, not least because Belgium is so easily accessible from the UK. A couple of hours on the Eurostar from St Pancras to Brussels is a delightful way to get there - you can even drink Duvel under the sea! And because so many people choose this option for a short break there's a readymade clientele out there for Belgian beer already.

The culture of Belgian beer is also something worth considering. Yes, many of the beers are much stronger but this should promote



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LET'S TALK BEER.



a bit more of a grown-up attitude to drinking. British beer is famed for its session able qualities; Belgian beer however deserves more consideration, gentle sipping and contemplation.

Served in its proper 'chalice' a great Belgian Trappist beer, like the super leather dry, funky and fruity pale ale Orval is one of the finest drinking experiences in the world.

Want something stronger and deeper? Well look no further than Rocheforte 10, at 11.5% ABV it's a heavy hitting quadrupel but still has less alcohol than most house wines and is infinitely more satisfying, with rum soaked dark fruit, chocolate and spice.

## Glass Issue

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***"A beautifully presented beer in the correct glass is a thing of wonder - and importantly presents a premium product in a premium manner, which helps justify the slightly higher price that these beers demand"***

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Don't skimp on the glassware by the way, a friendly supplier should give you a couple of boxes to get you going and a beautifully presented beer in the correct glass is a thing of wonder - and importantly presents a premium product in a premium manner, which helps justify the slightly higher price that these beers demand.

Belgian beer has more to offer than just history and pedigree. The brews are always classily presented which of course helps them

leap off the shelves. Their complex interplay of sweet and bitter flavours works so very brilliantly with all sorts of food. And there is so much variety - brewers use different malts, yeast strains that have been cultivated for years, subtle use of hops and additions like candi sugar to brew complex beers that highlight all sorts of aspects of great food. For example Tripels like Westmalle and Karmeliet work amazingly well with spicy food, meaty fish and game or in the dessert department pastries and anything where honey comes to the fore.

## Pick and Mix

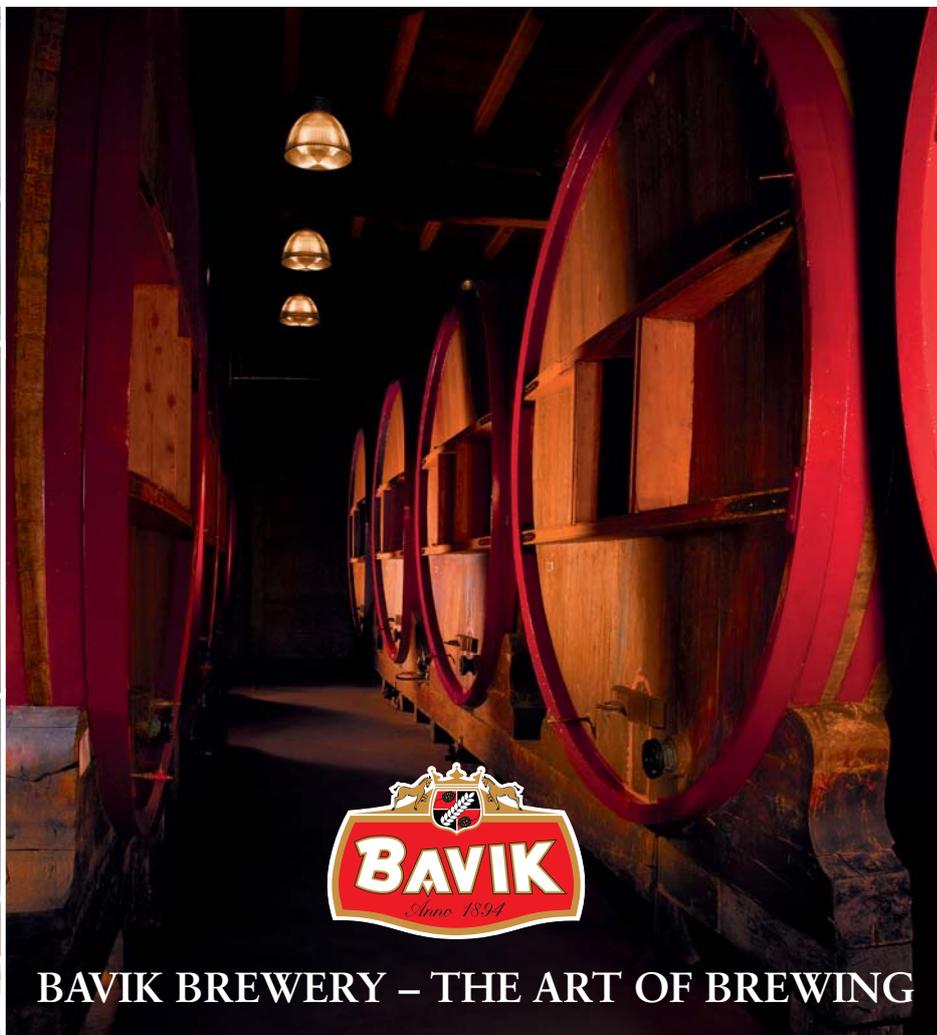
Because Belgian beers are so established in the UK you can easily stock brands like Duvel or Chimay with the confidence that people will recognise them and be familiar with the look and taste of the beer, making them a good place to start when picking your beer list

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***"Brewers use different malts, yeast strains that have been cultivated for years, subtle use of hops and additions like candi sugar to brew complex beers that highlight all sorts of aspects of great food"***

---

But there are lots of other beers that are worth searching out and to cover all bases you need to consider the Lambic category. For this I advise a trip to Belgium! It's well worth looking at Lambic beer in its natural environment if you can as I didn't really understand this challenging category of beers until I went to the Lindemans



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STAR 2012



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DARK ALE 2011



WORLD'S  
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BAVIK BREWERY HAS WON MANY LOCAL AND INTERNATIONAL AWARDS FOR BEER EXCELLENCE. THE AWARD-WINNING BEERS INCLUDE:

### ROSÉ BEER

Vol. Alc.: 4.3% - a beer that has a balanced, refreshing, fruity character with just a hint of light hoppy notes in the finish. It is agreeably sweet and quaffable with a tingle of carbonation.

### PETRUS DOUBLE BROWN ALE

Vol. Alc.: 6.5% - top-fermented dark beer crafted in the dark brown style of a traditional Abbey double beer. Very dark mahogany brown. Creamy and rich with bittersweet flavour.

### PETRUS OLD BROWN

Vol. Alc.: 5.5% - Top-fermented beer with a deep dark-red colour. This beer is aged over 20 months in oak barrels, which gives its wine-like, aristocratic taste with a slightly sour character. The beer has a big head; mahogany colour; full flavour with rich, soft, chocolaty notes, vanilla oakiness, dessert apple fruitiness, passion fruit and restrained acidity.

### PETRUS AGED PALE

Vol. Alc.: 7.3% - a golden blond ale. The unique aroma and taste are a result of ageing in oak barrels for over 24 months. This beer is made exclusively with pale malts and is unblended. Aged for 24-30 months in wood, the beer emerges with an 'old-gold' to bronze colour; an oaky aroma; hints of sherry and fruit among a depth of flavours; the classic sourness in the finish and an intentionally low carbonation.

house in Brussels to soak up the atmosphere, alongside the beer. Breweries like Cantillon are also a bit like working museums and provide a great afternoon's entertainment.

Lambic beer is one of the most natural and ancient beers available, beer is brewed and then left open to the air in large vessels (something that makes many regular brewers somewhat uneasy). Wild yeast and bacteria that is prevalent in the air around the Senne valley near Brussels settles on the beer and works its magic, turning sugar in to alcohol. The other interesting by products however come in the form of lactic acid and acetic acid which provide sourness whilst other elements lend flavours akin to leather and barnyards. A good thing, trust me!

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***“There should always be room for a really good Belgian selection in your fridges and although I stock plenty of other craft beers I still find that Belgian beers are some of my best selling products”***

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The champagne of the beer world is Gueuze which, whilst startling for a first timer, is a mind blowing experience in terms of its super sour, palate exciting brilliance and incredible length and depth. They can be a little difficult to get hold of but ask a specialist supplier and they should be able to find some Cantillon, Boon or 3Fonteinien.

For something a little less challenging look for the widely available Flemish Brown Ale Duchesse De Bourgogne, I've served it for many years and it rarely disappoints. It's an easy recommendation to wean people off wine as it has many of the same characteristics - it's a bit of a willy wonka beer in that it has an amazing interplay of flavours and most commonly people experience cidery tastes alongside strawberries and balsamic vinegar!

There should always be room for a really good Belgian selection in your fridges and although I stock plenty of other craft beers I still find that Belgian beers are some of my best selling products. They have a very broad appeal and have such a great reputation that they will do well in all sorts of different pubs and bars aimed at different markets.

Whatever you choose it's important to get a balance of styles and the most important factor is to conduct training with your staff and expert suppliers, there's no point in your staff trying to sell beer that they know nothing about. Mistakes will be made, selling an 8% tripel to someone who just wants a pint of 3% mild will have wasteful consequences – at best!

Your staff need to be friendly and knowledgeable, this will sell beer and make customers happy about their choices. A tasty and good looking selection of Belgian ales will give your venue a new dimension and a different level of class, once word gets around you'll attract discerning drinkers who are prepared to travel to find good beer and are important to build on your existing trade. They often have a slightly larger wallet too!



**You don't need to speak fluent Flemish to sell Belgian beers, but if you want to get a balanced selection, it helps to know a little bit about the various styles, and the heritage and history of what you're selling**

**Abbey Beers** Abbey beers were 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.

**Flanders Brown/Red** Brown and Red ales which combine a malty, caramel sweetness with a tart acidity, and are aged for up to a year (Brown) or 2 years (Red). Liefmans' 8% Goudenband is the classic Brown, while their Cuvee Brut is a Kriek beer macerated with whole fresh cherries and then blended with Oud Bruin and Goudenband, to produce a unique beer of great depth and complexity. The best example of a Flanders Red is Rodenbach Grand Cru

**Lambic/Gueuze** Dating back 5,000 years, this is the oldest beer style in the world - and the most unusual. Brewed using a wild yeast which causes spontaneous fermentation to occur, giving it a unique sour flavour. The most popular are gueuze (pronounced gurz), a sparkling beer that is the basis for some fruit beers. Examples include Bellevue, Lindemans and Mort Subite

## Belgians Behind Bars

**Pilsener** Despite the emphasis on their more unusual beers, Belgium also exports some fine examples of the world's most popular beer style, so for lager drinkers looking for something different try the quirky, crisp Vedett, the aromatic Estaminet or the sublimely named Silly Pils!

**Strong Ales** These are top fermented, Blonde, Golden, Amber and Dark ales. Typically hoppy and slightly spicy, the undisputed champion is Duvel, at a devilish 8.5%! Other fine examples include Brugse Zot, De Koninck, served in its famous Bolleke, Kwak, La Chouffe (Flemish for gnome) and Palm.

**Trappists** Trappist beers 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. Belgium's 6 Trappist breweries - Orval, Chimay, Rochefort, Westmalle, Westvleteren and Achel - produce top-fermented, bottle conditioned ales that are relatively strong.

**Witbier** Wheat or white beers, brewed using at least 25% wheat grain, and using other ingredients such as coriander and orange peel, unlike Bavarian wheat beers.

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the experience matters

Matthew Clark



# Belgian beers

**Achel** **Trappist** **8%**

From the newest Trappist brewery, a Blonde and a Brune are the main styles, and the beers are matured for a month before being released

Cave Direct 01622 710339

[www.cavedirect.co](http://www.cavedirect.co)

**Affligem Abbey** **Abbey** **7-9%**

An authentic Belgian Abbey beer, brewed since the 12th century and now produced by Affligem Brewery under licence from the Benedictine monks.

Morgenrot Group 0845 070 4310

[www.morgenrot.co](http://www.morgenrot.co)

**Agrum Bocq** **Fruit** **3.1%**

Naturally cloudy appearance the colour of pink grapefruits, the wheat aroma of this beer mingles with the natural fruity mandarin, grapefruit and lime. A perfect balance is achieved through the sweet and acid taste of the citrus fruits and a slight bitterness is released.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Apple Bocq** **Fruit** **3.1%**

Naturally cloudy colour verging on pale yellow. The aroma varies between apple and cinnamon on a bitter coriander and orange spiced base. The taste character is of tart apples with a sweet wheat undertone.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Bacchus** **Fruit** **5-5.8%**

Brewed by Van Honesbrouck in Belgium these fruit beers come in Framboise and Kriek varieties.

James Clay 01422 377560

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

**Bavik Premium** **Pils** **5.2%**

Brewed using the best malt and hops, Bavik Premium Pils was named 'Best Belgian Pils' in an independent study carried out by a Belgian Consumer Organisation. It has a very refreshing, aromatic character with a hop bitterness in the finish.

SBD Brands Limited 01788 891735

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

**Belgoo** **Various** **6.4-8.1%**

A range of bottle conditioned ales from a new artisan brewery. Award winning beers include Arbo, Magus and Luppo as well as organic beers Biolo Amber and Blond.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Belle-vue Kriek Extra** **Fruit** **4.3%**

Belgian Cherry fruit beer.

InBev 01582 391166 [www.inbev.com](http://www.inbev.com)  
Matthew Clark 01275 891 400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Blanche de Brussels** **Witbier** **4.5%**

You need only take a sip of this delicious drink to appreciate the fresh and mellow flavour with its hint of orange. It is really not like any other beer.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Blanche de Namur** **Witbier** **4.5%**

Blanche of Namur was 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, when he was travelling to France in search of a prestigious wife. In memory of her beauty, her sweetness and her delicacy, the Brasserie Du Bocq dedicated a wheat beer to her: The "Blanche de Namur". 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)

**Boon Geuze** **Geuze** **7-8%**

From a Belgian brewery in Lembeek, the village that gave Lambic its name. A blend of young and old lambic beers which is then matured for up to another year. Secondary fermentation occurs in the bottle (where it becomes a geuze). The characteristic champagne sparkle is accompanied by fruity grapefruit and ginger flavours.

PALM UK 0795 79 41 428 [www.palmbreweries.com](http://www.palmbreweries.com)  
Madison (London) 020 7511 7671 [www.madisondrinks.co.uk](http://www.madisondrinks.co.uk)  
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James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Boon Framboise/Kriek** **Fruit Lambic** **4-5%**

World classic lambic fruit beers, macerated with 300g/litre of cherries (Kriek) or raspberries (Framboise) to create beers renowned for their huge bouquet and dry finish.

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James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Brugse Zot** **Blonde/Brune** **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.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Chimay Blanche Tripel** **Trappist** **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.

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Matthew Clark 01275 891 400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Chimay Blue** **Trappist** **9.0%**

Known as the 'Grande Reserve' in a 750ml bottle. With a fresh yeast and light flowery rose fragrance, it's 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.

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**Chimay Red** **Trappist** **7.0%**

Noted for its coppery colour which makes it particularly attractive. Topped with a creamy head it has a very pleasant light fruity apricot aroma. When tasting, initial fruity nuances noticed in the fragrance come to light imparting a silky sensation to the tongue made refreshing by a light bitterness.

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Matthew Clark 01275 891 400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Cristal Pilsner** **Pils** **4.8%**

A light and easy drinking, Belgian Pils with a well-balanced malty flavour and light hoppy finish. Available on keg or bottled.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**De Koninck** **Ale** **5.2%**

One of the world's great draught beers produced in Antwerp De Koninck is a sparkling, spicier tasting and velvety smooth counterpart to a British bitter. The glass in which De Koninck is served is called a Bolleke, although this term is most colloquially used to refer to a glass filled with the beer itself. Available on draught and bottle

Duvel Moortgat 020 7729 7216 [www.dekoninck.com](http://www.dekoninck.com)

**Delirium Tremens Strong Ale 8.5%**

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.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Deus Brut des Flandres Strong Ale 11.5%**

An exquisite beer brewed with barley in Belgium but re-fermented in the bottle, followed by traditional 'remuage' and 'degorgement' in the champagne region of France, 'Brut des Flandres' is the beer equivalent of champagne.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Duchesse de Bourgogne Flanders Red 6.2%**

A slightly tart and sour Flanders Red ale, brewed in honour of Mary of Burgundy, daughter of Charles the Bold

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Duvel Strong Ale 8.5%**

A bottle conditioned, Golden Ale, Duvel is drunk through its thick, creamy head and provides a rich, complex, yet silky smooth palate. Duvel is a designated "Love Mark" brand and has achieved iconic status for its unique presentation (look out for the 'tornado' in the glass) as well as its superb taste. A perfect accompaniment to food or on its own for a "winding down" drinking occasion.

Duvel Moortgat 020 7729 7216 [www.duvel.de](http://www.duvel.de)

**Duvel Single Fermented Strong Ale 6.8%**

With the refreshment and drinkability of a fine lager and the flavour and aroma of a fine ale. Brewed exactly like the Duvel bottle conditioned Beer, but with no second fermentation. Dry but elegantly hopped with a very refreshing and crispy taste. Always served in its own tulip-shaped ½ Pint glass. The huge, white fine head (a Belgian tradition) fills the glass to the rim and leaves a delicate 'Belgian lace.

Duvel Moortgat 020 7729 7216 [www.duvel.de](http://www.duvel.de)

**Estaminet Pils Pilsner 5.2%**

The latest example of PALM Breweries' craftsmanship. A thirst-quenching, refreshing golden-yellow pilsner with a subtle hop aroma, low alcohol content and distinct fruity flavour.

PALM UK 0795 79 41 428 [www.palmbreweries.com](http://www.palmbreweries.com)  
Madison (London) 020 7511 7671 [www.madisondrinks.co.uk](http://www.madisondrinks.co.uk)  
Inn Express (Midlands) 01789 488 008 [www.inn-express.com](http://www.inn-express.com)

**Floris Fruit 3.5-4.5%**

A wide range of wheat beers blended with other flavours such as fruit juices. Varieties include Apple 3.5%, Chocolate 4.2%, Strawberry 3.6%, Raspberry 3.6%, Honey 4.5%

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Fruli Strawberry Fruit 4.1%**

High quality Belgian fruit beer. It is a unique blend of white beer and strawberry juice. The juice complements the zestiness of the wheat beer and the result is a balanced and refreshing beer that is packed with strawberry fruit flavour

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Gauloise Red Fruits Fruit 8.2%**

A red beer with natural pink head and fine bubbles, brimming with natural red fruit aromas. A delicious combination of red fruit and traditional intense beer. Best served chilled and in moderation.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Grimbergen Various 6.5-10%**

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

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Hoegaarden Witbier 4.8-4.9%**

A leading brand in the white beer or "authentic Belgian wheat" sector. It has a unique brewing process to create a one-of-a-kind, sweet & sour beer with a little bitterness, slightly spicy, with a strong touch of coriander & a hint of orange, providing the perfect beverage for warm summer days.

InBev 01582 391166 [www.inbev.com](http://www.inbev.com)  
Matthew Clark 01275 891 400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Karmeliet Tripel Abbey 8.4%**

Belgian Abbey Triple from the Bosteels Brewery, very refined and complex with hints of vanilla mixed with citrus aromas. It has the lightness and freshness of wheat, the creaminess of oats together with a spicy lemon dryness

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Kwak Strong Ale 8.4%**

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.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**La Chouffe Strong Ale 8.0%**

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 which also includes McChouffe and Houblon Chouffe (Belgian IPA)

Duvel Moortgat 020 7729 7216 [www.barmusichall.com](http://www.barmusichall.com)

<b>Leffe</b>	<b>Abbey</b>	<b>6.5-9.0%</b>
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The leading Abbey beer in the UK, the brand is available in 5 varieties: Blonde, Brune, Triple and Radieuse/Vieille Cuvée and 9. Each of these unique brews is made by craftsmen who rely on hundreds of years of brewing competence and tradition. Best served in its unique half pint stemmed glass. A dry, fruity, lightly spiced beer, full and creamy - a perfect balance of strength and subtlety.

InBev 01582 391166 [www.inbev.com](http://www.inbev.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)  
Matthew Clark 01275 891 400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

<b>Liefmans Cuvee Brut</b>	<b>Fruit</b>	<b>6.0%</b>
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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 [www.liefmans.be](http://www.liefmans.be)

<b>Liefmans Fruitesse</b>	<b>Fruit</b>	<b>4.2%</b>
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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. It retains these delicious flavours whilst served over ice "Liefmans on the rocks".

Duvel Moortgat 020 7729 7216 [www.liefmans.be](http://www.liefmans.be)

<b>Liefmans Goudenband</b>	<b>Strong Ale</b>	<b>8.0%</b>
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A brown beer of high fermentation, brewed with special malts. A dry complex matiness with fruity caramel notes

Duvel Moortgat 020 7729 7216 [www.liefmans.be](http://www.liefmans.be)

<b>Lindemans</b>	<b>Lambic/Fruit</b>	<b>2.5-5.0%</b>
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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

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

<b>Maredsous</b>	<b>Abbey</b>	<b>6-10%</b>
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The authentic abbey beer of the Benedictine monks of the Abbey of Maredsous in the Belgian Ardennes, still brewed to the original recipe and under close supervision of the Abbeys community. The three styles of this fine Abbey beer (Blonde, Brune and Triple) provide excellent accompaniments to food. Available on draught and bottle

Duvel Moortgat 020 7729 7216 [www.duvel.de](http://www.duvel.de)

<b>Mongozo</b>	<b>Fruit/Pils</b>	<b>3.5%</b>
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Easy drinking Fair Trade white fruit beer in Banana, Mango and Coconut flavours, and a gluten free, organic pilsner

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

<b>Mort Subite</b>	<b>Lambic Fruit/Gueze</b>	<b>4.5%</b>
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Lambic Kriek and Gueze beers, Bottles have corks and wired tops to illustrate the beer's champagne qualities

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

<b>Orval</b>	<b>Trappist</b>	<b>6.2%</b>
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A very dry, herby beer which is ideal as an aperitif and characterised by a bouquet of fresh hops, with a fruity note and pronounced bitterness - a genuine Trappist ale, distinctive in it's skittle shaped bottle.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

<b>Palm</b>	<b>Ale</b>	<b>5.2%</b>
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The best selling ale in Belgium, from a family run brewery that dates back to at least 1747. Ale in style, amber in colour, PALM is a well-balanced and easily-drinking beer that is full flavoured up front, but with a nice clean finish. The PALM malts determine its honey-like mellowness. PALM's own selected yeasts give it a fruity yeast aroma. Fine aroma hops from Kent result in subtle harmony. "Speciale Belge" is the quality Belgian beer of the early 20th century

PALM UK 0795 79 41 428 [www.palmbreweries.com](http://www.palmbreweries.com)  
Madison (London) 020 7511 7671 [www.madisondrinks.co.uk](http://www.madisondrinks.co.uk)  
Inn Express (Midlands) 01789 488 008 [www.inn-express.com](http://www.inn-express.com)

<b>Petrus Aged</b>	<b>Strong Ale</b>	<b>7.3%</b>
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A golden blond ale brewed using the purest spring water, selected malt varieties and the finest hops. The unique aroma and taste are a result of ageing in oak barrels for over 24 months. This beer is made exclusively with pale malts and is unblended. Aged for 24-30 months in wood, the beer emerges with an 'old-gold' to bronze colour; an oaky aroma; hints of sherry and fruit among a depth of flavours; the classic sourness in the finish and an intentionally low carbonation

SBD Brands Ltd 01788 891735 [www.sbdbrands.com](http://www.sbdbrands.com)

<b>Petrus Blonde</b>	<b>Strong Ale</b>	<b>6.6%</b>
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A top-fermented beer. Brewed with pure spring water and carefully selected hops and malts. This beer pours with a good rich head and a pinkish-bronze tinge suggests strawberry blond. Very fresh aromas and flavours; nice long after-taste with citrus notes..

SBD Brands Ltd 01788 891735 [www.sbdbrands.com](http://www.sbdbrands.com)

<b>Petrus Double Brown</b>	<b>Strong Ale</b>	<b>6.5%</b>
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Top-fermented dark beer. Brewed with pure spring water and carefully selected hops and malts. Petrus Double Brown Ale has won a silver European Beer Star. This beer is crafted in the dark brown style of a traditional Abbey double beer. Very dark mahogany brown. Creamy, rich. with bittersweet flavour.

SBD Brands Ltd 01788 891735 [www.sbdbrands.com](http://www.sbdbrands.com)

**Petrus Golden Triple Strong Ale 7.5%**

Top-fermented blond beer. Refermented traditionally in the bottle, which gives the Petrus Triple its special, fruity aroma and full flavour. Petrus Golden Triple Ale has won a silver European Beer Star. Absolutely delicious. Spicy aroma; malty and creamy palate; notes of fresh apple, lemon and coriander.

SBD Brands Ltd 01788 891735 [www.sbdbrands.com](http://www.sbdbrands.com)

**Petrus Old Brown Flanders Brown 5.5%**

Top-fermented beer with a deep dark-red colour. This beer is aged over 20 months in oak barrels, which gives Petrus Original (also known in Flanders as 'Old Brown') its wine-like, aristocratic taste with a slightly sour character. The relatively low alcohol content makes this beer an ideal thirst-quencher. This beer is blended from two specially made pale beers, aged for 20-24 months in wood, and one dark beer. The beer has a big head; mahogany colour; full flavour with rich, soft, chocolaty notes, vanilla oakiness, dessert apple fruitiness, passion fruit and restrained acidity.

SBD Brands Ltd 01788 891735 [www.sbdbrands.com](http://www.sbdbrands.com)

**Petrus Special Ale 5.5%**

An amber-coloured, top-fermented beer. Brewed according to an age-old recipe, this beer's characteristic aroma is a result of the specially selected malt and hop varieties. This beer is made with 'biscuit' and Vienna malts and spiced with coriander. It has a big, rocky, well-retained head; a pale amber colour; a fruity-creamy aroma; a textured, dryish, malt background and a zesty, rooty, rind-like, bitter finish.

SBD Brands Ltd 01788 891735 [www.sbdbrands.com](http://www.sbdbrands.com)

**Pilaarbijter Blond Strong Ale 8%**

This blond ale, refermented in the bottle, is brewed under licence of the Bruges Diocese (cum licentia Diocesis Brugensis). Very sturdy head; firm body; good hop bitterness; slightly spicy-fruit flavour.

SBD Brands Ltd 01788 891735 [www.sbdbrands.com](http://www.sbdbrands.com)

**Pilaarbijter Brown Strong Ale 6.5%**

This dark ale, refermented in the bottle, is brewed under licence of the Bruges Diocese (cum licentia Diocesis Brugensis). The colour of Claret, with succulent notes of oak and oats. Armagnac-like.

SBD Brands Ltd 01788 891735 [www.sbdbrands.com](http://www.sbdbrands.com)

**Red Bocq Fruit 3.1%**

Bright Red beer with natural pink head. The wheat of this beer mingles with the natural fruity flavours of the read fruits that are made up of cherry, strawberry, plum and blackcurrent.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Rochefort Trappist 7.5-11.3%**

Top-fermented, bottle-conditioned beers brewed within the abbey in Rochefort, Belgium.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Rodenbach Flanders Red 5.2/6.0%**

The definitive example of a Flanders red beer. Aged in oak barrels to give the beer its sour, tart taste & unusual red colour. Also available is a Grand Cru version which consists of 1/3 of young beer & 2/3 of beer that has aged in oak for two years. The result is a complex beer similar to a Grand Cru wine. "Exclusive limited editions like RODENBACH Vintage and RODENBACH Caractère Rouge are occasionally available"

PALM UK 0795 79 41 428 [www.palmbreweries.com](http://www.palmbreweries.com)  
Madison (London) 020 7511 7671 [www.madisondrinks.co.uk](http://www.madisondrinks.co.uk)  
Inn Express (Midlands) 01789 488 008 [www.inn-express.com](http://www.inn-express.com)

**Rosarda Rosé Beer Speciality 4.3%**

It has a base of two premium beers: Belgian-style white beer and a special Belgian barrel-aged beer, which are blended with the juice of red summer berries. This brewing process creates a beer that has a balanced, refreshing, fruity character with just a hint of light hoppy notes in the finish. It is agreeably sweet and quaffable with a tingle of carbonation.

SBD Brands Ltd 01788 891735 [www.sbdbrands.com](http://www.sbdbrands.com)

**St Bernadus Abbey 10%**

A traditional abbey ale, brewed in the classic style of Belgium's Trappist monks.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**St Stefanus Blonde/Grand Cru Abbey 10%**

With roots dating back to 1295, it's brewed with three different yeasts and matured for at least three months.

Miller Brands 01483 264100 [www.st-stefanus.com](http://www.st-stefanus.com)

**Saison Silly Saison 5.0%**

From the Walloon region of Belgium, Silly is the name of the village where the beer is made. It is a well hopped, slightly sour beer with a soft palate.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Steenbrugge Abbey 5.0-8.7%**

STEENBRUGGE Abbey beers are authentic abbey beers originating from the historic Abbey of STEENBRUGGE, dating back to 1084. There are four varieties of STEENBRUGGE Abbey beer: Wit, Blond, Dubbel Bruin and Tripel. Each and every one of them is a quality beer with top-fermentation, undergoing a secondary fermentation in the bottle. Available either bottle conditioned or on draught.

PALM UK 0795 79 41 428 [www.palmbreweries.com](http://www.palmbreweries.com)  
Madison (London) 020 7511 7671 [www.madisondrinks.co.uk](http://www.madisondrinks.co.uk)  
Inn Express (Midlands) 01789 488 008 [www.inn-express.com](http://www.inn-express.com)

<b>Stella Artois Black</b>	<b>Pils</b>	<b>4.9%</b>
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Imported from Stella Artois' home in Leuven, Belgium exclusively for the UK On Trade. Brewed in the classic continental style, using only the finest ingredients and flavoured with citrus peel and coriander. Matured for longer to offer a rich, rounded, full-bodied flavour.

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

<b>Straffe Hendrick Triple</b>	<b>Strong Ale</b>	<b>9%</b>
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Classy Golden Belgian Triple from this renowned Bruges brewery

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

<b>Timmermans</b>	<b>Lambic/Fruit</b>	<b>4-5.5%</b>
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These Lambic beers are available in Framboise, Gueuze, Kriek, Blanche, Peche and Strawberry varieties

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

<b>Troubador</b>	<b>Strong Ale</b>	<b>6.5%</b>
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A top fermented bottle conditioned golden ale with fruity aromas and a hoppy, spicy taste, from one of Belgium's newer breweries, the Three Musketeers.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

<b>Vedett</b>	<b>Pils</b>	<b>5.2%</b>
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The anarchic, alternative and trendy blonde beer is a light; well hopped imported premium pilsner. Vedett is a huge success in Belgium - what followed was a UK launch and an imaginative and creative marketing campaign that captures the essence of the brand and its unique proposition of the back label - everyone has the ability to be a star. The bottle has a quirky, retro style front label but it is the back label that the brands core message can be found. Vedett translates literally as "Star" in both Flemish and French and every back label features an image that has been uploaded to Vedett.com. Available on draught and bottle.

Duvel Moortgat 020 7729 7216 [www.vedett.com](http://www.vedett.com)

<b>Vedett Extra White</b>	<b>Witbier</b>	<b>4.7%</b>
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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)

<b>Westmalle Dubbel</b>	<b>Trappist</b>	<b>7%</b>
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A dark, reddish-brown beer with a creamy, fragrant head. The flavour is rich and complex, herby and fruity with a fresh-bitter finish brewed with natural ingredients and available on draught as well as in the bottle

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

<b>Westmalle Tripel Trappist</b>	<b>Trappist</b>	<b>9.5%</b>
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Clear, golden yellow with a fruity aroma & nuanced hop scent; an exceptional beer with finesse and elegance

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

<b>Witcap Stimulo</b>	<b>Strong Ale</b>	<b>6.0%</b>
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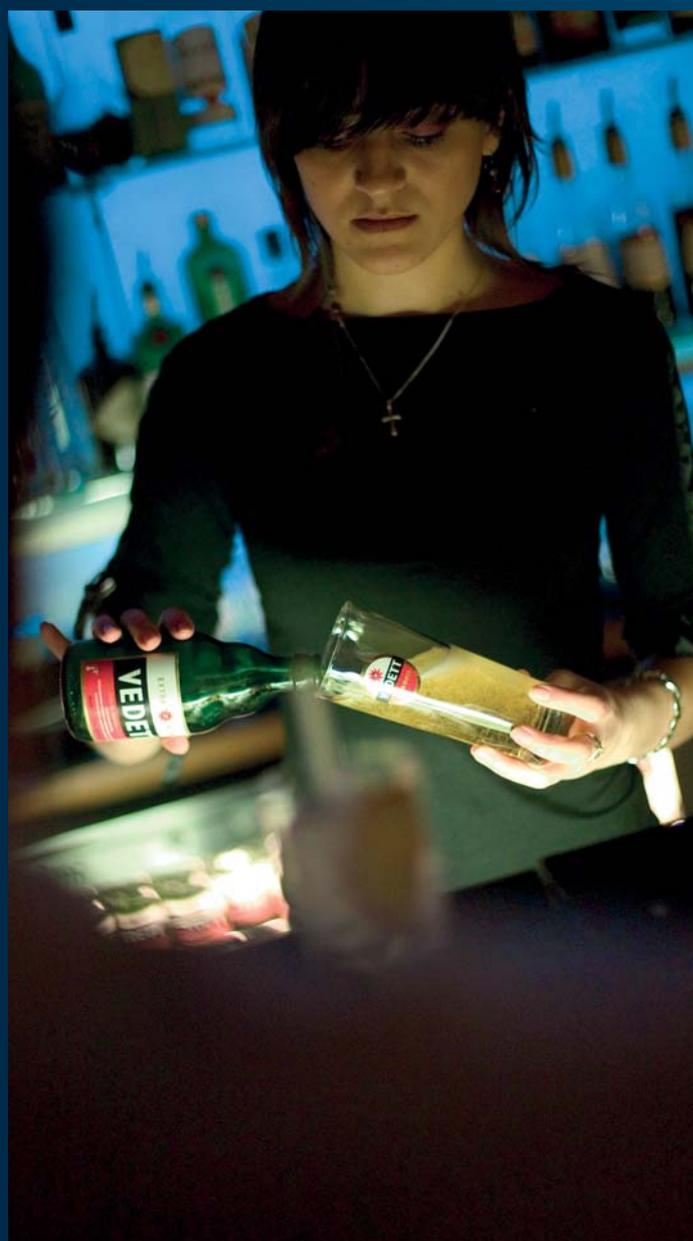
A golden Blond Abbey ale with a dense head and palate, and sweet dry, hoppy aroma's

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

<b>Wittekerke White Beer</b>	<b>Witbier</b>	<b>5%</b>
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A wheat beer, containing oats, with the resulting smoothness. Very aromatic, with a clean, teasing, perfumed fruitiness and a faintly herbal tartness. The body is light but smooth. The flavours are rounded with great subtlety and complexity; spicily dry, but there is also a light, underlying creamy sweetness. It has a sunny colour and creamy head, served in an elegant frosted glass. An award-winning beer at the World Beer Cup.

SBD Brands Limited 01788 891735 [www.sbdbrands.com](http://www.sbdbrands.com)





Charlie McVeigh



# Draft House Craft

## Beer Pioneer

**Pete Brown says that anyone who doubts the momentum and velocity of the craft beer revolution should really have a word with Charlie McVeigh.**

For one thing, it'll be enormously entertaining. He'll disarm you with jokes and anecdotes and you'll be fascinated by his beard, which gives him a demeanour more like that of an eccentric scientist than a publican.

But mainly, you'll learn the story of how a focus on craft beer has helped McVeigh build not just one successful pub, but a chain that now runs to five, and an embryonic brand that's rapidly becoming synonymous with great beer inside the M25, and – who knows? – soon, maybe across the UK.

### An Accidental Success

The most surprising thing about McVeigh's success is that he stumbled across the winning formula almost by accident.

He'd already built up and sold one successful nightclub business when he took on his first pub site, Westbridge, near Battersea Bridge. He decided to base the concept around Italian food. It failed.

Faced with the decision of selling the site or trying again, McVeigh decided to go for a traditional British pub concept with a short, traditional food menu and a short beer list featuring the likes of Amstel and Heineken.

Then, just before opening, he had a visit from Duncan Sambrook, who had just opened a new brewery down the road in Wandsworth. "It was a bit of a revelation," recalls McVeigh. "He was a nice guy

and he had great beer. Not a lot of people were talking about good beer at the time. The way I saw it, there were old bloke's boozers that had good beer, gastropubs, and disco pubs. So I thought, why not do a cool good beer pub?" Gradually the selection grew, and soon the familiar lager brands were sidelined.

### Brand Building

By his own admission, McVeigh "can't just sit still and enjoy myself." Soon he had eighteen draught beers on at Westbridge, and from there it seemed the obvious thing to do was to look for more sites and create a brand. "We called the brand The Draft House, with the American spelling – that still really annoys some people, but I like the way it looks. The idea was for it to be a symbol that says here is great beer, simple food and good times."

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*"People get too hung up on their margins. We have a good GP on the cheaper stuff, and cut the margin finer on more expensive bottles. The percentage may not be there, but it's still great in actual cash terms and it means the beers sell"*

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The first Draft House site was in Northcote Road, Battersea. In 2010 Westbridge changed its name to become the second Draft House, and in September that year a third site was opened at the foot of Tower Bridge.

It all proved to be too much too soon.

McVeigh struggled to manage quality to the required high standard

across three sites. He had a crisis of confidence, and a difficult year followed. But he knew where to look for help, and called in Luke Johnson, the serial entrepreneur who expanded the Belgo chain in the late 1990s.

“No one thinks of Belgo now, but they pioneered the concept of fashionable bars based around interesting beer,” says McVeigh.

Johnson invested in the business and provided steady guidance, leading to two new sites opening in the last twelve months.

## Beer's the Star

The Draft House concept is as simple as it sounds: the pubs look cool and contemporary, with quirky, pop culture based art filling the walls, 1970s children's bedroom wallpaper here and there, and lots of clean lines and bare wooden floors. The food is simple pub-style fare, but done exceptionally well (the pork scratchings are unlike any you've had before and have their own firm following). There's a short and perfectly formed wine list, but the main attraction is the beer.

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***“Not a lot of people were talking about good beer at the time. The way I saw it, there were old bloke's boozers that had good beer, gastropubs, and disco pubs. So I thought, why not do a cool good beer pub?”***

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There are no familiar, high street brands here, save Aspell's on the cider tap, and Budvar and Budvar Dark among a lager selection that includes the Draft House's own light lager, brewed specially in Germany. The rest of the draught selection ranges from wheat beer to real ale to Belgian dark ales. The bottle range is divided into 'everyday' and 'extreme'. It's a useful distinction between sessionable beers of 5% ABV and below, and more contemplative sippers of up to 9% or 10%, even if the word 'extreme' does perhaps give the wrong impression of classics such as Kwak and Duvel.

## Distinctive Beer Lists

So how does a good beer list come together?

“Despite the amazing choice of beers available it is hard to compile something that's truly distinctive,” says McVeigh. “New British craft ale brewers get hyped so much that every bar like ours stocks the same brands, and for beers from places like the US we're all limited by what the few importers bring in. Obviously, the primary consideration is taste, but we're also conscious of how a beer looks. Some of the American craft beers are just beautifully packaged. And that shouldn't be written off as a shallow thing – just like glassware, how the beer looks is a crucial part of the overall experience when you're drinking premium beer.

“We also want to know if it has an interesting story. Usually beer has a far better story than wine. Look at Budvar, for example – it's a story full of drama and heroes. It has a resonance for people. We find that kind of thing to be far more engaging than talking about classification or colour.”

## Style and Substance

The Draft House story of style as well as substance has made it a regular venue for events – both industry launches and public tastings. Some are free, some charge admission. Either way, says McVeigh, they're a great way to introduce people to a new beer and to build that all-important sense of engagement.

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***“We also want to know if it has an interesting story. Usually beer has a far better story than wine. Look at Budvar, for example – it's a story full of drama and heroes. It has a resonance for people. We find that kind of thing to be far more engaging than talking about classification or colour”***

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With the business set to expand further, possibly outside London (“even in the current climate, properties in London are hard to come by”) I wonder how you can build a sustainable business that's so focused on beer. It's received wisdom in the industry that food and wine, with their higher margins, are key to sustainable profit.

“People get too hung up on their margins,” says McVeigh. “They try to get the same gross profit across the board. We have a good GP on the cheaper stuff, and cut the margin finer on more expensive bottles. The percentage may not be there, but it's still great in actual cash terms and it means the beers sell. We use a mix of both and it works very well.”

The Draft House makes the case for beer being more democratic than wine, while applying the same care to beer we might expect from wine sommeliers. “We love to source, cellar and pour the very best beer,” reads the website, “And hear a story or two along the way.”

There's no better summary of an approach that combines respect and attention to detail with fresh informality to create a winning beer recipe.





# The Meaning of Lager

## Czech Beer

**Pete Brown, intrepid explorer of the meaning of beer, looks to the country that redefined it for some of the very best beer in the world.**

The first time I went to the Czech Republic I had an argument that inspired my second book.

The Czechs drink more beer than any other nation on the planet, and when I said, "So why don't you have more anti-social drunken behavior than us then?" they ridiculed the notion that there was any link between beer consumption and bad behaviour, laughing so hard that I thought at least one of them was going to have an embarrassing accident.

### Simply the Best

The second time I visited the Czech Republic I had one of the most profound, memorable beer drinking experiences of my life.

As anyone reading this publication surely knows, the name 'lager' comes from the German word 'to store'. Typically, a decent lager needs to be aged for at least four weeks. Which means that most of the world's best selling lagers are technically not lagers at all! At the Budvar brewery in Ceske Budejovice, southern Bohemia, they age it for at least ninety days. Vast cellars run under the building,

the temperature near zero, the air clean and fresh like those precious few minutes after a huge summer rainstorm when the water begins to evaporate from steaming paving stones. Huge horizontal tanks hold hundreds of thousands of gallons of beer. We tasted beer from one tank that was near the end of its maturation, unfiltered and unpasteurized. It was then that I realized just how far short of perfection most others lagers fall.

### Beer Mythology

The problem for Czech beer is that once you've achieved perfection, there's nowhere else to go - except maybe down. The age when the former Czechoslovakia was behind the Iron Curtain has been mythologised as a time of perfect beer that has inevitably been bastardised and cheapened now capitalism has got its mitts on the brewhouse.

This is a gross oversimplification that Czechs who are old enough to remember communism are keen to correct. The beers that were designated as 'quality' and prioritized for export were indeed sublime, but most beer drunk by Czechs was pretty rough.

Josef Tolar, former head brewer at Budvar, was punished for continually resisting demands from the government to make cheaper, poorer quality beer.





## A Time of Change

That said, there is reason to be concerned when global brewers move in. From a balance sheet perspective, it doesn't make sense to have millions of litres of beer sitting in tanks for months if you can get to roughly the same ballpark in a shorter period.

Certain brands have suffered under new owners. Other brands were bad to begin with.

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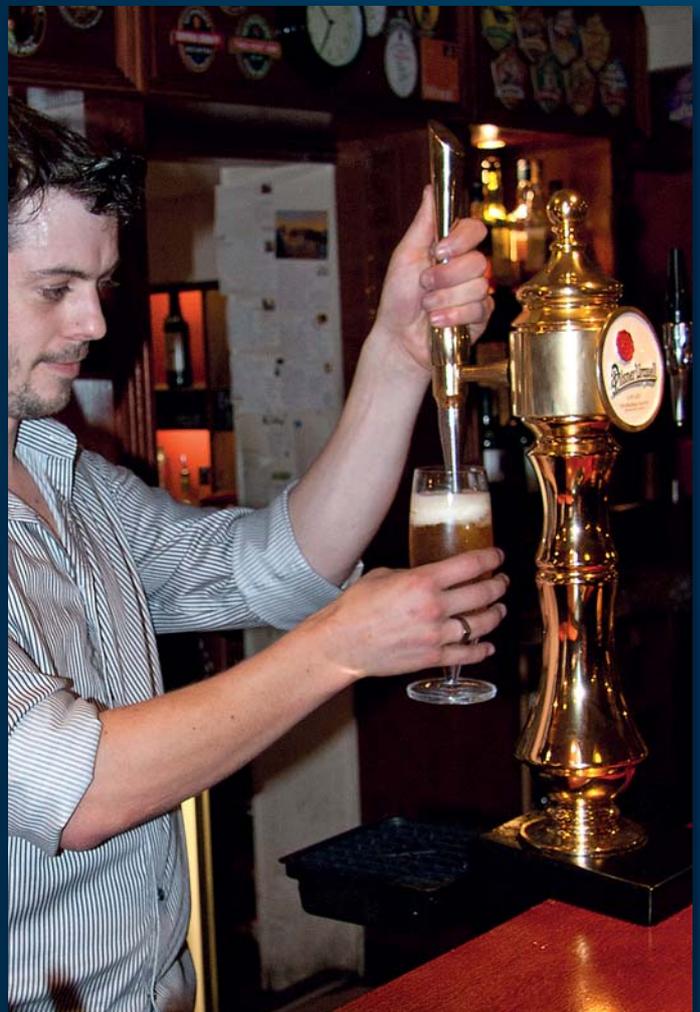
*“Typically, a decent lager needs to be aged for at least four weeks. Which means that most of the world’s best selling lagers are technically not lagers at all!”*

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We have a curious attitude in the UK that ‘obscure’ equals ‘good’. Once in a while there will be a new Czech beer that we haven’t seen before, positioned as a cooler alternative to the established brands. Often, when you actually taste it, you realise why we haven’t heard of it before, and why the established brands are so ubiquitous.

So how do you tell the good from the bad? The genuinely worthwhile from the cynical reheating of a cheapened commodity beer?

It’s getting harder to do, because within the global beer market, the Czech Republic is susceptible to the same trends as everywhere else – the good as well as the bad.



## The Craft Movement

The craft beer movement is influencing every country where people drink beer. In the Czech Republic, new microbrewers such as Kocour, Matuška, Falkon and Nomád are making American-influenced craft beers such as double IPAs and milk stouts.

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*“Josef Tolar, former head brewer at Budvar, was punished for continually resisting demands from the government to make cheaper, poorer quality beer”*

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Does this mean an erosion of the traditional Czech pilsner brewing tradition? Not at all, according to Prague-based beer writer and author of e-book *Why Beer Matters*, Evan Rail. “The most important new developments are recently re-opened breweries like Únetice and Kout na Šumave, two historic beer makers that have come back from the grave to produce some of the best - and most true-to-tradition - lagers in the world. ‘Craft’ is a difficult word here. Traditional Czech pilsner is traditional Czech pilsner, end of story. The ‘craftiest’ new breweries, like Kout na Šumave and Únetice, are actually the most traditional, working with 100% Saaz hops, 120-minute boils, triple decoctions, and so on.”

## True Classics

So how much of this craft tradition are we getting in the UK? The Czech stalwarts, Budvar and Pilsner Urquell, cannot and should not



be ignored. In an age where the term ‘world beer’ is being wilfully bastardised and obscured by cynical brewers trying to pretend their beers were brewed somewhere other than the UK, Budvar is only ever brewed in Ceske Budejovice, and Pilsner Urquell - the original Pilsner lager - is only brewed in Pilsen.

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*“Both brewers are increasingly bringing over special containers of the fresh stuff for one-off events and festivals. If you ever get a chance to get anywhere near this stuff, jump for it and hold on with both hands”*

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Unfortunately the necessity of export means that like most beers, they have to be filtered and pasteurized, meaning that, fine as they are, they’ll never be as good in a British pub as they are straight from the tank. But both brewers are increasingly bringing over special containers of the fresh stuff for one-off events and festivals. If you ever get a chance to get anywhere near this stuff, jump for it and hold on with both hands.

## **New Kids**

There are other quality brands emerging too. Heineken has invested in Krusovice, with a reasonably heavy UK launch earlier this year for a Czech brand with a long and noble history stretching back to 1517.

Another notable recent arrival is Zatec. This was created by entrepreneur Rolf Munding, in his words “to create a beer like

Czech beer used to taste”. The brewery is in the heart of the world famous Saaz hop-growing region and has an intense floral, grassy aroma that shows you why these hops are so revered.

And then there’s Bernard. Another brewery that dates back to the sixteenth century, it was revived after the Velvet Revolution and is imported exclusively to the UK by Pivovar, the team behind prestigious beer bars such as the York, Sheffield and Euston Taps. Initially it was exclusive to their own establishments, but they now offer this microfiltered (as opposed to pasteurized) lager to other outlets the company feels can show it the right degree of respect. Every now and again, the unfiltered version hits the Taps too.

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*“When you’ve perfected beer, there isn’t much new news to shout about. But Czech beers remind us of the importance of keeping tradition alive”*

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## **Perfect Tradition**

When you’ve perfected beer, there isn’t much new news to shout about. But Czech beers remind us of the importance of keeping tradition alive.

I’ve listened to many brewers claim that advances in technology mean you simply don’t need to store beer for so long any more.

As soon as one of them makes a lager that tastes as good as a 90-day unfiltered Czech Pilsner, I might start believing them.

But I’m not holding my breath.



# Bohemian Rhapsody

**KRUŠOVICE**

**2012 marked a new era in the 400-year history of Krušovice - one of the oldest, most well-known and well connected Czech beer brands – as the premium beer with a royal heritage was rolled out across the UK pub trade.**

Beer fit not just for a king, but for an Emperor, Krušovice (pronounced kru-sho-vi-tse) has an amazing story to tell having been brewed on the same site, just outside the town of Rakovník in Krušovice, central Bohemia the heart of the brewing region, since the early 16th century.

First brewed by a local farmer, Jiří Birka, in a brewery set up next to an inn, the beer became so popular that he had to move production outside the town walls. In 1581 Jiří Birka decided to sell up, and the buyer was none other than the Emperor himself, King Rudolf II, who incorporated the brewery into his Křivoklát Estate.

The King was so fond of Krušovice that he later moved the Imperial residence from Vienna to Prague to be nearer his brewery, which remained Crown property for a century, and Krušovice is still served today in the castle in Prague formerly owned by King Rudolph.

The brewery is now owned by Heineken which has enlisted the help of SHS Sales & Marketing to bring the beer brewed for kings to discerning beers drinkers and bars throughout Britain.

Two Krušovice beers – Imperial and Černé (pronounced chair-nee) - have now made their way to these shores bringing with them a fistful of top brewing competition awards paying tribute to the supreme quality of these brews.

Krušovice Imperial – a pale gold 5% ABV lager brewed with Bohemian malt, Czech Saaz hops, and water from the spring in the Křivoklát woods that once supplied King Rudolph II's country house - is already tantalising the taste buds of UK beer drinkers' who say that it is more full-bodied, more refreshing and has a smoother, crisper after taste than competitors.<sup>1</sup>

Czechs love their dark beers, and Krušovice Černé is the Czech Republic's most widely-exported dark lager. Although the ABV is a very drinkable 3.8%, Černé does not compromise on quality offering a sessionable beer with a smooth, full-flavour, and a slight caramel sweetness balanced by a delicate hop bitterness.

Both Krušovice beers are available on draught and in 330cl bottles, and perfect serve training, a bar staff ambassadors' programme and provision of a range of premium point-of-sale materials are being provided to stockists.



TREAT CUSTOMERS LIKE KINGS.



The most refreshing, golden pilsner with tasty bitterness and crisp aftertaste from Czech Republic (5% ABV)\*



BREWED FOR KINGS

*Since 1581*



The smooth full bodied flavour of Černé (3.8% ABV), a dark lager with a sweet caramel taste.

Available in 330ml bottles and 50L Draught.

Call for a truly regal beer: 01452 378 500  
email: [sales@shs-sales.co.uk](mailto:sales@shs-sales.co.uk) web: [www.shs-sales.co.uk](http://www.shs-sales.co.uk)  
\*source: Cardinal Research, 2012

for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

# Czech List

**Czech beer has a long and chequered history, as well as a special place in the beer aficionado's heart.**

The birthplace of golden beer; origin of the world's greatest hop, Saaz - or Zatec, and the equally respected Moravian malt; home to Budweiser Budvar, the valiant David to the American corporation's Goliath – it's hardly surprising that the Czechs are notorious for drinking more beer per head than any other nation.

As in the UK, the vast majority of this is still what made Pilsen more famous than Milwaukee, but the Czechs, like the Brits are becoming more adventurous and the more beer curious are discovering the delights of dark beers and yielding to the lure of the yeast.

Despite the Czechs' voracious appetite for their own beer, there is still some left over for exporting to us and the following are some of the more readily available brands that pub and bar operators should consider stocking.

**Bernard** Bottle/Keg 0.5 - 5.8%

Bernard is one of the most respected breweries in the Czech Republic and all of the beers are unpasteurised. Most is brewed for consumption in the Czech market but 5 draught varieties are imported into the UK: Pilsner 4.7% abv, Light or Svetle 3.8% abv, Dark or Cerne 5.1% abv, the extremely rare Unfiltered (Nefiltravano) 5.1% abv and even rarer Special OX at 5.8% abv. Several versions are also available in bottles, including the alcohol free Amber

Pivovar UK 017963 913589

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

**Bohemia Regent** Bottle/Keg 5.0%

The Regent brewery in Trebon is the oldest in the Czech Republic, established in 1379, and is still part of the ancient heart of the town. Widely available in bottle it is also imported and available on draught in the UK by JW Lees.

JW Lees 0161 643 2487  
James Clay 01422 377560

[www.bohemia-regent.co.uk](http://www.bohemia-regent.co.uk)  
[www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Bohemia Regent Dark** Bottle 4.4%

Export lager, garnet in colour with a clean roasted malt flavour giving a full round bodied flavour.

James Clay 01422 377560

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

**Bohemia Regent Prezident** Bottle 6%

A full, hoppy flavoured lager with a well rounded taste.

James Clay 01422 377560

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

**Budvar Dark** Bottle/Keg 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 (being) the use of three types of malt: Munich, caramel and roast. Available on draught and in 500ml bottles it is now also on sale here in a 330ml bottle.

Budweiser Budvar UK 020 7554 8810 [www.budweiserbudvaruk.co.uk](http://www.budweiserbudvaruk.co.uk)

**Bud Premier Select** Bottle 7.6%

This beer is brewed with Saaz hops and Moravian malt, a 100 year old strain of yeast and water from the brewery's own ice age lake, and is then fermented for 250 days, giving it its unique flavour and super strength. Described as Budvar Original with a go-fast stripe, and hailed by Esquire magazine as "the greatest beer in the world". Available in 330ml bottles.

Budweiser Budvar UK 020 7554 8810 [www.budweiserbudvaruk.co.uk](http://www.budweiserbudvaruk.co.uk)

**Budweiser Budvar** Bottle/Keg 5.0%

The number one imported Czech lager and one of the UK's best selling premium brands. A perfect blend of magnificent local ingredients combined with a fermentation period of not less than 90 days gives this beer its soft malty nose, bittersweet palate and fruity finish. Only ever brewed in Budweis using natural ingredients, this beer is a legend among lovers of fine beer !

Budweiser Budvar UK 020 7554 8810 [www.budweiserbudvaruk.co.uk](http://www.budweiserbudvaruk.co.uk)

**Budweiser Budvar Nonalcoholic Beer** Bottle 0.4%

New to the UK but brewed since 1992 it has established itself amongst Czech drinkers as one of the leading products of its kind. The secret of its success is that it is brewed very much like Budvar Original using the same Saaz hops and Moravian barley malt but primary fermentation is so designed as to ensure an ABV of 0.4%. Available in 330ml bottle.

Budweiser Budvar UK 020 7554 8810 [www.budweiserbudvaruk.co.uk](http://www.budweiserbudvaruk.co.uk)

**Budweiser Budvar Yeast Beer** Keg 4.0%

The unpasteurised version of Original it is brewed in exactly the same way using the same top notch local ingredients in a 100 day brewing cycle. Extra yeast cells are added by hand at the last stage of the brewing process to produce a brew of almost other worldly freshness and purity.

Budweiser Budvar UK 020 7554 8810 [www.budweiserbudvaruk.co.uk](http://www.budweiserbudvaruk.co.uk)

**Kozel** Keg 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)

**Krušovice Imperial** Bottle/Keg 5.0%

Pronounced kru-sho-vi-tse. An award winning premium golden beer brewed in the same location in the Czech Republic since 1581, using Bohemian malt, Czech Saaz hops and local spring water.

SHS Sales & Marketing 01452 378500 [www.shs-sales.co.uk](http://www.shs-sales.co.uk)

**Krušovice Černé** Bottle/Keg 3.8%

The most widely exported dark Czech lager, a top quality beer with a smooth, full flavour and a slight caramel sweetness balanced by a delicate hop bitterness

SHS Sales & Marketing 01452 378500 [www.shs-sales.co.uk](http://www.shs-sales.co.uk)

**Pilsner Urquell** Bottle/Keg 4.4%

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 [www.millerbrands.co.uk](http://www.millerbrands.co.uk)  
Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Staropramen** Bottle/Keg 5.0%

The name literally translates as 'Old Spring' and this Czech lager, first brewed in Prague in 1869, is now available in the UK both on draught and in bottles.

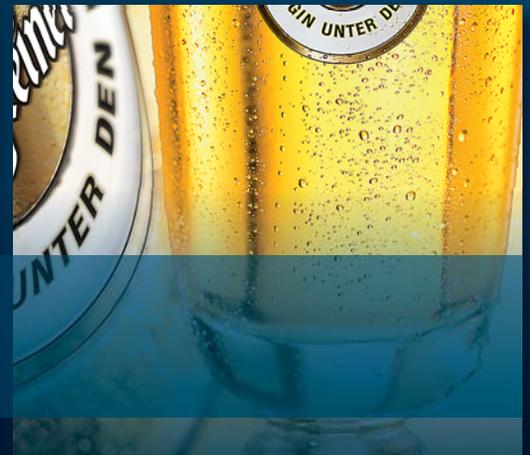
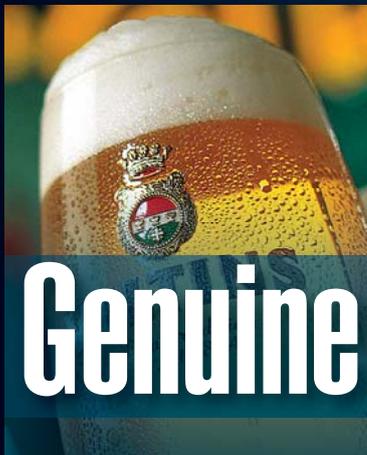
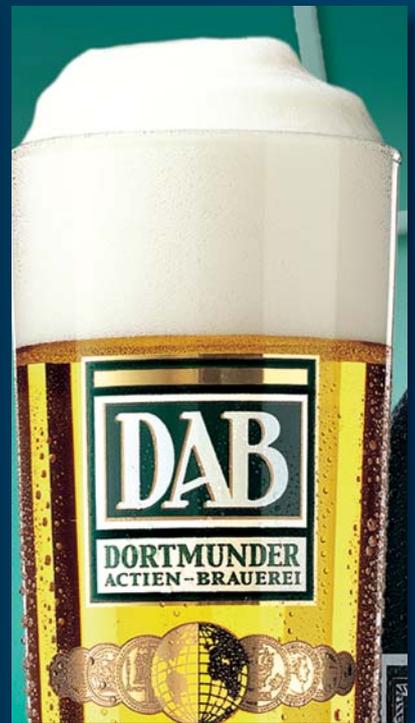
Carlsberg UK 0845 6013 432 [www.carlsberg.co.uk](http://www.carlsberg.co.uk)  
Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Zatec** Bottle/Keg 4.6%

Brewed with the finest ingredients, Zatec is imported from the heart of bohemia and brewed with 100% Zatec aroma hops and decadent Moravian Malt for a beautiful herbal aromatic and rounded bitter sweet full flavour. It has uniquely retained traditional Czech brewing methods for over one thousand years

Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)





# Genuine Germans

**Beck's Pils 4.8%**

Beck's Pils, a 4.8% ABV pils lager is brewed in accordance with the Reinheitsgebot. Beck's has a long, rich history of independent thinking. From 1874 when it was the first German brewery to use green bottles instead of the standard brown to the Beck's Art Labels launched 25 years ago.

InBev 01582 391166

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

**Beck's Blue Alcohol Free Pils 0.0%**

Just like Beck's this beer adheres to the strict German purity laws, only contains 4 ingredients, is authentically brewed to an age old recipe, and is imported from Bremen, Germany. It benefits from it's association with Beck's, which is renowned as a quality brand with a genuine brewing pedigree.

InBev 01582 391166

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

**Benediktiner Wheat Beer 5.4%**

Benediktiner is an amber-coloured wheat beer which boasts a unique fruity tingy character with a balanced hoppy bitterness.

Adnams 01502 727200

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

**Bitburger Drive Low Alcohol Pils 0.5%**

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

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

**Bitburger Premium Pilsner 4.8%**

Germany's number one draught lager, brewed exclusively in the German town of Bitburg, in accordance with Germany's ancient beer purity laws, using only four 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 Bitburger is considered so premium & something of a rare gem amongst beers.

Adnams 01502 727200

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

Matthew Clark 01275 891400

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

**DAB Dortmund Lager 5.0%**

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 Dortmund lager with a firm, rounded palate. Winner in World Beer Awards 2007. Exported to over 50 countries worldwide.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Erdinger Weissbier Wheat Beer 0.4-7.3%**

The world's biggest wheat beer brewer only brews wheat beers. A wide range of variants available - Hefe (5.3%) Draught & Packaged, Dunkel (5.3%) Draught & Packaged, Urweisse (4.9%) Draught & Packaged, Kristall (5.3%) Packaged, Pikantus (7.3%) Packaged, Leicht (2.8%), Packaged, Champ (4.7%) Packaged, Alkohol-Frei (0.4%) Packaged, also imported are seasonal beers Oktoberfest, Schneeweisse and Bavarian Speciality - Fischer'S Helles Bier (5.5%) draught.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)  
 Wells & Youngs Brewing 01234 272766 [www.wellsandyoungs.co.uk](http://www.wellsandyoungs.co.uk)  
 Belhaven Brewery 01368 862734 [www.belhaven.co.uk](http://www.belhaven.co.uk)  
 Nectar Imports 01747 840100 [www.nectar.net](http://www.nectar.net)  
 Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Flensburger Gold/Lager/Pilsner 4-4.8%**

Germany's most northerly brewery, located on the shores of the Baltic near the Danish border. The world's biggest user of flip top bottles, their advertising strap line is 'Plop'. The 4% draught Lager is produced solely for export.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Fruh Kolsch 4.8%**

A dangerously drinkable beer with an unsurpassed balance in Kölsch beer of malt and soft delicate hops. Pale gold in colour with a good lasting head, the hoppy, dry finish is from using Hallertau and Tettnang hops.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Furstenberg Helles 5.0%**

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)

**Gaffel Kölsch Kolsch 4.8%**

Probably the best example of a Kölsch beer – the unique beer style brewed only in Cologne.

Vertical Drinks 0113 345 8835 [www.verticaldrinks.com](http://www.verticaldrinks.com)

**Hacker-Pschorr Munich Helles 5.5%**

In Bavaria, this beer is recognized as the benchmark of the lager style and the Hacker-Pschorr Brewery is known as Bavaria's Heaven - Munich Gold represents the real thing from one of the oldest breweries in Munich.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**German Lessons**

Even in its homeland most German beer is Pils, but there are many other styles to be explored by the more adventurous beer traveller. Some are harder to find than others but a specialist supplier will help you locate a selection of them. Gute Reise

**Altbier** - The closest the Germans come to British ale, these beers are amber in colour, have a good firm malt character and are well hopped. It is quite dry, but smooth and well balanced.

**Bockbier** - Smooth, malty, warming, and well matured - a delicious winter warmer.

**Doppelbock** - Another beer made for drinking by a warm fireside. It used to help fasting monks survive the period of lent. Smooth and devilishly alcoholic, Doppelbock is well aged and complex and can be light or dark in colour.

**Dunkel** - Also known as dark lager, this is brewed using aromatic malts. Tawny to black in colour, it has a gentle malt spiciness and full-bodied flavour that is refreshing, yet full of character.

**Gose** - Style of wheat beer brewed in Leipzig, using coriander, salt and sometimes oats. As a regional speciality it's exempt from the Reinheitsgebot. Originally spontaneously fermented by wild yeasts it is now brewed with conventional added yeast.

**Hell or Helles** - The name means pale or light and these beers have a mild hop character with a touch of malt sweetness.

**Kölsch** - Despite a pale lager appearance, this is a top-fermented style unique to the Cologne area.

**Marzenbier or Festbier** - traditionally associated with Munich's famous Oktoberfest event, it has a golden, bronze or amber appearance and full flavour with a delicate malt sweetness.

**Pilsner** - Originally from Bohemia, this is the most familiar style in Germany as well as the UK. Light-coloured it has a strong hoppy taste and aroma with a long dry finish.

**Rauchbier** - Literally smoked beer, an old beer style enjoying a renewed popularity due to its perfect matching with smoked meats. The distinctive smoky taste originally came from malting the barley over an open flame

**Weissbier** - Becoming extremely popular in the UK, where it commands a premium price. Brewed from malted wheat and malted barley it is available in various styles - Hefe (cloudy) and Kristall (clear) when the yeast is removed, and Dunkel which uses caramelized or roasted malts that give it both its color and a rich chocolatey taste. All are full flavoured with a refreshing zest, spicy and complex taste.

**Holsten NA Alcohol Free Pils 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 Pilsner 5.0%**

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)

**Hopf Wheat Beer 5.3%**

A concentrated Wheat Bock Beer with sweet, fruit flavours of pineapple and coconut and a slightly spicy coriander essence

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Jever Pilsner 4.9%**

One of the most bitter, hoppy beers in the world, this classic extra dry pilsener is lagered for 90 days. The small brewery was founded in the 1840's, and the very dry style is typical of beers from Friesland. Available on draught and in bottles

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Kaiserdom Dunkel Munich Dunkel 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 is a rich, dark lager with aromas of roasted barley.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Kaiserdom Helles Munich Helles 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. Th 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 Pilsner 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)

**Kaiserdom Weizen Wheat Beer 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)

**König Pilsner 4.9%**

König is German for 'King', and this is one of Germany's most popular pilseners, and is also one of its oldest. Pale gold in colour, it has a light, refreshing taste and distinctive hop aroma.

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

**König 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.

Warsteiner 0049 2902 88 1631 [www.warsteiner.com](http://www.warsteiner.com)

**König Ludwig Dunkel Wheat Beer 5.1%**

Almost 30 years ago it single-handedly revived the dark beer market. König Ludwig Dunkel has grown steadily in popularity over the years and has established itself as the market leader in German's dark beer category. Then, as now, it is brewed without any compromise to quality and tast.

Warsteiner 0049 2902 88 1631 [www.warsteiner.com](http://www.warsteiner.com)

**Köstritzer Schwarzbier Schwarzbier 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. 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.

Adnams 01502 727200 [www.koestritzer.de](http://www.koestritzer.de)

**Krombacher Pilsener Pils 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)

**Krombacher Weizen Wheat Beer 5.3%**

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.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Krombacher Dark Schwarzbier 4.3%**

From the largest privately owned brewery in Germany, Krombacher Dark is deeply coloured and full bodied with a moderate bitterness and rich high roasted malt.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Kuppers Kolsch Kolsch 4.8%**

A delicate golden colour with a lovely white head and a honeyed hoppy aroma

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

<b>Licher Weizen</b>	<b>Wheat Beer</b>	<b>5.4%</b>
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Pronounced "Lee-sheer-Vit-tsen", this distinctive golden wheat beer with a bittersweet taste is made from the Licher brewery. Founded in 1854 and based in central Germany.

Adnams 01502 727200

[www.licher.de](http://www.licher.de)

<b>Lowenbrau</b>	<b>Munich Helles</b>	<b>5.0%</b>
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Brewed since 1383, Löwenbräu is still produced in Munich according to the German Reinheitsgebot (purity law) that dates back to 1516. A genuine import, Löwenbräu is available exclusively on draught in the UK. A refreshing yet characteristic beer, slightly dry, spicy, with a trace of malt and delicately bitter.

InBev 01582 391166

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

<b>Maisel's</b>	<b>Wheat Beer</b>	<b>0-5.2%</b>
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Ranked among the best of the Bavarian Wheat beers, and is available both in Non-alcoholic, Hell and Dunkel varieties.

Vertical Drinks 0113 345 8835

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

<b>Paulaner</b>	<b>Wheat Beer</b>	<b>5.5%</b>
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A golden, unfiltered, cloudy wheat beer with a refreshing flavour. Easy drinking yet full of typical weiss beer fruit flavours, the classic cold fermentation method & long maturation in the world's deepest beer cellar guarantees the beer quality & character. Available in 33/50cl bottles & 30-l kegs

Daniel Thwaites 01254 686868

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

<b>Paulaner Dunkel</b>	<b>Dark Lager</b>	<b>4.9%</b>
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Bavarian dark lager with a smooth, dry, quite intense malt character. Available in 33cl & 50cl bottles and 50-litre kegs.

Cave Direct 01622 710339

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

<b>Paulaner Original</b>	<b>Munich Helles</b>	<b>4.9%</b>
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The dream guy from Munich. Gloriously golden blond, extremely elegant and full-bodied. The bubbles fizz perfectly in the glass. The Paulaner Original Munich Premium Lager is sparkling, light and slightly hoppy – the perfect lager beer.

Cave Direct 01622 710339

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

<b>Schlenkerla</b>	<b>Rauchbier</b>	<b>5.1%</b>
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This classic smoked beer from Bamberg has a distinct aroma through its palate to a clean, dry finish - a very unusual beer that goes exceptionally well with barbequed meats. Two varieties are available in the UK, a Marzen and a Wheat

James Clay 01422 377560

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

<b>Schneider Weisse</b>	<b>Wheat Beer</b>	<b>5.2-8.0%</b>
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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 01422 377560

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

<b>Veltins</b>	<b>Pilsner</b>	<b>4.8%</b>
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This crisp pilsner is the 5th largest brand in Germany and is fast gaining distribution in the UK. It has a clear fresh hop aroma on the nose. In the mouth it is at first round and smooth but ends with a well balanced hoppy finish. Available on draught and in bottles.

Vertical Drinks 0113 345 8835

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

<b>Warsteiner</b>	<b>Pils</b>	<b>4.8%</b>
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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.

Daniel Thwaites 01254 686867

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

Madison Drinks London 02085949900

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

Warsteiner 0049 2902 88 1631

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

<b>Weihenstephan</b>	<b>Wheat Beer</b>	<b>5.4%</b>
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An award winning traditional Bavarian wheat beer from the oldest brewery in the World, available on draught and in bottles in both Hefe and Dunkel versions

Branded Drinks 0870 066 0947

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

<b>Wernesgruner</b>	<b>Pils</b>	<b>4.9%</b>
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A golden yellow pilsner with a light hoppy taste and fresh sparkling character.

Adnams 01502 727200

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





# Class in a Glass

## German Beer

**Universally respected as brewers of many of the world's finest beers, Germany is almost as famous for its beer culture as it is for the quality and purity of its beers. Good beer is at the heart of Germany and Germany is at the heart of good beer**

Perhaps the Germans didn't invent beer, but they were almost certainly the first Europeans to brew - or at least to make alcohol from the grain rather than the grape.

And perhaps the Germans didn't invent lager, but they gave us the name for bottom-fermented beers which need long cold storage to reach perfection - "lagern" literally means "to store" in German.

Perhaps the Reinheitsgebot - the world's first consumer protection law - is no longer enshrined in the German constitution thanks to Eurocratic legislation, but German brewers still remain true to its principle of no additives or adjuncts - and brewers from Australasia to the Americas boast that they brew in accordance with the German Purity Law when they want to establish the quality of their own beer.

Or perhaps Germany's status as brewers of top quality beer isn't the result of any of the above reasons, but simply due to the country's reputation as producers of top quality goods. German beer is the Mercedes of the brewing world.

## Style and Substance

Most likely it's a combination of all those factors. The quality of the beer is undoubtedly one of the reasons for the success of German beers, but the fact that they are matched by the quality of dispense and presentation is also a significant factor. A stylish font looks great on any bar, and when the beer is poured into a classy glass the customer is more than happy to pay a premium for the privilege.

But it's not just the impact of an impressive font. Paul Champion is the MD of the Two Kiwis pub chain, which consists of 5 pubs in Buckinghamshire and Berkshire. The unique pulling point of each of the pubs is beer and each one sells at least 250 different bottled beers from all over the world.

Paul says that while Belgian beer is of interest to many of his customers, and Americans are increasingly popular, it is still the Germans that fly out of his fridges faster than anything else.

## Taking the Pils

The Germans were the first imported beers to land in British bars, introducing drinkers used to dark bitters and stout to the joy of Pils. A few years ago the giants - Becks and Holsten - became ubiquitous, and those brands are now perceived as mainstream. But bars that want to differentiate themselves have a choice of several classic contenders whose elegant fonts and stylish glassware make them ideal for upmarket bars and food pubs alike.

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*"Perhaps the Germans didn't invent beer, but they were almost certainly the first Europeans to brew"*

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Bitburger, for example, is huge in its homeland, where Bitte ein Bit is not just a great slogan but a regular bar call. Available in the UK through Adnams, it's also one of the leading brands in the UK.

Veltins too, is benefiting from tie-ins with regional brewers such as M&B, Fullers and Robinsons, and is fast becoming a regular sight in more mainstream pubs. Warsteiner on the other hand has severed its longstanding relationship with Thwaites and set up a dedicated UK sales team to spread the word on its premium credentials.

Clearly the Germans have their sights set firmly on the British beer drinker, as we learn to drink less, but drink better

So whatever the reason for the popularity of German beer - Prost and welcome to Beer Country

  
*Bitte ein Bit*  
**Bitburger** *Premium Pilsner*  
BREWED IN BITBURG,  
GERMANY SINCE 1817

FULL-BODIED WITH A HOPPY FLAVOUR & DRY  
FINISH, BITBURGER IS A PREMIUM PILSNER  
BASED ON AN AUTHENTIC FAMILY RECIPE.

TRY IT FOR YOURSELF.

To stock Bitburger call us on  
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# Bavarian Beauties

## Genuine Germans

**Germany is acclaimed by lovers of great beer as the source of some of the finest brews in the world, and is home to over 1200 breweries, almost 4 times as many as the rest of the EU put together! About half of these breweries are located in Bavaria and the area holds a special place in the heart of the beer cognoscenti. Adrian Tierney Jones is no exception**

If Germany is beer country, then Bavaria is Planet Beer.

Small village breweries dot the countryside, while the beautiful UNESCO heritage town of Bamberg, with a population of little more than 70,000, is home to eight breweries (and one brewpub) - an exceptionally large amount for such a compact place.

However, if you're still in any doubt about the central role that beer plays in Bavaria, then a visit to the Munich Oktoberfest will certainly convince you.

During a fortnight in early autumn, the city hosts six million people (Munich usually has a mere 1.6 million), the majority of whom will drink their way through 7.9 million litres of beer.

And that's just at the festival, as Munich also has some fabulous

beer bars such as the world famous Hofbräuhaus, plus numerous gorgeous beer gardens. Lederhosen and dirndls will be the choice of clothing, while beer will be firmly fixed in the public eye, whether it's a glittering golden Festbier or a briskly refreshing Weissbier with its flurry of banana custard notes on the nose.

Until recently it was rare to come across much of Bavaria's beer outside of Germany, but happily that is changing as the British beer drinker learns to appreciate their quality and variety, and pubs and bars realise their potential for attracting discerning customers

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***"Bavaria is not just about golden Munchner or Pilsener. The region is also famous for Weissbier, a refreshing, briskly carbonated wheat beer that is served in a distinctive tall glass"***

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As the beers from the area become more available licensees need to know what they can offer their customers. The Festbiers will usually stay home, but there are plenty of Pilseners, Helles and Weissbiers available to encourage their regulars to get all Gemütlichkeit - a unique German word used to express a combination of comfort, communality and cosiness. You can even get hold of the classic Rauchbier from Schlenkerla, along with some of their other



## The Munchner Bunch

By virtue of its world famous Oktoberfest Munich is considered the capital of German brewing, although Dortmund actually pips it very slightly in volume of beer brewed.

The classic pale Munchner that best represents the Munich style of beer is Paulaner Helles, from the brewery of the same name. This is a winsome 4.9% beer with a soft, delicate nose of brioche and lemon drops followed by a well-rounded palate of bready, lemony notes and a dry finish. The beer was first brewed in the 1890s, though the brewery's actual history goes back several centuries.

It was first set up by the Paulaner order of monks in 1634. They originally stored their beers for several months deep within caves - this was the start of beers being 'lagered' or stored. The monks brewed for themselves but they also produced a stronger beer to be sold to the public, which went on to be called Salvator (it is still brewed today). This beer was exported abroad from the start of the 19th century, though the monks were no longer in control of it, having been ousted by Napoleon.

'There are a couple of elements that set Paulaner apart from other Munich beers,' says Aubrey Johnson, Sales and Marketing Director for Cave Direct ([www.cavedirect.com](http://www.cavedirect.com)), who are importing the beer. 'There is the provenance of Munchner beer, with Paulaner's long history and the fact that they have always brewed in Munich and always to the Reinheitsgebot (the Beer Purity Law), which was first instituted in Bavaria in 1516. There is also the beer's consistency. If you talk to British and American brewers they will say they have

a lot of respect for Paulaner because of this. Another key aspect of its appeal is the presentation - Paulaner Helles is always served in the right glass at the right temperature. There is a large ceramic font at the bar, which aids with the theatre of the pour.'

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*"Until recently it was rare to come across much of Bavaria's beer outside of Germany, but happily that is changing as the British beer drinker learns to appreciate their quality and variety, and pubs and bars realise their potential for attracting discerning customers"*

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Other beers the brewery brews include a Weissbier and Dunkel, while its sister company is Hacker-Pschorr, who brew a well-regarded Helles that is also being brought in by Cave Direct. 'Hacker-Pschorr is a great complementary brand for us,' says Johnson, 'but Paulaner is our halo brand. Everyone recognises it and it brings people into the market.'

## Weiss as Nice

Yet Bavaria is not just about golden Munchner or Pilsener. The region is also famous for Weissbier, a refreshing, briskly carbonated wheat beer that is served in a distinctive tall glass.

There are many well-regarded brewers of the style, including Schneider in the town of Kelheim, Maisels in Bayreuth and Weihenstephan. The latter is based in a town north of Munich and claims to have commercially brewed since 1040, making it possibly the oldest brewery in the world.

However, chances are that it's Erdinger that is on everyone's lips when Weissbier is mentioned.

The brewery's Weissbier is by far the best selling example of its style, a soft, crisply carbonated, sweetish beer that goes gentle on the bananas and clove notes that are so traditional of Weissbier. It's easy drinking and an excellent introduction to the style.

The 5.3% Hefe Weiss is the most accessible and is by far the most popular, seen in an increasing number of pubs and bars on draught and in bottles. Not so frequently found, but also available on draught is the 5.6% Dunkel, occassionally you can also find Urweiss - and once a year you might get the chance to sample some of their Oktoberfest beer.

### **A Family Tradition**

The brewery is based in Erding, to the northeast of Munich and opened its doors for business in 1886, when the Weissbier was first brewed. Back in the 1960s Weissbier seemed a beer style on its last legs in Germany and Bavaria. It was seen as a drink for the elderly, in very much the same way that mild suffered in the UK. The fact that the beer was served cloudy as well didn't help its reputation. However, during the 1970s it developed cult status with the young - the cloudiness was said to be the mark of its natural ingredients - and it has been on the ascent ever since.

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*Being a top fermented beer but served at lager temperatures it spans the great divide and is enjoyed by both cask ale and premium lager devotees.*

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Until 1980 you had to go to Bavaria to enjoy it, but although the brewery is still very much a family concern, investment in modern technology has enabled them to increase production and it is now easily available wherever you are in the UK and a good choice for any pub or bar wanting to offer their customers something a bit special without being too challenging.

'The beer has a unique position with the speciality beer sector,' says Rob Hole, who is Erdinger's agent in the UK, 'as it is most probably the only speciality beer that can deliver lager volumes to the licensee and at premium prices too. Being a top fermented beer but served at lager temperatures it spans the great divide and is enjoyed by both cask ale and premium lager devotees. It is also not out of place in a style bar, cask alehouse or food-led establishment as it is such a great accompaniment to good food.'

'It is brewed in the traditional Weissbier manner having both bottles and kegs undergo a secondary fermentation process at the brewery prior to release. Not all Weissbier brewers adopt this policy these days. The beers have no additives, preservatives or pasteurisation and by being served in the iconic Erdinger glass it can offer the licensee that point of difference that many consumers are willing to travel for.'

All this action on the Bavarian beer front means one thing: licensees can now bring a bit of Bavaria to their customers. Lederhosen and bratwurst optional of course.



# Made in Munich, Bavaria.



## Paulaner Munich Lager & Paulaner Hefe Weizen

Available on draught in 50 litre kegs & by the bottle in 20 x 500ml and 24 x 330ml nrb cases

To arrange a draught installation and to receive a free glassware & p.o.s kit or to find out about stocking the Paulaner bottle range contact Nick Burton, Paulaner UK

Tel: 07788 286690 Email: [nick.burton@paulaner-uk.com](mailto:nick.burton@paulaner-uk.com)



## GUT, BESSER, PAULANER.



# ERDINGER *Weißbräu*

## A World-Famous Private Brewery



*The World's Most Popular Wheat Beer* **ERDINGER** *Weißbier*

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 80 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 1.7 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.





# Beer Trees & Bootleggers

## Beer Pioneer

**The quiet hum of the craft beer movement became a real buzz in 2012. But one man has been quietly building his empire on bottled beers since 1998.**

Paul Campion has spent the last 12 years turning five pubs nobody else wanted into the original, stylish, upmarket, and highly successful bars that make up the Two Kiwis chain... and he's never had more than £30,000 to spend on a refurb. Which means that he's no stranger to the paintpot and the electric drill. It also means that he had to use his imagination to create a point of difference that didn't cost an arm and a leg

The Two Kiwis pubs are all in the prosperous Thames Valley. There's the 700 year old Birdcage in Thame, the pub that launched the chain, highly haunted and used for a very long time as the town gaol. Then there are two Beer Trees, one in Banbury and one in Henley, and two pubs in High Wycombe, the Bootlegger and the Sausage Tree. Two are Brakspear tenancies; three are Enterprise leases.

Despite the loose similarity of their names and their one common distinguishing feature - of which more later - they are not truly branded, and each has been individually designed as something of an outsider's take on the English urban pub. Because in two key ways, Paul is an outsider. First, he's a New Zealander born and bred; second, his operation is outside the M25.

### A Kiwi's Eye View

With a diploma in hotel management he worked his way round Australia and South Africa, where he met his Warwickshire-born wife, Monique, and eventually landed in Britain. Here the couple worked for Whitbread, managing Hogshead ale-themed pubs among other things; and Paul's experience of the wider world of hospitality led him to question many of the aspects of the British model - not least the narrowness of the choice on offer. "That's where a lot of our ideas were first formulated and they've just evolved since then," he says.

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*"Although being tied means that he can't be as adventurous as he'd like with his draught beers, Paul makes sure that his taps also offer an interesting alternative to the 'usual'"*

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As a Hogshead manager, Paul was used to the idea of serving a wider than usual selection of cask ales. But he was less impressed by the rest of the range, and from his experience in Australia and South Africa he knew what could be achieved with bottled beers.

"I'd been to quite a few beer bars in London, but none of them really delivered on their promises," he says. So, with that cheerful lack of caution that often characterises our Antipodean cousins, he simply went for it, stocking not a dozen, not two dozen, not three dozen but over 200 bottled beers from round the world.

## Bottle Jobs

Bottled beer bars have long been a commonplace across Northern Europe, where every town of any size has at least one, and now they're taking off in Southern Europe as well. But they've been slow to emerge in Britain, which is surprising, as they're almost the perfect way of increasing choice - and hence footfall - while reducing risk.

Bottles are easy to store, handle, and dispense. They imply no wastage. The entry price, if you're trialling a new brand, is a single case; by the same token, you can maintain low stock levels of slow-selling brands that are favourites with particular customers.

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*"Bottled beer bars have been slow to emerge in Britain, which is surprising, as they're almost the perfect way of increasing choice - and hence footfall - while reducing risk"*

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And the selection can be as traditional or as cosmopolitan as your customers like. Most bottle bars are heavy on strong, meaty, Belgian beers that appeal to ale lovers. But Paul is from the Southern Hemisphere where variants of pilsner dominate, and he has found that American and German beers - lighter, cleaner, and more appealing to the lager drinkers who are, after all, the majority - are actually the more popular choice.

## Tapping

Although being tied means that he can't be as adventurous as he'd like with his draught beers, Paul makes sure that his taps also offer an interesting alternative to the 'usual'. A range of cask ales is complemented with genuine imported premium lagers such as Lowenbrau, Peroni, Pilsner Urquell, session strength beers include Becks Vier and Kozel while Leffe Blonde Abbey Ale keeps the Belgian lovers happy.

All beers are served in classy glassware - thirds for a taster, halves, two thirds or pints. Particularly thirsty customers can buy a 2 pint 'boot' of beer - and for £20 they can even take the glass boot home with them!

Cider fans are not entirely neglected either, with at least one 'draught craft' on the bar, alongside Stella Artois Cidre, which has proved remarkably popular.

## Price points

Price has never been much of an issue with Paul's customers. It's not so much that his pubs are in prosperous locations, but that he caters for people that are actively looking for something special and know that they have to pay more for it "All the pubs are targeted at drinkers that want to drink less but better" says Paul. "We once priced a draught beer wrongly and I was really worried when we had to put it up by £1.50 a pint, but in fact no one even seemed to notice!"

## Hot Rocks

Two Kiwis' food offering shows signs of the same idiosyncratic yet hard-nosed approach. Two of the pubs - the Bootlegger in High Wycombe and the Beer Tree in Henley - don't actually do their own food at all, although customers are welcome to bring their own or order a takeaway. At the other three the menus are based on straightforward grills - burgers, steaks, sausages - but with a twist that disguises the actual simplicity of the catering operation.

Not only is there a terrific range of exotics - kangaroo, ostrich, camel, springbok and the like - but customers can cook their own steaks on hot rocks brought to their tables. "That way, they can't complain if their steaks are overdone," says Paul. The menus are vast - the Sausage Tree boasts 50 varieties of sausage - but they're basically variations on a single very simple and very efficient theme: you can't go far wrong with a grill.

With the Beer Tree in Banbury now up and running, Two Kiwis has entered a consolidation phase. The company has grown slowly because Paul is very fussy about the right sites and the right deals - he looks for what he describes as a certain amount of latitude in his leases - and they don't come up all that often. And he's right to be fussy: with no giant venture capital house behind him, he can't just go round slapping a concept on any premises that comes vacant and then rebranding if it doesn't work. Quite apart from the waste of money, he has his painting arm to think of!





# Dark & Continental

## Dark Lager

**It may seem that the European beer scene glitters with a host of golden lagers, there are plenty of dark beers to be discovered across the continent.**

Whether it's a Dunkel, a Bock or a Schwarzbier or even a Tmavy Lezak - the black stuff is beckoning the beer curious. Adrian Tierney Jones explores the dark side of continental lager.

Let's start in Bavaria, the land of the mean and moody Dunkel, a beer that is dark brown in colour with crisp chocolate and mocha notes on both the nose and palate. These dark lagers would have been commonplace throughout the state before the emergence of pale Pilseners in the late 19th century which were influenced by the success of the first golden lager Pilsner Urquell.

Dunkels from Paulaner, Löwenbräu and Andechser are popular examples of the style, but just to make things confusing Dunkel also refers to dark wheat beers. Erdinger's is a particular favourite among those in the know, while for something a little strong turn to Aventinus, a potent dark Weissbier produced by Schneider. At 8.2%, this is a beer to take seriously to sip and contemplate over.

Other dark beers of German provenance include the robustly smoked Rauchbier from Schlenkerla in Bamberg (think smoky bacon in a glass), the Schwarzbier of the eastern province of Thuringia (its best known example is Köstritzer) and the Bocks of Bavaria. The latter are traditionally launched in early spring, when snow is still on the ground. Paulaner's Salvator is a muscular exponent of dark yet smooth malts with a light fragrant floral nose.

## Dark Beers of Bohemia

Over the border from Bavaria into Czech Bohemia the tradition for dark lagers (Tmavy Lezak) also thrives. Some of the country's dark lagers, such as Kozel or Krusovice, are low in alcohol and have a milk stout sweetness about them, while the stronger ones boast roasted malt and chocolaty noses with a rich and luscious palate.

Even though the likes of Regent and Herold have been cropping up on bar tops in the last few years, perhaps the best known example of a Cerne (black) or Tmavy (dark) Lezak (pilsener) has been Budvar's, which was launched to much acclaim in 2004. This is an assertive beer, with plenty of coffee, toffee and smoke notes on the palate, before its smooth finish.

The brewery has also enjoyed success with its Half and Half, which as the name suggests is a blend of two beers. Budvar have developed a dispensation that enables the pourer to blend both its dark and the pale lager into the same glass, a popular practice in its homeland.

And then there's Samichlaus. A 14% dark lager made by Austrian brewery Eggenberg, this is a Christmas beer brewed only on December 6 and then matured for most of the following year. It drinks like a brandy and is definitely not one to be left out for Santa...

One last thing: you've gone to the effort to track down something special so serve the beer in the right branded glassware and make customers know how 'special' they are, these are brands that can command a premium. Don't leave them in the dark.

THE BLACK  
LAGER  
WITH A  
*BLONDE*  
*SOUL*

*MADE IN BAD KÖSTRITZ, GERMANY*

*Köstritzer is an authentic, smooth, full-bodied dark lager with a touch of sweetness. The subtle malty tones and a hint of chocolate offer so much more than a standard lager. Try it for yourself.*

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Seit  1543  
**Köstritzer**  
**BLACK LAGER**  
*Alc 4.8% Vol*

# Dark, Delicious, Delivered



**Don't disappoint the beer curious amongst your customers. They are discovering a taste for the dark side of beer and thanks to a band of intrepid importers there are now bocks, dunkels, schwarzes and negros from all over the world. The most famous are from the epicentre of the beer world, Germany and the Czech Republic, but the Americas and even New Zealand have some notable examples to offer too.**

**Alhambra Negra Spain 5.4%**

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 Černé 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 and 2011.

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 01422 377560

[www.jamesclay.co.uk](http://www.jamesclay.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 (being) the use of three types of malt: Munich, caramel and roast. Available on draught and in 500ml bottles it is now also on sale here in a 330ml bottle.

Budweiser Budvar UK 020 7554 8810 [www.budweiserbudvaruk.co.uk](http://www.budweiserbudvaruk.co.uk)

**Cusqueña Malta Peru 5.6%**

Cusqueña (CUS-KEN-YA) Malta is a multi award winning dark lager from Peru. Brewed to the same high standards as its better known golden counterpart, but uses darker malts, and has rich notes of chocolate, coffee and liquorice.

Chilli Marketing 0870 2424 608

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

**Erdinger Weissbier Germany 4.9-7.3%**

The world's biggest wheat beer brewer only brews wheat beers. In addition to the Hefe Weisse there are the Dunkel (5.3%) Draught & Packaged, Urweisse (4.9%) Draught & Packaged, and Pikantus (7.3%) Packaged as well as some seasonal beers.

James Clay 01422 377560

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

Wells & Youngs Brewing 01234 272766

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

Belhaven Brewery 01368 862734

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

Nectar Imports 01747 840100

[www.nectar.net](http://www.nectar.net)

Matthew Clark 01275 891400

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

**Kaiserdom Dunkel Germany 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)

**König Ludwig Dunkel Germany 5.1%**

Almost 30 years ago it single-handedly revived the dark beer market. König Ludwig Dunkel has grown steadily in popularity over the years and has established itself as the market leader in German's dark beer category. Then, as now, it is brewed without any compromise to quality and tast.

Warsteiner 0049 2902 88 1631

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

**Kostritzer Schwarzbier** Germany 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. 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.

Adnams 01502 727200 [www.koestritzer.de](http://www.koestritzer.de)

**Krombacher Dark** Germany 4.3%

From the largest privately owned brewery in Germany, Krombacher Dark is deeply coloured and full bodied with a moderate bitterness and rich high roasted malt.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Krušovice Černé** Czech 3.8%

The most widely exported dark Czech lager, a top quality beer with a smooth, full flavour and a slight caramel sweetness balanced by a delicate hop bitterness

SHS Sales & Marketing 01452 378500 [www.shs-sales.co.uk](http://www.shs-sales.co.uk)

**Mexicali Dark** Mexico 5.0%

What a beauty! The color 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 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**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.

Molson Coors 0845 6000888 [www.molsoncoors.com](http://www.molsoncoors.com)  
Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**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.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Paulaner Salvator** Germany 7.9%

A traditional Doppelbock from a centuries-old recipe used by the Paulaner monks. A bottom-fermented beer brewed in almost exactly the same way since the end of the 18th century.

It combines the most delicate of hops and dark barley malt to give a strong, characteristically malty taste and an inviting, gleaming copper colour.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Pelforth Brune** France 6.5%

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 [www.morgenrot.co](http://www.morgenrot.co)

**Samichlaus** Austria 14%

One of the rarest beers in the world, it is brewed by Eggenberger on only one day of the year - December 6th (St. Nicolas day) and fermented and matured for ten months before bottling.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.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 barbecued meats.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Schneider Aventinus** Germany 8.2%

Dark-ruby, almost black-colored, Aventinus has a compact and persistent head. Very intense with a complex spicy chocolate-like aroma, on the palate you experience a complex soft touch, fresh with a hint of caramel. It finishes in a rich soft and lightly bitter impression.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Weihenstephan** Germany 5.4%

An award winning traditional Bavarian wheat beer from the oldest brewery in the World, available on draught and in bottles as both Hefe and Dunkel versions

Branded Drinks 0870 066 0947 [www.brandeddrinks.co.uk](http://www.brandeddrinks.co.uk)

**Xingu** Brazil 4.6%

Pronounced Shin Goo, a named after 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. Inspired by an old recipe of Indian beer it has twice carried off the Beverage Testing Institute's Gold Medal for the best dark lager in the world.

PLB Group 01342 318 282 [www.plb.co.uk](http://www.plb.co.uk)

# Say Chic, C'est Francais

## French Beers

**In a world awash with chic European brews, from Portugal to Poland, Italy to Iceland, Claire Dodd asks why the French - with their reputation for style and good taste - aren't putting their beers behind bars more often**

"A lot of people in the UK think French beer are those little stubbies you get in supermarkets that are always really cheap and great with a BBQ," says Graham Archibald, national account director at specialist drinks importer, Morgenrot. "Everyone thinks of France as wine. But when you get past that you find there's some really interesting stuff out there."

Ask any beer-buying punter at a bar about French beer, and as Graham predicts, the answer you receive may be limited to just a few names. Stubbies, Kronenbourg 1664 ... some may even mistakenly name Stella Artois.

In a market where regionality is celebrated and world beers have been some of the best performing products on the bar, French beer has been quietly seeding itself into French restaurants and some high-end bars, but has so far left mainstream pubs alone. Will 2013 be the year that it goes mainstream and makes a name for itself?

### Diversity of Styles

Brands already in the UK and working for market share show the breadth of what French beer can really be about. From blonde lagers like Meteor from Alsace, to the amber Jenlain from near the Belgian border, from Bières de Garde to Abbey Bières, French beers offer a diversity of styles.

Meteor, a brand founded in 1640, has been imported to the UK by Casa Julia since 2010. It previously chased and secured accounts in high-end French restaurants and bars. However, as Karl Weddell, brand development manager for Casa Julia says, 2013 will be the year it looks to make an impact on food-led pubs too.

Combined sales of flagship beer Meteor Blonde, a 5% ABV golden lager on draught and at 4.6% ABV in 330ml bottles, some seasonal editions and the 6.8% ABV amber beer Wendelinus Bière d'Abbaye - first introduced on draught to the UK in 2011 - have achieved combined sales of 2,000hl this year.

That's quite a leap from the 800hl it shifted in 2010. For 2013, the target is 3,000hl.

### Food for Thought

"When Meteor Blonde launched on draught we looked at the French ethnic section for obvious reasons," says Karl. "After that we discovered quite by accident that the quality of the beer allowed us to work outside of the ethnic sector, with bar groups like Rocket and Davy's. We put a lot of that down to the flavour profile that KeyKeg delivers. For us it means it's slightly less gassy and delivers a brewery fresh pint.

"It's a premium, imported 5% ABV blonde beer. It should fit well with gastropubs. We are looking to go into that area, but it needs to tick a box for them as well as for us. We'd want to establish a long term support and supply strategy with them.

From 2013 we will have access to the seasonal beers on draught too, so we can work on proposals to supply five beers over a 12 month period alongside our regular Blonde."



## Future Proof

For Jenlain, the focus remains on specialist restaurants and boutique beer shops. Samantha Johnson from Pierhead Purchasing says the strength of Jenlain Ambrée and Jenlain Blonde, both 7.5% ABV bottled beers, makes them an unobvious fit for pubs. However Pierhead have just begun importing Jenlain No. 5 which at 5% ABV is an easier fit.

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*“From blonde lagers like Meteor from Alsace, to the amber Jenlain from near the Belgian border, from Bières de Garde to Abbey Bières, French beers offer a diversity of styles”*

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“We saw a gap in the market for the Jenlain No 5,” says Samantha. “We are marketing this differently as it is a rival to the more commercial French beers. However it is a new product to us and has not yet had enough time in circulation.

Our plans for the near future are to see it in every French chain restaurant in the UK and for it to be available to as many restaurants and pubs as possible via national distributors to the trade and wholesalers.”

## Authentic Ales

In addition to Meteor’s Abbey beer, Wendelinus, and Jenlain’s Ambree, Pelforth is also flying the flag for top fermented French beers. In addition to Pelforth Blonde, a 5.8% lager-style beer, there is an Ambrée (6%) with a fruit finish, while the 6.5% Brune is spicy with hints of caramel.

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*“We’re now seeing some really great micros producing amazing stuff. That’s attracting consumers to think a bit more out of the box”*

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Graham Archibald, of Morgenrot, looks after the brand in the UK. He says since taking it on in 2010, the beer market has evolved. It may soon be time to take it from its high-end French restaurant heartland and into mainstream pubs.

“So far it’s been specialist and much more akin to restaurant serve. We’ve seen Belgium beers increasing in popularity over the last couple of years. We’re now seeing some really great micros producing amazing stuff. That’s attracting consumers to think a bit more out of the box.

“That’s good for pubs. It’s allowing them to stock something a little different and more challenging. I’m hopeful Pelforth, as a good example of French brewing, will get taken with open arms into the more traditional pub estate in years to come.

“One of my biggest frustrations is convincing people they can be a bit more daring. Too many operators stick with the safe things.”

So perhaps it’s time to offer the discerning beer drinker the chance to try fine French beers. Pourquoi pas?

# METEOR®

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# Sweet Somethings

## Fruit Beer

**The thirst for fruit based drinks continues to grow, with cider the only LAD racking up double digit growth in the ontrade thanks to the success of fruit cider - pear, elderflower, strawberry, even cloudberry - you name it and someone will add it to cider.**

However most of these ciders are closer to alcopops than anything else, and as young adults' taste buds mature they turn to more complex flavours - but are still looking for something fruity.

When it comes to fruit beers the Belgians are the undisputed experts, they've been making fruit beers for centuries.

Traditional fruit beers are based on brown ales or lambics, and aged in oak with fruit to 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 Boon (Framboise and Kriek) and Liefmans' Cuvee Brut (Kriek), as well as Cantillon, Delirium Tremens and Mort Subite Kriek. Many other flavours are also available, from the likes of Floris, with banana and apple, and Mongozo whose fair trade range includes coconut beer.

### Sweet not Sour

For a generation weaned on Ribena and brought to booze through RTDs, these sweet but sour beers may still be a little too challenging. However Belgian brewers are nothing if not creative and have developed lighter styles to appeal to even the freshest of palates.

Liefman's Fruitesse - from the cult brewer of Belgian classics Cuvee Brut and Goudenband - is a unique beer designed to be served over ice - tapping into the 2 key trends of ice and fruit, this is sure to be a hit. It matures for 18 months on cherries and is then combined with the natural juices of strawberry, raspberry, cherry, blueberry and juniper berry to create a sweet, sparkling fruit beer.

### Rosé Beer

Another easy drinking beer is Rosarda from Bavik, an independent family brewer in Belgium. This is an award winning Rosé beer based on a Belgian wheat beer and blended with the natural juice of red summer berries and a dash of oak-aged Belgian Ale to balance the sweetness of the juice and give it its refreshing character.

Brought to the UK market by SBD Brands, the company's Nick Holmes says the aim is to establish a separate and distinctive Rosé Beer segment within the broader fruit beer category.

"Rosarda is not a fashion brand; it is long term addition to the British beer market, alongside other established beer styles such as wheat beer, dark brown beer, blonde beer, or a lager."

This unique beer has a balanced, refreshing, fruity character with just a hint of light hoppy notes in the finish. It is agreeably sweet and quaffable with a tingle of carbonation.

Holmes is quick to point out that although Rosarda is especially appealing to women, it is a genuine and delicious unisex beer - just what the British market needs.

Contemporary tastes are changing, and both male and female drinkers enjoy a sweeter profile to their tipples. They are also more adventurous when it comes to trying something new and the term "Rosé Beer" leaves some mystery and excitement to be discovered.

Rosarda is available on draught as well as in bottles, as is the third major contender in this growing sector.

# Früli, Madly, Deeply



**Früli strawberry beer is an innovative and contemporary brand which has an important role in building the emerging fruit beer category in the British market.**

Früli strawberry beer comes from Belgium, but it has real points of difference compared to other, more traditional Belgian fruit beers, which tend to be based on a Lambic or Flemish brown beer base.

By contrast, Früli is made from real strawberry juice and a base of Belgian-style white beer, with no artificial flavour or additives. This creates an appealing strawberry-coloured beer with a tight white head of foam and a refreshing tingle of carbonation. It is a smooth, well rounded and easy-drinking beer which is bursting with natural strawberry flavour. It is sweeter than ordinary beers with a hint of bitterness and a little citrus zest that balances out the palate. It has been likened to a "smoothie with bite" and is adored by people that like their drinks truly fruity.

Unlike traditional Lambic or Flemish brown fruit beers - popular with beer aficionados who like to sip their beer - Früli strawberry is a quaffing beer with a far wider appeal. It is particularly popular with younger male and female consumers who otherwise, are increasingly turning away from beers towards fruit cider, fruity cocktails & Rose wines.

Brewed in Belgium by a 300 year old craft brewery, Früli strawberry beer itself was launched into the British market just 10 years ago. Since that time it has also been introduced into a number of international markets and scooped a hatful of accolades - including being voted World's Best Fruit Beer by the World Beer Association.

The Früli strawberry beer brand has quickly gathered a cult following, through word of mouse and word of mouth, with fans setting up a rebel website to share the location of stockists of their favourite beer, arranging pub crawls and even making wacky you tube videos.

Früli strawberry beer is available in an eye-catching bottle, although for maximum impact it should be installed on draught and dispensed into its own stylish glasses,

Früli strawberry beer is an exciting and distinctive beer. It is truly original.

For distributors visit <http://www.früli.be/#/united-kingdom/>

Everyone's favourite  
strawberry beer!



Früli is the best selling fruit beer in the U.K.

Made in Belgium from pure strawberry juice & premium white beer.

Smooth, well-rounded and packed with natural fruit.

Früli is sweeter than ordinary beers, with just a hint of bitterness and a little citrus zest that balances out the palate.

Ideal for those seeking a totally different beer experience.

A fresh vibrant flavour

*"Life is Sweet"*



Availability: draught 30 litre kegs or 33cl bottles

ABV: 4.1%

Kcal per 125ml: 125 calories per serving

Stylish glassware & quality POS available.

Say hi on twitter @Früli and get your business mentioned on [Facebook.com/Frülibeer](https://www.facebook.com/Frülibeer) - [Info@Früli.be](mailto:Info@Früli.be)

[f/frulibeer](https://www.facebook.com/frulibeer) [@fruli](https://twitter.com/fruli) [www.früli.be](http://www.früli.be)



**2012 marked a new era in the history of Desperados when Heineken UK took over UK marketing and commercial responsibility for Desperados, integrating the beer into its premium brands portfolio.**

Served in a premium and iconic 330ml embossed bottle at 5.9% ABV, Desperados is a distinctive combination of beer and tequila flavouring that has a unique taste experience. This combination makes it different from other beers.

Designed to generate brand awareness, product trial and create unforgettable experiences for the Desperados target consumer, this year saw high level sponsorship of three major UK festivals; Parklife in Manchester, Boardmasters in Newquay and Freeze festival in London.

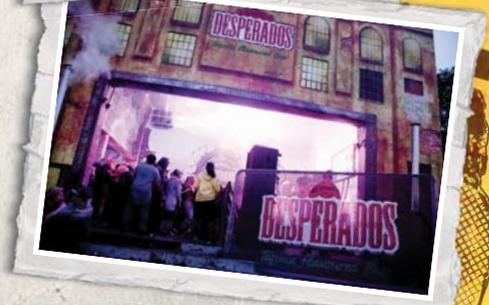
At Parklife and Freeze the 'Desperados Factory' was the place to party with critically acclaimed music acts including Ms Dynamite and Shy FX as well as top DJs. Further engagement was delivered through graffiti artists, beat boxing trio Duke and Desperados drummers.

Sponsorships of smaller inner city and super cool boutique festivals like London's own Land-of-Kings, Brick Lane Festival and Shoreditch Fringe were also key in reaching the consumer and supporting local outlets. This built on a nationwide sampling campaign that delivered support to over 300 outlets giving consumers the opportunity to try Desperados for themselves.

All this Desperados curated content helped to increase the brand's Facebook 'likes' to 160,000 across the year, building a powerful and engaged social media network.

With a target consumer whose social life is top of the agenda and who craves sharing great times with his mates, Desperados has even bigger plans for 2013.

**SPONSOR OF 3 MAJOR UK FESTIVALS**

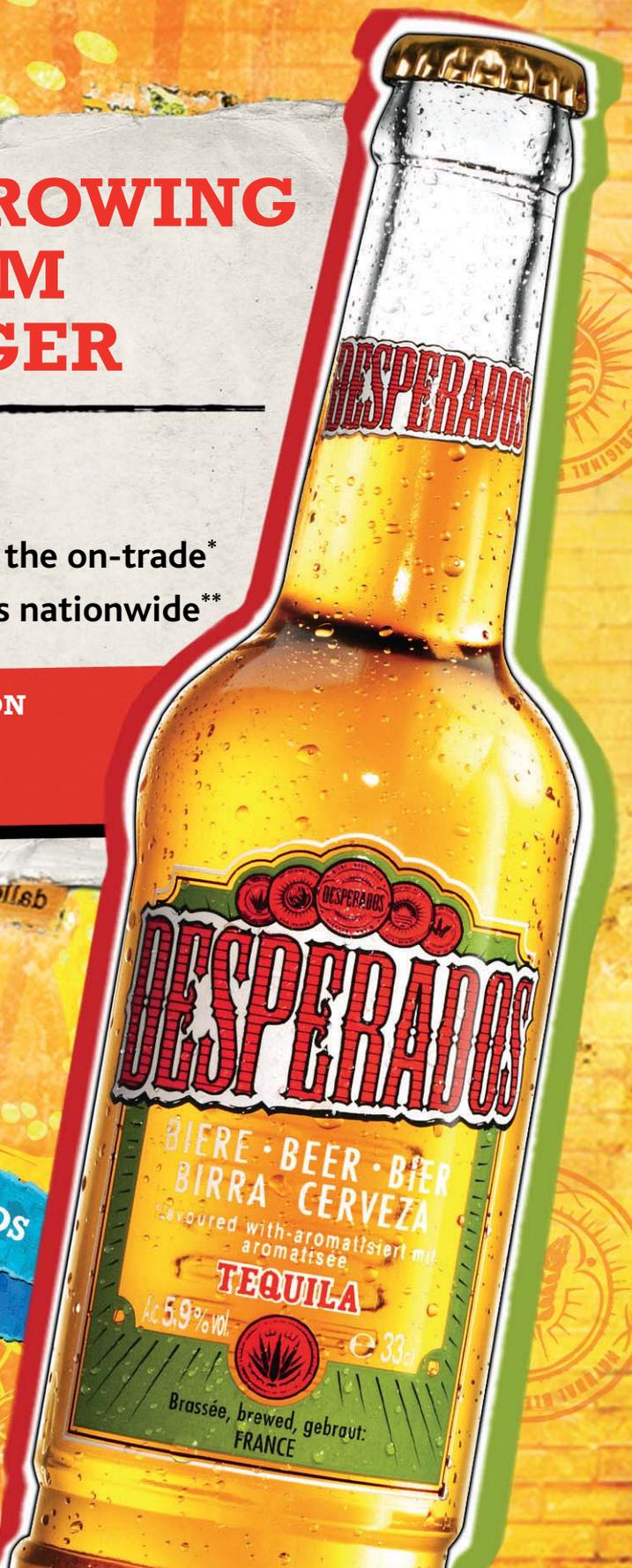




# THE FASTEST GROWING TOP 10 PREMIUM PACKAGED LAGER

- 18 to 30 year old buzz seekers
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- Growing at +73% year-on-year in the on-trade\*
- Distribution in over 11,000 outlets nationwide\*\*

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OF BEER AND TEQUILA FLAVOUR,  
DESPERADOS REVOLUTIONISES AND  
SHAKES UP THE BEER MARKET



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DESPERADOSBEER.COM



for the facts...  
[drinkaware.co.uk](http://drinkaware.co.uk)

\*+73% last 52 weeks w/e 1st Sept 2012. \*\*\*Source: CGA on-trade volume.



# Bottle Bank

Imported bottled beers are an easy way to add excitement to your beer offering without investing in vast quantities of stock. Belgians, Czechs and Germans are still by far the most popular options and are listed separately. On the following pages we've selected some of the best known and some of the most unusual from the rest of the world. We haven't got space to list them this time, but don't forget the British bottle jobs – there'll be a special feature on them in the next edition

**Alhambra Especial Spain B 5.4%**

Like all the Alhambra beers, this elegantly presented premium lager uses the finest ingredients including water from the Sierra Nevada snow-capped mountains. A deep golden colour, it 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)  
 Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Alhambra Mezquita Spain B 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)

**Alhambra Premium Lager Spain B 4.6%**

The brewery's largest volume brand 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 Reserva Spain B 6.4%**

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)  
 Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Ambar Especial Spain B 5.2%**

Founded in 1900 La Zaragozana still operates its original brewery in the centre of Zaragoza where traditional methods live side by side with state of the art technology. The careful mix of malts, made from the most select varieties to two-row barley, give it body and roundness to the palate and its unmistakable finesse and bouquet. Yeast ferments the wort at low temperature (12°) and slow

maturation and conditioning at 0° brings out the beer's refinement and brilliance. Its amber colour is a result of the half roasted malts used in its brewing and which give it a unique bitterness in harmony with its body. The choice of bitter and aromatic hops lend the beer its characteristic fresh bitterness.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Amigos Tequila B 6.0%**

A tequila flavoured beer. South American limes and real Mexican tequila contribute to the beer's zesty and refreshing taste profile, and the Amigos brand is about celebrating friendship and social occasions.

Global Brands 01246 216000

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

**Amstel Holland B 4.1%**

Amstel, the No 2 beer in Europe, is closely associated with the 'perfectly chilled' atmosphere of its home city Amsterdam.

Heineken 08457 101010

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

**Anchor Steam America B D 4.9-5.9%**

San Francisco's famous beer is virtually handmade, with an exceptional respect for the ancient art of brewing. A range of ales and a Porter which uses specially roasted malts, a top-fermenting yeast and only fresh whole hops.

James Clay 01422 377560

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

**Asahi Japan B D 5.0%**

Brewed to the same standard that it is in Japan, - using the finest mineral water, malt, hops, maize and rice. The result is a clean crisp beer with a refreshing taste.

Shepherd Neame 01795 532206

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

**Beer Lao Laos B 5.0%**

A premium authentic rice beer brewed in Laos from a unique blend of the finest European and Laotian ingredients, a fusion of the best traditions of East and West.

Cave Direct 01622 710339

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

**Birra Moretti Italy B 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 08457 101010

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

**Birra Poretti Italy B 4.8%**

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

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

**Blue Moon USA B D 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

Molson Coors 0845 6000888

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

Matthew Clark 01275 891 400

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

**Brahma Brazil B 4.3%**

Brahma is a beer with Brazilian flair, brewed in Rio since 1888. Brahma is one of the world's top ten beer brands, with a distinctive, easy-drinking taste that is low in bitterness and has a fruity aroma. Even the bottle seems to sway a little – that's why we designed it with that extra curve.

InBev 0158 239 1166

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

**Brooklyn Brewery USA B 5.2-10%**

Pioneering American brewery that retains its craft credentials despite being a global phenomenon. Best known for their award winning lager, they also brew a range of permanent and seasonal ales and the incomparable Black Chocolate Stout

James Clay 01422 377560

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

Matthew Clark 01275 891 400

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

**Casablanca Morocco B 5.0%**

Produced by Brasseries du Maroc, this is the leading domestic and export beer brand from Morocco. With 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](http://www.pierhead.uk.com)

**Chili Beer Mexico B 4.2%**

Cave Creek being the desolate, excruciatingly hot place that it is, means beer is pretty important so in 1989 Crazy Ed Chilleen started brewing his own beer. The whole town was suspicious when the brewery arrived in crates with a German named Arnold. But after the first batch people started to come around to the idea. The beer was so good city folk started to come from all around to try it. Ed knew something had to be done to protect their precious beer, so whenever someone whined for a wedge of lime, Ed tossed in a hot Serrano chilli pepper instead, and Chili Beer was born. Chili beer is brewed in Tecate, Mexico and is Hot Hot Hot. Strange sensation, very hot & very cold, mind blowing!

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Coopers Extra Stout Australia B 6.3%**

A beacon for lovers of a hearty brew. With its robust flavour comprising a blend of fruit, chocolate and hop bitter notes, it's everything a stout should be. Brewed naturally using a top fermentation method, Coopers Stout's unique rich, dark texture comes from specially roasted black malt.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Cooper's Pale Ale**      **Australia**      **B 4.5%**

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 it its fine cloudy appearance.

Pierhead 01322 662377      [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Cooper's Sparkling Ale**      **Australia**      **B 5.8%**

With its famous cloudy sediment & a full bodied ale flavour with a distinctive balance of malt, hops and fruity characters, this is a world class brew. Little has changed since Thomas Cooper produced his first batch of Coopers Sparkling Ale in 1862. It's still brewed naturally using the centuries old top fermentation method and it still tastes great!

Pierhead 01322 662377      [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Cooper's Vintage Ale**      **Australia**      **B 7.5%**

Brewed once a year with the finest commercial release being in 1998. Usually around 7.5%, 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](http://www.pierhead.uk.com)

**Corona Extra**      **Mexico**      **B 4.6%**

The best-selling Mexican beer in the world and in the UK.

Molson Coors 0845 6000888      [www.molsoncoors.com](http://www.molsoncoors.com)

**Crocodile**      **Sweden**      **B 5.2%**

A family owned brewery established in Halmstad, Sweden over 200 years ago making it Sweden's oldest family run brewery. A light coloured, light bodied lager with definite fruity notes on the nose. The taste is dry with light fruity flavours & a sweetish finish. Previous winner of World's best lager.

Pierhead 01322 662377      [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Cruzcampo**      **Spain**      **B 4.8%**

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.

Morgenrot Group 0845 070 4310      [www.morgenrot.co](http://www.morgenrot.co)  
Matthew Clark 01275 891400      [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Cubanero Fuerte**      **Cuba**      **B 5.4%**

This strong, full-flavoured, beer from Cerveceria Bucanero is made from the most natural & freshest ingredients, with superior malt & 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](http://www.pierhead.uk.com)

**Desperados**      **Tequila**      **B 5%**

A tequila flavour beer which is hugely popular all over Europe and is growing fast in the UK thanks to a highly effective social and digital media campaign. A must stock brand in YPV's and high energy outlets.

Heineken 08457 101010      [www.desperadosbeer.com](http://www.desperadosbeer.com)

**Dixie**      **UK**      **B 4.5%**

The Dixie brewing company history can be traced back to 1907, where it was originally brewed. Sadly when hurricane Katrina hit in 2005 the brewery was tragically destroyed. Most notably unsalvageable was the Cypress wood vats where Dixie was fermented. Today Dixie is craft brewed in the UK using Cypress wood chippings during the brewing process to replicate the authentic taste in line with the original recipe.

Pierhead 01322 662377      [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Dos Equis**      **Mexico**      **B 4.5 - 4.8%**

Imported from Mexico, a pilsner and an amber coloured lager beer with a rich creamy head and smooth mellow flavour.

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

**Eggenberger**      **Austria**      **B 5-14%**

An eclectic mix of beers including Hopfenkonig, Macqueen's Nessie (made with Scottish whisky malt), Urbock 23 and Samichlaus (one of the rarest beers in the world)

James Clay 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Einstock**      **Iceland**      **B 5.2-6.7%**

The Einstock Brewery is located just 60 miles south of the Arctic Circle, delivering the purest water and the perfect foundation for brewing deliciously refreshing craft ales which include White Ale, Pale Ale, Toasted Porter and Doppelbock

Love Drinks 020 7501 9630      [www.lovedrinks.co.uk](http://www.lovedrinks.co.uk)

**Estrella Damm**      **Spain**      **B D 4.6%**

Estrella means star in Spanish, and is associated with good times, like Barcelona itself, where the beer is brewed - cosmopolitan and passionate, relaxed, festive and welcoming.

Wells & Youngs 01234 279298      [www.wellsandyoungs.co.uk](http://www.wellsandyoungs.co.uk)  
Matthew Clark 01275 891400      [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Flying Dog**      **USA**      **B 5.5-9.2%**

American craft brewer exporting a range of styles including Pale Ale, Lager and Porter, with quirky names such as Raging Bitch and Doggie Style.

James Clay 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Goose Island**      **USA**      **4.2-7%**

American craft brewer producing a range of bottled ales and wheat beers, both permanent and seasonal. Best known for the IPA which is quite simply a hop lover's dream.

James Clay 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Grolsch**                      **Holland**                      **B D 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 & aroma hops, discovered by Peter Cuyper in the mid 1600s and still used today.

Molson Coors 0845 6000888

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

**Heineken**                      **Holland**                      **B D 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 08457 101010

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

**Hercules Premium**                      **UK**                      **B 5.0%**

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.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Hirter**                      **Austria**                      **B 4.9-5.2%**

Austria's oldest brewery dating back to 1270. This small national brewer spends a huge amount of time and money to create delicate, refined beery delights such as their bohemian styled Privat Pils and their amber coloured 1270.

Euroboozer 01923 510 547

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

**Hue Beer**                      **Vietnam**                      **B 5.0%**

First opened as a joint venture between the state & 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, the purest Water, Barley, Rice and Hops create 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](http://www.pierhead.uk.com)

**James Boags**                      **Australia**                      **B 5.0%**

In 1853 James Boag commenced his brewing tradition on the banks of the Esk River in Launceston, Tasmania. In 1881 the Esk Brewery was established. Under the leadership of James Boag and his son the brewery quickly established a reputation for brewing the highest quality beers. This Beer 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 with a clean, dry flavour.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)



**Jenlain No5**                      **France**                      **B 5.0%**

With its golden hues and fruity tones, Jenlain 5 has a distinctive bitter finish with a hoppy nose. A barley scented golden beer sparkles under the light foamy head. Best served between 5 and 6°C, with a meal or as an aperitifs.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Jenlain Ambree**                      **France**                      **B 7.5%**

A Biere de Garde and a top fermented, unpasteurised beer, made using 3 different types of malt and 3 varieties of hops.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Jenlain Blonde**                      **France**                      **7.5%**

Pours a clear golden colour with a medium white head. Aromas of bready malt & notes of yeast, taste of candied sugars followed by honey & malt. Smooth & medium bodied

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Kirin Ichiban**                      **Japan**                      **B D 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  
Matthew Clark 01275 891400

[www.wellsandyoungs.co.uk](http://www.wellsandyoungs.co.uk)  
[www.matthewclark.co.uk](http://www.matthewclark.co.uk)



**La Trappe Dubbel**      **Holland**      **B 7.0%**

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.

Pierhead 01322 662377      [www.pierhead.uk.com](http://www.pierhead.uk.com)  
James Clay 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**La Trappe Quadrupel**      **Holland**      **B 10.0%**

This unique Trappist beer, one of the strongest for La Trappe, spends extra time fermenting in the cellars in oak barrels which is where it takes on the unique scent & flavour comparable to wood aged red wine. It has a beautiful amber colour with a warm taste full and well balanced, a little bit sweet but pleasantly bitter.

Pierhead 01322 662377      [www.pierhead.uk.com](http://www.pierhead.uk.com)  
James Clay 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**La Trappe Tripel**      **Holland**      **B 8%**

A remarkably strong trappist beer. This beer owes its notably spicy character to the coriander undertones. Golden blond colour & a fruity, bitter sweet taste definitely one to try.

Pierhead 01322 662377      [www.pierhead.uk.com](http://www.pierhead.uk.com)  
James Clay 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**La Trappe Witte**      **Holland**      **B 5.5%**

The 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. Unfiltered and brewed with very aromatic varieties of hops.

Pierhead 01322 662377      [www.pierhead.uk.com](http://www.pierhead.uk.com)  
James Clay 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Lech**      **Poland**      **B 5.2%**

The 2nd largest Polish brand in the UK market, brewed at the Poznan Brewery where the finely tuned production process guarantees the highest quality and a refreshing taste.

Miller Brands (UK) Ltd 01483 264 118      [www.millerbrands.co.uk](http://www.millerbrands.co.uk)

**Lindeboom**      **Holland**      **B 5.0%**

A high quality, very drinkable fruity pilsener with a dry, lime-like hoppiness to finish

James Clay 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Little Creatures**      **Australia**      **B 5.2%**

The leading independent craft beer in Australia, this award winning, bottled conditioned beer is now available in the UK.

Aspall 01728 860510      [www.aspall.co.uk](http://www.aspall.co.uk)

**Lone Star**      **USA**      **B 4.7%**

The finest hops from the Pacific Northwest, hearty grains from the Central and Northern Plains, malted barley and corn extract combine to provide Lone Star with nature's finest ingredients for brewing. The choicest hops lend complexity and aroma to this beer, and its proprietary mashing regimen creates the perfect balance of alcohol, body and character.

Pierhead 01322 662377      [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Mahou**      **Spain**      **B D 5.5%**

Authentic Spanish lager, imported from Madrid.

Carlsberg UK 0845 6013 432      [www.carlsberg.co.uk](http://www.carlsberg.co.uk)  
Matthew Clark 01275 891400      [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Menabrea**      **Italy**      **B 4.8%**

This pale lager is a well-balanced beer with a marked floral fruitiness coming through from the aromatic yeasts used in its production - aged 45 days in Slovenian oak.

James Clay 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Menebrea 1846**      **Italy**      **B 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 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Meteor** France B D 4.6%

A traditional blond Biere d'Alsace. Discover a rich foam, golden colour and lightly hopped Blond Beer. Delicate on the palate with a fresh, clean and crisp taste to finish.

Casa Julia Plc 01376 320269

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

**Mexicali Premium Lager** Mexico B 5.0%

Original formula is bright deep golden yellow in color. The aroma is of sweet malt, lightly floral and hoppy. The flavor reflects its hop bitterness; slightly sweet and a perfect balance of two row barley malt, Chinook, Mt. Hood and Peerless hops that culminate in a very clean and semi-dry finish.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Miller Genuine Draft** USA B 4.7%

Created in 1986 as the world's first cold filtered draft beer in a bottle using a four times cold filtering process.

Miller Brands (UK) Ltd 01483 264 118

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

**Modelo Especial** Mexico B 4.4%

A hand crafted super premium imported Mexican pilsner style beer in a distinctive bottle.

Molson Coors 0845 6000888

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

**Monteiths Original** New Zealand B 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

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Monteiths Golden** New Zealand B 5.0%

Brewed to the heritage of brewing in Munich Germany. A special yeast strain and selected fermentation conditions allow the master brewer to be able to develop a crisp natural freshness from the lager yeast during maturation. This is a smooth malty lager with mellow hop character and cashew nut richness. Golden is a superb accompaniment to smoked salmon and many other foods.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Monteiths Pilsner** New Zealand B 5.0%

A bohemian-style lager brewed in the heritage of extreme hopped blonde beer from Eastern Europe. Its explosive hop tang & refreshing cleansing attributes come alive with peppery & spicy meals that complement its herbaceous bitterness.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)



**Monteiths Radler** New Zealand B 5.0%

A refreshing fruity lager beer, originating from Bavaria. first created in the early 1920's by the owner of an Austrian Gasthaus in search of an invigorating brew. An easy drinking lager with a citrus twist, the perfect treat for the many cyclists (Radler in German) and mountain hikers. This easy drinking beer has an invigorating tangy fruit character & zesty finish. It's a great match with lighter foods, especially seafood & salads.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Moosehead Lager** Canada B 5.0%

A golden lager that is light in body and highly refreshing. Offering a fine balance between malt sweetness and hop bitterness. Made from an age-old yeast culture. Moosehead lager is brewed longer to impart its unique flavour.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Moosehead Light** Canada B 4.0%

Known to many as 'Moose Light', it is a true Canadian-style lager. It is fully fermented and is aged longer producing a crisp, highly refreshing beer with a smooth aftertaste and well balanced flavour.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Moosehead Pale Ale** Canada B 5.0%

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 is over 100 years old. With its inherent strength, distinctive taste and clean European character, Moosehead Pale is a genuine beer drinkers beer.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Moritz** Spain B 5.4%

A pale, blond lager from Barcelona. Great history, great beer. Spanish sunshine in a bottle.



**Pelforth Blonde** France B 5.8%

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.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Peroni Gran Riserva** Italy B 6.6%

A full flavoured lager brewed from Saaz hops and Prisma barley malt.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)  
Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Peroni Nastro Azzurro** Italy B 5.1%

The number one premium Italian imported lager in the UK; a crisp & refreshing beer with an unmistakable Italian taste. It is brewed using the creativity & flair of Italians, blending the finest hops with two row spring-planted barley & Italian maize.

Miller Brands (UK) Ltd 01483 264 118 [www.millerbrands.co.uk](http://www.millerbrands.co.uk)

**Quilmes** South America B 4.9%

A cult classic, dominating the South American market since 1888, Quilmes is brewed using the finest Patagonian hops, barley and using the purest, crystal clear water. Quilmes has a golden hue, expansive character on the palate with fruity undertones and a rich texture.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Red Pig** Mexico B 5.0%

This craft brew is bright, deep red copper in color. 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](http://www.pierhead.uk.com)

**Sagres** Portugal B D 5.0%

Portugal's multi award winning best selling beer, pale in colour with a long hoppy finish and lemon notes, made from all natural ingredients.

SHS Sales & Marketing 01452 378500 [www.shs-sales.co.uk](http://www.shs-sales.co.uk)

**Sam Adams Boston Lager** USA B D 4.8%

The leading US craft beer – and the first to be brewed in the UK under licence -Boston Lager was at the vanguard of the US brewing revolution. A balance of malty sweetness contrasts beautifully with a robust, spiced hop notes.

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

**San Miguel** Spain B D 5.0%

The UK's No 1 Spanish lager and the UK's fastest-growing premium lager. Combines premium quality with refreshing, smooth yet distinctive taste.

Carlsberg UK 0845 6013 432 [www.carlsberg.co.uk](http://www.carlsberg.co.uk)

**Odell** USA B 4.8-7.0%

Colorado based brewery producing Pale Ales and a Porter

Vertical Drinks 0113 345 8835 [www.verticaldrinks.com](http://www.verticaldrinks.com)

**Oro di Milano** Italy B 5.1-8.2%

A range of beers from an Italian craft brewery, including Puro Malto, Doppio Malto and Riservio Speciale.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Pabst Blue Ribbon** USA B 4.7%

An American style Premium lager crafted with a hefty infusion of 6 row barley carefully balanced with domestic hops blended with an imported Yugoslavian variety to create a truly unique flavour. Fermented with a pure culture yeast and aged at high gravity. PBR is cellared and finished to a smooth robust likeness of a fine Pilsner. Pabst brewery has won more awards at the Great American Beer Festival than any other brewery.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Pacifico Clara** Mexico B 4.4%

Imported pilsner style beer brewed with water from fresh springs in the Mazatlan province of Mexico.

Molson Coors 0845 6000888 [www.molsoncoors.com](http://www.molsoncoors.com)  
Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Palma Cristal** Cuba B 4.9%

Authentic Cuban beer, brewed with the highest quality ingredients. Its personality and truly refreshing taste has made it the brand of choice for 80% of Cuban consumers and it has also become a favourite amongst tourists. Brewed with top quality malt & natural water from a deep spring source making it crisp, light & refreshing with a revitalising light hop flavour.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**San Miguel Fresca** Spain B 4.4%

The first brand extension for San Miguel in the UK, Fresca is light and refreshing and best served with a wedge of lime..

Carlsberg UK 0845 6013 432 [www.carlsberg.co.uk](http://www.carlsberg.co.uk)

**Sierra Nevada** USA B D 4.4-5.8%

The acclaimed Californian brewery exports a range of craft beers. Also available are an American-style Porter, a Stout and an American-style cloudy Wheat beer.

Vertical Drinks 0113 345 8835 [www.verticaldrinks.com](http://www.verticaldrinks.com)

**Sleemans Cream Ale** Canada B 5%

Created in the late 1800s, it remains Sleeman's most recognised brand combining the easy drinking nature of a lager and the rich fruity character of an ale with a rich golden hue and medium body.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Sleeman's Honey Brown** Canada B 4.8%

A rich amber colour, full-bodied with a subtle touch of natural honey and a slightly sweet finish with distinctive clover honey notes plus aromas of lightly toasted malt and caramel.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Sleemans Pale Ale** Canada B 5%

Dark amber in colour with a spicy hop nose, slightly fruity aroma and malty sweetness at the beginning that provides an authentic IPA hoppy bitterness on the finish that is thirst quenching rather than overpowering.

Morgenrot Group 0845 070 4310 [www.morgenrot.co](http://www.morgenrot.co)

**Stiegl** Austria B 4.9%

Stiegl is Austria's largest privately owned brewery. The award winning Stiegl Goldbräu is one of Austria's best loved beers.

Euroboozer 01923 510 547 [www.euroboozer.co.uk](http://www.euroboozer.co.uk)

**Tiger Beer** Singapore B D 5.0%

A world-acclaimed lager with an award-winning taste, Tiger is fast becoming one of the UK's best-known bar calls.

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

**Tuborg** Denmark B D 4.6%

Accessible, refreshing lager, and known for its association with the UK's top music festivals.

Carlsberg UK 0845 6013 432 [www.tuborg.co.uk](http://www.tuborg.co.uk)

**Tsingtao** China B 4.7%

Pronounced Ching Dow, and brewed using yeast brought to China from Germany by the brewery's founder in 1903.

Halewood 0151 480 8800 [www.halewood-int.com](http://www.halewood-int.com)  
Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Tui** New Zealand B 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)

**Tyskie** Poland B 5.6%

The leading Polish beer. 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.

Miller Brands (UK) Ltd 01483 264 118 [www.millerbrands.co.uk](http://www.millerbrands.co.uk)

**Viru** Estonia 5%

Award-winning premium lager brewed using fresh spring water, Lithuanian barley and Saaz hops to produce a distinctly refreshing beer with a clean, crisp flavour.

Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Wendelinus** France 6.8%

Brewed to a recipe introduced to Brasserie Meteor originating from the 9th Century. Take time to savour this rich, Amber beer, with finely balanced bitterness, hints of caramel and fruit resulting in a sweet long finish to taste

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# A Cider for all Seasons

## Cider Report

**Cider continues to be the apple of the ontrade's eye, the only long alcoholic drinks category that grew in both value and volume in 2012.**

A tremendous achievement in one of the coldest, wettest summers on record, and absolute proof that cider is no longer just a fair weather drink for hot summer days

The shift from being a seasonal drink to a year round one is in part due to initiatives such as Aspell's hugely successful Mulled Cyder concept which the company pioneered back in 2007. Sales doubled from 2010 to 2011, and as we went to press even greater things were expected since increased distribution saw it being sold through Fuller's, Peach Pub Company, M&B and Greene King. The theatre of the serve from a bar top 'cauldron' added to the appeal and reinforced the premium image of the brand.

Gareth Whittle, MD of Chilli Marketing, importers of Rekorderlig, says "Cider is shedding its summer only image. Winter versions are changing the 'when and where' consumers drink it"

Rekorderlig Winter Cider, for example, which is infused with seasonal flavours of cinnamon and vanilla, has been a big success

for Chilli Marketing, reports Whittle. "It has gone from strength to strength this year. This product can be served and enjoyed warm or cold, and we support delivery of the perfect serve in on trade outlets with branded urns and glassware"

### No Passing Fancy

Another myth firmly laid to rest is the one claiming that our new found love of the apple nectar is merely a fad - after 9 years of consecutive growth, at a time when overall beer volumes are in steep decline, the thirst for ciders of all styles is seemingly insatiable. Not surprising then, that the big lager boys are rushing to put their marketing muscle behind the category.

Heineken, or S & N as they were then, were first off the mark back in 2003, gobbling up the venerable but vulnerable cider maker Bulmer's.

But 2011 saw the grand daddy of lager brands, Stella Artois, enter the fray with Cidre, a move that proved so successful that it was followed up in 2012 with a pear variant. Carlsberg too have come to the market with Somersby, which has been doing well in consumer taste trials and although currently only available through the offtrade the company says it will be released into the ontrade early in 2013.



Chilli's Gareth Whittle believes that cider is gaining consumers from other categories as drinking habits change. "The biggest lager brand in the UK putting their huge brand name on a cider helps enormously with this. Cider is firmly on the younger generation's agenda whereas a few years ago this was not the case."

### The Big Apple

Heineken, as the UK's major cider supplier, with mainstream brand leader Strongbow, the original Bulmers, fruity Jacques and premium draughts Scrumpy Jack and Symonds, have their fingers in every part of the cider pie and firmly on the market's pulse.

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*"After 9 years of consecutive growth, at a time when overall beer volumes are in steep decline, the thirst for ciders of all styles is seemingly insatiable. Not surprising then, that the big lager boys are rushing to put their marketing muscle behind the category"*

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Darryl Hinksman, the company's head of on-trade customer marketing, says: "There was no sign of the momentum slowing in 2012 despite the fact there was no summer to speak of. Draught has grown slightly but packaged has done even better. 2011 was all about the growth in flavoured ciders but we saw the re-emergence of apple cider in packaged and it's worth noting that 50% of all Bulmers portfolio sales are still Original."

This has clearly led Heineken to shift the emphasis within the Bulmers brand onto the Original, as well as a Vintage Reserve limited edition.

"The idea was to appeal to older, male consumers and it played an important role in reminding consumers about the provenance and heritage behind the Bulmers brand," says Darryl.

Last year also saw key fruit cider players, Kopparberg, enter the apple market with Naked Apple. Rob Calder, head of marketing at Kopparberg supplier COS Brands, says Naked Apple was aimed at bringing excitement to an established, but arguably stale, apple cider category.

"It can sit alongside other cider brands and offers something different to consumers," he says. "We have recently completed sampling activity in Scotland and the success of this will inform our activity in 2013.

"We sampled Naked Apple across 15 summer festivals in 2012 and on many occasions it outsold lager, so we know we have a great product on our hands."

### Draught goes Pear Shaped

The big news in this category was Heineken's launch of Strongbow Pear on draught.

"We felt draught was right because it was a variant of an everyday mainstream cider where virtually all the on-trade volume is still in draught," says Hinksman.

He adds: "It's taken the market by storm and we're well ahead of where we expected to be on distribution. The indications are that throughput is pretty strong and it's adding incremental volume to cider rather than just stealing from competitors."

Brothers, the brand that created the pear cider phenomenon in a festival field, saw "significant growth" in its draught product, a font which dispenses a pint of pear cider and one of three flavours syrups to create pints of Strawberry, Toffee Apple and Tutti Frutti ciders.

"It's about setting the on-trade apart from the off-trade and creating a bit of theatre," says marketing director Phil Plowman. "Because it is so different it can help drive footfall and bring new people into the pub."



## Heritage and Tradition

This element of 'discovery' is not confined to the 'modern' sector of the cider market either, and traditional cider makers Westons enjoyed considerable success with the launch of Henry Westons Celebration Cider and the Westons Twist Raspberry. Helen McIlveen, the company's Customer Marketing Manager commented "The excitement surrounding one-off ciders encourages consumers to try something new - they don't want to miss out."

But Helen is adamant that innovation within the traditional cider market should be through craftsmanship of production. "Quality is key. Premium ciders are becoming increasingly popular and in order to keep up with this demand cider producers constantly have to raise their game when it comes to the production.

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*"The greater flexibility of the bag-in-box format is giving landlords the opportunity to introduce their customers to more traditional ciders"*

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As a result of this, Jonathan Blair, our Master Cider Maker works extremely hard to improve and innovate the way in which Westons ciders are made. We place great emphasis on heritage and tradition combined with quality production methods. For example, we have invested over £2 million on our Herefordshire production site in the last 12 months."

The company's core brands Stowford Press & Old Rosie performed extremely well with double digit growth in 2012, while the organic Wyld Wood was also a huge success and Henry Westons growth in the off trade is beginning to have a very positive knock on effect in the on trade.

## Boxing Clever

2012 saw Thatchers launch its oak-aged Heritage, Traditional and Cheddar Valley draught ciders in 20-litre bag-in-box format in 2012.

Managing director Martin Thatcher says: "More and more customers have been asking to stock a wider range of Thatchers traditional ciders. The greater flexibility of the bag-in-box format is giving landlords the opportunity to introduce their customers to more traditional ciders that have all been favourites in the West Country for many years.

"It keeps the cider fresh under vacuum, and can be easily linked to a hand-pull system, or served straight from the box."

Thatcher says that sales of the company's Thatchers Gold brand grew 53% in the past year making it the number two draught cider in the on-trade.

"With draught accounting for 65% of the market, this is a significant place for us to be," says Thatcher. "Pubs and clubs in the south west have known for many years that Thatchers Gold really drives sales on the bar, and we're delighted that customers throughout the country are now sharing in this success."

## Sparrow Takes Flight

With premium ciders growing even faster than the overall market there is certainly room for innovation in brands as well as production and dispense.

The most exciting development in this category was undoubtedly Aspell's

launch of the on-trade exclusive Harry Sparrow. The 4.6% cider comes in 50cl bottles and on draught and is aimed at taking the premium cider producer into session territory.

Partner Henry Chevallier Guild says: "According to CGA there is a known demand and growing trend for outlets stocking more than one draught cider on the bar, yet until now there has been no genuine premium cider reaching into session territory.

"With its lower abv, Aspell Harry Sparrow is designed to be more sessionable than the rest of the Aspell range, and provides consumers with a quality, premium cider to move on to, opening up more occasions for drinking cider."



# 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 130 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.



Ciders inspired by tradition

H. Weston & Sons Ltd. The Bounds, Much Marcle, Ledbury, Herefordshire, HR8 2NQ

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)

Please enjoy responsibly. [drinkaware.co.uk](http://drinkaware.co.uk) for the facts



## Nuts about Fruit

**The fruit cider category is now bigger in volume and value terms than pear, with Rekorderlig's most popular flavour, Strawberry & Lime having the fastest rate of sale of any packaged cider product in the On Trade.**

Innovation and new flavours, variants and limited editions are driving growth and creating a buzz that keeps the consumer's appetite whetted.

As Chilli's Gareth Whittle explains "Those that were part of the cider boom a few years ago continue to stay and grow the category by moving around on to new brands. New variants keep them excited, allowing the category to grow organically"

He sounds a note of caution though. "Flavour innovation is obviously a massive trend at the moment. We do however believe that innovation for innovation's sake is not worthwhile. It needs to be researched and executed well in order to retain the consumer base."

And Kopparberg's Rob Calder agrees, keeping their focus on seasonal fruit additions rather than a string of new flavours.

"There will undoubtedly be continued innovation in the market," he says. "However there is a risk that innovation is replaced by variation - which seems to be happening with the conveyor belt of new flavour variants. There's a real risk of new variant fatigue which will frustrate consumers and publicans alike"

"A wide range might be right for some bars, but I would say a structured range is more important than ramming your fridge with every new variant under the sun" according to Rob.

"Publicans should ensure the right amount of space for the market leaders and - where appropriate - create space for interesting and eclectic variants."

## Harvesting Sales

With so much competition for precious fridge space, pub operators should take advantage of the brand support that is on offer from their suppliers.

Chilli Marketing says they will work with accounts to encourage consumer engagement and trial within on trade premises and make sure Rekorderlig sells through.

Gareth Whittle explains "Whilst we grow as a brand, our activity has to match this growth; we work incredibly hard to stay close to the consumer by maintaining a personal edge. In bar activity works for us and we stand by the motto 'try us, love us, buy us'. Quality POS supports all of our activity with innovative branded glassware that catches customers' attention"

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***"Those that were part of the cider boom a few years ago continue to stay and grow the category by moving around on to new brands. New variants keep them excited, allowing the category to grow organically"***

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Bespoke activity is something Chilli are keen to push. "Each of our customers is equally important to us and we endeavour to provide a support package that works for them. On trade operators are constantly coming to us with new ideas which we fully support. This is particularly prevalent within smaller independently owned venues where they strive to offer a point of difference"

With packaged cider growing by almost 30% in the year to October 2012, according to CGA, the message is clear: make sure your fridge includes a range of established and seasonal/speciality fruit ciders and let them sell themselves.

Alternatively, make the most of brand support and activity, and the rewards are ripe for the picking.

# REKORDERLIG CIDER



## BEAUTIFUL SALES

Rekorderlig Cider has a clear identity that stands out in a crowded marketplace.

Modern and progressive, Rekorderlig fruit cider is one of the fastest growing brands in the cider market, delivering a staggering 474% value growth\* and 470% volume growth\*.

The flavour packed range has the fastest volume rate of sale\* of any packaged cider brand, at the highest RSP\*, an envious combination!

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# Premium cider continues to soar

## Aspell Cider

**The cider category continues to be a very positive place to be and is currently the only category in volume and value growth, with overall on-trade value growth up an impressive 15% and volumes up 6% year-on-year.\* This puts cider in its ninth year of consecutive growth, so if you aren't already stocking a good range of cider you're certainly missing out.**

Premium cider is where the real growth is coming from, with this sub-sector of the market currently up 26% year-on-year in the on-trade as consumers are spending that little bit more in pubs and bars, trading up to premium products, while not drinking as much, hence value outstripping volumes.

Having produced hand-crafted, premium, artisan cyders at the same site in Suffolk since 1728, Aspell uses its heritage and expertise to ensure the liquids are always of the best quality. Similarly, we also have the trade experience to know exactly which cyders will work in which pub, while also offering continued trade support to ensure that our products work as best they can in your outlet.

### Introducing our new cyder ... Aspell Harry Sparrow

According to specialist on-trade consultants CGA Strategy there has been an increase in sites stocking more than one draught cider on the bar in the last year, so stocking the two cyders alongside each other could vastly improve overall cider sales in your outlet.

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*"Premium cider is where the real growth is coming from, with this sub-sector of the market currently up 26% year-on-year in the on-trade"*

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We also received lots of feedback from our on-trade customers that Aspell Draught Suffolk Cider was ideal for a 'drink on the way home' or 'first drink of the night,' but that there was a gap in the market for a more sessionable cider of the same consistent Aspell quality which consumers could move on to.

After much research, we have launched a new premium cyder exclusive to the on-trade,



Aspall Harry Sparrow Classic English Cyder, a tribute to the cyder maker at Aspall for over 50 years from the 1920s. The new cyder is available now in premium pubs and bars in both draught and packaged formats, and reflects the traditional cyders which Harry Sparrow used to enjoy making and drinking in the mid 20th Century.

Harry's cyder making techniques were influenced by the Norman heritage of the Chevalliers. He also liked to experiment by using a higher proportion of bittersweet apples than other Aspall cyders called for, using apples such as Kingston Black, Woodbine, Tremletts Bitters and Bulmers Norman, all of which were being grown at Aspall by the 20th Century.

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***“We also have the trade experience to know exactly which cyders will work in which pub, while also offering continued trade support”***

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With its abv of 4.6%, Harry Sparrow is designed to sit alongside Aspall Draught Suffolk Cyder (5.5% abv) on the bar as the two cyders fulfil two different drinking occasions. The Aspall portfolio now therefore caters for all premium cyder drinkers' preferences.

### **Fully supported**

Aspall works extremely hard to support its cyders and Harry Sparrow is no exception.

Aspall is investing £1m into the launch over the next two years, the first stage will include premium PoS material such as font badges, drip mats, Aspall Harry Sparrow-branded tall straight pint glasses as well as brand training in outlets.

Aspall also offers perfect-serve and food-matching advice to every on-trade venue which stocks Aspall Suffolk Cyder, and there is continued trade support to ensure that our cyders are working as best as they can in your outlet.

This year we have also recruited new brand ambassadors to help bar staff communicate the Aspall brand as effectively as possible, and we plan to recruit additional brand ambassadors in the next year. This, in turn, will lead to an increased footfall as consumers reap the benefits of a well-supported brand.

### **The Aspall range**

Aspall Harry Sparrow complements the existing range of Aspall cyders which comprise Aspall Draught Suffolk Cyder, Aspall Premier Cru Suffolk Cyder, Aspall Organic Suffolk Cyder, Aspall Perronelle's Blush, Aspall Imperial Cyder, Aspall Lady Jennifer's Crisp Light Cyder and Aspall Cuvée Chevallier. Aspall has also just relaunched its Mulled Cyder in selected on-trade outlets in time for the winter.

### **How could Aspall work for you?**

To find out how the Aspall brand could improve footfall in your outlet while also increasing profits, why not call us to talk through potential opportunities? **Tel: 01728 860510.**

\*All figures from specialist on-trade consultants CGA Strategy, October 2012

### **Aspall's 2012 key highlights:**

- ▶ Aspall Draught Suffolk Cyder became the first cider brand to be available in Prezzo, the premium Italian restaurant group
- ▶ Aspall reported a 55% uplift in its export business in the last year following growing interest globally for premium British cider products with genuine heritage and authenticity
- ▶ Aspall expanded its senior management team with Paul Simpson appointed sales director
- ▶ It also bolstered its national sales team to include dedicated brand ambassadors to help bar staff communicate the brand as effectively as possible in their outlets
- ▶ Aspall was named a CoolBrand for a third consecutive year
- ▶ Aspall Mulled Cyder was relaunched for the festive season
- ▶ Aspall launched Aspall Harry Sparrow



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# The Apple Nectar

## Craft Cider

**Pete Brown has been exploring the wonderful world of cider, a drink that is both universally popular and essentially British**

Everybody in the UK drinks trade knows about 'the Magner's effect'. Going into the last decade, cider was a forgotten drink, affectionately labelled 'tramp juice' by people who last drank it from a two-litre PET bottle on a park bench when they were too young to get served in pubs. And there was 'scrumpy', a semi-mystical potion drunk by smock-wearing, straw-chewing locals in the West Country, it's potent, petrolly delights best avoided by drinkers who preferred to retain control over their bodily functions.

Then, along came Magner's with a pint glass full of ice, representing the drink as a cool (in every sense) summer refresher, a sophisticated and appealing choice. Cider exploded, taking share from everywhere, but particularly beer. Magner's was instantly copied and shadowed by Bulmer's, and then we had wave after wave of innovation: pear ciders, and now fruit ciders that are making this one of the most dynamic sectors in a market that desperately needs some good news.

### A Global Phenomenon

But I've just discovered something fascinating.

I'm currently researching the first ever world guide to cider, and

exploring how the drink is taking off in a similar fashion in markets from the US and Canada to Australia, South Africa and even Japan.

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*"Cider is, technically, much more similar to wine: it's made from pressed fruit juice that has been fermented, and has a flavour scale that roughly works along an axis of sweet to dry"*

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And the weird thing is, in every market, the sudden surge of interest began at around the same time – without the so-called 'Magner's effect'. Wherever I go, people who have never even heard of Magner's tell me that about five or six years ago, everyone suddenly decided they wanted to drink cider. Without taking anything away from the marketing genius of a pint glass of ice with a 500ml bottle, it seems an appley pulse went around the world's collective drinking psyche. Everyone, at the same time, decided it was cider o' clock.

### What is Cider?

Cider remains the world's most misunderstood drink. In this age of over-communication and information saturation, there's been astonishingly little written about cider compared to any other drink you could mention. Traditions and products differ markedly around the world.

The UK still produces and consumes more cider than the rest of the world combined. But there are many regions that wouldn't even recognise what we do as cider.

Here, we see it as a beer substitute. Cider sits next to lager on beer taps, and I've even heard people say things like 'cider is my favourite kind of beer'. At the lowest common denominator end of the market, it's true that the worst examples of each taste like sugared alcoholic water and are difficult to tell apart.

But cider is, technically, much more similar to wine: it's made from pressed fruit juice that has been fermented, and has a flavour scale that roughly works along an axis of sweet to dry. Cider naturally ferments to around 7-8% ABV, and while we might consider this to be 'rocket fuel' when drunk by the pint, in countries such as the US it's served from a 750ml bottle into wine glasses, and suddenly cider becomes a responsible low-alcohol alternative to wine rather than a reckless, more potent version of beer.

## Modern Cider

Cider is many things to many people. The most dynamic sector of the market this year is fruit-flavoured ciders, but a glance at the ingredients list shows these products contain more water than apple juice – in most countries they wouldn't be allowed to be called cider at all. Sweet and fruity, combining the flavour profile of soft drinks with an alcoholic hit, they are essentially alcopops dressed in more sophisticated clothing. But they are popular and successful and play a vital role in any pub's fridge.

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*“Without taking anything away from the marketing genius of a pint glass of ice with a 500ml bottle, it seems an appley pulse went around the world's collective drinking psyche. Everyone, at the same time, decided it was cider o' clock”*

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You can't knock them for what they are. But just don't make the mistake of thinking this is all cider has to offer beyond Magner's, Bulmer's and now Stella Cidre, and one rung below them, the likes of Strongbow and Blackthorn (which are still massive in volume terms).

## Classy Cider

The other huge growth area in cider is in premium, with products that are 100% apple juice (or close) and a drier, more structured flavour. Aspall's, Addlestone's, Weston's and Thatcher's form the core of this 'premium' market, and between them have some stunning drinks, collectively offering a range that fills the entire gap between beer and wine, while staking out a territory that's unique to cider.

## Hardcore Cider

Then there's the hard stuff, the bag-in-box still ciders. These are, obviously, much misunderstood in their own right, even more than cider is generally. I was recently told while judging cider at a beer festival to ignore the fact that one cider smelled of cow dung with the nonsensical comment, 'In cider, you ignore the aroma.' A

constituency of hardcore drinkers who believe 'the rougher the better' do a gross disservice to a drink that on its day rivals a white wine for crispness, balance and flavour delivery.

I tend not to go for stuff kept at room temperature behind the bar, but cellar-chilled via a handpump on the bar, it's a great complement to a cask ale range. Hopefully as the category develops we'll see stemmed winelike glasses marked with third and half-pint measures so these drinks can be served in a way that does them justice.

## A Rosy Future

At the popular end of the market, innovation is eating itself. At the murkier 'real cider' end, unhelpful definitions transferred across from real ale confuse quality standards and wrongly malign some great products.

But when you realise the full scope of what cider has to offer – vintage ciders, oak-aged, whisky-finished, sparkling champagne-like ciders and wonderful Riesling-style perries, you realise we've only just scratched the surface of what cider is capable of delivering to the publican and drinker. It's a beautiful match with food, but very little has been done about this so far. As well as substituting for beer on a hot day it can provide an alternative to real ale on a relaxed, contemplative occasion. It can be a low alcohol alternative to wine and a cheaper but no less sophisticated drink than champagne.

And that's just the product itself. Its context – its ability to remind us of the cycles of nature and link us to the passing of the seasons, its festivals such as Apple Day at harvest time and Wassail in the depths of winter, mean that hopefully this time, cider will run and run, thriving long after the latest fad within its ranks has come and gone.





# Cider Sellers

## Craft Cider

**Ted Bruning, author of *Golden Fire*, the story of cider, is pleased to discover that real cider is being enjoyed by real people in real pubs all over the country**

Derbyshire... one of Britain's top traditional cider counties.

Hang on – shouldn't that read "Devon"? But no, it's not a typo: Derbyshire is turning into a right little hotspot for both the making and the drinking of the sort of still, strong cider you'd more usually associate with Somerset and Hereford.

The Magner's Effect has transformed the UK's national cider scene since its launch in 2003. Customs clearances have nearly doubled, a plethora of "Original" brands has multiplied in both on and off-trades, where other foreigners have also hacked out a substantial foothold; and superstrength white ciders have flooded what might politely be called the budget sector of the off-trade.

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*"I was always getting people to try different ones and it was the customers who ended up wanting more and more variety"*

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The larger independents - not only Aspell's, Weston's and Thatcher's but also Sheppy's and some newcomers such as Henney's - have earned a place alongside the PBAs on the supermarket shelves and are making inroads in the more real ale-slanted sector of the on trade. But what is only now coming to light is the beginning of an explosion of microcidars to echo the cask ale scene.

## Cider County

Take Derbyshire. It's home to maybe half-a-dozen craft cidemakers and at least three superlative cider pubs. In the north of the county, just outside Chesterfield, John and Kathy Chadwick have 10-12 farmhouse ciders and 4-5 perries permanently on tap at the Arkwright's Arms in Sutton-cum-Duckmanton, a tiny hamlet whose name is longer than its high street. The Chadwicks made the final four in CAMRA's 2012 National Cider Pub of the Year awards after winning the regional award five times.

Further south, brothers Stefan and Andrew Rutherford own two pubs, the General Havelock in Ilkeston, which in high summer holds up to 30 traditional ciders, and the Queen's Head in Marlpool a few miles away which regularly serves 14 ciders and perries and was CAMRA's 2011 Regional Cider Pub of the Year.

## A Natural Niche

Cynical licensees will have smelt a rat here - these are specialist pubs, and there aren't many houses with enough cider fans among their regulars to sustain a range of craft ciders extending to double figures. Maybe not. But both Kathy Chadwick and Stefan Rutherford are quick to point out that the size of their cider ranges was not driven by their own obsession but by customer demand.

"I drink cider myself and I started off stocking just four or five, but it's grown and grown," says Kathy. "I was always getting people to try different ones and it was the customers who ended up wanting more and more variety. Lots of people have tried traditional cider at CAMRA beer festivals - and lots of them like it."

Stefan Rutherford admits that making a success of a wide range of ciders is something of a selling job, and says that demand



fluctuates markedly according to the season. But he says the product has a very broad constituency whose appetite is being whetted - as with real ale drinkers in the early days of the microbrewing revolution - by the sheer number of new producers emerging into the market.

"Students, professionals, rockers - it's a broad church," he says. "They're attracted by the fact that it's a natural product, that much of it is locally produced, that it's a strong drink; and they're intrigued by the number of cidemakers we have in the East Midlands, which isn't traditionally a cider region."

### Craft Champions

The phenomenon is not entirely new: there have always been a handful of category champions operating far from the old cider regions. But they, too, have detected a marked upswell in consumer interest in the last few years.

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*"Like the ale, the cider is a traffic-builder - one customer insists on meeting his mates here because it's the only place he can get craft cider"*

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Stuart and Linda Johnson have been advocates of traditional cider ever since they took over the Prince of Wales in Foxfield, Cumbria, 15 years ago: in 2010 their commitment was recognised with CAMRA's National Cider Pub of the Year award. The pub stocks up to four craft ciders and three perries alongside its own-brewed Foxfield ales.

"The enthusiasm has definitely built up over the last four years, and we keep it bubbling along by constantly changing the range. We had a cider festival recently - we did a road trip round the East Anglian and South-eastern cidemakers and got a shipment in from Herefordshire as well. We sold a heck of a lot!"

### Craft at The Rose & Crown

A more recent convert is Bun Constantinou whose pub, like the Prince of Wales, the Arkwright's Arms, and the General Havelock, is a long way from Ciderland. It's the Rose & Crown in Walthamstow, East London, and when he took over the lease four years ago he was determined to make it stand out from the crowd. The upstairs room is now a theatre; the pub is the local real ale specialist; and a range of traditional ciders - including Weston's Old Rosie, Thatcher's Heritage and regular specials from Hertfordshire maker Millwhite's - has made a definite, if hard to quantify, contribution to the buzz.

"When we took over, the first thing we did was chuck out the big screen TV and aim at an older, more well-heeled market," says Bun. "There was a lot of scepticism but it worked. We turned ourselves into a beacon for real ale in the district and that attracts a lot of custom. And like the ale, the cider is a traffic-builder - one customer insists on meeting his mates here because it's the only place he can get craft cider."

And it's a measure of the enthusiasm that traditional ciders can generate that one of Bun's customers collects ciders for the pub "from various sources", adding more variety and generating more interest.

As in the early days of microbrewing, consumer awareness is slowly rippling outwards from these category champions: all four licensees report the appearance of cider on handpump in neighbouring pubs. In all cases, they say, the brands in question are from the established independents, which is hardly surprising given their comparative marketing and distribution strength and the fact that their products are not quite as, err, assertive as some of the more extreme ciders.

## Think Inside the Box

But the small makers seem to be catching up by tackling some of the obstacles that have barred them from the mainstream, most notably presentation and packaging. The plastic polycasks that squat on the bar-back prejudiced many licensees against craft cider. Now the widespread adoption of bag-in-box - either the 20-litre format, which goes in the cellar and can be fitted to existing beerlines with a simple clip, or smaller versions which can sit on the bar-back - is overcoming the problem.

"We're selling more and more bag-in-box fillers," says Alex Hill of Devon-based equipment supplier Vigo Ltd - who also reports that his company is kitting out more and more small to medium cidermakers all over Britain - even in Scotland!

"This is the most significant development in recent years as far as small producers and the pub trade are concerned. As a packaging option it's convenient, attractive... and waste-free."

Stuart Johnson agrees. "After our cider festival we had a fair bit left over but we were able to keep selling it because bag-in-box keeps it fresh for so long," he says.

## Who Loves Cider?

So what sort of consumer is drinking all this cider? Well, just about everybody except middle-aged and older men who are already set in their ways.

"A lot of younger men are drawn to it initially because of its strength," says Stuart. "Many of those who try it don't take to it,

but many do. Women tend to have more diverse tastes than men, though; and although there's often some initial resistance, once you've got them to try it they tend to get hooked."

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*"He makes a point of getting cider-drinkers to sample the traditional version, and for many women customers it becomes a regular lower-alcohol alternative to wine"*

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Bun, too, has noticed that women are more open to new experiences. The Rose & Crown doesn't attract the younger crowd, so he doesn't have to deal with inexperienced drinkers knocking back pints that can be 6% ABV or more. But he makes a point of getting cider-drinkers to sample the traditional version, and for many women customers it becomes a regular lower-alcohol alternative to wine.

"It can be a bit of a sell, but it's definitely worth the effort," he says. "It's one of the things that give the pub its distinct identity, which is important in an urban area like Walthamstow."

## Supplying Demand

There are a number of small specialist wholesalers such as the legendary Bristol-based John Hallam. But few have national reach, and many cider pubs rely, like the Rose & Crown, on the zeal of a knowledgeable customer to keep the variety flowing and in some ways that's a strength. So if you're just dipping your toe into the water, it's best to play safe and call Aspell's or Weston's. But once it catches on, there's a whole world of potential.





# Cider Decider

## Addlestons Cider

D 5.0%

A naturally cloudy, premium cider, rich and mellow in character, with bittersweet apple fruit flavours & a smooth, rounded finish. Made using a unique recipe of locally sourced genuine bittersweet cider apples from Somerset

Magners GB 020 7784 2060

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

## Ashton Press Cider

B D 4.8%

Made from English apples, pressed locally & conditioned in oak vats, producing a medium dry, strong, golden cider of superb quality - a premium quality cider that tastes of apples!

Butcombe Brewery 01934 863963

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

## Ashton Still Traditional Somerset Cider

D 4.9%

Cloudy, golden straw coloured, robust and dry, with a slight bite. Light and refreshing, and may be slightly carbonated through natural conditioning. ....Totally Scrumptious!

Butcombe Brewery 01934 863963

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

## Aspall Draught Suffolk Cyder

B D 5.5%

Available in both 500ml and 330ml bottles. This medium dry cyder with a delicate flavour of fresh pressed apples has a growing presence in pubs across the country and as a premium draught cyder, appeals to customers who want a drink with quality and authenticity in abundance. Aspall Draught Suffolk Cyder is a perfect accompaniment to food, proving increasingly popular in restaurants and food led establishments.

Aspall 01728 860510

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

## Aspall Harry Sparrow Classic English Cyder

B 4.6%

Aspall Harry Sparrow is the latest cyder to join the Aspall range and is a tribute to the cyder maker at Aspall for over 50 years from the 1920s. Designed to sit alongside Aspall Draught Suffolk Cyder, Aspall Harry Sparrow Classic English Cyder reflects the traditional cyders which Harry Sparrow used to enjoy making and drinking in the mid 20th Century. It is available now in both draught format and 500ml bottles and is exclusive to the on-trade.

Aspall 01728 860510

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

## Aspall Imperial Cyder

B 8.2%

Launched in July 2011, Aspall Imperial Cyder is based on an original Aspall family recipe dating back to 1921, when it was awarded the Daily Mail Imperial Fruit Award. The 90-year old recipe uses an exclusive blend of the highest quality bittersweet and culinary apples from the previous year's harvest with added muscovado sugar to aid the fermentation. This creates a dark golden cyder, with a rounded, rich aroma which is warm, medium sweet and mellow with a lingering fruit and oak finish. Available in 500ml bottles.

Aspall 01728 860510

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

## Aspall Lady Jennifer's

B 4.0%

Launched in August 2011, Lady Jennifer's has the lowest abv in the Aspall range and was created to provide a more accessible, lighter and more premium alternative to fruit and pear competitor products. The cyder is pale to mid-straw in colour and is crisp and thirst-quenching with a pleasing fresh apple finish. Available in 500ml bottles.

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. 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%**

Perronelle's Blush is a twist on the classic Kir Royale replacing champagne and Crème de Cassis with cyder and Crème de Mure, a 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%**

Aspall's flagship cyder launched in 2000, Aspall Premier Cru is an award winning, dry, crisp and refreshing cyder produced in Suffolk, is 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%**

A little sharper than its Blackthorn counterpart. 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)

**Bolee D'Armorique B 5.0%**

An authentic traditional cidre, Breton made with 100% apples. Fresh orchard aromas are in abundance from opening, lightly sparkling with a clean, refreshing and subtle dry finish.

Casa Julia 01376 320269 [www.casajulia.co.uk](http://www.casajulia.co.uk)

**Brothers B D 4-7%**

The originators of pear cider, Brothers was created at Glastonbury festival, and sparked a genuinely new category that continues to grow. Additional flavours were created and it is now available as a unique draught product. The distinctive font dispenses pear cider, with syrups added to create Strawberry, Toffee Apple and Tutti Frutti flavours. The range also includes all 3 flavours in bottles at 4% abv, as well as 4% Ginger containing natural ginger extract, 5.5% Bittersweet Apple and the original Festival, at 7%

Brothers 01749 333456 [www.brotherscider.co.uk](http://www.brotherscider.co.uk)

**Bulmers Original B 4.5%**

Since its launch in 2006, this premium 'serve over ice' cider in pint bottles has enjoyed meteoric acclaim & is now the No 1 premium packaged cider in Britain. Pear & 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

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

**Gaymer's County Series B 5.8%**

These ciders are crafted to reflect the character of the best cider apples of Devon, with a hint of wood and smokiness and Somerset with bittersweet apple flavours combined with astringency from natural tannins

Gaymers 020 7784 2060 [www.gaymers.co.uk](http://www.gaymers.co.uk)

**Gaymer's Orchard Series B 6.8%**

Made using a variety of apples from a single orchard, Newton's Vale and Stewley, in Somerset

Gaymers 020 7784 2060 [www.gaymers.co.uk](http://www.gaymers.co.uk)

**Gaymers Original Cider B 4.5%**

An easy-drinking medium cider, cold filtered for a crisp, refreshing taste. Made using English apples & 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 & soft, fruity character

Magners GB 020 7784 2060 [www.magners.com](http://www.magners.com)

**Gaymers Pear Cider B D4-4.5%**

Launched in 2008, this cider 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. Also available in Cherry & Raspberry

Magners GB 020 7784 2060 [www.magners.com](http://www.magners.com)

**Henry Westons Extra Dry B 6.0%**

A very dry, crisp tasting cider. Fermented and matured in old oak vats to develop its very special character and flavour

H. Weston & Sons Ltd 01531 660233 [www.westons-cider.co.uk](http://www.westons-cider.co.uk)

**Henry Westons Medium Dry Cider B 6.5%**

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 an flavour

H. Weston & Sons Ltd 01531 660233 [www.westons-cider.co.uk](http://www.westons-cider.co.uk)

**Henry Westons Medium Sweet Cider B 4.5%**

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

H. Weston & Sons Ltd 01531 660233 [www.westons-cider.co.uk](http://www.westons-cider.co.uk)

**Henry Westons Vintage Cider B 8.2%**

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.

H. Weston & Sons Ltd 01531 660233 [www.westons-cider.co.uk](http://www.westons-cider.co.uk)

**Jacques B 5.5%**

Sparkling fruit cider 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 08457 101010 [www.heineken.co.uk](http://www.heineken.co.uk)

**Kopparberg Alcohol Free B 0.0%**

The ontrade's leading packaged pear cider and mixed fruit variety with only the alcohol missing

C.O.S. Brands 028 90 668901 [www.kopparberg.co.uk](http://www.kopparberg.co.uk)

**Kopparberg Naked Apple B 4.5%**

The latest brand from the fruit cider company, 'stripped' of everything but apples to create a crisp, less sweet version, somewhere between the traditional dry-tasting British or Irish ciders and sweet Swedish ones

C.O.S. Brands 028 90 668901 [www.kopparberg.co.uk](http://www.kopparberg.co.uk)

**Kopparberg Pear 4-4.5%**

Fermented using an original Swedish recipe that dates back to 1930, using naturally occurring soft water sourced close to our town and the finest quality pears. Light in colour and refreshingly fruity to taste, Kopparberg is the UK On-Trade's Number 1 packaged pear cider brand. Also available in Elderflower & Lime, Mixed Fruit and Strawberry & Lime

C.O.S. Brands 028 90 668901 [www.kopparberg.co.uk](http://www.kopparberg.co.uk)

**Lambrini B 4.0%**

A fruit based cider for the ladies - available in three variants - Pear and Apple, Forest Fruits and Summer Fruits

Halewood 0151 480 8800 [www.halewood-int.com](http://www.halewood-int.com)

**Magners Golden Draught D 4.5%**

Produced with the same craft, care and dedication but 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 Original Irish Cider B D 4.5%**

A premium, traditional brand of Irish cider. A blend of seventeen varieties of fresh culinary, dessert and cider apples are used. 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%**

Crafted to the highest standards that you would expect from Magners. The only fruit used in is pear. The best quality pears are ripened, carefully selected & then slowly fermented & cold filtered to provide a distinctive character & a delicately refreshing taste

Magners GB 020 7784 2060 [www.magners.com](http://www.magners.com)

**Magners Specials B D 4.5%**

Magners Original & Pear, but blended with intriguingly different flavours - Pear and Ginger, Spiced Apple and Honey, Spiced Apple and Rhubarb

Magners GB 020 7784 2060 [www.magners.com](http://www.magners.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)

**Monteiths Crushed Apple Cider New Zealand 4.5%**

A light refreshing French style cider made from whole sun ripened Nelson apples crushed to retain the natural apple flavour and freshness, while being light and effervescent on the pallet.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Monteiths Crushed Pear Cider New Zealand 4.5%**

Made purely with sunripened Nelson Pears which are first crushed to release their juice then fermented. As syrup concentrate is not used this makes the result a lighter and truer cider.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**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)

**Old Rosie Cloudy Cider 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 & Sons Ltd 01531 660233 [www.westons-cider.co.uk](http://www.westons-cider.co.uk)

- 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** **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 Apple & Blackcurrant** **B 4.0%**  
A modern twist on the popular 'cider & black'.  
Chilli Marketing 0870 242 46 08 [www.chilli.uk.com](http://www.chilli.uk.com)
- Rekorderlig Pear** **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** **B 4.0%**  
Made using the finest fermented pears with an added summery burst of strawberries and limes. Pour over ice and add a couple of fresh 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** **B 4.0%**  
The latest addition, 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** **B 4.0%**  
Limited edition. A blend of the finest apples infused with cinnamon & vanilla, the best flavours of the season have been packed together to make a 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)
- 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)
- Scrumpy Jack** **D 5.2% B 6.0%**  
Available on draught and in bottles, Scrumpy Jack is a premium dry cider that perfectly complements the Bulmer's cider range.  
Heineken 08457 101010 [www.heineken.co.uk](http://www.heineken.co.uk)

- Stella Artois Cidre** **B 4.5%**  
A premium crafted Belgium cider, with a distinctive, crisp and refreshing taste. A luscious cider with full flavours of red apple and peachy, apricot hints, complimented in the background with a subtle flavour of spicy oranges and an almond flowery character. This gives a clean, refreshing, crisp and sweet sour taste, with a woody pleasing finish. Also available in a sophisticated Pear version  
InBev 01582 391166 [www.ab-inbev.com](http://www.ab-inbev.com)
- Stowford** **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 & 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 & 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 08457 101010 [www.heineken.co.uk](http://www.heineken.co.uk)
- Symonds Founders Reserve** **D 4.5%**  
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 08457 101010 [www.heineken.co.uk](http://www.heineken.co.uk)
- Thatchers 2011 Vintage** **B 7.4%**  
Oak Aged Somerset Cider In 1904 William Thatcher first began cider-making at the family farm in Somerset. All of that craftsmanship has been poured into this special Vintage cider, using the pick of the apples from the 2011 crop. It has matured in oak vats to create a traditional medium dry cider, fresh and softly rounded with a refreshing sparkle.  
Thatchers Cider Co 01934 822862 [www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)
- Thatchers Cheddar Valley** **D 6%**  
Traditional Somerset Cider. A distinctive, robust, naturally cloudy cider. Produced from a blend of English apples this is a naturally cloudy cider which is matured in oak vats to ensure the distinctive and robust full flavour is retained.  
Thatchers Cider Co 01934 822862 [www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)

<b>Thatchers Cox's</b>	<b>B 5.3%</b>		
Made with Cox's apples. A single variety Somerset cider. Capturing the distinctive natural qualities of Cox's apples; it is naturally sweet and juicy. This bright clear blonde, slightly sparkling juicy cider is great on its own and with barbeques and salads.			
Thatchers Cider Co 01934 822862	www.thatcherscider.co.uk		
<b>Thatchers Gold</b>	<b>B D 4.8%</b>		
Refreshing medium dry cider. Made with specially selected apples. Full of flavour from specially selected apples, many of which are harvested from the Thatchers family orchards in Somerset. Made using traditional techniques this crafted, medium dry cider has a smooth and refreshing taste. Enjoy chilled or over ice.			
Thatchers Cider Co 01934 822862	www.thatcherscider.co.uk		
<b>Thatchers Green Goblin</b>	<b>B D 6%</b>		
Oak aged cider, made with the juiciest English apples, and matured in 100 year old oak vats. A full flavoured, bittersweet blend with a fresh character and a medium dry finish.			
Thatchers Cider Co 01934 822862	www.thatcherscider.co.uk		
<b>Thatchers Heritage</b>	<b>D 4.9%</b>		
Traditional Somerset Cider. A light, refreshing, unfiltered medium cider. A fine unfiltered cider with a rich haze produced from a blend of specially selected apples. Matured in oak vats, it has a light and refreshing taste.			
Thatchers Cider Co 01934 822862	www.thatcherscider.co.uk		
<b>Thatchers Katy</b>	<b>B 7.4%</b>		
Medium Dry Single Variety Somerset Cider. A unique English variety in a light, fragrant, softly sparkling medium dry cider with a distinctive character all of its own. A real must for all true cider lovers and perfect compliment to food.			
Thatchers Cider Co 01934 822862	www.thatcherscider.co.uk		
<b>Thatchers Rosé</b>	<b>B 5.4%</b>		
A light sparkling medium rosé cider, uniquely refreshing. Refreshingly light and fruity, this medium rosé cider has been blended and blushed from the rosiest apples.			
Thatchers Cider Co 01934 822862	www.thatcherscider.co.uk		
<b>Thatchers Old Rascal</b>	<b>B 4.5%</b>		
A distinctive full bodied medium dry Somerset cider, full of apple taste with a fruity aroma.			
Thatchers Cider Co 01934 822862	www.thatcherscider.co.uk		
<b>Thatchers Pear</b>	<b>B D 4.5%</b>		
Pressed with the finest pears and crafted using traditional techniques and expertise			
Thatchers Cider Co 01934 822862	www.thatcherscider.co.uk		
<b>Thatchers Traditional</b>	<b>D 6%</b>		
A mellow, naturally hazy, smooth cider produced from a blend of English bittersweet apples.			
Thatchers Cider Co 01934 822862	www.thatcherscider.co.uk		
<b>Westons 1st Quality Cider</b>	<b>D 5.0%</b>		
A clear, bright still cider, with a smooth well balanced fruit flavour and a clean apple finish			
H. Weston & Sons Ltd 01531 660233	www.westons-cider.co.uk		
<b>Westons Bounds Scrumpy</b>	<b>D 4.8%</b>		
A crisp, still, dry, fruity, traditional cloudy scrumpy cider			
H. Weston & Sons Ltd 01531 660233	www.westons-cider.co.uk		
<b>Westons Country Perry</b>	<b>D 4.5%</b>		
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 & Sons Ltd 01531 660233	www.westons-cider.co.uk		
<b>Westons Perry</b>	<b>B 7.4%</b>		
A superior quality, lightly sparkling perry, crafted to deliver a fresh medium dry fruity flavour			
H. Weston & Sons Ltd 01531 660233	www.westons-cider.co.uk		
<b>Westons Traditional Scrumpy</b>	<b>D 6.0%</b>		
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 & Sons Ltd 01531 660233	www.westons-cider.co.uk		
<b>Westons Wyld Wood Vintage Organic Cider</b>	<b>D 7.3%</b>		
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 & Sons Ltd 01531 660233	www.westons-cider.co.uk		
<b>Westons Wyld Wood Classic Organic Cider</b>	<b>B 6.5%</b>		
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 & Sons Ltd 01531 660233	www.westons-cider.co.uk		
<b>Westons Wyld Wood Organic Pear Cider</b>	<b>B 6.0%</b>		
A refreshing pear cider produced from organically grown pears. Fresh and fruity with a rich pear flavour.			
H. Weston & Sons Ltd 01531 660233	www.westons-cider.co.uk		
<b>Woodpecker</b>	<b>D 4.0% B 3.5%</b>		
The UK's no 1 sweet cider offers 'refreshing enjoyment' on draught and in bottles.			
Heineken 08457 101010	www.heineken.co.uk		

# The Spirit Guide

Recent research conducted by CGA Strategy showed that for many of the pubs that have closed recently, spirits were only a minor part of the offering, while they are playing an increasingly important role in many of the successful newcomers to the trade.

With CGA figures showing total spirits sales ahead by 9.4% in the year to Oct 2012 and double digit growth in whiskies, gin, tequila, liqueurs and speciality spirits - there's never been a better time to get into the spirit of the age.

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# DISCOVER CAPTAIN & COLA



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[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

# POURFECTION

THE ONE-STOP SHOP TO DRIVE YOUR SPIRIT SALES FROM BACARDI BROWN-FORMAN BRANDS

## BBFB REVAMPS THEIR DEDICATED ON-TRADE WEBSITE TO HELP BARTENDERS DRIVE SALES THIS WINTER

**POURFECTION**  
THE ONE-STOP-SHOP TO DRIVE YOUR SPIRIT SALES FROM BACARDI BROWN-FORMAN BRANDS

CALL OUR POS HOTLINE 01962 762450  
[CONTACT US](#)

**BAR SET UP**

**DRINKS AND MENUS**

**SELL MORE SPIRITS**

**TRAINING**

**COCKTAIL LIBRARY**  
Choosing your drinks offering can be a difficult task and that is why we at BBFB, have come up with a library of cocktails to suit every level of expertise and bar type.  
[CLICK HERE](#)

**HALLOWEEN MENUS**  
GET YOUR FREE MENUS

**COCKTAIL LIBRARY**  
ALL THE COCKTAILS!

**CHRISTMAS SUCCESS**  
SEASONAL HINTS AND TIPS

**TIP OF THE WEEK**  COVER POURSPOUTS AT THE END OF THE SHIFT. BARFLIES ARE NUISANCE AND LOVE A BIT OF BOOZE. USE CLINGFILM, REPLACE THE CAPS, OR USE COVERS TO STOP THESE LITTLE GUYS GETTING INSIDE.

**THE BACARDI BROWN-FORMAN BRANDS RANGE**  
Click on each bottle to find out more about the brand.



**CONTACT US NOW!**

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The Portman Group - Promoting responsible drinking

 BACARDI BROWN-FORMAN BRANDS 

Bartenders and licensees looking to make the most of their spirits offering this winter need look no further than the recently revamped dedicated on-trade website from Bacardi Brown-Forman Brands; [www.pourfection.com](http://www.pourfection.com). The new streamlined design makes it even easier for users to navigate and operate the integrated tools and advice, which are now split into four key sections: Bar Set Up, Drinks & Menus, Sell More Spirits and Training.

In addition to the refreshed new look, some of the website's most popular tools are now mobile enabled, giving bartenders easier access to the GP Calculator and Cocktail Library, which features a range of serve suggestions from the BBFB portfolio, including leading bar call brands: BACARDI, Jack Daniel's, Bombay Sapphire and Southern Comfort.



### Drive sales from your mobile

Designed to take users through the stages of creating a lucrative drinks menu quickly and simply, Pourfection.com features a range of integrated tools to help licensees boost sales and profits. The new mobile enabled functions mean busy bartenders can now make their own cocktail lists and calculate profits when on-the-go.

Licensees can use the Cocktail Library to search for cocktails based on criteria including bar staff experience, occasion, flavour profile and ingredients, ideal for when you're doing a stock-take. Users can then add their preferred serves to 'favourites lists', building a catalogue of cocktails suitable for occasions throughout the year.

Bartenders and publicans can add cost price to a basic list of ingredients then watch the system calculate an accurate cost price for each cocktail. Perfect for time-pushed publicans, the GP Calculator has been designed to help users further maximise their bar offerings and boost profit turnover.

### Create A Menu

Following the selection of profitable serves, bartenders can go online to create their own bespoke menus. With clear tips and video advice from BBFB's training team, the new look Create A Menu tool is quick and simple to use, offering the complete menu solution.

Users can create custom built menus which can be adapted to suit the look and feel of their outlet. Other benefits include low prices, recipe sheets and speedy service, with orders placed before 2pm shipped the next working day. Alternatively for those outlets new to cocktails and looking for a quick solution there is a great selection of FREE pre-printed menus including a range of profitable serves for all levels of expertise\*.

### Achieve Pourfection

Ian McLaren, Head of Product Training and Mixology at BBFB, comments "2012 has been a busy year for the on-trade with a calendar packed full of large sporting events and social occasions. With fewer, smaller events scheduled for 2013, we wanted to ensure that we continued to support bartenders and licensees to help bring a similar level of success as we move into the New Year.

"The refreshed Pourfection website from Bacardi Brown-Forman Brands provides licensees with even easier ways to create effective and lucrative menus, as well as new tips and advice for maximising their spirits offering. The new mobile enabled functions also make it even simpler for busy bartenders to ensure their drinks menus are cost-effective and worthwhile. So to make the most of your spirits offering this winter and into 2013 visit: [www.pourfection.com](http://www.pourfection.com)."

To find out more, visit: [www.pourfection.com](http://www.pourfection.com)



\* Whilst stocks last

Bacardi Brown-Forman Brands is a member of The Portman Group - promoting responsible drinking

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# Education through Inspiration

## Spirit Guide

**Spirits are a fascinating subject and it's not hard to inspire a desire to learn more about the subject. Nick Griffin, the owner of Pleasure, a 'proper pub' company, famous for serving a fabulous range of spirits without ever forgetting that they are first and foremost pubs, explains how he gets his staff working the bar, not just behind it.**

I'm often asked "How on earth do you train your teams when you have so many products and they need specialist knowledge?"

I'm never sure whether to take this as a compliment, or to be taken aback because the assumption is that as publicans we simply shouldn't have such great staff.

I once sat on a panel following a talk I'd given with a well known industry figure that specialised in running some of the best bars in the world - no names no pack drill. He was adamant that my pubs shouldn't sell such specialist ranges; "after all you run pubs not bars" was the mantra.

A little put out, I hit back and noted he was only sensibly protecting his margin but that my customers have just as much right to great drinks as his rather well-heeled, jet-setting name-dropping celebs.

I'm a big fan of bartenders who know their stuff, but I'm always amazed at the number of landlords, let alone their staff, who know very little about the products they're selling.

## Knowledge is Power

And it's especially bad when it comes to the back bar, despite the fact that it offers the greatest potential for profits.

Would you buy a car from a salesman that didn't know his big end from his crankshaft? Of course not and we should not expect less from our industry. It's always refreshing to be served by a knowledgeable, confident bartender who really knows their stuff, and it encourages customers to come back for more.

The greater the range, the bigger the problem when it comes to training staff - that's just common sense isn't it?

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*"They are also keen to pass what they've learnt on and are often to be found giving chapter and verse about a product in greater depth than we would ever have taught - and with real passion"*

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Well if we treat training as prescriptive, then never a truer word. But it doesn't have to be that way. If a new member joined our team and was confronted by 80 rums and told, here's the detail of each, go away and learn them I'm fairly confident we wouldn't see them again. It's a daunting challenge for the best of us, let alone as someone's first dip of the toe into the water of employment, probably part-time. We could, of course, only employ the spirits geeks like me, but I am not sure a team of mini-me's would be conducive to all things pub!



## Inspirational Training

There is another way though, it takes a little longer, but its results are far better and can save you money in the long-term. What's the secret? It isn't anything special it's more about attitude and environment than being formulaic. The best way for us is to create a "can do" atmosphere. To create an environment of love for the products we sell and a real appreciation of them, in doing so we inspire a desire to learn.

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***"Okay, it takes a little longer, but we can live with that. The consequences are better staff retention, an enthusiastic and knowledgeable team who are happy in their roles and keen to pass on their knowledge. Whisper it too, it's actually cheaper!"***

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It sounds like a dereliction of duty, but it's not. Given the amount of basic training we need to give our staff, from a simple induction through till training and basic food hygiene among others a simple formulaic approach, training by numbers for understanding our large product base would prove too daunting and result in uninspired and nervous staff. Recruitment would be nigh on impossible, and retention of staff a real challenge.

Allowing staff to learn at their own pace through their own inquisitive initiative sounds counter intuitive but it works. The staff enjoy learning rather than seeing it as a task and they not only learn more, they retain that knowledge.

## Inspiring Passion

That's not to say we turn our backs on traditional methods. We team up with training provider CPL for much of our essential training through our own on-line portal and I can highly recommend them. But our approach to product knowledge for the great range of products we sell is one that really suits us.

Our approach has other benefits. In partnership with many brand owners we conduct customer training sessions - not that we tell customers that, they think of them as tasting sessions! Brand owners provide these for nothing and as regularly as we want. We don't force our staff to attend, but they do of their own volition, wanting to learn rather than being told to learn. It's exactly that kind of enthusiasm that impresses both brand owners and customers alike. They see a team enthusiastic about the products they sell and eager to learn more. They are also keen to pass what they've learnt on and are often to be found giving chapter and verse about a product in greater depth than we would ever have taught - and with real passion.

Okay, it takes a little longer, but we can live with that. The consequences are better staff retention, an enthusiastic and knowledgeable team who are happy in their roles and keen to pass on their knowledge. Whisper it too, it's actually cheaper! But mom's the word on that little detail, it isn't the reason we adopt this approach. Has it ever failed, of course it has, but no more than the traditional approach. If you are an enthusiast yourself then I can highly recommend it, it may fly in the face of all we think about training, what estate agents may call blue sky thinking, I just call it common sense. If the cap fits wear it!

Wayne Collins.

# Inspiring the perfect serve **mixxit**<sup>®</sup>

**Education, Inspiration**

**Maxxium UK knows what every bar's best asset is: their people. The right people can attract customers, rejuvenate the menu and inspire colleagues. mixxit<sup>®</sup>, the training and education programme created by Maxxium, aims to inspire bars to create perfect mixed drinks and cocktails through comprehensive mixxit training on all major spirit categories. So far, over 40,000 bar staff have received mixxit<sup>®</sup> training, carried out by the mixxit<sup>®</sup> trained sales force and dedicated mixology team led by Wayne Collins.**

Maxxium UK's on-trade Sales Director, Jim Grierson says: "Maxxium UK provides mixxit<sup>®</sup> training free to its customers as we believe that understanding spirits and implementing the perfect serve is fundamental for every bar and pub to maximise spirits sales.

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.

Our training can also enhance sales margins by educating staff on the potential of broadening the spirits offering, which can help to increase both customer base and profitability in a bar."

## **mixxit with...**

A 90 minute introductory training session per category, covering history, essential methods, classic taste profiles, brand information and classic serves.

## **mixxit masterclass...**

A two to three hour session per category, covering history, essential methods, drink classic styles and flavour matching, brand information, classic serves and twists.

## **mixxit is a unique training programme because:**

Every cocktail created by the mixxit<sup>®</sup> team can be made in five simple steps

mixxit<sup>®</sup> is driven through the Maxxium UK sales team, which is the reason why it reaches so many bartenders across the UK

mixxit<sup>®</sup> vs other training programmes, has its own content



### The Athenaeum Hotel, London Ronny Wilbald, food and beverage manager

The Athenaeum Hotel has a long-standing relationship with Maxxium UK and the mixxit® team have been called in on several occasions to carry out training sessions to increase the knowledge and confidence of bar staff, restaurant supervisors and managers. The most recent mixxit® training developed for The Athenaeum concentrated on whiskies, as the bar there is predominantly whisky focused.

Ronny Wilbald says: "Mixxit® training covers a broad spectrum of category education but this one was tailored specifically to our needs. The introductory session helped new staff to understand the basics of the whisky category and the personal approach from Maxxium UK helped to make it an enjoyable and fun experience for them. The mixxit® trainer had exceptional in-depth knowledge and made it really easy to understand.

"I would definitely recommend other venues experience mixxit® training for themselves. I had 100% positive feedback from my staff and their confidence has improved dramatically. Not only are they recommending spirits and cocktails to guests, they have even participated in putting the cocktail menu together. As a result, whisky sales at the bar have improved and I will certainly be investing in mixxit® training for new members of staff in the future."



### The Waterfront Pub, Southampton Bernie Harrigan, owner

The purpose of the mixxit® training session at The Waterfront Pub was to introduce different cocktails and drinks to serve at special events and themed nights. The mixxit® trainer worked with staff to create bespoke menus using the Maxxium print on demand service as they didn't serve cocktails prior to this.

Bernie Harrigan says: "We decided to undertake mixxit® training because we get personal, tailored support from Maxxium UK and they know us and our customers well. We also felt that we could really benefit from some bespoke training and tailored menus for our clientele. We wanted simple, quick cocktail recipes to drive sales during special occasions, particularly in the run up to Christmas and for our staff to be confident enough to make and serve them.

"The trainer was excellent, making sure it was fun, as well as informative and we had great feedback from everyone who took part. Just weeks after the training we have already had an increase in cocktail sales on special nights as the staff are now upselling with confidence. Christmas will be a key time for cocktail sales, with everyone in the festive spirit and new customers coming into the pub, so we're looking forward to seeing the full benefit of the training over the coming months."

#### Red Manhattan

- 1). Add 1 shot Red Stag, ½ shot dry vermouth and ½ shot of sweet vermouth to an empty Boston shaker glass
- 2). Fill shaker glass with cubed ice, place shaker tin overtop and seal tightly.
- 3). Shake vigorously for 10 seconds
- 4). Carefully open Boston shaker and place Hawthorne strainer over the top
- 5). Fine strain into a pre-chilled cocktail glass, garnish with an orange twist, serve and enjoy

Contains 2 units



#### Stoli Sticki Mule

- 1). Take a highball glass and fill with fresh cubed ice
- 2). Add 2 measures of Stolichnaya Hot 'n' Sticky flavoured vodka
- 3). Top up with ginger beer
- 4). Garnish with a wedge of lemon
- 5). Serve and enjoy

Contains 2 units



Classic mixxit® recipes



# Get into the Spirit

## Spirit Guide

**Premium spirits are worth millions to the UK ontrade, but some pub operators are making more than others. Lucy Britner asks those in the know how licensees can shake up their profits**

It's Friday night, the lights are down and the music is up. Revellers are out to celebrate the weekend and as the night goes on, drinking desires begin to move from pints to shorts. The usual requests can be heard: 'whisky and Coke', 'gin and tonic' and 'vodka and Coke' are shouted across the bar. Only Bacardi manages a brand-call and that's arguably because some drinkers don't know what it is. On the optics behind you are likely to be Smirnoff, Jack Daniels, Bacardi, Gordon's and The Famous Grouse or Bell's. These are, in that order, the top six spirits brands by value in the UK on-trade\*

### Size Isn't Everything

On the face of it then, spirits in pubs seem like a fairly staid, uninspiring affair.

But scratch the surface and you'll find there's plenty to get excited about. The recession may have changed consumer habits to make drinking at home more common, but many operators are embracing spirits as a way of giving people a reason to visit the pub. The spirits category is worth £4bn to UK pubs and clubs and is up 9% on the previous year and at the upper end of the market, premium spirits are worth £341m - up a massive 29% on the previous year\*.

### Premium Brands & Bar Calls

Just as consumers can't recreate the real ale experience at home, many can't manage cocktails either.

*"The spirits category is worth £4bn to UK pubs and clubs and is up 9% on the previous year... premium spirits are worth £341m - up a massive 29% on the previous year"*

Couple that with premium brands that consumers are curious to sample without investing in a whole bottle, and you're onto a winner. All Bar One's brand operations director Richard Cox says the last five years have seen consumer preferences mature when it comes to spirits. "Guests have high demands and knowledge around spirits - especially with the rise in popularity of cocktails and cocktail bars. This has, in turn, led to a change in the way that spirits are approached. There's a need for a range of spirits in each category rather than having one standard and one premium version of vodka, rum, whisky and gin etc." Richard says guests are also starting to specify brands when it comes to those familiar bar-calls. He cites Hendricks and Tanqueray as popular gin requests.

### Theatre of Serve

Add a bit of theatre and innovation into the mix and you've got a ready-made source of interest that helps create a stir and boost sales. "We've introduced a range of Teapot cocktails to share,

guests can try different flavours and spirits and share the drinks between a group," says Richard "The cocktail has driven sales of all spirits. We're also going to be introducing a range of cocktail masterclasses, where we'll show our guests how to make their favourite drinks in our bars and they can learn about the spirits in them." Slug and Lettuce bars already offer cocktail masterclasses as part of their events and party packages. Stonegate Pub Company's head of purchasing Miles Selby says: "We also run supplier innovation days on the first Wednesday of every month so that potential suppliers can pitch new products and ideas to us as a business. This initiative, which we introduced earlier this year, has proven hugely successful and has led to us trialling several drinks, food and non-consumerable products across the Stonegate business."

## Beyond The Cocktail

Away from cocktails, specialist spirits pubs are reaping the rewards that premium tipples offer. Pleasure pub company MD Nick Griffin, who operates whiskey-centric pub the Great Eastern, gin-centric The Office and rum-centric The Saint James all in Brighton, says: "You have to train the customer as much as you train the staff. For example, we have a 36-page whiskey bible that we give away free and it explains about the products. "It's important to ease the customer in so then it becomes a journey of discovery."

## Rum Business

The Saint James is home to a rum club which helps build awareness - and enjoyment - of the category. "The Rum Club at The Saint James is known internally as a customer training session," says Griffin. "The club meetings focus on history as well as brand talks - as long as there is a giveaway or sample of some kind. "Relatively new spiced rum brands like Sailor Jerry's and The Kraken have helped unlock the category for many consumers and clubs like the one at The Saint James drive curiosity and appreciation for other rums.

## Vodka Still King

Although there is a marked rise in interest for spiced rum, gin, tequila, specialities and whiskies, vodka remains the undisputed king with a 33% value share and 35% volume share of the entire on-trade spirits category\*

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*"Guests have high demands and knowledge around spirits. There's a need for a range of spirits in each category rather than just one standard and one premium version of vodka, rum, whisky and gin etc"*

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All Bar One has embraced this popularity and offers ten different types of vodka. Even Pleasure's Griffin says Finlandia vodka remains the number one selling spirit across the group. Stonegate's Selby adds: "Vodka is still the biggest selling spirit for our business but gin is becoming increasingly important, as are spiced rums."

## The Love of Spirits

The Earl Ferrers in Streatham, London, is well known for fabulous food and a great range of premium drinks and cask ales. But says Lessee Duncan Love, he makes his biggest margin on cocktails.

Love is keen to be at the cutting edge of cocktail trends and says the pub did cocktails in teapots until they became commonplace.

"Our inspiration comes from a love of drinking and also from some old recipe books - the Victorian Cups and Punches and Other Concoctions is a good one."

Although the Margarita, made using Olmeca tequila, is the pub's biggest seller, Love also cites the Earl Grey Martini, which costs £7.50 made with Beefeater gin as a popular choice. "Tea is quite a fashionable ingredient at the moment," he adds.

The pub also offers a brunch menu with its own style of cocktails. The White Russian with Coco Pops (£6.50) is made with vanilla vodka, Kahlua, milk and a Coco Pops float. The bar also serves the classic Breakfast Martini - made with gin, lemon juice, Cointreau and marmalade.



\* First Drinks Market Report 2012, uses CGA data to y/e April 2012



# Join the Funkin Party

## Funkin Mixers

**Funkin has facilitated the cocktail offering with its purées for the top-end bar market for many years, but also provides cocktail mixers for mainstream pubs and bars.**

The mixers provide a very simple way to make great-tasting cocktails with minimal training required and just need the addition of ice and a spirit. They take approximately 10 seconds to serve. Pubs not normally associated with cocktails and looking for a happy medium between full hands-on mixology and the ready-to-serve solution should look to add Funkin cocktail mixers made with 100% fruit for a simple, quality and easy solution.

Funkin has experienced 18%\* growth in the UK in the past year, partly driven by the launch of their 1-litre mixer packs into the on-trade. Chief executive Andrew King says: "Cocktail culture in the UK has become even more firmly established in the mindset of consumers over the past few years and is a dynamic and exciting arena to operate in.

Due to the success of single serve cocktail mixers, licensees have

seen significant increases in their cocktail business and want to capitalise on this."

Funkin 1-litre mixers can make up to 10 cocktails per pack and are available to pubs, bars and clubs nationwide.

"The launch of the 1 litre range last year was borne out of increasing demand for cocktails amongst high volume customers using our single serve cocktail mixers and was designed to help them make the most of their drinks offering through increased speed of serve."

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*"Cocktail culture in the UK has become even more firmly established in the mindset of consumers over the past few years and is a dynamic and exciting arena to operate in"*

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Like the other Funkin products, the mixers last for 12 months unopened, and a week in the fridge after opening, making them a great choice even for pubs unsure of how quickly they will sell.

Chances are, once customers taste the great cocktails on offer, they'll all want to join the cocktail party.

\* 18% sales growth year to date end of October 2012 vs. 2011

## Andrew King's predictions for 2013...

2013 will be a scorching hot summer, Glastonbury will be mud free, the economy will see GDP growth above 5%, Andy Murray will win Wimbledon and the chancellor will drop the duty on beer, wine and spirits. Assuming these predictions don't stand up to much scrutiny, there may be a few other trends with a greater chance of coming to fruition.



Following on from the growth recorded by CGA in 2012, we expect cocktails to continue this trend into 2013. This will stem from yet further innovation on drinks menus and the continued consumer interest in style bars and experienced mixologists who are constantly creating drinks using the wonderful variety of spirits and (of course) fruit purées available in the industry today.

Sharing serves will continue to grow the cocktail space in 2013, through more activity in pitcher sales, but also in shared vessel serves which will take on yet more extraordinary forms, building on the watering cans, kettles, treasure chests and wellington boots that were popular in 2012.

Categories like vodka, gin and bourbon will no doubt see further flavour extension as different variations of these continue to explode in the on trade.

Assuming cash does remain tight, the increasing rise of fewer, bigger nights out will continue and the focus on weekend and pay day will inevitably be key. This is a great opportunity for the on trade to capitalise on these occasions by making them even more enjoyable, which in turn will continue to reward licensees with busy venues.

The subject of minimum pricing appears to be firmly on the agenda for 2013, and the industry will no doubt become increasingly vocal on the issue as Government policy is shaped. Health and wellbeing cannot be ignored and developments in skinny cocktails and lower alcohol wines are well positioned to play a greater part in on trade choices in 2013

## Funkin Strawberry Rickey

### Ingredients

1 x Funkin Strawberry Daiquiri mixer  
50ml Gin  
12.5ml Funkin Lime puree

### Method

Shake over ice,  
serve with  
Strawberry and  
Lime garnish

### Glass

Rocks glass



## Funkin Glitterarti

### Ingredients

1 x Funkin Cosmopolitan mixer  
25ml Vodka  
25ml Goldschläger

### Method

Shake with ice,  
fine strain into  
chilled Martini glass

### Glass

Martini glass





# That's the Spirit

## Spirit Guide

**Straight up, mixed up, or all shook up...fuelled by the trend towards drinking less but drinking better, sensational spirits are creating a stir in all the right places**

Today's cash cautious customer expects a great drink, served well, and is not just prepared to pay a bit more for it - they simply won't go where they can't get it.

Operators that recognise this are in high spirits, but those that don't are finding it hard to keep their customers, satisfied or not.

Premium spirits and cocktails are boosting the bottom line of mainstream bars, high street pubs and food pubs alike.

### Tales of the Cocktail

Diageo's Andrew Leat comments: "Cocktails have been driving a lot of volume. Not only are more being served in a wider range of outlets but they're generally being delivered very well too."

Roy Summers, head of category management at First Drinks adds: "The Mojito accounts for almost 50% of all cocktail sales in pubs but what we have seen this year is a lot of mainstream outlets starting to offer more unusual cocktails. Another big trend is skinny cocktails which have fewer calories by using fruit juice instead of carbonates."

At the other end of the scales, Jeremy Hill, of Hi-Spirits, says "A big new trend in the US is the cupcake cocktail serve, featuring indulgent flavours such as chocolate, vanilla and whipped cream, with an increasing number of spirits brands adding this style of flavour to their ranges.

"It's a safe bet this trend will catch on in the UK. It fits in with the need for operators to suggest serves which make nights out feel special and offer customers an affordable escape from continued worries about the economy."

### Brighter Whites

Vodka has dominated the white spirit category for decades now. Although it's still easily the biggest single money-spinner for pub and bar operators, volume is falling. Premium, craft vodkas continue to drive value growth, while innovation revolves around new flavours and novelty serves such as Diageo's 'paint tin' Smirnoff and Hi-Spirits' Vodka One draught dispense system, which delivers a shot of chilled vodka at 1°C in 1 second.

But there are new kids on the white spirits block, and while they can't compete on volume yet, gin, and to a lesser extent tequila are creating a lot of excitement and growing fast. Gin is up 12%, and Tequila a massive 31%

Roy Summers at Hendrick's supplier First Drinks says: "There's been a real gin renaissance over the past 18 months with a number of new entrants into the premium gin market and that's helped more established brands like Hendrick's.

"We've been working with the trade on original and unusual serves of Hendrick's, such as with cucumber for an unusual twist on the G&T."

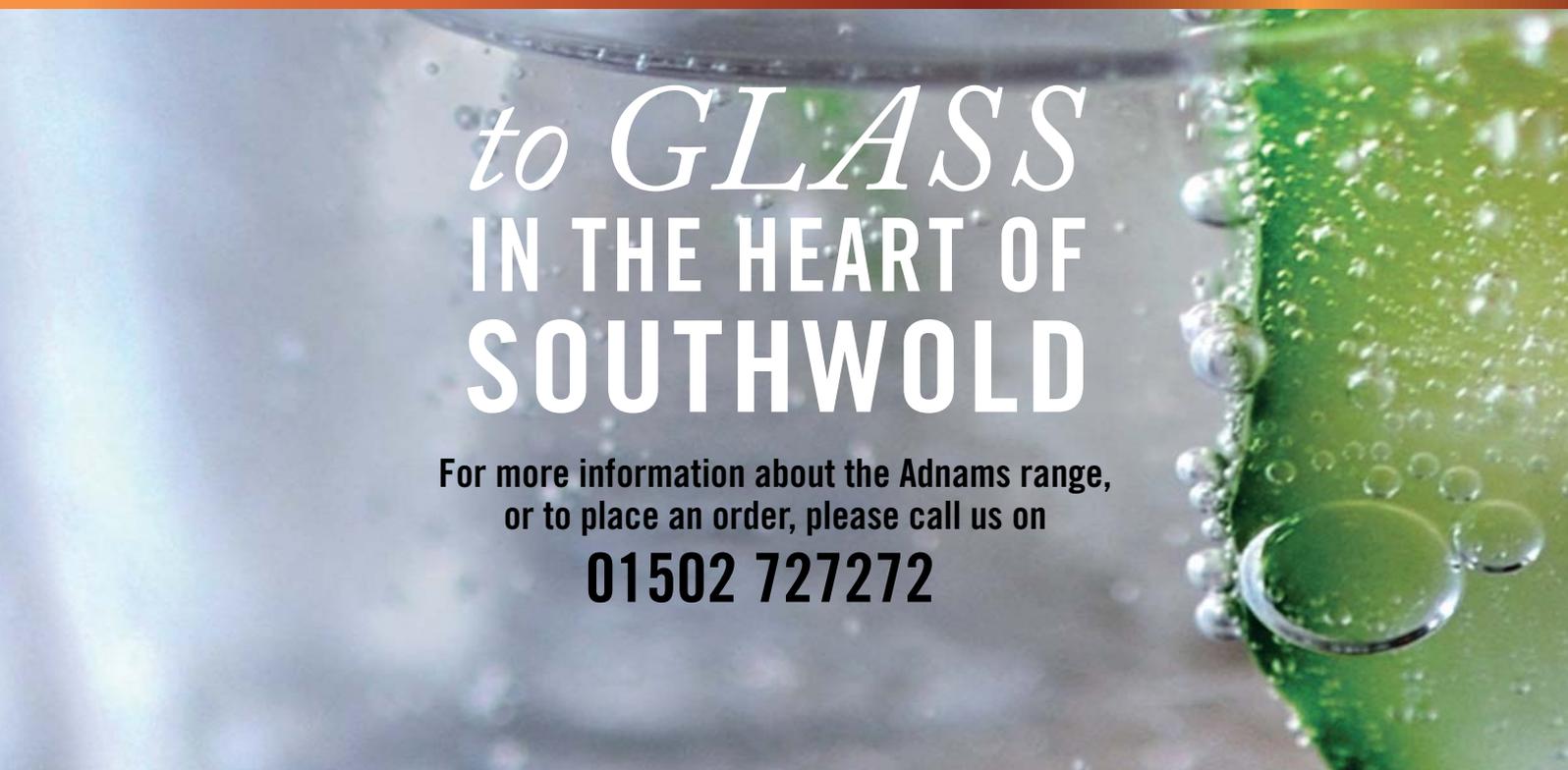
2013 is also threatening to be the year when tequila finally breaks into the big time. Diageo has a push around frozen Jose Cuervo Tradicional as a frozen sipping serve. "It's part of a wider move to shift focus away from rapid consumption," says the company's Andrew Leat.



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# Dark Side of the Boom

## Spirit Guide

**Rum was the spirit that awoke the sleeping beauty of dark spirits, with spiced rums like Captain Morgan's and Sailor Jerry calling a whole new generation over to the dark side**

These surprise hits led to a host of contenders in the category with virtually every dark rum launching a spiced version, including old-school veterans like Cockspur and Lamb's and world's biggest rum brand, Bacardi, whose Oakheart has been a huge success with both established Bacardi fans and newcomers to the category.

Alex Turner, Head of Brand Advocacy for BACARDI explains "Research has shown that over 85% of BACARDÍ OakHeart's volume is incremental to the BACARDÍ brand, whilst over half is from outside the rum category, demonstrating that BACARDÍ OakHeart is actively driving category growth and recruiting new consumers."

Other notable debuts include the exquisite Chairman's Reserve, the quirky Kraken Black and the remarkable Rebellion. Chairman's Reserve from St Lucia is a 'super-premium' brand aimed squarely at the upper end of the market, while Kraken has marketed itself as a cult brand to 'put a beast in your belly'.

Rebellion Spiced however has set its sights on becoming a pouring brand for pubs and bars looking for a fuller-tasting quality rum that can be used as an everyday pour. Chris Lake, brand owner

Toorank's sales director explains "While the premium end of the market is full of great rums, the Rebellion range has been developed to cater to a growing demand among the drinks trade,"

Flavour is what sets the brand apart, and the bottle boasts the spices that infuse it, adding a point of interest for consumers and bartenders. This tactic that helped to quickly establish Sloane's, from the same stable, as one of the leading contenders in premium gins - another fiercely competitive category.

### The Taste of America

All the flavour action in the Dark hasn't been confined to rums - American whiskies have also been innovating and adding excitement to their well established brands.

The world's No 1 bourbon brand, Jim Beam, followed up its successful 2011 introduction of cherry-flavoured Red Stag with Devil's Cut, a whiskey that blends finished bourbon with spirit extracted from the wood of barrels in which it has been aged, for extra flavour. 2012 also saw the UK launch of Jim Beam Honey, a brand that has been taking the US by storm

Jim Grierson at Jim Beam supplier Maxxium says: "Our busiest category without doubt has been bourbon. All three of our launches have been very warmly welcomed by the trade and our early results fully justify these new innovations."

The biggest name in American Whiskey, Jack Daniel's has been busy too. Area Marketing Manager Mark Davis says that innovation

# REBELLION

## RUM

Silver Medal award-winning rums,

Rebellion Spiced, Blanco and Black rums  
were each awarded the Silver Medal in the IWSC 2012



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in flavours has helped boost sales and open the category up to new, younger consumers. "This is largely due to flavours having a sweeter taste profile that is favoured by a younger demographic of drinkers. It's fair to say that flavour innovation has successfully drawn non-whiskey drinkers into the fold, broadening the category's appeal to a new generation of fans." Jack Daniel's Tennessee Honey was launched in the UK in June, following a successful introduction into the US in 2011, which saw it rapidly become the country's No 1 selling new spirit. Since Jack Daniel's Tennessee Honey was introduced in the US market, the flavoured whiskey category has more than doubled in size.

## Whiskey Galore

Jim Grierson says one of the biggest spirits trends has been growth in malt whisky, which saw sales up by a third year-on-year according to CGA.

"It fits well with weekend millionaire and premiumisation trends," he says. "People want to enjoy a quality night when they go out, and are choosing premium brands. Stocking a range of malts gives customers the opportunity to try different flavours and styles. Our malt portfolio has done exceptionally well with Macallan, Laphroaig and Highland Park all in the top five malts. Younger drinkers are appreciating malt whisky. This is something that will continue to grow."

Andrew Leat at Diageo, whose extensive malt portfolio includes Talisker, Oban and Lagavulin, agrees. "There is interest among people in their late twenties and early thirties who are getting into dark spirits for the taste, and are sipping and savouring them. It's not just about late-night, high-tempo consumption.

"There's a definite move to premiumisation in blended whisky as well - Bell's is at +11%, while Johnnie Walker is up +117%, so sales have actually doubled."

He said that Johnnie Walker Red would be launched as an entry level variant in the on-trade, with a signature serve mixed with ginger. "A lot of our focus in the past has been around Bell's but we're raising the profile of Johnnie Walker as a mixed drink, whereas Bell's tends to be drunk neat"

Roy Summer says First Drinks, whose malt brands include Balvenie and Glenfiddich, has been working with licensed retailers to unlock the malt whisky category.

"We've been doing a lot of work on flavour mapping including new POS to help engage customers in flavours profiles we classify as 'peaty and smoky', 'light and floral', 'medium-bodied' and 'full and rich'."

Summers acknowledges the role multiple pub operators' malt of the month promotions have played in growing malt whisky.

"Running a promotion which includes one whisky from each of the main flavour profiles, rather than just one malt whisky helps to demystify the category and encourages experimentation."

So with spirits one of the healthiest sectors of the ontrade and dark spirits growing at an even faster rate, there's never been a better time to venture into the dark.



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**drinkaware.co.uk**  
for the facts about alcohol

Sailor Jerry Spiced Rum 40% ABV © 2012 William Grant & Sons Limited.  
A spirit drink of spiced Caribbean Rum blended with natural spices.



# A Round of Rums

**Appletons** Jamaica 37.5-43%

A range of rums 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)

**Bacardi** Puerto Rico 35-40%

No review of rums would be complete without the family company founded in Cuba in 1862. The range includes the world-famous, best-selling Superior - the original premium aged white rum. Fermented using a single strain of cultivated yeast and aged for a minimum of 12 months, then filtered through charcoal to create the unique spirit that inspired the creation of cocktails like the Mojito in the 1900s. Bacardi Gold is matured in American oak barrels for a longer period which gives it the colour without the need to add caramel. Bacardi 8 year old "anejo" (aged) is the smoothest and most complex of the range, best savoured neat or over ice but its depth of flavour also makes it perfect for cocktails. The most recent addition is Oakheart, a smooth spiced version with a hint of smokiness from the barrels designed to be served as a spirit and mixer, for example Oak n' Coke, or as part of a variety of cocktails.

Bacardi Brown-Forman Brands 01962 762450

[www.bacardi.com](http://www.bacardi.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, 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 35-40%

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. Captain Morgan's Spiced is rum blended with Cassia and Vanilla to give it a smooth mellow taste that made it so popular.

Diageo 0845 7515 101

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

**Chairman's Reserve** St Lucia 40.0%

A blend of light & dark rums, aged in ex-Bourbon casks created in 1999 by the Chairman of the company. An award winning & versatile rum, The spiced version uses the same blend infused with Caribbean spices.

Emporia Brands 01483 458700

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

<b>Cruzan Single Barrel</b>	<b>US Virgin Islands</b>	<b>40%</b>
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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)

<b>Gosling's Black Seal</b>	<b>Bermuda</b>	<b>40%</b>
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The main ingredient in the trademarked Dark 'n Stormy cocktail, this award-winning rum was first produced in 1806. Still made according to the original family recipe from a unique, premium blend of pot still & continuous still distillates aged independently in used American Oak bourbon barrels.

Love Drinks 0207 501 9630 [www.lovedrinks.co.uk](http://www.lovedrinks.co.uk)

<b>Havana Club</b>	<b>Cuba</b>	<b>40%</b>
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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.

Pernod Ricard UK 0208 538 4484 [www.havana-club.co.uk](http://www.havana-club.co.uk)

<b>The Kraken</b>	<b>Caribbean</b>	<b>40%</b>
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Black Spiced Rum with a cult following, named after mythical Norwegian sea monsters that Pirates of the Caribbean made famous.

Marblehead 0141 955 9091 [www.krakenrum.com](http://www.krakenrum.com)

<b>Mount Gay</b>	<b>Barbados</b>	<b>40%</b>
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Produced on Barbados since 1703, blending single distillate and double distillate rum produced in their centuries' old copper pot still and matured in 200-litre charred oak barrels

First Drinks Brands Ltd 01256 748200 [www.firstdrinks.co.uk](http://www.firstdrinks.co.uk)

<b>Myers's Rum</b>	<b>Jamaica</b>	<b>40%</b>
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Jamaica's finest dark rum & the best selling premium dark rum in the world. First produced in 1879, it is made from 100% pure, sweet & dark Jamaican molasses, its smoothness and complexity makes it a great base for cocktails.

Global Brands 01246 216000 [www.globalbrands.co.uk](http://www.globalbrands.co.uk)

<b>OVD</b>	<b>Guyana</b>	<b>40%</b>
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Scotland's No 1 Dark Rum and the best selling Demerara rum in the world. Made from the finest Demerara Sugar, produced from premium sugarcane - the sweetest in the Caribbean, grown on the banks of the famous Demerara River.

First Drinks Ltd 01246 748200 [www.firstdrinks.co.uk](http://www.firstdrinks.co.uk)

<b>Pink Pigeon</b>	<b>Mauritius</b>	<b>40%</b>
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Vanilla spiced rum, distilled five times to create a light, elegant rum, using handpicked vanilla from the rainforest canopy of nearby Madagascar

Berry Bros. & Rudd Spirits [www.pinkpigeonrum.com](http://www.pinkpigeonrum.com)

<b>Plantation</b>	<b>Caribbean</b>	<b>40%</b>
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A range of premium gold and dark rums from eight different islands in the Caribbean, with 11 different expressions.

Bibendum 020 7449 4120 [www.plantationrum.com](http://www.plantationrum.com)

<b>Pussers</b>	<b>British Virgin Islands</b>	<b>54.5%</b>
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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.pussers.com](http://www.pussers.com)

<b>Rebellion Spiced</b>	<b>37.50%</b>
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In response to bar tender demands for fuller tasting spiced rums, Rebellion Spiced is made using whole spices namely cloves, bitter orange, ginger, cardamom, cinnamon, nutmeg, pepper and vanilla - the resulting blend of Caribbean rum and exotic spices provides a smooth spirit that is ideal for cocktails and traditional mixers. Rebellion Spiced is rare in that it can also be enjoyed on the rocks. In 2012 Rebellion Spiced was also awarded a class leading IWSC Silver Medal in the spiced rum category.

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

<b>Sailor Jerry</b>	<b>Caribbean</b>	<b>40%</b>
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With an authentic story in the shape of Norman Collins, the founding father of tattooing and the man behind the Caribbean spirit that bears his name. It is the UK's no.2 golden rum and has shown exceptional growth.

First Drinks Brands Ltd 01256 748200 [www.firstdrinks.co.uk](http://www.firstdrinks.co.uk)

<b>Skipper</b>	<b>Guyana</b>	<b>40%</b>
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A traditional Guyanese dark rum with the unique Demerara stamp of quality. Aged in oak casks before blending. Considered the best rum in the world, recently relabelled.

Marblehead 0141 955 9091 [www.krakenrum.com](http://www.krakenrum.com)

<b>Wood's 100</b>	<b>Guyana</b>	<b>57%</b>
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Due to its high alcoholic strength and flavour it has gained a reputation amongst bartenders as being "the real deal" - an essential item in their cocktail kit.

First Drinks Brands Ltd 01256 748200 [www.firstdrinks.co.uk](http://www.firstdrinks.co.uk)

<b>Wray &amp; Nephew White Overproof</b>	<b>Jamaica</b>	<b>62.8%</b>
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The world's top-selling white overproof rum, a legend in its Jamaican homeland. 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](http://www.jwrayandnephew.co.uk)

<b>Zacapa</b>	<b>Guatemala</b>	<b>40%</b>
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A super-premium range of rums includes Zacapa Centenario 23 & the exclusive Zacapa Centenario XO. The Zacapa brand has been recognised internationally as one of the best rums in the world, receiving multiple, top-tier awards & accolades

Diageo 0845 7515 101 [www.diageo.com](http://www.diageo.com)



# Champion Brands

## Spirit Guide

**Nick Griffin, the highly spirited owner of the Pleasure Group, raises a glass to brand extensions that add interest to the category, and bring more people into the wonderful world of spirits**

Ah the brand extension, much loved by marketing gurus, often hated by the purist - and boy there are plenty of purists in the pub and bar industry.

But is it innovation for innovation's sake, a well-trodden road attempting to revive the fortunes of a flagging brand? Not all brand extensions are the spirits world's equivalent of Wayne Rooney's hair transplant, a cover up job designed to spare the blushes of thinning sales.

Recently we've seen some that generally enhance the reputation of a brand. Some examples not only enhance a reputation but even promote an understanding of the parent product, creating a firm foundation on which to build both sales and reputation. The drinks industry's version of a mutual appreciation society, our very own love in!

There are plenty examples I could point to, but no one likes reading lists and everyone has their own favourites so I'll just pick out a few that I believe are worthy of note.

### Whiskey Galore

It will come as no surprise to anyone that the wonderful world of whiskey is my first port of call. Jack Daniel's No.7 is to be found on nearly every backbar in the country and rightly so. Certainly not a brand in need of resuscitation, and its extensions have been around for a long time - though only recently has one been introduced to the UK market.

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*"Some examples not only enhance a reputation but even promote an understanding of the parent product, creating a firm foundation on which to build both sales and reputation"*

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Jack Daniel's Single Barrel and Gentleman Jack are both premium products, but more than that they help develop the parent product, topping and tailing it beautifully. The Single Barrel with a fuller richer flavour and Gentleman Jack, with its double charcoal filtering and ageing lower in the barrel house, a smoother, more refined finish.

But are these genuine brand extensions? Well in case we are in denial, Mr Daniel's team in Lynchburg has kindly provided us with a much more obvious example, introducing JD Honey earlier this year. And personally speaking - what a success it has proved to be.



# A LITTLE BIT OF HONEY. A WHOLE LOT OF JACK.

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FROM THE UK'S NO.1 SELLING WHISKEY.\***

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for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

\* Nielsen Off Trade MAT Value Sales to 24.12.11 /  
CGA On Trade Value Sales to 29.10.11.

\*\* AC Nielsen, New Spirits Brands Past 12-mo Dollar  
& 9L Case Sales, Ending 3.3.12.

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JACK DANIEL'S HONEY UK

If you've not stocked it yet, quickly get on board! Your customers and your accountant will thank you.

And Jack is not the only innovative American in the Whiskey world. Jim Beam has bought us Red Stag, a cherry flavoured extension, designed to recruit new fans to bourbon. Even if you are not a whiskey fan I am reliably informed it's delicious on vanilla ice-cream (though definitely not on the children's!).

I can't comment on that, using my ever expanding waist line as an excuse to forego the food element, I'll have to stick to sipping!

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***"Jack Daniel's No.7 is to be found on nearly every backbar in the country and rightly so. Certainly not a brand in need of resuscitation, and its extensions have been around for a long time"***

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Not happy with the successful launch of this sweet spirit, Jim Beam has also just launched the Devil's Cut. Be warned it's got a kick like an angry mule and isn't for the timid, but hey we all know faint heart never won fair maiden!

## Do Yourself a Flavour

Brand extensions aren't just the preserve of whiskey, and some of the greatest innovations emerged from the world of vodka, which started the whole flavour thing back in the 60s, with the launch of Stol's Pepper and Honey & Herb. 50 years on, and there's hardly a vodka brand that hasn't spawned a number of flavoured variations, to varying degrees of success. To celebrate the golden anniversary of that particular golden goose, Stol brought us a couple of Hot and Stiki numbers in 2012. To name a couple of other goodies Finlandia Grapefruit and Belvedere Pomerancza are worth checking out.

Going for a full range is possibly the preserve of the specialist, and many bars would need to reinforce their shelving to cope with the vast array of flavours out there, but there's no harm in a dabble, and the brand owners are always very helpful in gently leading you should you need a little inspiration on how to serve and promote them. There are some great drinks to be discovered!

On the subject of flavours, we can't ignore the grandmaster of brand extensions, that of the much maligned sambuca category. So important is this once tiny player



that the two biggest brand owners are squabbling over who has the majority of the market place. Antica has ten varieties, Luxardo seven, and one thing is for sure, all this variety hasn't watered down the demand, but grown it exponentially. No wonder the brand owners are precious about their success, who can blame them?

## Rumtastic

So we turn to rum. No one can have missed the rise of the spiced rum category in the last couple of years. Every major player has now launched their own version, from Bacardi's Oakheart through to Lamb's Spiced, we can consider this a bandwagon well and truly jumped.

But is this a bad thing? If it brings the category to the fore, introduces rum virgins to the its delights, and allows others to experiment in more traditional, established brands such as Foursquare and Green Island then no, if it closes the market place to just the major players then yes. The jury is still out but I am ever the optimist: I believe that these brand extensions will enhance their category.

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***"Going for a full range is possibly the preserve of the specialist, and many bars would need to reinforce their shelving to cope with the vast array of flavours out there, but there's no harm in a dabble"***

---

So what of this hop, skip and a jump through the brand extension? It's not often I agree with marketeers, and it's through gritted teeth that I do so, but they have a point. The brand extension can and does develop many brands and therefore the whole category, so surely it can only be a force for good.

Of course there are exceptions and I do have some serious concerns that some wonderful established niche brands may get swamped in a firestorm of new products with big marketing wallets and their well known parent's presence.

It's a risk we have to take though. Innovation and development is the key to the success of our industry, and we must continue to look forward; failure to do so in the current economic environment would be disastrous.

But a little personal plea, please remember the little kid and have a thought for the few purists out there, luddites they may be, but sometimes the big players need them!

# IT WAS WORTH EVERY STING.

Introducing an exciting  
NEW product from Jim Beam®,  
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- Leading the way in innovation,  
Jim Beam® Honey is the UK's first  
ever honey-infused bourbon
- Created with a smooth, accessible  
taste, delivering broad consumer  
appeal to recruit new drinkers to  
the bourbon category
- Tastes great served on its own,  
on the rocks or as a mixed drink

HONEY HAS A NEW HIVE.

*James B. Beam*





# Our Friends from America

**Buffalo Trace**      **Bourbon**      **45%**

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)

**Bulleit**      **Bourbon**      **40%**

Russet in colour with a rich, oaky aroma. The dry, clean flavour is mellow and smooth, not hot in the throat. This award winning 80 proof Kentucky bourbon delivers a wonderfully complex taste with hints of vanilla and honey and a long smoky finish. Packaged in an old-style medicine bottle, it has gathered a loyal following in the decade or so since its arrival in the UK. The 30% rye content gives it an unusually spicy kick

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**      **40-55.1%**

Named American Whiskey Distiller of the Year in the 'Icons of Whisky' Awards for 2012, Four Roses is the only bourbon distillery in the world to combine five yeast strains with two separate mash bills to produce their 10 distinct bourbon recipes. Each has a unique character, spiciness and rich fruit flavour. Yellow label is easily available, while the Small Batch at 45% is rarer, since only four casks are used for each release. The 50% Single Barrel is more expensive but is a masterpiece, smooth as silk, sweet, rich and spicy - whisky expert Jim Murray's Best Bourbon 2012 in the no-age statement category.

Global Brands 01246 216000      [www.fourroses.us](http://www.fourroses.us)

**George T Stagg**      **Bourbon**      **various%**

Something truly special for the connoisseur. The crown jewels of the award winning Buffalo Trace Distillery, and considered by many to be the best bourbon in the world.

Hi Spirits 01932 252100      [www.buffalotrace.com](http://www.buffalotrace.com)

**Jack Daniel's Tennessee 35-40%**

Jack Daniel's is the pioneering spirit and still reigns supreme as the UK's best-selling American whiskey, but he's recently been introducing some interesting family members to these shores. His 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. Single Barrel is the ultimate super premium American Whiskey, 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 now at last Jack's friends in the UK can enjoy the delights of Jack Daniel's Tennessee Honey (35%), which was launched in the US in 2008. JD Old No 7 blended with a spiced honey liqueur, it's got spice, a touch of sweetness, floral undertones and a long smooth finish..

Bacardi Brown-Forman Brands 01962 762 100 [www.jackdaniels.com](http://www.jackdaniels.com)

**Jim Beam Black Bourbon 43%**

The Jim Beam family is growing. The world's number one bourbon, sweet and spicy Jim Beam White (40%), and older brother, Jim Beam Black (43%) the 8 year old aged smooth sipping whiskey with elegant toffee and vanilla notes, have 3 new siblings. Jim Beam Honey (35%), made with Jim Beam Bourbon infused with real honey, Red Stag (35%) infused with black cherries and last, but most definitely not least Devil's Cut. At 45% this is a well-named and exciting addition to the Jim Beam line-up: during the ageing process, some bourbon naturally evaporates and escapes the barrel. This is known as the "Angel's share". The Devil's Cut is the portion that is trapped in the barrel wood during the ageing process where it remains...until now. A proprietary process is used to unleash it, resulting in a distinctively bold bourbon with a rich flavour all of its own

Maxxium UK 01786 430500 [www.jimbeam.com](http://www.jimbeam.com)

**Knob Creek & Small Batch Bourbon 45-60%**

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. The other Small Batch Bourbons are: Baker's (45%), a remarkably smooth bourbon. Intensely flavourful, full-bodied and ideally balanced, preferred by Cognac aficionado; Basil Hayden's (40%) whose 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. Blanton's (46%), the original single-barrel bourbon, first

introduced in 1984, and winner of a Gold medal at the International Wine & Spirits Competition every year from 1999 - 2004. Booker's (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)

**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)

**Old Rip Van Winkle Rye 47.8%**

This range also includes bourbons of various ages but if you're looking for a truly smooth rye, which is notoriously more assertive than bourbon, then this is a good choice. While most rye whiskeys are aged 5 years or even less this one is 13 years in the making, giving a far easier entry to rye whiskeys.

Amathus 0208 951 9840

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

**Rebel Yell Bourbon 40%**

Made famous by Billy Idol, this 4 year old Bourbon is unusual due to the fact that it is wheated which adds a buttery taste and texture to the fruity flavour.

Amathus 0208 951 9840

[www.amathus.com](http://www.amathus.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.sazerac.com](http://www.sazerac.com)

**Wild Turkey 8 year old Bourbon 50.5%**

Authentic Bourbon Whiskey found on the top shelves of some 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.wildturkeybourbon.com](http://www.wildturkeybourbon.com)

**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)



## It's a *Gin* Thing

### Gin Inspiration

**Claire Dodd is stirred, but not shaken, by the interest in premium and craft gins and the renaissance of the Spirit of England**

If there were any doubt about the country's love affair with gin, they were surely silenced with news of COLD, one of London's hottest recent venue openings.

Incorporating The Gin Experience, COLD (City of London Distillery) claims to be the first gin distillery to open within the confines of the City of London since the 18th-century. Equipped to produce 200 bottles of its own-brand City of London Dry Gin a day, the distillery combines an education and visitors centre with a bar that offers over 100 different gin brands and 6 varieties of tonic.

Like microbrewers before them, the rise of the craft distillery has been marked over the past few years with start-ups ranging in scale and ambition from backroom, craft operations above pubs, or even in people's own houses, to larger scale projects by brewers like Adnams.

And there's no smoke without fire. All this distillation is inspired by a growing demand for interesting gins; and the fact that there's room on the bar for a range of gins - not just in high end bars but also in wet-led boozers where once it had got to be Gordon's - is testament to the growth in the number of customers that now

consider themselves gin drinkers. And whetting the thirst of all these gin fans is a fine array of brands - from craft products such as Adnam's, Sacred and Sipsmith to mainstream spirits like Beefeater, Bombay Sapphire and Tanqueray, taking in the truly traditional like Sloane's and Hayman's, and the quirkily eccentric Hendricks. And in Hoxton Gin, a grapefruit and coconut combo, there's even a gin for people that don't really like gin!

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***"The value of gin sales is up by 12.2 per cent. That's double digit growth in a static category - clearly consumers are opting to treat themselves when out and about"***

---

According to the First Drinks Market Report 2012, gin now accounts for seven per cent of all spirits sales in the total on trade, and is stocked in around 117,000 outlets. Of this, pubs and clubs account for 70 per cent of gin value, and 75 per cent of volume.

Sounds positive. But according to CGA Strategy, the category as a whole is pretty flat in terms of volume; it's when you look at the figures for value that it gets genuinely interesting.

It's no surprise that premium products, as in other categories, are driving the market. But how much growth and how much opportunity for further growth are we really talking? And what does this mean for pubs?

*Premium Distilled*

◀ **SLOANE'S** ▶

**DRY GIN**

**ORIGINAL**



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### A Missed Opportunity

CGA data to October '12 shows the value of gin sales is up by 12.2 per cent. That's double digit growth in a static category - clearly consumers are opting to treat themselves when out and about. The issue of whether premium brands are right for mainstream outlets, seems to have been well and truly decided by the consumer.

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*“That there's room on the bar for a range of gins - not just in high end bars but also in wet-led boozers where once it had got to be Gordon's - is testament to the growth in the number of customers that now consider themselves gin drinkers”*

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However, according to First Drinks, whose brands include Hendrick's, premium brands are actually only stocked in 44 per cent of on-trade outlets. If you're an optimist looking for a positive, you'd call that one hell of a margin for growth. If you're a realist, you'd probably call it one hell of a squandered opportunity.

“On trade demand for premium gin is no longer just the preserve of upmarket cocktail bars,” says Chris Lake, UK sales director of Toorank Distilleries, brand owner of Sloane's. “In an increasingly crowded market, bartenders are looking for gins that can genuinely make a positive contribution to their drinks list, including having a genuine story to tell.”

Brands like Sloane's – San Francisco World Spirit Competition 2011 winner for World's Best Gin – are trading well off their choice to return to a more traditional style and flavour profile of gin, and putting a strong emphasis on top quality botanicals



### No Longer Niche

But does it actually mean cash in the till? Small is no longer niche. And consumers are actively seeking out products from smaller producers.

“We're selling 250 per cent more (bottles) than we were last year, through direct pouring deals and because of a more general awareness of us as a genuine small distillery,” says Ian Hart co-owner of the Sacred Gin microdistillery.

“We've been around three years now. Obviously, it's a busy category, but people have been coming to us because they wanted to get some genuine English gins in. We're one of the only gins distilled in London. People like that idea.

“We're growing by word of mouth. People try us and want to stock us. There's always a conflict between price and turnover. If a pub has 30 gins you'll be poured as a curiosity from time to time and maybe sell one or two bottles year. That will never be the making of you. The house pour will always be Gordon's or similar.”

### Pouring Craft

Remarkably for a craft brand, Sacred is actually growing as a house pour. It's a strategy that differentiates the pubs that choose to do it as well as being an immediate indicator of quality for an establishment. Though in its infancy, it's something Ian is focusing on for 2013.

“To actually get volume, you need pouring deals,” he says. “We're in over 1000 bars and restaurants, but only in about 15 or 20 do we have pouring deals. We only do one pub per location, such as the Blacksmith and Toffemaker in Islington. We achieve a lower price but the offset for that is that the day before yesterday we delivered 12 cases of gin and vodka to them.”





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## THE KEY TO THE CLASSIC GIN & TONIC

Pour No. 3 London Dry Gin into a highball glass over ice cubes. Add a slice of lemon and stir. Top up with tonic water to taste.

**No. 3 – A Taste of Tradition**





## Mainstream Goes Premium

So the demand is out there, and so is the opportunity to differentiate your pub by offering an unexpected, or upgraded house pour. Does this work across mainstream outlets too? According to TCG operations director, Nick Francis, yes. The company has upgraded their pouring gin across its estate two years ago, with great results.

*“If you’re an optimist looking for a positive, you’d call that one hell of a margin for growth. If you’re a realist, you’d probably call it one hell of a squandered opportunity”*

“We’re a relatively mainstream, broad church business, so there’s not too many niche, super-premium opportunities. Having said that, base gin for us is Beefeater. We prefer to go with a 40% gin. It allows us to push the price forward in terms of retail.

“Every site has an immediate trade-up either into Bombay Sapphire or Plymouth gin. In the quality venues, we enhance that with Tanqueray and Hendricks. In our premium estate for Hendricks we give away secrets cards, which tell them a little about the brand.

“A well-made, branded gin and tonic in the right kind of glassware has made consumers re-engage with gin for us. We’ve been very pleased. Beefeater sales are up about 2.5 per cent, year-on-year.

“For pubs, it’s a very easy category to upsell into a Bombay Sapphire, or a Plymouth and represents good value for the consumer. People understand what it is they are buying into. As long as we price it correctly to ensure we’re not kicking the rear end out of it when we ask them to trade up, they can perceive the value from moving from a standard to a named and branded G&T instead.”

Nick puts his trade-up price at around 30-40p per 25ml shot, but admits sacrificing GP for cash in the till on the more premium brands.

## New Serves

If trading-up rests on consumer perception, there are a number of brands working hard to make their brands stand above not just the gin but other categories. Bombay Sapphire has, with one eye on the vibrant gin market and balloon glasses popular in Spain, has upgraded the G&T.

The Ultimate G&T Experience involves the use of a branded and distinctive balloon glass, said to allow the aroma of botanicals to linger in the glass, as well as frankly looking really cool. However, it also premiumises the popular serve with the use of an upgraded tonic such as Fever Tree. Bacardi Brown-Forman Brands (BBFB) has spent £1.5m promoting the serve across the UK to its target 25-34 year-old drinker. Did it work?

Outlets that ran the activity as part of a trial in August saw a 13 per cent sales uplift according to Alex. Just under 14% of value sales of the total gin category are now Bombay Sapphire, according to Alex Turner, head of product training and mixology at BBFB.

***“More than half of a G&T is made up of T, after all, and if a customer is spending that bit more on a superior gin they’re probably not going to want to drown it in an inferior tonic for the sake of a few pence”***

He says: “Gin now represents seven per cent of the total spirits market, which is growing. People are tending to move away from the standard brands that you see in most pubs and into the premium brands. Premium tonic waters are now important too, and they’re willing to pay a little more for that.”

The importance of a great tonic, such as Fever Tree or Fentimans, can’t be over emphasised. More than half of a G&T is made up of T, after all, and if a customer is spending that bit more on a superior gin they’re probably not going to want to drown it in an inferior tonic for the sake of a few pence. A great serve is not just about the spirit but the whole package - the glass, the ice and last but definitely not least, the mixer. Attention to that sort of detail won’t just boost your sales; it’ll increase your margins too

## Further Education

But what’s the view on how to grow sales from the shop floor? Robin Smith is the general manager at Geronimo-owned pub, the Elgin. The pub boasts around 40 different gins. “People are slowly finding that gin has distinctive styles. We run a gin club each month with a different brand hosting to give people an opportunity to try different gins they wouldn’t normally try.

“A lot of people will come in and drink Hendrick’s or Sipsmiths and not even question what gin they’re being given. Others now come in and are very knowledgeable and try a gin from the Napa Valley, or a gin made in Finland. We’re trying to educate. There’s no point having 40 different bottles on the bar if you can’t sell them.”

Differentiation is the key. Each new brand that enters the market has to shout about what makes it different. From traditional brands with heritage such as No. 3, to Californian craft brands like No. 209, brands that add regionality like Edinburgh Gin, brands using traditional recipes like Sloane’s or Portobello Road to brands with a story to tell like City of London Dry Gin, each bottle has to earn its place on the back bar.

Selling gin is no longer about stocking just one bottle - consumers want a range of styles and price points and are more willing than ever to experiment. Whatever your customer base, whatever the style of outlet, offering less than two gin brands with no opportunity to trade-up is simply no longer an option.

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\*Proudly served in 7 of the world's top ten restaurants as listed in Restaurant Magazine 2012.



# A Tonic for Your Spirits

## Premium Tonic

**If you're serving a premium gin, make sure you mix it with a premium tonic**

All the action in the ontrade spirits category is happening at the top end of the market, and nowhere more so than in gin - which only grew by 2% in volume but is up 12% in value\*. Further proof, if any were needed, that while the drinking public are undoubtedly drinking less, they are also drinking better. And if someone is prepared to pay a premium for the pleasure of sipping a superior gin, the chances are that, given a choice, they will splash out on a better class of tonic too.

And it's not just about being able to charge a higher price. Many pub and bar operators recognise the importance of giving their customers something special on their special nights out and while they may still stock a conventional range of mixers, they are adding a 'trade-up' option too.

Although there are a few niche brands available they are mostly hard to get hold of and there are currently only 2 real alternatives to mainstream brands.

Increasingly popular is the botanically brewed Fentimans, which has gained a reputation for premium, quirky drinks through its genuine ginger beer, & other retro flavours like Victorian and Rose Lemonade.

Fever-Tree however, is the original and still the best-selling. Back in 2005 the company's founders realised that, despite the burgeoning premium spirit sector, the mixers available were too harsh to really appreciate them in simple, classic serves like the Gin & Tonic. They decided to create a tonic using top quality ingredients (such as the bark of the Fever Tree, from which natural quinine is derived) and no artificial sweeteners, preservatives or flavourings. This unique tonic soon started winning rave reviews and a hatful of medals, and the range now includes 4 different styles of tonic, and other mixers such as bitter lemon and ginger beer.

Recently the company has been working with both brand owners and venue operators to educate staff and customers on Fever-Tree's quality and its difference to its competitors. As a result, it is no longer found only in high end bars and top class restaurants, but also in mainstream venues and they have recently secured distribution deals with Young's, Fuller's, Brakspear, Harvey's as well as several of M&B's brands, all venues where quality matters to the operators - and their guests.

After all, you wouldn't put Bisto on a perfectly cooked rump steak, so why would you drown the exquisite but delicate taste of a well crafted gin (or any other spirit) with an inferior liquid?

\*CGA Strategy MAT to 06/10/12

**Peach Pub Company is known for delivering excellence as standard throughout their estate, and Matt Simmonds, manager of the company's Star & Garter in Leamington Spa says Peach's reputation as a quality food operator spreads to its spirits offer.**

"Our house pours are all premium," he says. "The speed rail features Havava Club 3 year old, Ketel One vodka and Tanqueray gin, to name a few. We don't stock Jack Daniel's, Gordon's or Smirnoff"

Simmonds says that while Ketel One is the pub's best-selling spirit there has been a rise in the popularity of gin, with an increasing interest in premiums

"We offer five different gins here," he says. "The house G&T is Tanqueray and costs £4.20 or if you want a more premium offer, we have Hendrick's and Fever Tree tonic for £4.80 or Tanqueray 10 and Fever Tree for £5.10." All spirits measures are 25ml.

Simmonds' own love of spirits and cocktails has also driven cocktails at the venue.

Simmonds says the pubs sells between 30-60 cocktails a week. The Almanack in Kenilworth also offers cocktails and it's no coincidence that this is where Simmonds manned the bar before the Star & Garter.

"If you're offering good quality food, you've got to do drinks right. That's very important, especially in the current climate," Simmonds added

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Image by Anthony Cullen

# Favourite Gins

It's the spirit of the moment, and with all the excitement and innovation in the market it would be a shame to miss the Gin party. So make sure you can offer your customers a great range - from famous names to hand crafted newcomers, there's a gin for every occasion. There are now well over 100 gins waiting to be sipped, shaken or stirred, and you probably can't stock them all. Nor can we list them all – but here a few of my favourite gin things

**Adnams** 40-48%

Adnam's are the only brewery to venture into distilling - though I'd be surprised if others don't follow in their footsteps. Dittilling only started in 2010 and the two gins, Copper House and First Rate, have been both critically acclaimed and extremely popular. Made with 100% East Anglian Malted Barley - the same that's used in Adnams beer. Copper House is created in copper stills to produce a crisp, pure gin with a smooth, soft finish. Infused with six botanicals, this is an aromatic gin with classic notes of juniper alongside sweet orange and hibiscus flowers. First Rate uses only the sweetest, purest cut from the hand-made copper pot still and is infused with a complex blend of thirteen botanicals, creating a silky-smooth gin balanced with integrated aromas of juniper berries, spice & fresh citrus

Adnams 01502 727200

www.adnams.co.uk

**Beefeater** 40/45%

Beefeater, the world's most awarded gin and the only major international gin still distilled in London, steep its botanicals

for 24 hours before distillation to create vibrant and intense flavours. The Beefeater range includes Beefeater Dry and Beefeater 24.

Pernod Ricard UK 020 8538 4484

www.beefeatergin.com

**Bombay Sapphire** 40%

This is the one that got the whole premium gin wagon rolling, and its distinctive blue bottle is eye-catching on the back bar. Made with 10 botanicals it should be served with fresh lime (not lemon, as it has a perfect balance of lemon from the peel used during distillation).

Bacardi Brown-Forman 01962 762100

www.bombaysapphire.com

**Bulldog** 40%

The unique packaging alone would get it included in the ones-to watch category. Billing itself bullishly as a brazen breed, it is a fine, well balanced gin with juniper to the fore, other botanicals include loyus leaf, poppy and dragoneye.

J Wray & Nephew 020 7378 8858

www.bulldoggin.com

**Chase** 48%

A gin for juniper lovers, it's dominant both on the nose & the palate, although there's enough citrus and spice going on to make it a well-balanced gin. Uniquely distilled from cider, bring out the delicate apple notes with a slice of apple as garnish.

Chase 01531 670 049

www.chasedistillery.co.uk

**Gordon's** 37.5%

Established in 1769, far and away the best-selling gin, with a hugely loyal following that makes it a must stock brand, no

matter how many other gins you list. It's made to a secret recipe that gives it a distinctive crisp taste and fragrant aroma, with a strong juniper and citrus character which shines through in a G&T. Significant spend on TV and consumer press is helping to rejuvenate the category and boost the demand for gin generally. Also available is a sloe gin at 26%.

Diageo 0845 7515 101

[www.gordons-gin.co.uk](http://www.gordons-gin.co.uk)

### Hayman's

40-57%

A range of gins created by Christopher Hayman, the great grandson of James Burroughs, the creator of Beefeater. The London Dry recipe consists of ten natural botanicals handpicked from around the world to create a fresh crisp and elegant flavour, while Old Tom is lightly sweetened and an authentic recreation of the traditional gin dating back to the 18th century. 1850 Reserve is aged for 3 to 4 weeks in whisky barrels, replicating the gin that was served in London's Gin Palaces in 1850 and The recently launched Royal Dock is Navy strength gin, bottled at 57%, reflects the strength required to enable gunpowder to still light if the gin were spilt on it! The Hayman's stable also includes a sloe gin and a gin liqueur.

Love Drinks 0207 501 9630

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

### Hendricks

41.4%

A most unusual gin, distilled in Ayrshire, Scotland and made in miniscule batches of 450 litres. The odd yet marvellous addition of cucumber and rose petals delivers a wonderfully refreshing gin with a delightfully floral aroma.

First Drinks Brands Ltd 01256 748200

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

### Martin Miller's

40/45.2%

Using only Icelandic spring water, renowned for its clarity and purity, Martin Miller's uses a traditional distillation method with a modern twist. Made from two distinct and different distillations, one includes the juniper berries and the other 'earthier' botanicals, the other comprises the citrus element.

Reformed Spirits 7352 8697

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

### No 3

46%

An exquisite gin that will delight connoisseurs. Developed with the help of a panel of gin lovers, writers and experts, led by Dr David Clutton, one of the world's leading distillation authorities. With juniper firmly at its heart, this is an archetypal London Dry gin in the highest tradition. Proving that less is most definitely more, this superb gin uses just 3 fruit botanicals (Juniper, Orange & Grapefruit peel) and 3 spices (Angelica root, Coriander seed and Cardamom pods) to create a refined and characterful gin.

Berry Bros. & Rudd Spirits

[www.no3gin.com](http://www.no3gin.com)

### Plymouth

41.2/57%

Unlike London Dry which can be made anywhere, Plymouth gin can only be produced in Plymouth. A slightly sweeter style due to the use of more root botanicals, it is based on an

original recipe and distilled on a 160 year old still using only grain spirit & soft Dartmoor water.

Pernod Ricard UK 020 8538 4484

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

### Sacred

40%

A unique, hand crafted gin made in Highgate, London, Each of its twelve organically sourced botanicals - including fresh cut citrus, juniper, cardamom, nutmeg and a type of frankincense called *Boswellia sacra* - are macerated with the highest quality English grain spirit and then distilled separately in glassware under vacuum, rather than the traditional pot stills. This process is responsible for the distinctively lush, fresh character of Sacred Gin.

Sipsmith 020 8741 2034

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

### Sipsmith London Dry

40%

Hand-crafted small-batch gin made with the pure water of Lydwell Spring, one of the sources of the River Thames. Made using 10 carefully selected botanicals from around the globe: Macedonian juniper berries, Bulgarian coriander seed, French angelica root, Spanish liquorice root, Italian orris root, Spanish ground almond, Chinese cassia bark, Madagascan cinnamon, Sevillian orange peel and Spanish lemon peel.

Sipsmith 020 8741 2034

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

### Sloane's Gin

40%

Unashamedly inspired by the great gins of the past, when gin had the wonderful influence of juniper and didn't have to worry about being 'cool'. Made from individually distilled botanicals and whole fresh citrus fruits, Sloane's has won a host of high-profile awards including Best Gin, Best White Spirit and Double Gold at the San Francisco World Spirit Competition 2011.

Toorank 01865 343395

[www.sloanegin.eu](http://www.sloanegin.eu)

### Tanqueray London Dry Gin

43.1%

A complex multi-layered combination of botanicals – the finest, refreshing Juniper, peppery Coriander and aromatic Angelica - the rest are a secret. Tanqueray London Dry has an elegance and balance that sets it apart from the rest. No. Ten is made in very small batches, using only the highest quality distillate. Fresh oranges, limes and grapefruit add the citrus notes while Chamomile flowers create the signature velvety mouth feel

Diageo 0845 7515 101

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

### Whitley Neill

47.3%

Inspired by Africa, small batch distilled in England uniquely using two African botanicals - the fruit of the Baobab tree (also known as the tree of life - and Cape Gooseberries, along with 7 other more usual ones others. It has less dominant juniper notes than most, so might appeal to those that are new to gin.

Halewood International 0151 480 8800

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



brands in the category. "They've taken drinks like schnapps and amaretto that have been around for generations and they're drinking them in a completely new way."

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*"Sure, there are 18-25s who will have a pint of Foster's whatever the occasion. But there are also 18-25s who love to experiment with different flavours and for them the liqueurs are a big hit"*

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Shots are particularly popular in clubs, where customers down them between dances.

"Clubbers are afraid of having their drinks stolen or even spiked while they're dancing, so a shot between dances is ideal," says John. "I know of clubs where the keg taps are being taken out altogether because customers prefer either shots or bottles."

But there's a but.

## High Fliers

**Specialities** **Shots. They're not for grown-ups. Sweet, sticky, luridly-coloured and usually with daft names an adult would be ashamed to be caught uttering – they're firmly 18-25 territory.**

But the market for "speciality drinks and liqueurs", as the trade likes to call them, is in encouraging growth of nearly 10% a year, and some brands are seeing sales rocket by 100%, 200%, even 250% a year. Must-stock stuff, then.

The genesis of the speciality sector lies in a conscious effort by the industry over many years to revive the fortunes of mainstream spirits among younger consumers via premium brands such as Absolut and brand extensions such as Captain Morgan's Spiced Rum, and the promotion of mixed drinks and cocktails.

This in turn introduced younger consumers to the long-neglected and often sticky old liqueur bottles gathering dust on the bar-back and the wealth of flavours they contained. It's often said that younger consumers have bland palates – hence the amount of hamburgers they eat.

But they also love curries and Tex-Mex. Sure, there are 18-25s who will have a pint of Foster's whatever the occasion. But there are also 18-25s who love to experiment with different flavours and for them the liqueurs – especially the almond and aniseed liqueurs which many of them had tried and enjoyed in Ibiza – were a big hit.

"It's the discovery generation and it's the experimental generation," says John Mills of Intercontinental Brands, whose Cactus Jack's flavoured schnapps range is one of the leading

Premium brands are both highly alcoholic and, for the age-group that most wants to buy them, simply too expensive for regular drinking. Hence the emergence of "high-margin" brands – versions of old favourites that pay less duty because they're fortified rather than spirit-based and because they're less alcoholic. ICB's Messer Schmitt (geddit?!), for instance, is 22% ABV compared to Jagermeister's 35%; its Soiree Amaretto and Sambuxo are also 22% compared to Amaretto Disaronno's 28% and Luxardo Sambuco's 38%.

"It's simply not true that younger consumers are primarily after high alcohol content," says John. "They want their money to last, they want their evenings out to last – and they don't all want to make themselves ill."

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*"It's simply not true that younger consumers are primarily after high alcohol content. They want their money to last, they want their evenings out to last – and they don't all want to make themselves ill"*

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"ICB's own research shows that they do have an awareness of comparative strengths and like everyone else they do aspire to the premium brands. But what's really important is the flavour. If you don't compromise on taste, younger consumers will opt for value brands."

Perhaps 18-25s have more sense than they're sometimes credited with. Perhaps the people who set themselves up as their guardians are just a wee bit patronising. Perhaps, offered quality and value, that's what they'll go for.

Perhaps they're not so different from us grown-ups after all.

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[drinkaware.co.uk](http://drinkaware.co.uk)  
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## Dare to be different.



# 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 and 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.co.uk](http://www.mixxit.co.uk)

**Angels** Peach Schnapps 17.5%

A delicious Peach Schnapps. It is often served on its own over crushed ice, or is perfect as a long drink with fruit juice, lemonade or tonic water. Alternatively, use in making cocktails such as a Woo Woo (with vodka and cranberry juice) or a Bellini (with Champagne).

InterContinental Brands 01642256154

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

**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)

**Cactus Jack's 75cl** Flavoured Schnapps 15% abv

Cactus Jack's is an exciting Schnapps drink to enjoy straight. There are many flavours in the range: Sour Apple, Cherry, Blue Chilli, Blackcurrant, Kool Kola and new Jaffa Cake and new Ginger. Also perfect as a long drink with lemonade or cola over ice

InterContinental Brands 01642256154

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

**Cococariba** Coconut Flavour 17.5%

Wonderful on its own over ice or equally delicious blended

with pineapple juice, tonic or cola for a truly tropical taste. An ideal base for many rum cocktails eg: Pina Colada.

InterContinental Brands 01642256154

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

**Disaronno** Liqueur 28%

An amaretto known for its unmistakable flavour of marzipan and honey - unchanged since 1525 - and its distinctively shaped bottle and high versatility. Produced with only carefully selected ingredients such as the pure essence of 17 selected herbs and fruits soaked in apricot kernel oil and is characterised by an unmistakable amber colour due to caramelised sugar: no additives are used.

First Drinks Brands Ltd 01256 748200

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

**Goldschlager** Schnapps 40%

Goldschläger is the authentic hot cinnamon schnapps with floating flakes of real 24 carat gold. Imported from Switzerland, and packaged in a distinctive and iconic bell shaped bottle.

Global Brands 01246 216000

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

**Fireball** Liqueur 33%

A cinnamon & whisky liqueur is a versatile spirit with a range of signature serves.

Hi Spirits 01932 252100

[www.hi-spirits.com](http://www.hi-spirits.com)

**Jagermeister** Liqueur 35%

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 stand-out and an ice cold shot every time. It is also popular as a Jager Bomb, a single shot dropped into a Red Bull.

Cellar Trends 01283 217703 [www.jagermeister.com](http://www.jagermeister.com)

**Jungfrau Liqueur 30%**

Herbal liqueur containing a carefully selected blend of more than 40 spices, herbs and their roots, fruits and their peels, and flowers. Jungfrau is a premium yet value for money challenger brand within Speciality Liqueurs, and can be enjoyed straight or as a base for long drinks and cocktails.

Global Brands 01246 216000 [www.globalbrands.co.uk](http://www.globalbrands.co.uk)

**Luxardo Sambuca 38%**

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 shotails.

Cellar Trends 01283 217703 [www.luxardo.it](http://www.luxardo.it)

**Messer Schmitt Herbal Schnapps 22%**

Enjoy Messer Schmitt on its own ice cold or with your favourite mixer (eg: energy drink) over ice

InterContinental Brands 01642256154 [www.icbrands.co.uk](http://www.icbrands.co.uk)

**Miodula Liqueur 40%**

Poland's answer to fine Cognac - a uniquely aged Polish vodka liqueur flavoured with honey, vanilla and other herbs. It is made to a centuries old Polish recipe using only the finest, natural ingredients and honeydew honey gathered only from the mountains of southern Poland. Each year only 4,000 50cl bottles are released of which 500 are reserved for use by the Polish President for diplomatic gifts.

Toorank 01865 343395 [www.miodula.com.pl](http://www.miodula.com.pl)

**Opal Sambuca 40%**

The range includes Opal Nera, Opal Bianca and Opal Rossa, all are made in Italy at the prestigious Francoli distillery. Known for their superior quality they are created using all natural ingredients.

Global Brands 01246 216000 [www.globalbrands.co.uk](http://www.globalbrands.co.uk)

**Red Stag Speciality 40%**

Launched to great success in the States, and now available in the UK. Jim Beam Bourbon, infused with natural black cherry to create a sweeter, more accessible drink designed to introduce younger drinkers to the category.

Maxxium UK 01786 430500 [www.jimbeam.com](http://www.jimbeam.com)

**Sambuxo Liqueur 22%**

An aniseed flavoured drink with 5 flavours; Original, Black, Cherry, Blackcurrant and new Raspberry, perfect on its own or with an espresso.

InterContinental Brands 01642256154 [www.icbrands.co.uk](http://www.icbrands.co.uk)

**Soiree Amaretto Liqueur 22%**

Enjoy Soiree Amaretto with or without ice as an after dinner drink - great with coffee especially espresso. Alternatively, pour into a tall glass over loads of ice and add cranberry juice or cola and a slice of lemon for a wonderfully almondy long drink.

InterContinental Brands 01642256154 [www.icbrands.co.uk](http://www.icbrands.co.uk)

**Soiree Coffee Coffee Flavour 17.5%**

Enjoy Soiree Coffee straight over ice as an after dinner drink, or with loads of ice and cola for a great long drink. Alternatively fill a glass with ice, then mix 2 parts vodka to 1 part Soiree Coffee topped with splash of cola to create the perfect Black Russian cocktail. For a 'Calypso' coffee just add a measure to your favourite blend.

InterContinental Brands 01642256154 [www.icbrands.co.uk](http://www.icbrands.co.uk)

**Sourz Special 15%**

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. The latest addition to the range is Raspberry

Maxxium UK 01786 430500 [www.mixxit.com](http://www.mixxit.com)

**Teichenne Schnapps 17%**

Pronounced Teh-chen-nay, this is the original flavoured schnapps. Available in a rainbow of flavours: Peach, Apple, Butterscotch, Chocolate, Vanilla, Melon, Lemon, Strawberry, Raspberry, Banana, Green Apple, Kiwi, Blackcurrant, Coffee and Coconut. Created in Spain in 1956 they are made from only natural ingredients.

Global Brands 01246 216000 [www.globalbrands.co.uk](http://www.globalbrands.co.uk)

**Tia Maria Liqueur 40%**

Made from Jamaican coffee beans that are roasted to create a perfectly balanced coffee taste, then finely ground and added to high quality sugarcane spirit and allowed to sit for at least 14 days.

First Drinks Brands Ltd 01256 748200 [www.firstdrinks.co.uk](http://www.firstdrinks.co.uk)

**Tuaca Liqueur 35%**

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.

Bacardi Brown-Forman Brands 01962 762 100 [www.tuaca.co.uk](http://www.tuaca.co.uk)

**Zwack Liqueur 40%**

A bitter herbal liqueur, which is distilled with over 40 different herbs and spices from around the world. It follows a traditional Hungarian liqueur recipe and boasts a smooth bite and bold taste with a slight citrus flavour. Zwack is best served as a 25ml ice cold shot.

Diageo 08457 515101 [www.diageo.com](http://www.diageo.com)



# Soft Drinks - Hard Cash

## Soft Talking

**Soft Drinks is the second largest category in volume terms and the third largest by value after beer and spirits in the on-trade, making it an integral category for publicans and licensees. As the UK's leading soft drinks manufacturer Britvic is well equipped to help licensees improve sales of these profitable products. The OnTrade Preview asked Andrew Boyd, the company's Commercial Director Leisure, what he believes are the key trends in the sector and how best to tap into them.**

Shifting patterns of consumer behaviour and higher expectations of quality, value, service and choice, make it more important than ever that publicans give their soft drinks offerings some hard thought.

Consumers are complicated. They don't all want the same thing all the time. They want premium products and value for money. They want speed, convenience and a treat. They want the right experience in the right surroundings, whether it's a big family night out or a quick coffee during a break from shopping.

Soft drinks are a far more important part of the sales mix than they used to be with four in five adults now drinking soft drinks in the on-trade and 22% on a weekly basis<sup>1</sup>. Food service, the family trade and female customers are filling the void left by the predominantly male beer-focused consumer base of the past, leading to a change in the experiences they demand.

And that, says Andrew Boyd, means that it's more important than ever to get it right, with a great soft drinks offering served perfectly every time.

"Soft drinks is an integral category for publicans, he says. "In fact soft drinks account for 20% of the on-trade's wet volume. But soft drinks also open up an outlet's potential to appeal to families, and therefore remain an extremely important part of the on-premise mix."

Of the many changes in the pattern of pub-going behaviour in recent years, Andrew picks out two in particular that will reward a more sophisticated approach to the category: casual dining, and "on-the-go occasions".

"Casual dining is a bridge between fine dining and lower-cost fast food," he says. "Informal dining occasions have become a popular and inexpensive treat for groups of friends during the week and also for families, all with the propensity to order soft drinks.

"On-the-go occasions, meanwhile, are a product of today's busy lifestyles when consumers have less time to socialise, leading to an increase in comparatively brief catch-ups with friends over a drink on the way home from work – often a soft drink – or a quick coffee."

The UK coffee market is worth £5.4 billion. It's widely seen as an affordable treat, and to help pubs capitalise on the opportunity and offer consumers variety Britvic offers Teisseire syrups. In 10 flavours including vanilla, hazelnut, strawberry and amaretto, Teisseire syrups give publicans the opportunity to increase footfall at a usually quieter time.

Behind tea and coffee, carbonates remain the most popular soft drink segment accounting for 64% of total sales in 2011, consumed either on their own or as mixers. Worth over £1bn, cola dominates and is growing at 5%: Pepsi remains the number one on-trade brand with 8% value growth. Lemonade is holding its place as the second biggest sub-category after cola, and R Whites remains the leading brand.

Draught carbonates enable licensees to deliver even better value to customers and better margins for publicans, and Britvic's draught systems allow a quick, high-quality serve. "We also have our Pepsi Xtra Cold dispenser after our research showed that consumers wanted colder and better-tasting soft drinks," says Andrew. "This combined with continued investment in branded glassware for Pepsi and J20, means the consumer gets a better serve every time."

"Consumers have also become more adventurous. We've seen an increased demand for new flavour combinations like J20 Papaya Punch and Glitter Berry, and a new summer limited edition J20 variant will be introduced in 2013."

While emphasising the importance of providing a premium experience for customers, Andrew cautioned licensees against putting too much emphasis on the new-wave of "super premium" soft drinks brands coming mainly from independent producers. Ultimately, he says, publicans need to assess their own customer base and make ranging decisions accordingly.

"Publicans should stock leading brands like Pepsi, J20, Robinsons Fruit Shoot, and R Whites from the most popular segments, before offering more niche or premium brands," he said. "While there is a drive for premium products as consumers become more comfortable paying more for better quality, it's still a specialist market."

"Premium brands and niche flavours do have a role to play in delivering choice and helping outlets to differentiate themselves, but it's important to remember that the vast majority of sales will be delivered through the more mainstream brands. It's the premium mass brands like J20, Pepsi and Britvic Juice drinks that present licensees with the biggest opportunity to grow sales."

"With the 25-35 age-groups and AB1s predicted to grow in the next five years the premium soft drinks category has the potential to benefit. But it's essential that licensees looking to capitalise on this ensure their offering doesn't price out less affluent consumers."

Britvic has the largest soft drinks portfolio in the UK, with five of the 10 biggest brands, as well as niche brands from emerging sub-categories. The portfolio includes lower sugar options such as 7UP Free, Pepsi Max and Diet Pepsi; the newly-launched reduced sugar J20 range with less than 90 calories a bottle; children's options such as Fruit Shoot, the number one kids' juice drink in the on-trade; female/adult options especially J20, the number one packaged still soft drink in the on-trade; and emerging brands in new categories such as Lipton Ice Tea, launched last year in the on-trade in bespoke 250ml glass bottles.

### **Whatever range licensees eventually settle on, Britvic advises them to focus on four key building-blocks: choice, visibility, value and serve.**

- ▶ **Choice:** Get the core range right. Britvic has the largest soft drinks range in the UK to meet all needs and occasions
- ▶ **Visibility:** As well as making them visible behind the bar publicans should also highlight their soft drinks offering in other locations where customers make purchasing decisions, especially at the table. Staff should also proactively engage with consumers and make recommendations
- ▶ **Value:** Create value by offering a quality experience. Value doesn't necessarily mean cheap, but a perfectly served soft drink in a hospitable environment that warrants spend outside the home. In fact, 77% of consumers are more likely to buy another drink if the first was served perfectly
- ▶ **Serve:** Compelling service leads to extra sales. Very often, a second sale comes because the first drink looks and tastes great – in the right glass, at the right temperature, with the right amount of ice and the right fruit wedge

With the licensed trade coming under fire in the present economic climate, there is still reason to be optimistic as outlets that successfully tap into trends and consumer demands are thriving. "Food-led pubs are currently enjoying growth of +2.4% as more outlets capitalise upon the casual dining trend," says Andrew.

"With so many trends affecting the way consumers buy soft drinks out of the home, Britvic remains dedicated to supporting the on-trade and ensuring that our soft drinks offering delivers. We recognise the growth opportunities soft drinks present for licensees and strive to ensure our leading portfolio of brands remains relevant, offering a range of drinks and formats to meet all consumer demands and need states



Andrew Boyd



# Are You a Soft Touch?

## The Soft Report

**You'd have to be crazy to ignore a market that is worth more than 20% of all on-trade wet sales, which is more than cider, wine, and spirits combined**

The most successful pub operators know that their soft options are often a source of hard cash, since they not only have the highest GP of any category in the pub - they are usually incremental to sales of other profitable lines. Like spirits and food, two of the key growth areas in the pub and bar sector.

### The F Factor

With food, females and families the main factors transforming the face of the ontrade, it's no surprise that soft drinks have gone from being an afterthought to a major part of a venue's offering

Food is leading the way. A night out on the beer and perhaps a game of darts might be attracting fewer and fewer old-style punters, but in sectors of the on-trade where the emphasis - or at least an emphasis - is put on food, there are signs of recovery.

According to figures from Britvic, food-led pubs and outlets with food offerings continue to draw consumers who are seeking affordable treats for family events and special occasions or just casual dining experiences.

This is demonstrated by growth in casual dining restaurants (+6%), dry led pubs (+2.4%) and outlets with a restaurant offering (+3.5%). And, says Commercial Leisure Director Andrew Boyd, the trend is set to continue as the overall economy improves.

### Open All Hours

The growth of the dining trade is a crucial opportunity for making soft drinks sales, attracting new constituencies to replace the dwindling ranks of male beer drinkers and, if handled right, generating footfall at times of day when traditional wet-led pubs were either dormant or closed altogether. Breakfast, morning coffee, lunch, afternoon tea, after school, after work, the late session - they're all there for the trade to exploit. And they're all occasions when a significant proportion of consumers are going to choose a high-margin soft drink.

Who are they, these new consumers? Shoppers taking a quick break; workers who want to go back to the office with a clear head; parents making the school run an opportunity to catch up; workers popping in for an aperitif before heading home for tea; families out celebrating Mum's 60th with a three-generation dinner; older drinkers whose body-clocks still think 11pm is chucking out time; younger drinkers who don't wind down until well after midnight.

And what are they drinking? Well, all sorts of things. A coffee - it's a £5 Billion market that pubs are only just beginning to tap. Something sophisticated, lightly sparkling, tasting of elderflower or maybe cranberry. A pure-juice papaya and pineapple. A naturally-brewed ginger beer, perhaps as half of a shandy. A Fruit Shoot, most of which will end up down the front of a school polo-shirt. A morello cherry and apricot smoothie. An energy drink, with or without a shot-glass of schnapps capsized in it - the extension of possible sales occasions and the broadening of the pub's constituency has created openings for styles and brands that would have an old-school Al Murray type boggling in disbelief.

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## Top of the Pops

Mostly, though, and by quite a large margin, the customers will be on that perennial favourite, fizzy pop. The buzz in the £3 billion on-trade soft drinks market may be all about new-wave artisanal brands, but the bucks – 64% of the bucks, according to Britvic – are in traditional old-style carbonates. Cola alone is worth over £1 BILLION a year to Britain's publicans, and is growing at 5% a year. Lemonade isn't far behind.

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*“The late channel has been our heartland but we can see more consumption earlier in the day as a soft drink for anyone who needs a pick-me-up, maybe after a pub lunch or as the first drink in the evening after a day's work”*

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Carbonates are still kings of the hill, but to stay on top it's important that they are served properly. While consumers might perceive badly served draught carbonates as lower quality, when combined with quality branded glassware and plenty of ice, dispense delivers a great looking, tasting drink at the right temperature every time – adding the value that justifies the price.

And, says CCE sales & Customer Development Director Colm O'Dwyer, presentation and service are all. “Ensure perfect serve every time,” he says. “More and more pubs strive to serve every beer in a branded glass, as it adds to the experience and quality perception. Soft drinks should be no different. Appealing glassware adds to the experience and is something that many consumers cannot deliver at home.”

## Energy Performance

Not all carbonates are cola or lemonade: branded carbonates such as Appletizer are still hugely popular. But the comer is definitely the energy drink: Red Bull is still way ahead of the pack, with CCE's Monster, now being heavily promoted, coming up fast on the outside. The on-trade energy drinks market is worth £220 million and growing at 20% a year. Its advance has been fuelled by the popularity of Jaegerbombs and vodka and Red Bull in the late channel, but they have the potential to be sold from morning to night.

“We continue to look for new opportunities,” says Red Bull's Tom Smith. “The late channel has been our heartland but we can see more consumption earlier in the day as a soft drink for anyone who needs a pick-me-up, maybe after a pub lunch or as the first drink in the evening after a day's work.”

Despite its massive success, energy drinks' characteristic flavour hasn't appealed to everyone, and to help overcome this barrier to new consumers, Red Bull is launching Editions - blueberry, lime, and cranberry variants.

With Red Bull leading the charge of the energy category from the start, this launch will undoubtedly create a bit of a buzz in what is already the fastest growing soft drinks subsector.

The first cans are expected in early 2013, and they have already been a big hit in Europe. In Germany (a similar size market to the UK), 22 million cans have been sold in just 6 months.

“Energy drinks are one of the highest-value categories for the retailer,” he says. “They should be an opportunity throughout the day and these flavours will break the barrier.”

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# Mixed Fortunes

## Soft Report

**Spirits are high in the ontrade, rising on the back of a demand for cocktails and long drinks. And bonanza time for spirits is bonanza time for mixers - which, handily, have one of the highest GPs of all on-trade drinks categories**

**Equally handily, so do spirits.**

As with other drinks categories, the real growth for spirits has been in the premium category, driven by the treat spend trend. After all, if you're only going out once a week, you're going to make it a special occasion.

But who drinks their spirits neat? Most people like to mix it up, especially on a big night out, and Britvic's 2012 Soft Drinks Report showed mixers up 4% in both value and volume.

While volume growth has slowed since then partly due to the wettest summer for 100 years, value is still up, suggesting that people aren't just prepared to pay a bit more for their spirit – they'll also splash out on a better tonic. Or Cola. Or juice.

The creativity and innovation that is always a sign of a healthy growth sector continue. At one end of the scale you have the premium mixers with all-natural ingredients epitomised by Fever-Tree and Fentiman's; at the other you've got the blockbuster of the soft drinks sector – the energy drinks such as Red Bull and Monster which have been a massive hit as mixers with vodka or as one half of the Jager Bomb. Neither category is resting on its laurels.

## The Fever-Tree Difference

Fever-Tree is celebrating distribution deals with Young's, Fuller's, Brakspear, Harvey's and some of M&B's brands – the sort of pubs where you're likely to find premium gins such as Sipsmith and Bulldog. But co-founder and MD Tim Warrillow emphasises that a place in the chiller cabinet isn't enough, by itself, to make sales.

"Throughout the on-trade we're putting a lot of effort into staff education," he says. "The bartender is our best advocate and has to understand and communicate the difference between us and our competitors."

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*"Value is still up, suggesting that people aren't just prepared to pay a bit more for their spirit – they'll also splash out on a better tonic"*

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Warrillow is keenly aware that Fever-Tree's growth is symbiotic with that of premium white spirits and says the company works closely with the distillers to ensure their respective products are sold as twins. "Standard spirit sales are slipping, but the premium market is in growth," he says. "But again, it's keen and well-informed bartenders who are the drivers."

## Mixing with Fentimans

Fentiman's, whose premium status is reinforced by a retro authenticity, is best-known for long carbonates, especially its fully-brewed ginger beer. Its on-trade presence has been increasing

steadily and, says Operations Director Tiffany McKirdy, on sales now account for 23% of output. One of the main drivers, she says, has been the growing food trade; but it has exploited the foothold it has gained by relaunching its range of mixers as well.

“Over the last 18 months we’ve made a concerted effort to increase our on-trade presence,” she says. “We’ve brought out new variants such as Rose and Victorian Lemonade in mixer size and we’ve been working closely with distillers.

“We’re very optimistic about the premium end of the pub trade, which is more and more important to us. People expect more from pubs these days and Fentiman’s, with its authentic heritage, matches their expectations very closely.”

Distribution remains the big challenge for the independents, although it’s one they’re overcoming with increasing rapidity now that they’ve achieved a critical mass.

## High Energy

Energy drinks don’t have that problem: Monster, for instance, is distributed by CCE, and brand leader Red Bull, having been around for nearly 20 years, is already everywhere.

“We pioneered the market and we’ve become a bar call – the brand is synonymous with the sector,” says the company’s Tom Smith. “Its popularity is still growing, and on-trade sales were up 7% last year.”

That compares with 20% growth for all energy drinks in the channel, according to CGA figures, which given the continuing recession is no disgrace. How growth here, and hence the future of the spirits-and-mixers market, will develop depends partly on the continued innovation and energy put behind the brands, partly on the economy.



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The 275ml beverage featured in the video for the track 'Party Rock Anthem', which on the Youtube, has had "over 500,000,000 views".

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*Chin Chin.*



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## Small is Beautiful

### Soft Report

**A small but significant revolution is taking place in the world of soft drinks, and there's a clear parallel with the microbrewing movement that has been a real boost to pubs offering their customers the chance to discover something different.**

Even the most mainstream of pubs will have seen this first hand, and many operators have had to allow their tied pubs to stock microbrews so they can compete with those that are free to stock what they want, and shrewd enough to stock what their customers want

The slow but steady growth in demand for top quality, premium products is gaining momentum on the back of the trend towards casual dining, with pubs seen as the ideal place to enjoy that affordable luxury. The three fs of families, food and females are acknowledged to be the key drivers of this trend, and while families may not be calling for a better selection of top quality, premium soft drinks, food and females most certainly are.

The number of independents who have come to the pub trade, or are seeking to break into it, on the back of the demand created by

the female diner is nowhere as great as the number of microbreweries that came on the back of the demand created by the adventurous beer drinker. But there are similarities.

To differentiate themselves from the mainstream, microbrewers rediscovered old styles: porter, stout and authentic IPA. They invented a new beer, too: golden ale. The new wave of soft drinks makers have done the same with flavours, and for the same reason: Frobishers with Bumbleberry, Bottle Green with elderflower, Luscombe with blueberry and cranberry, Fentiman's with its fully-brewed ginger beer, its rose, its Victorian lemonade. And all of it natural and wholesome.

It is this sense of something new that is driving the discovery and excitement in the category. Innovation is the key to growth, and as well as capitalising on the innovation of the producers, licensees can get creative with their own menus to offer something unique and fresh. With so many flavours to choose from, even within a single range, a mocktail of the day/week can be a great way of promoting the quality of your soft drinks offering. Make sure it's well advertised on tables or boards - the soft drink customer is often not the one to go to the bar, and of course they should always be served in premium glassware with plenty of ice and an attractive garnish - it all adds to the cachet of the drink.

# WE KNOW JUICE

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And it's not just soft drinks that can benefit from a premium softie - they add class to basic cocktails too - try a Royal Bumble, champagne or prosecco with Frobishers Bumbleberry, or add a dash of Elderflower cordial to a G&T to create something truly special.

Don't believe that these drinks will only appeal to the most upmarket customer either - a recent Mintel report showed that 82% of people are looking for better quality soft drinks in the ontrade - they're buying them in supermarkets and their expectations have been raised.

"The on-trade often invests heavily in its alcohol offering, spending significant time on sourcing the right spirits, wines and beers, but they often overlook their soft drink alternatives," says Luscombe MD Gabriel David. "It is essential that in 2013 the bar trade maximises the benefits of stocking quality adult soft drinks, which are specifically created for those looking for a credible alternative to alcohol.

"A trip to the pub has to be special these days," says Bottle Green MD Simon Speers. "If you don't delight your customers they won't come back. It isn't all about price: if you have great food and great beer you need a premium soft drinks offering to match.

"There's a huge latent demand for more sophisticated soft drinks in the pub trade, which is why it's a key strategic direction for us. There's more to life than Coke and J20!"

## Fruity Frobishers

Frobishers Juices underwent a comprehensive rebrand around the strapline 'We Know Juice' in the spring of 2012. This has helped to bring Frobishers bang up-to-date and strengthen its position as a challenger brand in the premium juice sector. With an interesting range of not from concentrate flavours such as mango, pear and grapefruit, plus the unique Bumbleberry, the company has seen double digit growth year on year for the last three years.

Frobishers' sales and marketing director Steve Carter says: "If pubs continue to serve just beer and peanuts they will die; it's as simple as that. The operators that are thriving right now are mostly the smaller multiples and independents and they're doing well because they innovate.

We're seeing some fantastic creativity with our juices. The Lost Group in London, for example, is using Frobishers tomato in an 'all you can drink, make your own Mary' cocktail offer on Sundays and it's going down a treat.

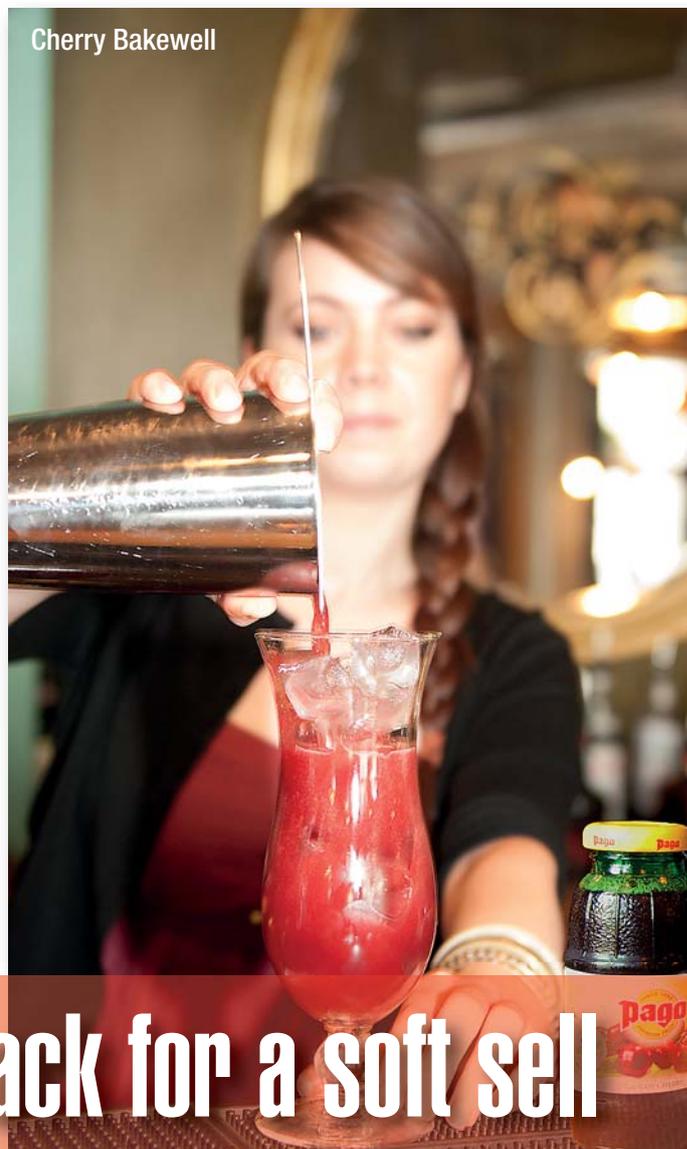
"We expanded on our ethos of 'contemporary drinks with a twist of tradition' towards the end of last year with the launch of Fusion, a range of blended juice drinks that have all the flavour without the sugar and additives. These are sophisticated drinks in 'grown-up' bottles with 'grown-up' label designs. Non-drinkers and designated drivers don't want to be the poor relation so let's give them a soft alternative they can be proud to drink."

Continued on Page 267

Bloody Mary



Cherry Bakewell



## Get off the beaten track for a soft sell

### PAGO Premium Fruit Juices

**When it comes to choosing soft drinks to suit all occasions the Loungers café bar group have included PAGO premium fruit juice as a break from the usual.**

Paul Alexander, the operations manager explained: "We love the fact that PAGO is not mainstream - it's quirky, distinctive and good value for money. That doesn't mean it's cheap - we sell the 200ml bottles for £2.10 each - but it does deliver freshness and premium quality with no artificial additives. The size of the bottle also means that it takes up less space in the fridge. But the real bottom line is that the juice just tastes better than other brands."

Loungers stock five flavours at the moment and they include the juices in their range of cocktails and mocktails to really maximise the premium opportunity.

The team at the site in Bath were so impressed with PAGO Cloudy Cherry flavour that they invented their own cocktail called the Cherry Bakewell, which outsells Mojitos by two to one.

The PAGO sales team make a difference too, Paul continues: "The PAGO team have really supported us with staff and retail incentives. They've given us training in the perfect serve and our team have

really pushed the brand with many of them choosing PAGO as their preferred soft drink. Once you have support like that at front line level, it's an easy sell!"

PAGO Premium fruit juices are 100% natural with no artificial ingredients. Sold in 200ml glass bottles with a distinctive yellow lid, PAGO is on a mission to excite the UK's taste buds with 14 refreshingly fruity juice flavours - [www.pagofruitjuice.co.uk](http://www.pagofruitjuice.co.uk)

### Loungers' PAGO-inspired cocktails

**Cherry Bakewell** - £6.95/£18.95 pitcher

Mix the classic flavours of sour cherries in the PAGO Cloudy Cherry with Amaretto almond, add a gentle kick of Pampero Blanco rum, a drop of caramel syrup and finish it off with the perfect garnish - a cherry on top.

**Bloody Mary** - £6.50

The ultimate brunch tippie made with the PAGO Tomato Juice, Smirnoff vodka, port, Worcestershire sauce and a dash of Tabasco.

## Pago Appeal

Pago, an Austrian brand whose packaging retains a distinctive European feel, entered the UK bar trade via hotels and restaurants, and 90% of its volume is on-trade. UK sales grew 40% last year, says the company's Marvin Henshaw, with distribution broadening rapidly from the four- and five-star hotels, private fitness clubs, and top restaurants into gastropubs, cafe bars and late venues.

*"A trip to the pub has to be special these days. If you don't delight your customers they won't come back. It isn't all about price: if you have great food and great beer you need a premium soft drinks offering to match"*

"Fruit juice is very versatile," he says. "It's part of a healthy breakfast, an alcohol-free lunch, and an evening of luxury cocktails – amaretto and cloudy cherry Pago, for example. But it has been treated as a commodity and hasn't been given the same value and attention as beers, wines, and spirits.

"We've been chipping away at that perception for three years and although we're only a small company all the slog is starting to pay off. The consumer sees Pago as a brand that's different from the mainstream – and that's just what the market needs!"



100 % Natural Fruit • No Artificial Preservatives • No Artificial Sweeteners • No Artificial Flavourings • No Artificial Colours

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Lemon-Lime\*  
Pink Grapefruit  
Ginger-Citrus Limited Edition 2012

### Red Fruit

Strawberry  
Multivitamin Red\*\*  
Cranberry  
Cloudy Cherry

### Exotic

Pineapple\*  
Multivitamin Tropical\*  
Mango

### Classic

Cloudy Apple\*  
Peach\*  
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\*Also available in 330ml \*\*Only available in 330ml

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# The Great Crown Outdoors

**Conjunctivitis.com, now there's a site for sore eyes!**

**Another sight for sore eyes is the well informed operator making the best use of their outdoor space and long may it last. Any fool can criticise, complain whinge and condemn and most fools do, but for those who planned and prepared the apparent recession just seemed to pass them by.**

Obsessed is a word often used by the lazy to define the dedicated and thankfully for the pub industry there are many obsessed multiple operators. Obsessed with doing the little things right, obsessed with the detail and obsessed with keeping the profits rolling in. They see through the hype, they understand their unique business and provide the ambience their specific clientele require and they do this inside and outside the building to create an appealing offering that has their adoring and fee paying public queuing around the block for a table.

Most of our clients have seen the best trading periods ever in 2012 and it's simply because they understand and exploit the specific and individual space at their disposal and they maximize the trading opportunity that space will provide.

## Your Outdoor Space

This outside space is of paramount importance and needs to be carefully considered. It does not matter if it's a back street boozier with just enough room for a smoking den or a city centre roof top terrace, it's all got value and the chances are that its usable space that can create an amazing return on investment when correctly thought through.

People love the outdoor area and when you are next dragged around a shopping centre then open your eyes. You will quickly establish that the offerings with well-designed outdoor areas enjoy

more than double the occupied seats than those who do not. Leaseholders from premium gastro chains understand this and pay a premium for an outlet with good quality external retail space ready for them to exploit.

One of the UK's most prestigious shopping centres is a prime example of this and they use a simple business model which works well for all stakeholders. Each incumbent pays a nominal rent per square metre and an agreed proportion of the outlets turnover. This is published weekly and every business knows the turnover of every other business on the site. Those with well thought out external space turn over around £80,000 per week on average. Those who have not have paid due attention to the external area turn over around £30,000 per week on the same site.

Crown collaborate with most of these operators to design and install year round outdoor rooms made of glass, aluminum, wood or steel with a folding roof that can be transformed into a complete "winter garden" at the touch of a button. Our mission is to produce a unique, aesthetically pleasing and functional room which is a mix of perfectly executed and seamlessly integrated components from the very best the world has to offer.

## Four Season Solutions

As distinct from the long established and boring shade sector "awnings and parasols" the solutions demanded by our "obsessed clients" are not designed just for the sun but for the creation of environments that can be used for all four seasons. We do this by surrounding the retractable roofing systems with the right enclosure to create doors, sides and fronts of every conceivable configuration.

Remember "You will never win if you never begin" so in conclusion you need to start thinking "outside your own box(es)" and think of what a well-designed outdoor space could do for you.

# WHERE ONCE THERE WAS JUST SPACE



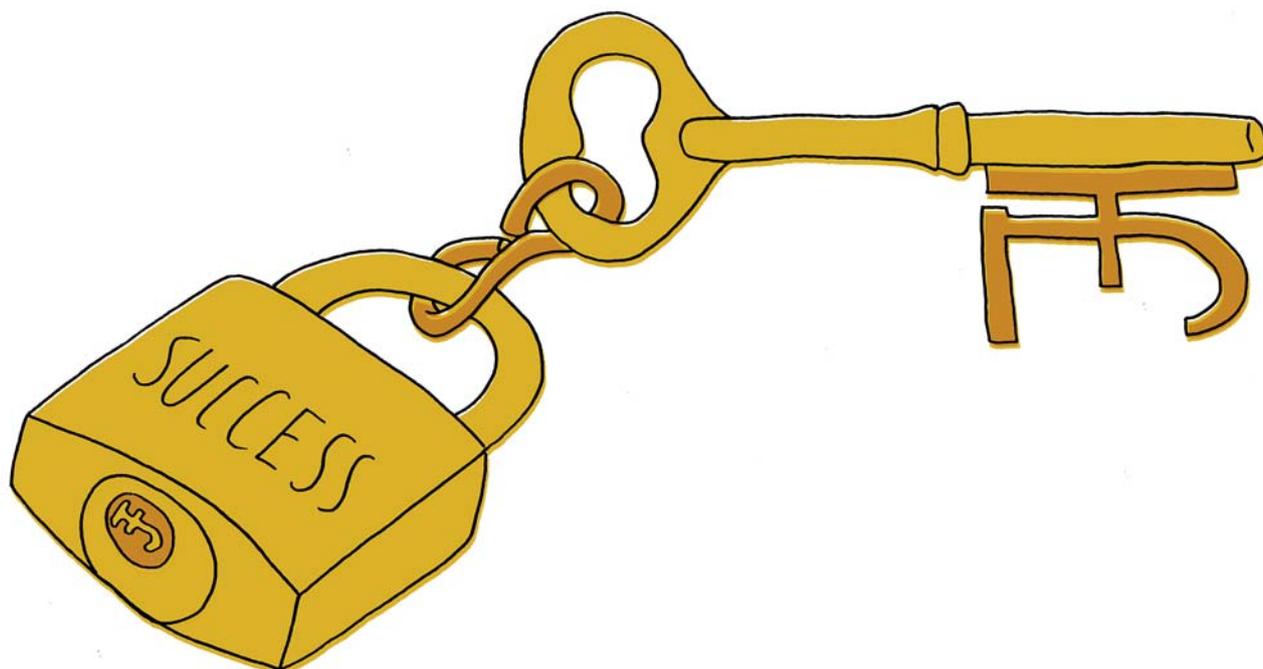
## WE CREATE SPACE FOR YOU TO USE ALL THE YEAR ROUND



[www.crown-outdoor.co.uk](http://www.crown-outdoor.co.uk) 01304 212121 [mail@crown-outdoor.co.uk](mailto:mail@crown-outdoor.co.uk)  
Extensive showrooms at Unit 3 Poulton Close, Dover, Kent, CT17 0HL. England.

# Accounts Action

This business report has been compiled for you by David Jones Accountants Limited [www.drjaccountants.co.uk](http://www.drjaccountants.co.uk)  
Email - [david@drjaccountants.co.uk](mailto:david@drjaccountants.co.uk)



## Money Matters

### KEY SECTIONS

- ▶ **Business Structure**
- ▶ **Accounting**
- ▶ **Basic Rules**
- ▶ **Employees / PAYE**
- ▶ **Value Added Tax**
- ▶ **Sundry Matters**
- ▶ **Taxation**
- ▶ **Disclaimer**

 *These items will make you more money, help your cash flow or save you tax.*

**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 Licensed 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.



## Successful licensed premises require a certain type of licensee...

### ...who needs a certain type of Accountant

Whether you're new to running and developing licensed premises, or a seasoned professional with many years industry experience to your credit, you will appreciate that it is vital to build and maintain a solid business foundation.

By maintaining tight control of your business finances you are able to maximise potential whilst proactively identifying and avoiding the many pitfalls of the industry that can eat into your bottom line. **That's where we come in.**

DRJ are **specialists in licensed trade accounting**, giving you all the assistance you need, through our comprehensive and unique portfolio of accounting services, easing your workload and letting you focus on running the business.

**Call DRJ Accountants today on : 01937 581 356  
and start celebrating your financial success**



## 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.

### 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 is essential.

### 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.

Try to avoid using private bank or building society accounts to deposit takings or to pay suppliers directly. If these accounts are used, HMRC can demand to see them, as they form part of the business records. You may then be asked to explain all other deposits into these accounts as HMRC will contend that all unexplained amounts are further business takings.

### 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** there are tax consequences if you claim all motoring expense, instead you should record your business miles in your car log. You claim

the first 10,000 at 45p per mile, the rest at 25p (plus 5p per mile for each business passenger). All motoring expenses e.g. fuel, insurance, repairs etc. would be paid personally.

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). Advice is available from ACAS (Tel. 0845 747 4747)

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. There are severe penalties for not operating the PAYE system correctly. Do not be duped into engaging self employed Chef's without seeking advice, as you will be liable for the Tax and NIC if HMRC say the Chef is not self employed

If NI contributions apply **you must pay a higher employer's contribution (in addition to that deducted from the member of staff).**

## Minimum Wage

From 1st October 2011 the minimum wage rates are as follows:

- ▶ Apprentice rate £2.65
- ▶ Under 18 years old £3.68
- ▶ Aged 18 – 20 years old £4.98
- ▶ Aged **21 and over** £6.19

## 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 day. 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.
- ▶ 16 & 17 year olds cannot work over 8 hours per day or 40 hours per week.

## 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, period for which employment is expected to continue or, if for a fixed term, 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/Tronc

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 £144 for tax year 2012/13 (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.

## Real Time Information (R.T.I.)

HM Revenue & Customs (HMRC) are introducing major changes to payroll called Real Time Information (R.T.I.) for the reporting of PAYE information

Currently, by the 19th May each year details of earnings, Tax and N.I. for the previous Tax Year are summarised and submitted to HMRC on forms P35 and P14's. This system will apply for the last time in 2012/13 tax year.

From 6th April 2013 this system will be replaced by R.T.I. Under this new system information has to be submitted electronically to HMRC every time a payment is made to an employee. This will be 52 reports for weekly paid staff instead of 1!!

The big change is that HMRC must verify the employee's information before a submission can be made. So it's vital that new employees provide you with a P45 or P46...otherwise you will not be able to submit payment details for any employee! Your return will therefore be late and you will be charged a penalty!

Under R.T.I., HMRC will know the precise amount of PAYE and N.I. contributions you have deducted from staff wages. So, if you're late paying this over to HMRC, you will be charged a penalty and interest.

## Universal Credit

At the same time as the introduction of R.T.I., all benefits will start to be administered by the Department of Works & Pensions (DWP). These new arrangements are to be known as Universal Credit. If a member of staff is receiving a benefit e.g. Working Family Tax Credit (but there are dozens more!), the DWP will require the employer to provide earnings details on a monthly basis.

If you don't provide this information within 7 days, the benefit will be suspended. If not provided within 20 days the benefit will be cancelled! Your member of staff will then have to re-apply for the benefit to recommence, having lost the missing month(s) forever.

There will be penalties for late filing and late payment under R.T.I.

If you haven't a payroll scheme now, you need to speak to your Licensed Trade Accountant to see if you need one in the future.

If you are currently claiming a benefit you will also start to receive Universal Credit at some point after April 2013, but definitely by October 2013. HMRC have not published the method by which self employed people will provide the monthly income figures at the time of publication. You should seek advice from your Trade Accountant before April 2013.

## Redundancy

Employees have the right to a redundancy payment if they 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

 Every employer, no matter how small, must have a system for dealing with disciplinary matters. These procedures must be written down and available to all employees. Failure to do so could result in compensation being increased by 50% if an employee takes a case to a tribunal.

Free guidance on procedures is available from ACAS (Tel 0845 747 4747).

The ACAS code of practice can be downloaded from [www.gov.uk/taking-disciplinary-action](http://www.gov.uk/taking-disciplinary-action)

Other free advice is available from [www.employeradvice.org.uk](http://www.employeradvice.org.uk).

Basically 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, or you have not followed the 3 Stage Process.

It is important to utilise the free advice but if you are still unsure you should seek specialist legal advice.

## 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

From 1st April 2012, the annual registration limit has increased from £73,000 to £77,000.



Advice from your Trade Accountant is essential **if you are not taking over a "going concern"**.

The limit for deregistration has increased from £71,000 to £75,000.

## Rate

Standard rate is 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 **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:

- ▶ 30% for failure to notify.
- ▶ 70% for deliberate but not concealed default.
- ▶ 100% for deliberate and concealed default..

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 don't have 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

All businesses, whatever their turnover, must file their VAT returns online and pay electronically.

You can register to file online at [www.hmrc.gov.uk](http://www.hmrc.gov.uk)

All businesses newly registering for VAT since 1st April 2010, 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 as “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:-

No. OF LATE RETURNS	SURCHARGE LEVEL
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.

This surcharge system is to be replaced by a new stricter penalty regime, where separate penalties will be charged for late returns and late payments. The start date for these new penalties has yet to be announced.

## 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 £230,000, (£5,308 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 CO2 emissions figure. For cars which are too old to have a CO2

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 HMRC suspect irregularities.

Please remember that all your business documents and bookkeeping records will be required for a detailed inspection. HMRC can levy a penalty of £3,000 for any records which have been deliberately destroyed.

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.

Tax Investigation Insurance will cover your professional fees for dealing with these visits.



## SUNDRY MATTERS

### Pensions

The current retirement pension for a single person is £107.45 and for a married couple £169.30. 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.
- ▶ 5. Tax Investigation Insurance.

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.

## 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 2012 must be entered on the annual self-assessment tax return. Paper returns must be submitted before 1 November 2012 but submissions on  line can be made up to 31 January 2013. **A fine of £100** is levied for late submission **whether or not tax is payable.**

A fine of £100 is levied on each partner if partnership returns are submitted late.

Returns that are more than 3 months late will be charged a penalty of £10 per day up to a maximum of £900. If the return is 6 months late a further 5% of the tax due up to a maximum of £300 is charged. For a return which is 6 months late, therefore, the penalty due can be £1,300. (The unsuspecting taxpayer could become a cash cow for the Government).

### 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 penalty of 5% is added. A second 5% is charged on tax outstanding for 6 months and a third 5% for tax paid 12 months late.

### 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 Investigation Insurance can be taken out to cover professional fees in dealing with HMRC enquires.

### Tax Rates and Allowances

From 5th April 2012 the tax free personal allowance is £8,105. 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 - £34,370       | 20% |
| ▶ £34,371 - £150,000 | 40% |
| ▶ Over £150,000      | 50% |

### Capital Gains Tax

The exempt band is £10,600 in 2012/13. The rates payable are:

- ▶ 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 £34,370 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 £10 million. Entrepreneurs' relief is available on sale of qualifying business assets.

## 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 (nil rate band) 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. Unused nil rate band can be transferred to surviving spouses.

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 after the end of the accounting period. Payment must be made no later than nine 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 9 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 20%..

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 24%.

### 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

Annual Investment Allowance (AIA) is due on new or used assets purchased by a business. The allowance enables 100% of the cost to be reclaimed. The allowance is due on the first £100,000 of equipment purchased before 5th April 2012 and the first £25,000 after 6th April 2012. Accounting periods that straddle 5th April 2012 will have a time apportioned calculation to do in order to

determine the maximum relief due. Any expenditure not qualifying for AIA will qualify for Writing Down Allowance (WDA).

WDA allowance is reducing from 20% to 18% from 5th April 2012. A hybrid rate is calculated for accounting periods straddling 5th April 2012. Special rate asset allowance is reducing from 10% to 8%.

Enhanced Capital Allowance (ECA) is due on expenditure on equipment which is energy efficient and incorporates water saving technologies. ECA is due at 100% and is additional to AIA claims. The allowable equipment including central heating boilers and toilets can be seen at [www.etl.decc.gov.uk](http://www.etl.decc.gov.uk).

There are also special rules for short life assets, where the expected life span is not greater than 8 years. You need to discuss these rules with your Licensed Trade Accountant.

## Cars

Expenditure for cars is not available for AIA. 100% allowance is due on new vehicles with CO<sup>2</sup> emissions less than 110g/km until March 2015. The 110g/km will reduce to 95g/km in 2015.

WDA available on cars depends upon whether the business is a Limited Company or not.

For Companies, cars with CO<sup>2</sup> emissions between 111g/km and 160g/km will be treated as part of the plant machinery pool and attract WDA at 18%.

There will therefore be no balancing allowance due on disposal. Cars with CO<sup>2</sup> emissions above 160g/km will be in a special rate pool where WDA is 8%.The 160g/km emission rate is to reduce to 130g/km n 2013.

Fore sole traders and partnerships, a private use pool of either 18% or 8% (dependant on whether the CO<sup>2</sup> emission are higher or lower than 160g/km) are maintained, thus making balancing allowances available on disposal. The 160g/km is reducing to 130g/km in April 2013.

If you are planning substantial expenditure you should discuss this with your Trade 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 Licensed Trade Accountant.**

**For client advice please contact:-**

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# Licensing Developments in 2012

## Legal Matters

**JOHN GAUNT & PARTNERS is recognised as being one of the foremost licensing practices in the United Kingdom operating throughout England, Wales and Scotland. All the Partners of the firm are recognised in the independent Guides to the Legal Profession as being experts in their field. Here the team review the licensing developments of 2012 that affect the ontrade**

The Licensing Act 2003 (LA2003) which came into force on 24th November, 2005 made the most far reaching changes to the licensing regime seen for over a generation. With control passing to the Licensing (Local) Authorities, the establishment of the four licensing objectives and the aim of local communities having an increased voice in licensing and particularly in respect of alleged problem premises, the then new law represented something of a sea change. Time has not, however, stood still and we have seen a number of developments in the intervening period which in large parts have been designed to strengthen the law, generally at the expense of the operator.

The Police Reform and Social Responsibility Act 2011 (PRSRA 2011) is now effectively full and in force and the Late Night Levy and the Early Morning Alcohol Restriction Order came into force on 31st October 2012.

Much has been written about the changes which this Act brought into force and therefore I am summarising only the principal headlines.

### 1. Removing the Vicinity Test.

The PRSRA removes the reference to interested parties within the Licensing Act and brings in the concept of "other persons". As such, any person wishing to make a representation to an application or initiate a Review no longer has to operate a business or live within the vicinity of the premises affected but in our view, you will still have to demonstrate some form of link between the objector and the proposed site and operation.

### 2. Temporary Event Notices.

Significant changes were brought into the Temporary Event Notice regime by the PRSRA. By way of additional restrictions, whereas only the Police could object to TEN's previously on the grounds of preventing crime and disorder, this has been expanded with Environmental Health Departments also being able to object and with the Police and EHO making objections based on any of the Licensing Objectives and the objection period being increased to 3 days.

In terms of relaxations, the maximum duration of a Temporary Event Notice is increased from 96 to 168 hours and the maximum duration of the period for TENs per premises in any calendar year is increased from 15 to 21 days.

A new "late TEN" which is served on the relevant authorities no later than 5 working days and no earlier than 10 working days before the date of the event has been introduced allowing operators some additional flexibility in respect of certain events, as long as no objection is made.

### 3. Licensing Authorities - The Responsible Authority.

The PRSRA empowers the Licensing Authority as a now “Responsible Authority” allowing the Licensing Authority to comment on applications for new premises or variations to existing Licences, regardless of whether any other party opposes the application.

We already have experience of this happening. This does seemingly allow the Licensing Authority to act as a party taking a view on an application but also as Judge and Jury although the amended Guidance makes a clear call for separation of responsibility. We shall see.

At the same time, the Local Health body becomes a Responsible Authority but we have yet to see a surge in health related representations. (In Scotland, it took the Health Lobby to start to effectively exercise their powers).

### 4. Persistent Sale of Alcohol to Children.

For this offence which arises where a premises suffers two failed test purchases within a 3 month period and to which there is no defence available to the operator, the maximum penalty increases from £10,000 to £20,000.

Of greater significance is the period for possible “voluntary” closure which extends from up to 2 days to a minimum of 2 days to up to a maximum of 14 days.

### 5. Necessary or Appropriate.

When making decisions on new and existing Licences in executing their licensing duties, Licensing Authorities had until now been required to show that the decisions were “necessary” in the promotion of the licensing objectives.

This placed a significant evidential burden on the Licensing Authority to prove that no lesser steps would satisfy the promotion of the objectives. The PRSRA amends the evidence test by using “appropriate” rather than necessary, thereby lowering the evidential threshold.

The revised Guidance provides that a Licensing Authority’s “determination should be evidence based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve”.

European Law, in particular the right to property under the European Convention on Human Rights provides that every person is entitled to peaceful enjoyment of his possessions and that no one should be deprived of his possessions except in limited circumstances.

Our view is that it may be argued that property rights should not be interfered with unless it is proportionate to do so, and so the threshold between necessary and appropriate may be limited in reality.

### 6. Annual Fees - Suspension for Non-Payment.

Annual fees are calculated by reference to the rateable value of the premises and are currently due on the anniversary of the grant of the Premises Licence. For all annual fees due on or after 25th April, 2012, the Licensing Authorities must suspend the Premises Licence for non-payment of annual fees (in Scotland this power already existed).

The suspension does not apply if either failure to pay the fee was because of an administrative error (whether made by the holder, the Authority or anyone else) or before at the due date the holder notified the Authority in writing that the holder disputed liability for the amount of the fee and the grace period for payment of the fee has not expired (21 days commencing on the day after the due date). We are finding that many local Licensing Authorities administration systems are not up to the new powers which they have been given!

### 7. Early Morning Alcohol Restriction Orders.

These came into full force and effect on 31st October, 2012 and are a power which enables Licensing Authorities to restrict the sales of alcohol in the whole or part of their areas for any specified period between 12 midnight and 06.00 if they consider it appropriate for the promotion of the licensing objectives.

It remains to be seen with what enthusiasm the Licensing Authorities will look to embrace these and our consistent advice has been and is that if you have any premises which are likely to be affected by the proposals for such, those proposals should be critically examined and appropriate representations made.

We are happy to advise further on this if required.



## 8. Late Night Levy.

The Late Night Levy is a new power enabling Licensing Authorities to raise a contribution from late opening alcohol suppliers towards the policing of the night time economy.

It does however cover the whole Licensing Authority's area if adopted but the Authority can choose the period during which the levy applies and (to an extent) decide what exemption and reduction should apply from a list set out in the Regulations.

The amount of the Late Night Levy is set at a national level and will be calculated according to the premises rateable value and varying between £299 and £1,493 (escalating to £4,440 if the "multiplier" applies to premises that primarily or exclusively sell alcohol).

Again, our consistent advice has been that if you have any premises that are or are likely to be affected, the detail of the proposals should be scrupulously examined in detail and appropriate representations made at the earliest opportunity

And finally we have the **Live Music Act 2012**, now in force.

Entertainment in the form of live music is no longer regulated in certain circumstances. The Act differentiates between amplified and unamplified performances and location as follows:

The inclusion of 'workplace' as a category would suggest that unlicensed beer gardens may be entitled to allow live music to be performed between 8am – 11pm daily to audiences of less than 200.

It is important to note that the restrictions apply to audience size and not the overall capacity of the premises.

The effects of deregulation are that a premises licence permitting the live music will no longer be required in order to carry on this activity in the circumstances described above. Any condition which "relates to live music" currently imposed upon the licence will cease to have effect.

Whether a condition "relates to live music" will be a question of fact in each case and may in many circumstances be a contentious issue.

The Act does provide that live music can, following review, be conditioned, irrespective of this deregulation for those premises which undermine the objectives.

Irrespective of the deregulation in terms of the Licensing Act 2003 It remains the case that other statutory provisions in respect of noise continue to apply - for example the Environmental Protection Act 1990. Enforcement (and indeed review) proceedings can continue to be brought against premises causing a statutory noise nuisance.

Where	Amplified Performances of Live Music	Unamplified Performances of Live Music
Premises licensed for consumption of alcohol on the premises.	Audience no more than 200 Between 8am – 11pm	Between 8am – 11pm
'Workplace' - per Workplace (Health, Safety and Welfare) Regulations 1992	Audience no more than 200 Between 8am – 11pm	Audience no more than 200 Between 8am – 11pm
'Anywhere else'	Remains Regulated	Between 8am – 11pm





# Health & Safety Regulations

**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 foodstuffs 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 of 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 75°C for a period of two hours. Only one tolerance period is allowed. After these times foods must be re-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?

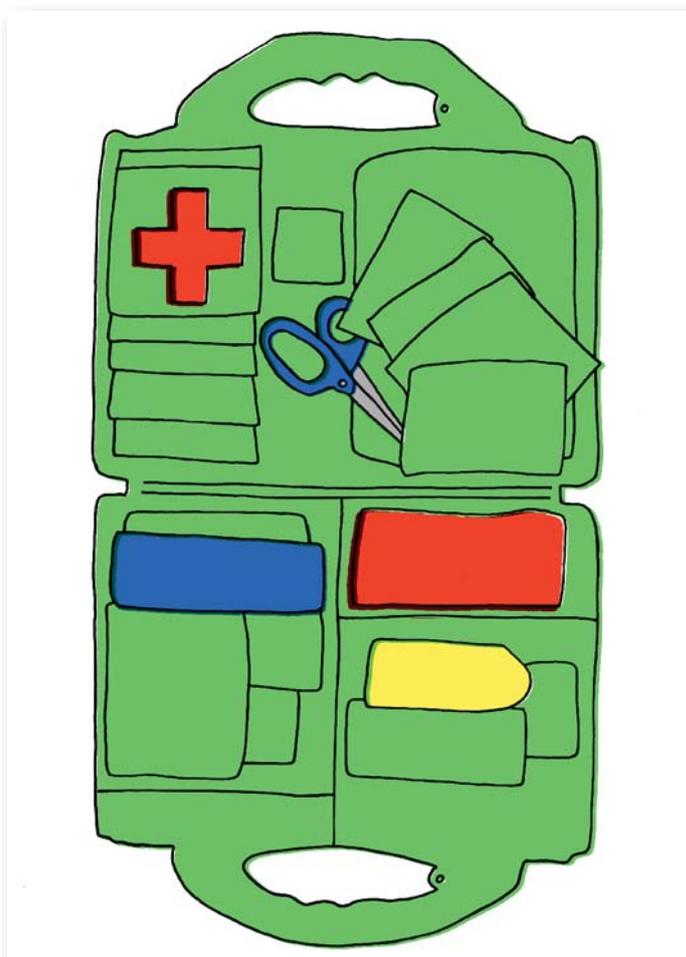
## Animals

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



employees, 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 antibactericidal 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 CO2 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.

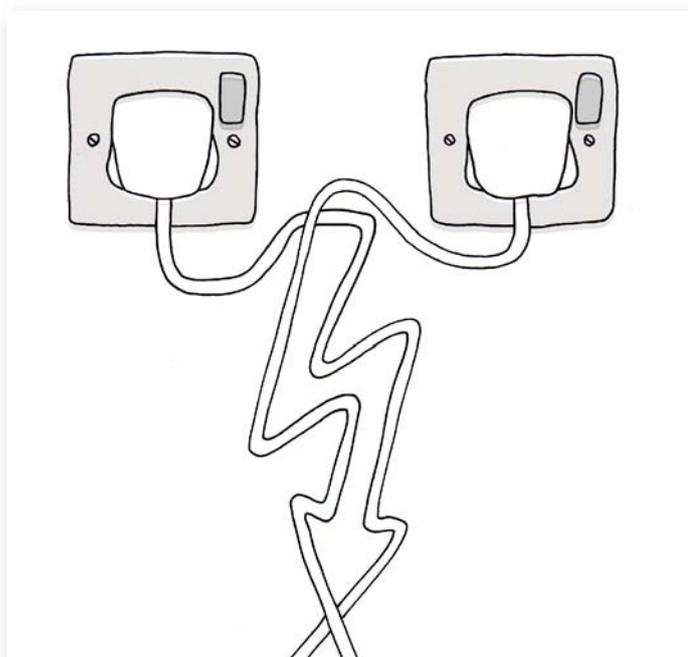
Examples of equipment subject to these regulations include passenger and goods lifts, dumb waiters, cellar hoists, bath and guest hoists, vehicle tail lifts, and others also. Shelving and storage units within the cellar should be of non-absorbent material, capable of being easily cleaned and if wooden, 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 underage 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 contamina-

tion 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.

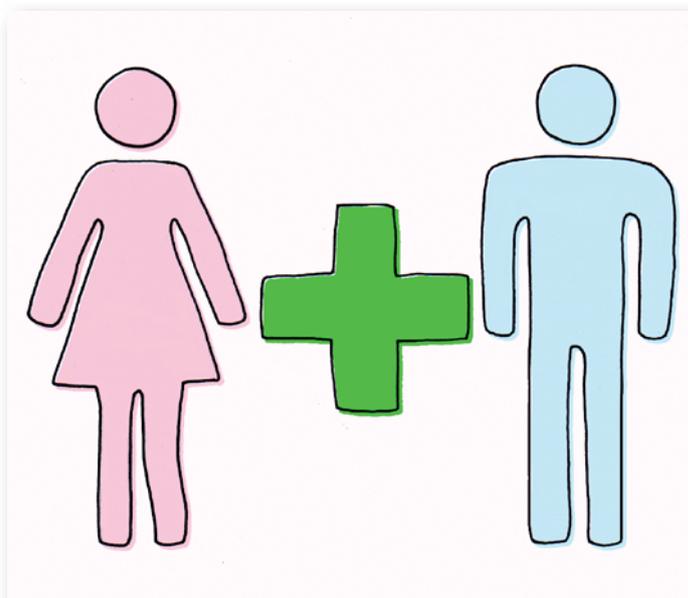
Low beams on staircases should be well padded to prevent injury and 'Mind your head' notices should be clearly displayed if there is an unavoidable risk of injury.

### 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.





# The hidden danger lurking in your cellar

## BOC Dispense Gas

**BOC Sureserve is the UK's leading supplier of dispense gases. Carl Goode of BOC Sureserve explains why licensees need to be extra-careful when storing or handling carbon dioxide and other dispense gases in the cellar, and what they can do to protect themselves and their staff**

It's a truism that many in the hospitality sector hardly ever think about the dangers posed by the dispense gases that are used to put the fizz into beer and soft drinks on a daily basis.

But if you've ever had a headache or suffered from shortness of breath after working in the cellar it could be an indication that you've suffered the early signs of exposure to leaking gas.

### Proper precautions

While clearly vital to hospitality, carbon dioxide (CO<sub>2</sub>) and nitrogen (N<sub>2</sub>) can be a hidden danger to health. It is difficult to detect a growing concentration of carbon dioxide from leaks in cellars because it can't be seen and doesn't smell – and being heavier

than air, it does not dissipate easily. Low levels of exposure can result in headaches and dizziness; higher levels can mean laboured breathing and, in the worst cases, asphyxiation.

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*"many in the hospitality sector hardly ever think about the dangers posed by the dispense gases that are used to put the fizz into beer and soft drinks on a daily basis"*

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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.

### Partnership working

BOC Sureserve is working with industry bodies and customers to raise awareness of gas safety in the hospitality sector. During the current economic climate it remains important to continue campaigning for licensees to pay greater attention to safe working with dispense gases.

# Your guide to gas dispense risks



**This guide is designed to help you understand and comply with the law in regard to the risks associated with dispense gas in cellars.**

## The Cellar

### Dispense gas in a confined space

A confined space is a place which is substantially enclosed (though not always entirely), and where serious injury can occur from hazardous substances or conditions within the space or nearby (e.g. lack of oxygen).

As a result, cellars of licensed premises, in which dispense gasses are used or stored, may come within the scope of the Confined Spaces Regulations 1997.

### What are the foreseeable risks?

#### Release of gases

The major risk of injury from gas dispense equipment in the cellar is that of loss of consciousness or asphyxiation due to contamination of a release from equipment in the cellar.

Although such emergency situations are rare it should be remembered that:

- ▶ Even a small decrease in the atmospheric oxygen content can pose a serious health risk
- ▶ Carbon dioxide is classified under Control of Substances Hazardous to Health Regulations (COSHH) as a hazardous substance because it has toxic and asphyxiant effects at high concentrations
- ▶ Release of nitrogen from an air separation reservoir tank can also cause oxygen depletion which may lead to similar asphyxiant effects as carbon dioxide.

#### Storing and/or handling gas cylinders

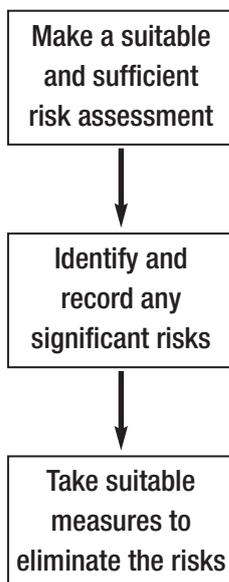
Health and safety guidelines give safe working practices for storing and handling gas dispense equipment to avoid potential injury to staff and other persons working in the cellar. Observing these guidelines can minimize risks such as:

- ▶ Poorly lit or poorly ventilated cellars
- ▶ The incorrect handling of heavy cylinders
- ▶ Cylinders not stored securely.

#### Your responsibilities

Under the Regulations, every employer, or self-employed person, is responsible for the health and safety of persons working in or entering the cellar.

### To comply with the Regulations you need to:



This should be done by a 'competent person' who has sufficient expertise and experience of the risks

Employers with fewer than 5 staff do not have to record their findings

For example remove risks where practical, train staff, install gas analysis and detection equipment

**Where significant risks are present, your main priority is to restrict entry to the cellar as far as possible.** Where it is necessary to enter the cellar e.g. for installation of dispense gas equipment you must identify the nature of the risks and determine what measures can be taken to provide a "safe system of work".

### Safe system of work

#### Typical measures

A safe system of work for gas dispense will be specifically related to the findings of the risk assessment for individual cellars but may include:

- ▶ Introducing additional safety precautions to reduce the level of risk e.g. installing a carbon dioxide detection monitor, an oxygen depletion monitor and/or improving ventilation
- ▶ Eliminating the source of the risk where possible e.g. ensuring all cylinders are securely chained
- ▶ Ensuring that only competent contractors are engaged to install and regularly maintain gas dispense equipment.

Staff training on the relevant safety precautions for handling gas dispense equipment and emergency procedures in the event of a gas leak will always be required.

It is in everyone's interest to remain vigilant over safety and quality. Accidents impact both on individuals and the business as a whole. For an individual it can mean injury, time off work and potential loss of income. 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 as well as quality.

# Energy Reduction



## Best Cellar

### Ruth Evans MBE, Chief Executive of the BFBi, examines the ways the industry is moving towards a greener, more innovative and more profitable Pub

To most consumers, the point of contact with a pint of beer is the lessee and the beer font/engine. A myriad of manufacturers and suppliers within the dispense sector work in the "engine room" (the cellar) to ensure the consumer receives a beer exactly as the brewer intended; as the brand owner wishes it to be marketed and as the lessee wishes it to be served.

It is believed that 75% of energy use within the pub is devoted to the dispense of drinks at the bar. Against a background of yet more energy price rises, the dispense sector's focus has been moving towards energy reduction; a route to a more innovative, "greener" and cost effective pint, maximising profit for the licensee.

A number of recent industry initiatives have been progressed within the dispense sector, ensuring less energy use and more profitability, including: (See Table above)

- ▶ With the EU expected to ban all refrigerants with a global warming potential higher than 150, possibly by 2017, new and more efficient alternative refrigerants to replace R134a (an inert gas used primarily as a "high-temperature" refrigerant for refrigeration and air conditioners) are being investigated. eg, "natural" refrigerants such as ammonia, hydrocarbons and CO<sub>2</sub> (called "natural" because the substances also occur in nature)
- ▶ The specification of beer cooling systems is being improved by moving from 13mm to 19mm insulation on pythons. This ensures minimal heat loss from the python resulting in minimal heat dump into the cellar and bar area.
- ▶ Developing "Extra Cold" cooling solutions such as "Coil & Foil", is a simple, effective measure of enhancing insulation, with aluminium lined foil within the python design.
- ▶ Improved Installation guidelines for Cellar Service Technicians ensures improved lagging / insulation of beer lines from python to tap.
- ▶ The development of "intelligent" electronics to reduce the Compressor run time on coolers to only supply cooling during Trading hours is a "no-brainer" when it comes to reducing energy costs.
- ▶ As is improving the efficiency of secondary cooling systems to deliver cooling at the point of dispense.
- ▶ Reducing the heat loading of Condensating Beer Fonts on Primary Cooling systems by improving Font design.
- ▶ Moving away from fully flooded fonts and using LEDs in favour of neons for illumination.
- ▶ Use of Cooling suppressants as an alternative to recirculating water, whilst still retaining a cooling reserve by the traditional ice bank in Beer Coolers
- ▶ Optimising thermal transfer through the redesign of beer cooler coils, whilst reducing beer dispense temperatures.
- ▶ Testing heat recovery technology, using waste heat produced by cellar cooling to help provide hot water and heating

A greater engagement by all pub owners/managers would ensure that innovative routes to delivering cost effective and cost saving solutions can be achieved sooner rather than later, ensuring that our sector leads on Government targets whilst providing a responsible/green/ profitable environment for the consumer to drink.

For a list of companies working in this area please contact [info@bfbi.org.uk](mailto:info@bfbi.org.uk) or go to [www.bfbi.org.uk](http://www.bfbi.org.uk) , Member Search and specify dispense and bar services.



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Expertise you can trust

# ECA spells cash bonus



As the UK's first manufacturer of ECA qualifying refrigeration equipment Hubbard's Premium Cellar Conditioning system, launched in 2006 now forms the foundation of a widening suite of energy efficient products driven by licensee demand.

The Hubbard 'Heat Recovery' Suite of applications is designed specifically to reduce hospitality sector establishment running costs by recovering the large amounts of incidental heat that is produced by equipment stored in cellars for convenience.

Equipment such as tumble dryers, ice machines, and heating boilers are often found in cellars where they can be located out of sight and yet be easily accessible. These appliances cause additional load on and increase the running costs of cellar conditioning equipment.

Hubbard has developed a range of innovative products that capture waste heat produced by these appliances and convert it efficiently and discreetly into significant cost savings.

**Hubbard Products are well known within the On-Trade as leaders in cellar conditioning and it was Hubbard who coined the phrase 'Cellar Conditioning' when they produced their original HTC condensing unit, specifically for the On-Trade sector in the 1980's.**

Since then cellar conditioning has become increasingly important to licensees as they battle to cut costs, reduce spoilage and retain customers by serving high quality, wines and beers at the perfect temperature.

Cellar conditioning has now morphed into the wider discipline of cellar management where more efficient use of energy and the recovery of energy by-products, is the norm for the 'savvy' licensee; an initiative financially incentivised by central government.

One of the most important financial incentives for licensees is the enhanced capital allowance scheme (ECA). This encourages the investment in energy saving cooling systems by allowing full corporation tax relief on qualifying equipment and installation costs within the first year.

This can provide a significant cashflow benefit to licensees whilst also delivering reduced energy bills through improved efficiency.

## The Hubbard Heat Recovery Suite consists of

- ▶ Hubbard Premium - ECA Qualifying cellar conditioning
- ▶ Hubbard Zenith - High efficiency ECA Qualifying scroll packaged units
- ▶ Hubbard Econ-O-Mate and Econ-O-Pack – Heat recovery units for packaged condensing units
- ▶ Hubbard Air Transfer Unit – Measures and maintains cellar temperature by using external air source to reduce cooling costs
- ▶ Hubbard Heat Pump - Low Carbon Cooling & Heating – Air Source Heat Pump

Dougie Stoddart, Commercial Director - Hubbard Products points out why energy saving and heat recovery is so important to licensees; "The level of savings can be considerable. For example, subject to site survey, the heat recovered from an average-sized cellar cooling system can produce up to 3000 litres of water heated to 60°C each day.

# TURN YOUR CELLAR INTO A PROFIT CENTRE

## ECA qualifying cellar conditioning systems

- ETL listed Premium and Zenith cooling systems
- Write off 100% of purchase and installation costs against tax in year of purchase
- £10,000 qualifying purchase reduces tax in the year of purchase by up to £2,400



Authorised User No. 00460

## Free heat and reduced energy costs

- Hubbard HR Heat Recovery units capture waste heat produced by cellar conditioning compressors and condensers, converting it into a viable source of hot water for heating or washing
- Average-sized cellar cooling systems can produce up to 3000 litres of water heated to 60°C each day
- Energy cost savings and coincidental benefits associated with heat recovery at this level can be substantial



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# Cellar Art and Craft

**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 cellarmanSHIP 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 cellarmanSHIP, 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

*“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”*

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

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***"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"***

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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.

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 Anchor without substantial wastage due to the relatively high level of CO<sub>2</sub> in solution.

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***"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"***

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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 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'.

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***"If you use beer engines, decide which beers benefit from the use of sparkler attachments in order to produce a tight, creamy head"***

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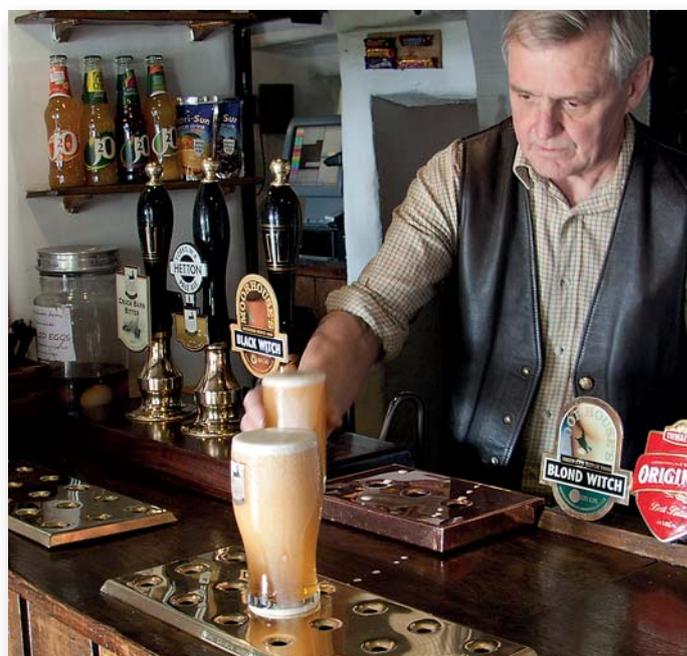
Each cask broached and put on dispense should be consumed as quickly as possible; ideally within 24 to 48 hours unless a cask breather is used. It is not just a question of oxidation and acetification setting in, but the loss of CO<sub>2</sub>. In all but the most carefully prepared casks, such loss 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:

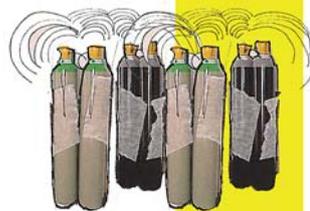
"An ideal glass of ale should evidence stability, "star" brilliancy, absence of deposit or floating particles, a foaming, tenacious, creamy head, with beads of carbonic acid gas adhering to the sides of the glass; the ale when first poured out being as cloudy as milk, subsequently slowly clearing as 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."***



celeAR  
SAfety



# A Safer Cellar

## 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.

### 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.

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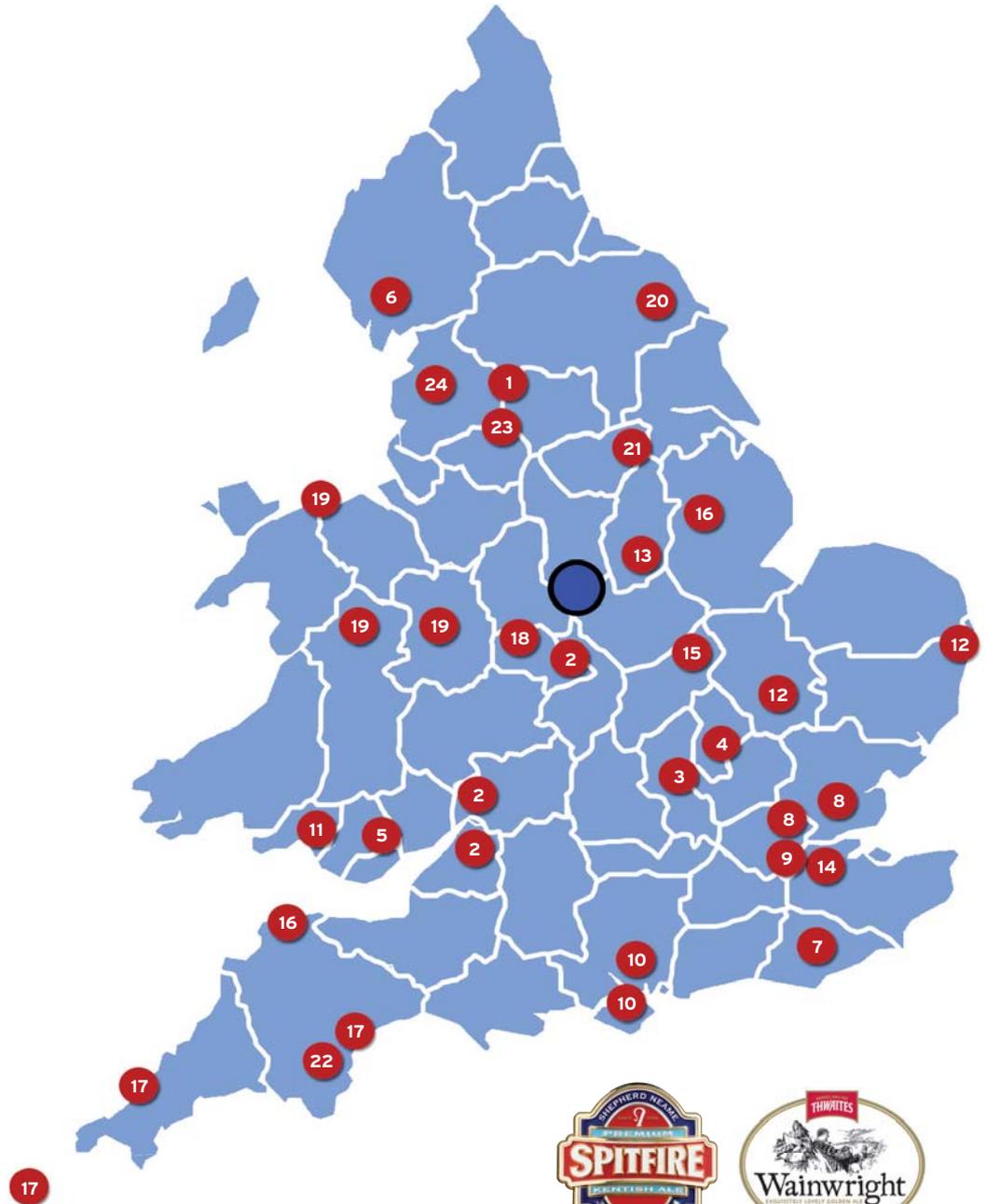
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The Cider Barn  
Lyne Down  
Much Marcle  
HR8 2NT  
07756 108501  
[www.lynedowncider.co.uk](http://www.lynedowncider.co.uk)

**Westons**

The Bounds  
Much Marcle  
Ledbury  
HR8 2NQ  
01531 660233  
[www.westons-cider.co.uk](http://www.westons-cider.co.uk)

**Hertfordshire****Millwhites Cider**

The Cider Mill  
Bourne End Farm  
London Road  
Hemel Hempstead  
07904 525865  
[www.millwhites.co.uk](http://www.millwhites.co.uk)

**Apple Cottage Cider**

Apple Cottage  
Baldock  
SG7 6DF  
01462 893033  
[www.applecottagecider.co.uk](http://www.applecottagecider.co.uk)

**Kent****Dudda's Tun**

Unit 8 Nevergood Farm Yard  
Doddington  
Sittingbourne  
ME9 0AX  
01795 886266  
[www.duddastuncider.com](http://www.duddastuncider.com)

**East West Ales**

Pine Trees Farm  
Brick Kiln Lane  
Horsmonden  
TN12 8ES  
01892 725617

**Biddenden**

Gribble Bridge Lane  
Biddenden  
TN27 8DF  
01580 291726  
[www.biddendenvineyards.com](http://www.biddendenvineyards.com)

**Rough Old Wife**

Cork Farm  
Long Hill  
Old Wives Lees  
Canterbury  
CT4 8BN  
01227 700757  
[www.rougholdwife.com](http://www.rougholdwife.com)

**Lancashire****Dove Syke Cider**

Dove Syke Nursery  
Eaves Hall Lane  
West Bradford  
Clitheroe  
BB7 3JG  
01200 428417  
[www.dovesykecider.co.uk](http://www.dovesykecider.co.uk)

**Lincolnshire****Churchill Ciders**

Spalding  
Lincolnshire  
cidertrev@virgin.net  
[www.cidertrev.co.uk](http://www.cidertrev.co.uk)

**Skidbrooke Cyder**

The Grange  
Skidbrooke  
Louth  
LN11 7DH  
01507 339368  
[www.skidbrookecyder.com](http://www.skidbrookecyder.com)

**Small Beer Ltd**

18 Kingsway  
Off South Park Avenue  
Lincoln  
LN5 8EU  
01522 540431  
[www.smallbeerwholesale.co.uk](http://www.smallbeerwholesale.co.uk)

**Northamptonshire****Ale Express**

The Queen Adelaide  
50 Manor Road  
Kingsthorpe  
NN2 6QJ  
01604 714524

**Nottinghamshire****Torkard Cider**

Hucknall  
Nr Nottingham  
NG15 6ND  
0115 968 0709  
[www.torkardcider.moonfruit.com](http://www.torkardcider.moonfruit.com)

**Somerset****Broadoak Cider Co**

Blackberry Hill  
Clutton  
BS39 5QQ  
01275 333154

**Cider Provider**

6 Avon Crescent  
Hotwells  
Bristol  
BS1 6XQ  
[www.ciderprovider.com](http://www.ciderprovider.com)

**Long Ashton**

Cox's Green  
Wrighton Bristol  
BS40 5PA  
01934 863963  
[www.butcombe.com](http://www.butcombe.com)

**Lilley's Cider Barn**

Unit 7B  
Handmaker Road  
Frome  
BA11 4RW  
01761 432 847  
[www.lilleyciderbarn.com](http://www.lilleyciderbarn.com)

**Perry's Cider**

Dowlish Wake  
Ilminster  
TA19 0NY  
01460 55195  
[www.perrycider.co.uk](http://www.perrycider.co.uk)

**Ernie & Gertie's**

Pitney House  
Pitney, Langport  
TA10 9AR  
01458 252308  
[www.ernieandgertie.com](http://www.ernieandgertie.com)

**Burrow Hill Cider**

Pass Vale Farm  
Burrow Hill  
Kingsbury Episcopi  
Martock  
TA12 6BU  
01460 240782  
[www.ciderbrandy.co.uk](http://www.ciderbrandy.co.uk)

**Hecks**

9-11 Middle Leigh  
Street  
BA16 0LB  
01458 442367  
[www.hecksfarmhousecider.co.uk](http://www.hecksfarmhousecider.co.uk)

**Fosseway**

P.O. Box 4426  
Shepton Mallet  
BA4 9BN  
01749 600400  
[www.fosseway-cider.co.uk](http://www.fosseway-cider.co.uk)

**Worley's**

No 55 Dean  
Shepton Mallet  
BA4 4SA  
01749 880763  
[www.worleyscider.co.uk](http://www.worleyscider.co.uk)

**Tricky Cider**

The Old Bakery  
Honiton Rd Churchinford  
TA3 7RF  
01823 602782  
[www.trickycider.com](http://www.trickycider.com)

**Sheppy's Cider**

Three Bridges  
Bradford-on-Tone  
Taunton  
TA4 1ER  
01823 461233  
[www.sheppycider.com](http://www.sheppycider.com)

**Thatchers**

Myrtle Farm  
Sandford  
BS25 5RA  
01823 461233  
[www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)

**Bridge Farm**

East Chinnock  
BA22 9EA  
01935 862387  
[www.bridgefarmcider.co.uk](http://www.bridgefarmcider.co.uk)

**Suffolk****Aspall**

Aspall Hall  
Debenham  
IP14 6PD  
01728 860510  
[www.aspall.co.uk](http://www.aspall.co.uk)

**Castling's Heath**

Mill Green Brewery  
Edwardstone  
CO10 5PX  
01787 211118  
[www.millgreenbrewery.co.uk](http://www.millgreenbrewery.co.uk)

**Yorkshire****Moorlands Farm Cyder**

Moorland Farm,  
Cliffe Road  
North Newbald  
YO43 4SR  
01430 827 359  
[www.moorlandfarmcyder.co.uk](http://www.moorlandfarmcyder.co.uk)

**Pure North**

Deanhouse  
Netherthong  
Holmfirth  
HD9 3TD  
07720 398 706  
[www.purenorthciderpress.com](http://www.purenorthciderpress.com)

**Real Cider Company**

The Birchcliffe Centre  
Birchcliffe Road  
Hebden Bridge  
HX7 8DG  
01422 846994  
[www.therealcidercompany.co.uk](http://www.therealcidercompany.co.uk)

**Wales****Gwynt y Ddraig**

Llest Farm  
Pontypridd RCT  
CF38 2PW  
01443 209 852  
[www.gwyntcider.com](http://www.gwyntcider.com)

**Jon Hallam**

Chepstow  
01291 627 242

**Ty Gwyn Cider**

Whitehouse Farm  
Crossways,  
Newcastle  
Monmouthshire  
NP25 5NR  
01600 750287  
[www.tygwyncider.co.uk](http://www.tygwyncider.co.uk)

**Toloja Orchards**

Ty Gwyn  
Dihewyd,  
Lampeter  
SA48 7PP  
01570 471295  
[tolojaorchards196.vpweb.co.uk](http://tolojaorchards196.vpweb.co.uk)

# Brewers by Region

## Bedfordshire

### B&T

Shefford SG17 5DZ  
01462 815080  
[www.banksandtaylor.com](http://www.banksandtaylor.com)

### Potton Brewery Co

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

Cranfield MK40 4LU  
01234 272766  
[www.whiteparkbrewery.co.uk](http://www.whiteparkbrewery.co.uk)

## Berkshire

### Bingham's

Ruscombe RG10 9NJ  
0118 934 4376  
[www.binghams.co.uk](http://www.binghams.co.uk)

### Butts

Great Shefford RG17 7BY  
01488 648133  
[www.buttsbrewery.com](http://www.buttsbrewery.com)

### Two Bridges

Caversham RG4 5AE  
0118 947 0630  
[www.twobridgesbrewery.co.uk](http://www.twobridgesbrewery.co.uk)

### Two Cocks Brewery

Newbury RG20 0HB  
01635 202968  
[www.wbbrew.co.uk](http://www.wbbrew.co.uk)

### West Berkshire

Thatcham RG18 0UE  
01635 202968  
[www.wbbrew.co.uk](http://www.wbbrew.co.uk)

### Windsor & Eton

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

Kingswood BS16 1DB  
07823 335392  
[www.arborales.co.uk](http://www.arborales.co.uk)

### Ashley Down

St Andrews BS6 5BY  
0117 983 6567

### Bath Ales

Warmley BS30 8XN  
0117 947 4797  
[www.bathales.co.uk](http://www.bathales.co.uk)

### Bristol Beer Factory

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

Bristol BA2 0HQ  
01761 472242  
[www.matthewsbrewing.co.uk](http://www.matthewsbrewing.co.uk)

### Great Western

Cotterell BS16 1RF  
0117 957 2842

### Zerodegrees

Bristol BS1 5BA  
0117 925 2706  
[www.zerodegrees.co.uk](http://www.zerodegrees.co.uk)

## Buckinghamshire

### Aylesbury Brewhouse

Aylesbury HP19 9AZ  
01844 239237  
[www.aylesburybrewhouse.co.uk](http://www.aylesburybrewhouse.co.uk)

### Britannia Brewery

Forty Green HP9 1XS  
01296 613647  
[www.rsoe.co.uk](http://www.rsoe.co.uk)

### Buckingham Brewery

Buckingham MK18 1FF  
01280 422830  
[www.buckingham-brewery.co.uk](http://www.buckingham-brewery.co.uk)

### Chiltern

Aylesbury HP17 0TQ  
01494 673382  
[www.chilternbrewery.co.uk](http://www.chilternbrewery.co.uk)

## Concrete Cow

Bradwell Abbey MK13 9HB  
01908 316794  
[www.concretecowbrewery.co.uk](http://www.concretecowbrewery.co.uk)

## Hopping Mad

Olney MK46 5ED  
01234 919200  
[www.hoppingmad.com](http://www.hoppingmad.com)

## Old Luxters

Henley-on-Thames RG9 6JW  
01491 638330

## Oxfordshire Ales

Marsh Gibbon OX27 0GB  
01869 278765

## Rebellion

Marlow Bottom SL7 3LT  
01628 476594  
[www.rebellionbeer.co.uk](http://www.rebellionbeer.co.uk)

## Vale

Brill HP18 9TY  
01844 239237  
[www.valebrewery.co.uk](http://www.valebrewery.co.uk)

## XT Brewing Company

Long Crendon HP18 9ER  
01844 208310  
[www.xtbrewing.com](http://www.xtbrewing.com)

## Cambridgeshire

### BlackBar Brewery

Harston CB22 7GX  
01223 872131  
[www.blackbar.co.uk](http://www.blackbar.co.uk)

### 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

Wisbech PE13 1LN  
01945 583160  
[www.elgoods-brewery.co.uk](http://www.elgoods-brewery.co.uk)

## Fellows

Cambridge CB24 8XS  
01954 250262  
[www.fellowsbrewery.co.uk](http://www.fellowsbrewery.co.uk)

## Hereward

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

Peterborough PE2 7JB  
01733 370500  
[www.oakhamales.com](http://www.oakhamales.com)

## Red Brewery Co

Great Staughton PE19 5BE  
07827 294229  
[www.redbrewery.com](http://www.redbrewery.com)

## Son of Sid

Little Gransden SG19 3DW  
01767 677348

## Tydd Steam

Wisbech PE13 5NE  
01945 871020

## Channel Islands

### Jersey

Jersey JE2 7WF  
01534 508151

### Pocket Brewery

St Ouen JE3 2HA  
07797 771931

### Randalls

Guernsey GY1 3JG  
01481 720134

## Cheshire

### 4 T's

Warrington WA4 6AT  
07917 730184

## Beartown

Congleton CW12 3RH  
01260 299964  
[www.beartownbrewery.co.uk](http://www.beartownbrewery.co.uk)

## Blue Ball

Runcorn WA7 4UA  
01928 238442  
[www.blueballbrewery.com](http://www.blueballbrewery.com)

## Bollington Brewing Co

Bollington SK10 5HG  
07795 550072  
[www.bollingtonbrewing.co.uk](http://www.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

Warrington, WA1 2DQ  
01925 232800  
[www.coach-house-brewing.co.uk](http://www.coach-house-brewing.co.uk)

## DB Brewery

Runcorn WA7 3EZ  
07739 325742

## Frodsham

Kingsley Road WA6 6SU  
01928 787917

## Front Row Brewing

Congleton CW12 4TR  
07861 718673  
[www.frontroubrewing.co.uk](http://www.frontroubrewing.co.uk)

## Goodall's

Alsager ST7 2JA  
01270 873669

## Happy Valley Brewery

Bollington SK10 5QT  
07758 512080

## Merlin

Arclid, CW11 2UD  
01477 500893  
[www.merlinbrewing.co.uk](http://www.merlinbrewing.co.uk)

## Mobberley Fine Ales

Mobberley WA16 6JN  
07879 771209  
[www.mobberleyfineales.co.uk](http://www.mobberleyfineales.co.uk)

**Northern**

Sandiway, CW8 2EB  
01606 301000  
[www.norbrew.co.uk](http://www.norbrew.co.uk)

**Norton**

Runcorn WA7 1SX  
07767 354674

**Offbeat**

Crewe CW1 2BD  
07530 770311  
[www.offbeatbrewery.com](http://www.offbeatbrewery.com)

**Pied Bull**

Chester CH1 2HQ  
01244 325829  
[www.piedbull.co.uk](http://www.piedbull.co.uk)

**Redwillow**

Macclesfield SK11 7JL  
01625 502315  
[www.redwillowbrewery.com](http://www.redwillowbrewery.com)

**Robinson's**

Stockport SK1 1JJ  
0161 480 6571  
[www.frederic-robinson.com](http://www.frederic-robinson.com)

**Spitting Feathers**

Chester CH3 7QT  
01244 332052  
[www.spittingfeathers.org](http://www.spittingfeathers.org)

**Storm**

Macclesfield SK11 7HJ  
01625 431234

**Weetwood Ales**

Tarporley CW6 0NQ  
01829 752377  
[www.weetwoodales.co.uk](http://www.weetwoodales.co.uk)

**Woodlands**

Wrenbury CW5 8EX  
01270 620101  
[www.woodlandsbrewery.co.uk](http://www.woodlandsbrewery.co.uk)

**Cornwall****Ales of Scilly**

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**

Helston TR13 8EL  
01326 562821  
[www.spingoales.com](http://www.spingoales.com)

**Chough**

Helston TR12 7AZ  
01326 241555

**Coastal**

Redruth TR15 1SS  
07875 405407

**Castle Brewery**

Lostwithiel PL22 0HG  
07800 635831

**Cornish Crown Brewery**

Penzance TR20 8XE  
07870 998986  
[www.cornishcrown.co.uk](http://www.cornishcrown.co.uk)

**Driftwood**

St Agnes TR5 0RT  
01872 552428  
[www.driftwoodspars.com](http://www.driftwoodspars.com)

**Fry's**

Boyton PL15 8NU  
01566 785840  
[www.frysbrewery.co.uk](http://www.frysbrewery.co.uk)

**Harbour Brewing Co**

Bodmin PL30 5BB  
01208 832131  
[www.harbourbrewing.com](http://www.harbourbrewing.com)

**Hogswood**

St Agnes TR5 0QE  
01872 554224  
[www.hogswood.com](http://www.hogswood.com)

**Keltek**

Redruth TR15 1SS  
01209 313620  
[www.keltekbrewery.co.uk](http://www.keltekbrewery.co.uk)

**Lizard Ales**

St Keverne TR12 6PE  
01326 281135

**Longhill Brewery**

Whitstone EX22 6UG  
01288 341466

**Paradise**

Hayle TR27 4HY  
01736 753974

**Penpont**

Launceston PL15 7SY  
01566 86069  
[www.penpontbrewery.co.uk](http://www.penpontbrewery.co.uk)

**Penzance Brewing**

Penzance TR20 8DX  
01736 740375

**Rebel Brewing Co**

Penryn TR10 8RT  
01326 378517

**Roseland**

Truro TR2 5NB  
01872 580254

**Sharp's**

Wadebridge PL27 6NU  
01208 862121  
[www.sharpsbrewery.co.uk](http://www.sharpsbrewery.co.uk)

**Skinners**

Truro TR1 2DP  
01872 271885  
[www.skinnersbrewery.com](http://www.skinnersbrewery.com)

**St Austell**

St Austell PL25 4BY  
01726 74444  
[www.staustellbrewery.co.uk](http://www.staustellbrewery.co.uk)

**Tintagel**

Condolden PL34 0HJ  
01840 216671  
[www.tintagelbrewery.co.uk](http://www.tintagelbrewery.co.uk)

**Warrior**

Redruth TR15 1SS  
01736 788586  
[www.jameswarrior.com](http://www.jameswarrior.com)

**Wooden Hand**

Truro TR2 4TB  
01726 884596  
[www.woodenhead.co.uk](http://www.woodenhead.co.uk)

**Cumbria****Barn gates**

Ambleside LA22 0NG  
015394 36575  
[www.barn gatesbrewery.co.uk](http://www.barn gatesbrewery.co.uk)

**Beckstones**

Millom LA18 5HL  
01229 775294

**Blackbeck**

Egremont CA22 2NY  
01946 841661  
[www.blackbeckbrewery.co.uk](http://www.blackbeckbrewery.co.uk)

**Bitter End**

Cockermouth CA13 9PJ  
01900 828993  
[www.bitterend.co.uk](http://www.bitterend.co.uk)

**Bowness Bay Brewing**

Winster LA23 3NL  
07768 116794  
[www.bownessbaybrewing.co.uk](http://www.bownessbaybrewing.co.uk)

**Coniston**

Coniston LA21 8HL  
015394 41133  
[www.conistonbrewery.com](http://www.conistonbrewery.com)

**Croglin**

Kirkby Stephen CA17 4SY  
01768 371389  
[www.croglinbrewery.co.uk](http://www.croglinbrewery.co.uk)

**Cumberland**

Carlisle CA4 8LR  
01228 436436  
[www.cumberlandbreweries.co.uk](http://www.cumberlandbreweries.co.uk)

**Cumbrian**

Ambleside LA22 0QF  
01539 436436  
[www.cumbrianlegendaryales.com](http://www.cumbrianlegendaryales.com)

**Dent**

Dent LA10 5TQ  
01539 625326  
[www.dentbrewery.co.uk](http://www.dentbrewery.co.uk)

**Derwent**

Wigton CA7 4AG  
01697 331522

**Eden Brewery Ltd**

Brougham CA10 2DE  
01768 210565  
[www.edenbrewery.com](http://www.edenbrewery.com)

**Foxfield**

Foxfield LA20 6BX  
01229 716238  
[www.princeofwalesfoxfield.co.uk](http://www.princeofwalesfoxfield.co.uk)

**Geltsdale**

Brampton CA8 1TR  
01697 741541  
[www.geltsdalebrewery.com](http://www.geltsdalebrewery.com)

**Great Gable**

Wasdale CA20 1EX  
019467 26229  
[www.greatgablebrewing.com](http://www.greatgablebrewing.com)

**Greenodd**

Cumbria LA12 7QZ  
07882 655294

**Hardknott**

Eskdale CA19 1TH  
019467 23230  
[www.woolpack.co.uk](http://www.woolpack.co.uk)

**Hawkshead**

Kendal LA8 9LR  
015394 822 644  
[www.hawksheadbrewery.co.uk](http://www.hawksheadbrewery.co.uk)

**Hesket Newmarket**

Hesket Newmarket CA7 8JG  
016974 78066  
[www.hesketbrewery.co.uk](http://www.hesketbrewery.co.uk)

**Jennings**

Cockermouth CA13 9NE  
0845 1297185  
[www.jenningsbrewery.co.uk](http://www.jenningsbrewery.co.uk)

**Kendal Brewing Co**

Kendal LA9 4DH  
01539 733803

**Keswick**

Keswick CA12 5BY  
01768 780700  
[www.keswickbrewery.co.uk](http://www.keswickbrewery.co.uk)

**Kirkby Lonsdale**

Old Station Yard LA6 2HP  
01524 272221  
[www.kirkbylonsdalebrewery.com](http://www.kirkbylonsdalebrewery.com)

**Loweswater**

Loweswater CA13 0RU  
01900 85219  
[www.kirstile.com](http://www.kirstile.com)

**Strands**

Nether Wasdale CA20 1ET  
01946 726237  
[www.strandshotel.com](http://www.strandshotel.com)

**Stringer's Beer**

Ulverston LA12 9EE  
01229 581387  
[www.stringersbeer.co.uk](http://www.stringersbeer.co.uk)

**Abraham Thompson**

Barrow in Furness LA13 0AD  
07708 191437

**Tirril**

Long Marton CA16 6BN  
01768 361846  
[www.tirrilbrewery.co.uk](http://www.tirrilbrewery.co.uk)

**Ulverston**

Ulverston LA12 0LA  
01229 584280  
[www.ulverstonbrewing.co.uk](http://www.ulverstonbrewing.co.uk)

**Watermill**

Kendall LA8 9PY  
01539 821309  
[www.watermillinn.co.uk](http://www.watermillinn.co.uk)

**Yates**

Wigton CA7 3NX  
01697 321081  
[www.yatesbrewery.co.uk](http://www.yatesbrewery.co.uk)

**Whitehaven Brewing Co**

Ennerdale CA23 3AT  
01946 861755  
[www.twbcl.co.uk](http://www.twbcl.co.uk)

**Winster Valley**

Winster LA23 3NR  
01539 443443  
[www.thebrownhorseinn.co.uk](http://www.thebrownhorseinn.co.uk)

**Derbyshire****Amber**

Ripley DE5 4AP  
01773 512864  
[www.amberales.co.uk](http://www.amberales.co.uk)

**Ashover**

Chesterfield S45 0EW  
01246 590888  
[www.ashoverbrewery.co.uk](http://www.ashoverbrewery.co.uk)

**Barlow**

Barlow S18 7TR  
0114 289 1767  
[www.barlowbrewery.co.uk](http://www.barlowbrewery.co.uk)

**Black Iris Brewery**

Derby DE1 3DZ  
[www.blackirisbrewery.co.uk](http://www.blackirisbrewery.co.uk)

**Bottle Brook Brewery**

Belper DE56 0LU  
01332 880051

**Brampton Brewery Ltd**

Brampton S40 2AR  
07794 288504  
[www.bramptonbrewery.co.uk](http://www.bramptonbrewery.co.uk)

**Brunswick**

Derby DE1 2RU  
01332 290677  
[www.brunswickinn.co.uk](http://www.brunswickinn.co.uk)

**Buxton**

Staden Grange SK17 9RZ  
01298 72208  
[www.buxtonrealale.co.uk](http://www.buxtonrealale.co.uk)

**Coppice Side**

Heanor DE75 7SW  
07790 305682  
[www.coppicesidebrewery.com](http://www.coppicesidebrewery.com)

**Dancing Duck**

Derby DE21 6AQ  
07887 556788  
[www.derbybrewing.co.uk](http://www.derbybrewing.co.uk)

**Derby**

Derby DE22 3AZ  
07581 122122  
[www.dancingduckbrewery.com](http://www.dancingduckbrewery.com)

**Derventio**

Ashbourne DE6 5JP  
07816 878129  
[www.derventiobrewery.co.uk](http://www.derventiobrewery.co.uk)

**Falstaff**

Derby DE23 6UH  
01332 342902  
[www.falstaffbrewery.co.uk](http://www.falstaffbrewery.co.uk)

**Funfair**

Ilkeston DE7 4LH  
07971 540186  
[www.funfairbrewingcompany.co.uk](http://www.funfairbrewingcompany.co.uk)

**Globe**

Glossop SK13 8HJ  
01457 852417

**Hartshorns Brewery**

Derby DE21 4ED  
07830 367125  
[www.hartshornsbrewery.com](http://www.hartshornsbrewery.com)

**Haywood Bad Ram**

Ashbourne DE6 2AQ  
07974 948427  
[www.callowtop.co.uk](http://www.callowtop.co.uk)

**Howard Town**

Old Glossop SK13 8PT  
01457 869800  
[www.howardtownbrewery.co.uk](http://www.howardtownbrewery.co.uk)

**Leadmill**

Denby DE5 8PX  
01332 883577  
[www.leadmillbrewery.co.uk](http://www.leadmillbrewery.co.uk)

**Leatherbritches**

Ashbourne DE6 1LF  
01335 864492

**Marlpool**

Heanor DE75 7NJ  
[www.marlpoolbrewing.co.uk](http://www.marlpoolbrewing.co.uk)

**Middle Earth Brewing**

Derby DE22 3LL  
07905 604230  
[www.mebrewco.com](http://www.mebrewco.com)

**Mr Grundys**

Derby DE1 3SL  
01332 349806  
[www.georgianhousehotel.info](http://www.georgianhousehotel.info)

**Muirhouse**

Long Eaton NG10 4FZ  
07916 590525  
[www.muirhousebrewery.co.uk](http://www.muirhousebrewery.co.uk)

**North Star Brewing Co**

Ilkeston DE7 5EP  
07521 961881  
[www.northstarbeers.co.uk](http://www.northstarbeers.co.uk)

**Nutbrook**

Ilkeston DE7 6LA  
0800 458 2460  
[www.nutbrookbrewery.com](http://www.nutbrookbrewery.com)

**Peak Ales**

Bakewell DE45 1EX  
01246 583737  
[www.peakales.co.uk](http://www.peakales.co.uk)

**Raw**

Staveley S43 3LJ  
01246 475445  
[www.rawbrew.com](http://www.rawbrew.com)

**Rowditch**

Derby DE22 3LL  
01332 343123

**Shottle Farm Brewery**

Shottle DE56 2DS  
01773 550056  
[www.shottlefarmbrewery.co.uk](http://www.shottlefarmbrewery.co.uk)

**Spire**

Staveley S43 3JT  
01246 410005  
[www.spirebrewery.co.uk](http://www.spirebrewery.co.uk)

**John Thompson**

Ingleby DE73 7HW  
01332 852469

**Thornbridge Hall**

Bakewell DE45 1NZ  
01629 641000  
[www.thornbridgebrewery.co.uk](http://www.thornbridgebrewery.co.uk)

**Tollgate**

Woodville DE11 7EH  
01283 229194

**Townes**

Chesterfield S43 3TT  
01246 472252

**Wentwell Brewery**

Derby DE21 4PW  
07900 475755  
[www.wentwellbrewery.com](http://www.wentwellbrewery.com)

**Whim Ales**

Nr Buxton SK17 0AX  
01298 84991

**Wild Walker**

Derby DE24 8ZF  
01332 766195  
[www.wildwalker.co.uk](http://www.wildwalker.co.uk)

**Wirksworth Brewery**

Wirksworth DE4 4DR  
07967 134180  
[www.wirksworthbrewery.co.uk](http://www.wirksworthbrewery.co.uk)

**Devon****Barum**

Barnstaple EX31 1PD  
01271 329994  
[www.barumbrewery.co.uk](http://www.barumbrewery.co.uk)

**Bays Brewery Ltd**

Paignton TQ4 7QR  
01803 554936  
[www.baysbrewery.co.uk](http://www.baysbrewery.co.uk)

**Beer Engine**

Exeter EX5 5AX  
01392 851282  
[www.thebeerengine.co.uk](http://www.thebeerengine.co.uk)

**Branscombe Vale**

Seaton EX12 3DP  
01297 680511

**Bridgetown Brewery**

Totnes TQ9 5AD  
01803 863214

**Clearwater**

Torrington EX38 7HP  
01805 625242

**Country Life**

Bideford EX39 5AP  
01237 420808  
[www.countrylifebrewery.co.uk](http://www.countrylifebrewery.co.uk)

**Dartmoor**

Princetown PL20 6QX  
01822 890789  
[www.princetownbreweries.co.uk](http://www.princetownbreweries.co.uk)

**Devon Brewing Co**

Yelland EX31 3EN  
07976 724243  
[www.devonbeer.co.uk](http://www.devonbeer.co.uk)

**Devon Earth Brewery**

Paignton TQ3 2AQ  
07927 397871

**Exeter**

Exminster EX6 8DZ  
01392 823013  
[www.exeterbrewery.co.uk](http://www.exeterbrewery.co.uk)

**Exe Valley**

Silverton EX5 4HF  
01392 860406

**Forge**

Hartland EX39 6EE  
01237 440015  
[www.forgebrewery.co.uk](http://www.forgebrewery.co.uk)

**Garage Brewery**

Plympton St Maurice PL7 1NH  
01752 337025  
[www.garagebrewery.co.uk](http://www.garagebrewery.co.uk)

**Gidleys**

Christow EX6 7QB  
01647 252120  
[www.gidleysbrewery.co.uk](http://www.gidleysbrewery.co.uk)

**Heddon Valley Ales**

Heddon Valley EX31 4PY  
01598 763230  
[www.thehuntersinn.net](http://www.thehuntersinn.net)

**Holsworthy**

Holsworthy EX22 6RR  
01566 783678  
[www.holsworthyales.co.uk](http://www.holsworthyales.co.uk)

**Hunter's**

Ipplepen TQ12 5UE  
07530 891862  
[www.huntersbrewery.co.uk](http://www.huntersbrewery.co.uk)

**Isca**

Dawlish EX7 0JT  
07773 444501

**Jollyboat**

Bideford EX39 2AU  
01237 424343

**O'Hanlon's**

Whimple EX5 2NY  
01404 822412  
[www.ohanlons.co.uk](http://www.ohanlons.co.uk)

**Otter**

Honiton EX14 4SA  
01404 891285  
[www.otterbrewery.com](http://www.otterbrewery.com)

**Plymouth Beer Co**

Plymouth PL1 3HQ  
01752 660837  
[www.plymouthbeercompany.co.uk](http://www.plymouthbeercompany.co.uk)

**Quercus Brewery Ltd**

Churchstow TQ7 3QH  
01548 854888  
[www.quercusbrewery.com](http://www.quercusbrewery.com)

**Red Rock**

Bishopsteignton TQ14 9TD  
07894 035094  
[www.redrockbrewery.co.uk](http://www.redrockbrewery.co.uk)

**Ringmore Craft Brewery**

Teignmouth TQ14 0HG  
[www.ringmorecraftbrewery.co.uk](http://www.ringmorecraftbrewery.co.uk)

**South Hams**

Kingsbridge TQ7 2SE  
01548 581151  
[www.southhamsbrewery.co.uk](http://www.southhamsbrewery.co.uk)

**Summerskills**

Billacombe PL9 7BG  
01752 481283  
[www.summerskills.co.uk](http://www.summerskills.co.uk)

**Teignworthy**

Devon TQ12 4AA  
01626 332066

**Topsham Ales**

Topsham EX3 0HR  
01392 873471  
[www.topsham-ales.co.uk](http://www.topsham-ales.co.uk)

**Union**

Holbeton PL8 1NE  
01752 830288  
[www.dartmoorunion.co.uk](http://www.dartmoorunion.co.uk)

**Wizard**

Ilfracombe EX34 8PY  
[www.wizardales.co.uk](http://www.wizardales.co.uk)

**Dorset****Art Brew**

North Chideock DT6 6JY  
07881 783626  
[www.artbrew.co.uk](http://www.artbrew.co.uk)

**Blackmore Ales**

Stourton Caundle DT10 2JW  
01963 362405

**Corfe Castle Brewery**

Wareham BH20 9BP  
01929 480730

**Dorset**

Weymouth DT4 8TR  
01305 777515  
[www.dbcales.com](http://www.dbcales.com)

**Dorset Piddle Brewery**

Piddlehinton DT2 7UA  
01305 849336  
[www.dorsetpiddlebrewery.co.uk](http://www.dorsetpiddlebrewery.co.uk)

**DT Ales**

Upwey DT3 5LA  
01305 812558  
[www.theroyalstandardupwey.co.uk](http://www.theroyalstandardupwey.co.uk)

**Hall & Woodhouse**

Blandford St Mary DT11 9LS  
01258 452141  
[www.hall-woodhouse.co.uk](http://www.hall-woodhouse.co.uk)

**Isle of Purbeck**

Studland BH19 3AU  
01929 450227

**Mighty Hop**

Lyme Regis DT7 3AD  
01297 445358  
[www.mightyhopbrewery.co.uk](http://www.mightyhopbrewery.co.uk)

**Palmers**

Dorset DT6 4JA  
01308 422396  
[www.palmersbrewery.com](http://www.palmersbrewery.com)

**Sherborne**

Bridport DT9 3EH  
01935 812094  
[www.sherbornebrewery.co.uk](http://www.sherbornebrewery.co.uk)

**Small Paul's Brewery**

Gillingham SP8 4SS  
01747 823574

**Sunny Republic Brewing**

Winterborne Kingston  
DT11 9AT  
01929 471600  
[www.sunnyrepublic.com](http://www.sunnyrepublic.com)

**Town Mill**

Lyme Regis DT7 3PU  
01297 444354  
[www.townmillbrewery.com](http://www.townmillbrewery.com)

**Wayland's Sixpenny**

Sixpenny Handley SP5 5NU  
01725 762006  
[www.sixpennybrewery.co.uk](http://www.sixpennybrewery.co.uk)

**Dumfriesshire****Andrews Ales**

Cumertrees DG12 5QG  
01461 700387

**Durham****Black Paw**

Bishop Auckland DL14 7AX  
01388 602144  
[www.blackpawbrewery.co.uk](http://www.blackpawbrewery.co.uk)

**Camerons**

Hartlepool TS24 7QS  
01429 266666  
[www.cameronsbrewery.com](http://www.cameronsbrewery.com)

**Consett Ale Works**

Consett DH8 6NE  
01207 502585  
[www.thegreyhorse.co.uk](http://www.thegreyhorse.co.uk)

**Durham**

Bowburn DH6 5PF  
0191 377 1991  
[www.durham-brewery.co.uk](http://www.durham-brewery.co.uk)

**Four Alls**

Richmond DL11 7BP  
01833 627302

**Gambling Man Brewing**

Willington DL15 0BG  
07545 464968  
[www.gamblingmanbrewco.com](http://www.gamblingmanbrewco.com)

**Hill Island**

Durham DH1 3RA  
01207 288750  
[beamish-www.hill.co.uk/stables](http://beamish-www.hill.co.uk/stables)

**Just A Minute Brewery**

Spennymoor DL16 7RS  
07586 896091  
[www.justaminutebrewery.co.uk](http://www.justaminutebrewery.co.uk)

**Leamside Ale Co Ltd**

Leamside DH4 6QQ  
0191 5842394  
[www.threehorseshoesleamside.co.uk](http://www.threehorseshoesleamside.co.uk)

**Stables**

Beamish DH9 0YB  
07740 932584

**Weard'Ale**

Beamish DH9 0YB  
07740 932584

**Windlestone**

Stillington TS21 1FD  
[www.windlestonebrewery.co.uk](http://www.windlestonebrewery.co.uk)

**Yard of Ale Brewing Co**

Ferryhill DL17 0DH  
01740 655724  
[www.thesurteesarms.co.uk](http://www.thesurteesarms.co.uk)

**Edinburgh & The Lothians****Alechemy Brewing Ltd**

Livingston EH54 9BX  
07748 156973  
[www.alechemybrewing.com](http://www.alechemybrewing.com)

**Barney's Beer Ltd**

Edinburgh EH9 1PL  
07512 253660  
[www.barneysbeer.com](http://www.barneysbeer.com)

**Essex****Bishop Nick Ltd**

Felsted CM6 3ET  
01371 822814  
[www.bishopnick.com](http://www.bishopnick.com)

**Brentwood**

Brentwood CM15 9JH  
01277 375760  
[www.brentwoodbrewing.co.uk](http://www.brentwoodbrewing.co.uk)

**Colchester Brewery Ltd**

Wakes Colne CO6 2DY  
01787 829422  
[www.colchesterbrewery.com](http://www.colchesterbrewery.com)

**Crouch Vale**

Chelmsford CM3 5ZA  
01245 322744  
[www.crouch-vale.co.uk](http://www.crouch-vale.co.uk)

**Deverells Brewery**

Grays M17 6ST  
07843 627791

**Famous Railway**

Colchester CO7 0DT  
01206 302581

**Farmer's Ales**

Maldon CM9 4QE  
01621 851000  
[www.maldonbrewing.co.uk](http://www.maldonbrewing.co.uk)

**Felstar**

Felsted CM6 3JT  
01245 361504  
[www.felstarbrewery.co.uk](http://www.felstarbrewery.co.uk)

**The Hart of Stebbing**

Stebbing CM6 3SQ  
01371 856383

**Harwich Town**

Harwich CO12 3NA  
01255 551155  
[www.harwichtown.co.uk](http://www.harwichtown.co.uk)

**Hop Monster**

Great Wakering SS3 0AG  
07771 871255  
[www.hopmonster.co.uk](http://www.hopmonster.co.uk)

**Indian Summer**

Saffron Walden CB10 2NH  
07986 637826  
[www.bombayblonde.co.uk](http://www.bombayblonde.co.uk)

**Mersea Island**

Colchester CO5 8SX  
01206 385900  
[www.merseawine.com](http://www.merseawine.com)

**Mighty Oak Brewing**

Maldon CM9 6TW  
01621 843713  
[www.mightyoakbrewery.co.uk](http://www.mightyoakbrewery.co.uk)

**Nethergate**

Pentlow CO10 7JJ  
01787 283220  
[www.nethergatebrewery.co.uk](http://www.nethergatebrewery.co.uk)

**Pitfield**

Colchester CO6 4AJ  
0845 833 1492  
[www.pitfieldbeershop.co.uk](http://www.pitfieldbeershop.co.uk)

**Red Fox**

Coggeshall CO6 1RY  
01376 563123  
[www.redfoxbrewery.co.uk](http://www.redfoxbrewery.co.uk)

**Saffron**

Bishops Stortford CM22 6BJ  
01279 850923  
[www.saffronbrewery.co.uk](http://www.saffronbrewery.co.uk)

**Shalford**

Essex CM7 5EY  
01371 850952  
[www.shalfordbrewery.co.uk](http://www.shalfordbrewery.co.uk)

**Sticklegs**

Great Bromley CO7 7TL  
07962 012906  
[www.sticklegs.co.uk](http://www.sticklegs.co.uk)

**Vens Brewing Co Ltd**

Rawreth SS11 8SY  
01268 574477  
[www.vensbrewing.co.uk](http://www.vensbrewing.co.uk)

**Wibblers Brewery Ltd**

Chelmsford CM6 3EP  
01621 74155

**Glamorgan****Gower Brewery Co Ltd**

Oldwalls SA3 1HA  
07967 484356  
[www.gowerbrewery.com](http://www.gowerbrewery.com)

**Grey Trees Brewery**

Llwydcoed CF44 0YE  
01685 873924

**Violet Cottage Brewery**

Gwaelod-y-Garth CF15 9HH  
02920 810408

**Gloucestershire****Battledown**

Cheltenham GL52 6EJ  
01242 693409  
[www.battledownbrewery.com](http://www.battledownbrewery.com)

**Bespoke Brewing Co**

Mitcheldean GL17 0DD  
01594 546557  
[www.bespokebrewery.co.uk](http://www.bespokebrewery.co.uk)

**Cotswold**

Lower Slaughter GL54 2HN  
07760 889100  
[www.cotswoldlager.com](http://www.cotswoldlager.com)

**Cotswold Lion Brewery**

Coberley GL53 9QY  
01242 870164  
[www.cotswoldlionbrewery.co.uk](http://www.cotswoldlionbrewery.co.uk)

**Cotswold Spring**

Chipping Sodbury BS37 6RX  
01454 323088  
[www.cotswoldbrewery.com](http://www.cotswoldbrewery.com)

**Donnington**

Stow on the Wold GL54 1EP  
01451 830603

**Freeminer**

Cinderford GL14 3JA  
01594 827989  
[www.freeminer.com](http://www.freeminer.com)

**Gloucester Brewery Ltd**

Gloucester GL1 2EH  
01452 690541  
[www.gloucesterbrewery.co.uk](http://www.gloucesterbrewery.co.uk)

**Goff's**

Winchcombe GL54 5NS  
01242 603383  
[www.goffsbrewery.com](http://www.goffsbrewery.com)

**Halfpenny**

Lechlade GL7 3AE  
01367 252198  
[www.halfpennybrewery.co.uk](http://www.halfpennybrewery.co.uk)

**May Hill Brewery**

Longhope GL17 0NG  
01452 830222  
[www.mayhillbrewery.com](http://www.mayhillbrewery.com)

**Nailsworth**

Nailsworth GL6 0HH  
01453 839343  
[www.nailsworth-brewery.co.uk](http://www.nailsworth-brewery.co.uk)

**Prescott**

Cheltenham GL51 8HE  
07526 934866  
[www.prescottales.co.uk](http://www.prescottales.co.uk)

**Severn Vale**

Dursley GL11 5HS  
01453 547550  
[www.severnvalerebrewing.co.uk](http://www.severnvalerebrewing.co.uk)

**Stanway**

Cheltenham GL54 5PQ  
01386 584320  
[www.stanwaybrewery.co.uk](http://www.stanwaybrewery.co.uk)

**Stroud**

Stroud GL5 2BU  
07891 995878  
[www.stroudbrewery.co.uk](http://www.stroudbrewery.co.uk)

**Towles' Fine Ales Ltd**

Bristol BS5 0DB  
0117 3213188  
[www.towlesfineales.co.uk](http://www.towlesfineales.co.uk)

<b>Uley</b> Uley GL11 5TB 01453 860120 <a href="http://www.uleybrewery.com">www.uleybrewery.com</a>	<b>Holt</b> Cheetham M3 1JD 0161 834 3285 <a href="http://www.joseph-holt.com">www.joseph-holt.com</a>	<b>Wilson Potter Brewery</b> Middleton M24 2QZ 0161 6546446 <a href="http://www.wilsonpotterbrewery.co.uk">www.wilsonpotterbrewery.co.uk</a>	<b>Hensting</b> Owlesbury SO21 1LE <a href="http://www.henstingbrewery.org.uk">www.henstingbrewery.org.uk</a>	<b>Hereford</b> Hereford HR1 2QD 01432 342125
<b>Whittington's</b> Newent GL18 1LS 01531 890223 <a href="http://www.whittingtonsbrewery.co.uk">www.whittingtonsbrewery.co.uk</a>	<b>Hornbeam</b> Denton M34 3RU 0161 320 5627	<b>Gwent</b>	<b>Itchen Valley</b> New Alresford SO24 9QF 01962 735111 <a href="http://www.itchenvalley.com">www.itchenvalley.com</a>	<b>Mayfields</b> Leominster WR6 5AS 01531 640015
<b>Wickwar</b> Wickwar GL12 8NB 0870 7775671 <a href="http://www.wickwarbrewing.co.uk">www.wickwarbrewing.co.uk</a>	<b>Hydes</b> Manchester M15 5PH 0161 226 1317 <a href="http://www.hydesbrewery.com">www.hydesbrewery.com</a>	<b>Tiny Rebel Brewery</b> Newport NP20 2NN 07980 798268 <a href="http://www.tinyrebel.co.uk">www.tinyrebel.co.uk</a>	<b>Irving &amp; Co Brewers Ltd</b> Portsmouth PO6 1TQ 023 9238 9988 <a href="http://www.irvingbrewers.co.uk">www.irvingbrewers.co.uk</a>	<b>Saxon City</b> Hereford HR1 4HG 01432 890602 <a href="http://www.herefordcasks.co.uk">www.herefordcasks.co.uk</a>
<b>Greater Manchester</b>	<b>Irwell Works</b> Bury BL0 9AZ <a href="http://www.irwellworksbrewery.co.uk">www.irwellworksbrewery.co.uk</a>	<b>Tudor Brewery</b> Abergavenny NP7 7RZ 01873 851696 <a href="http://www.tudor-brewery.co.uk">www.tudor-brewery.co.uk</a>	<b>Longdog Brewery</b> Basingstoke RG22 6NQ 01256 324286 <a href="http://www.longdogbrewery.co.uk">www.longdogbrewery.co.uk</a>	<b>Shoes</b> Hereford HR4 7BH 01544 318375
<b>All Gates</b> Wigan WN1 1JU 01942 234976 <a href="http://www.allgatesbrewery.com">www.allgatesbrewery.com</a>	<b>JW Lees</b> Middleton Junction M24 2AX 0161 643 2487 <a href="http://www.jwlees.co.uk">www.jwlees.co.uk</a>	<b>Hampshire</b>	<b>Oakleaf</b> Gosport PO12 1AJ 02392 513222 <a href="http://www.oakleafbrewing.co.uk">www.oakleafbrewing.co.uk</a>	<b>Wye Valley</b> Stoke Lacy HR7 4HG 01885 490505 <a href="http://www.wyevallybrewery.co.uk">www.wyevallybrewery.co.uk</a>
<b>Bank Top</b> Bolton BL1 8RA 01204 595800 <a href="http://www.banktopbrewery.com">www.banktopbrewery.com</a>	<b>Leyden</b> Bury BL9 6SP 0161 764 6680	<b>Andwell</b> Warnborough RG29 1HA 01256 704412 <a href="http://www.andwells.com">www.andwells.com</a>	<b>Red Shoot</b> Ringwood BH24 3QT 01425 475792	<b>Hertfordshire</b>
<b>Bazens'</b> Salford M7 2BL 0161 708 0247 <a href="http://www.bazensbrewery.co.uk">www.bazensbrewery.co.uk</a>	<b>Marble</b> Manchester M4 4HY 0161 819 2694 <a href="http://www.marblebeers.co.uk">www.marblebeers.co.uk</a>	<b>Batch Brew</b> Winchester SO23 8TG 07917 035625 <a href="http://www.batchbrew.com">www.batchbrew.com</a>	<b>Ringwood</b> Ringwood BH24 3SP 01425 471177 <a href="http://www.ringwoodbrewery.co.uk">www.ringwoodbrewery.co.uk</a>	<b>Buntingford</b> Royston SG8 9NW 01763 250749 <a href="http://www.buntingford-brewery.co.uk">www.buntingford-brewery.co.uk</a>
<b>Blackedge Brewing Co</b> Horwich BL6 7JH 07719 438587 <a href="http://www.blackedgebrewery.co.uk">www.blackedgebrewery.co.uk</a>	<b>Mayflower</b> Wigan WN1 1XL 01257 400605 <a href="http://www.mayflowerbrewery.co.uk">www.mayflowerbrewery.co.uk</a>	<b>Botley</b> Botley SO30 2EA 01794 518918	<b>Sherfield</b> Sherfield-on-Loddon RG27 OEL 07906 060429 <a href="http://www.sherfieldvillagebrewery.co.uk">www.sherfieldvillagebrewery.co.uk</a>	<b>Green Tye</b> Much Hadham SG10 6JP 01279 841041 <a href="http://www.gtbrewery.co.uk">www.gtbrewery.co.uk</a>
<b>Boggart Hole Clough</b> Moston M9 4FP 0161 277 9666 <a href="http://www.boggart-brewery.co.uk">www.boggart-brewery.co.uk</a>	<b>Millstone</b> Mossley OL5 9JL 01457 835835 <a href="http://www.millstonebrewery.co.uk">www.millstonebrewery.co.uk</a>	<b>Bowman</b> Droxford SO32 3QY 01489 878110 <a href="http://www.bowman-ales.com">www.bowman-ales.com</a>	<b>Triple fff</b> Alton GU34 5HN 01420 561422 <a href="http://www.triplefff.com">www.triplefff.com</a>	<b>McMullen</b> Hertford SG14 1RD 01992 584911 <a href="http://www.mcmullens.co.uk">www.mcmullens.co.uk</a>
<b>Bootleg</b> Horse & Jockey M21 9HS 0161 860 7794 <a href="http://www.horseandjockeychorlton.com">www.horseandjockeychorlton.com</a>	<b>Outstanding</b> Bury BL9 6AW 0161 764 7723 <a href="http://www.outstandingbeers.com">www.outstandingbeers.com</a>	<b>Dancing Man Brewery</b> Southampton SO14 2NY 023 80337232 <a href="http://www.dancingmanbrewery.com">www.dancingmanbrewery.com</a>	<b>Upham</b> Upham SO32 1FL 01489 861383 <a href="http://www.uphambrewery.co.uk">www.uphambrewery.co.uk</a>	<b>Old Cross</b> Hertford SG14 1JA 01992 583133
<b>Brewhouse</b> Bolton BL7 7LG 01204 301372	<b>Phoenix</b> Heywood OL10 2EP 01706 627009	<b>Emsworth Brewery</b> Emsworth O10 7DY 07717 510294	<b>Vibrant Forest Brewery</b> Totton SO40 9FR 02380 669204 <a href="http://www.vibrantforest.co.uk">www.vibrantforest.co.uk</a>	<b>Red Squirrel</b> Hertford SG14 1NN 01992 501100 <a href="http://www.redsquirellbrewery.co.uk">www.redsquirellbrewery.co.uk</a>
<b>Brightside</b> Bury BL8 1NW 07870 207442 <a href="http://www.brightsidebrewing.co.uk">www.brightsidebrewing.co.uk</a>	<b>Pictish</b> Rochdale OL16 5LB 01706 522227 <a href="http://www.pictish-brewing.co.uk">www.pictish-brewing.co.uk</a>	<b>Flack Manor</b> Romsey SO51 0HR 01794 518520 <a href="http://www.flackmanor.co.uk">www.flackmanor.co.uk</a>	<b>Herefordshire</b>	<b>Sawbridgeworth</b> Sawbridgeworth CM21 9JJ 01279 722313 <a href="http://www.the-gate-pub.co.uk">www.the-gate-pub.co.uk</a>
<b>Dunham Massey Brewing Co</b> Dunham Massey WA14 4TY 0161 929 0663 <a href="http://www.dunhammasseybrewing.co.uk">www.dunhammasseybrewing.co.uk</a>	<b>Prospect Brewery</b> Standish WN6 0AY 01257 421329 <a href="http://www.prospectbrewery.com">www.prospectbrewery.com</a>	<b>Flowerpots</b> Alresford SO24 0QQ 01962 771534 <a href="http://www.flowerpots-inn.co.uk">www.flowerpots-inn.co.uk</a>	<b>Arrow Brewery</b> Kington HR5 3BJ 01544 230685	<b>Tring</b> Tring HP23 6AF 01442 890721 <a href="http://www.tringbrewery.com">www.tringbrewery.com</a>
<b>Greenfield</b> Saddleworth OL3 7NH 01457 879789 <a href="http://www.greenfieldrealale.co.uk">www.greenfieldrealale.co.uk</a>	<b>Saddleworth</b> Oldham OL3 6LW 01457 820902	<b>Fulflood Arms Brewery</b> Winchester SO22 5EF 01962 842996	<b>Brew On</b> Whitbourne WR6 5SH 01584 711031 <a href="http://www.brew-on.co.uk">www.brew-on.co.uk</a>	<b>Verulam</b> St Albans AL1 1PQ 01727 860535 <a href="http://www.farmersboy.net">www.farmersboy.net</a>
<b>Green Mill Brewery</b> Rochdale OL11 2LS 07896 702328	<b>Shaws</b> Duckinfield SK16 5LX 0161 330 5471 0161 4773333	<b>Havant</b> Waterlooville PO8 8HT 023 9225 2118 <a href="http://www.thehavantbrewery.co.uk">www.thehavantbrewery.co.uk</a>	<b>Golden Valley</b> Hereford HR2 9HE 01981 252988	

## Isle of Man

### Bushy's

Braddan IM4 1JE  
01624 661244  
[www.bushy's.com](http://www.bushy's.com)

### Doghouse Brewery Ltd

Jurby IM7 3BD  
01624 890039

### Okells

Douglas IM2 1QG  
01624 699400  
[www.okells.co.uk](http://www.okells.co.uk)

### Old Laxey

Laxey IM4 7DA  
01624 863214

## Isles of Scilly

### Alas Of Scilly

St Mary's TR21 0NS  
01720 423233

## Isle of Wight

### Goddards

Ryde PO33 1QF  
01983 611011  
[www.goddards-brewery.co.uk](http://www.goddards-brewery.co.uk)

### Island

Newport PO30 4LZ  
01983 821731  
[www.isleofwightbrewery.com](http://www.isleofwightbrewery.com)

### Yates'

Ventnor PO38 1XG  
01983 731731  
[www.yates-brewery.co.uk](http://www.yates-brewery.co.uk)

## Kent

### Abigale

Ashford TN24 8DE  
01233 661310  
[www.abigalebrewing.co.uk](http://www.abigalebrewing.co.uk)

### Black Cat

Groombridge TN3 9NJ  
07948 387718  
[www.blackcat-brewery.com](http://www.blackcat-brewery.com)

### Canterbury Ales

Canterbury CT4 7HF  
01227 732541  
[www.canterbury-ales.co.uk](http://www.canterbury-ales.co.uk)

### Canterbury Brewers

Canterbury CT1 2RU  
01227 455899  
[www.thefoundrycanterbury.co.uk](http://www.thefoundrycanterbury.co.uk)

### Goody Ales Ltd

Herne CT6 7NP  
01227 361555  
[www.goodyales.co.uk](http://www.goodyales.co.uk)

### Goacher's

Maidstone ME15 6TA  
01622 682112  
[www.goachers.com](http://www.goachers.com)

### Hopdaemon

Newnham ME9 0NA  
01795 892078  
[www.hopdaemon.com](http://www.hopdaemon.com)

### Hop Fuzz Brewery

West Hythe CT21 4NB  
01303 230304  
[www.hopfuzz.co.uk](http://www.hopfuzz.co.uk)

### Kent

Birling ME19 5JN  
01634 780037  
[www.kentbrewery.com](http://www.kentbrewery.com)

### Larkins

Edenbridge TN8 7BB  
01892 870328

### Millis

Dartford DA4 9LB  
01322 866233

### Moodley's

Tunbridge Wells TN4 8UR  
01892 821366  
[www.moodleys.co.uk](http://www.moodleys.co.uk)

### Nelson

Chatham ME4 4TE  
01634 832838  
[www.nelsonbrewingcompany.co.uk](http://www.nelsonbrewingcompany.co.uk)

### Old Dairy

Rolvenden TN17 4JD  
01580 243185  
[www.olddairybrewery.com](http://www.olddairybrewery.com)

### Ramsgate

Isle of Thanet CT10 2YD  
01843 580037  
[www.ramsgatebrewery.com](http://www.ramsgatebrewery.com)

### Ripple Steam Brewery

Sutton CT15 5DH  
07917 037611  
[www.ripplesteambrewery.co.uk](http://www.ripplesteambrewery.co.uk)

### Rockin Robin Brewery

Maidstone ME15 9RS  
07779 986087

### Royal Tunbridge Wells

Kent TN2 3EF  
01892 618140

### Shepherd Neame

Faversham ME13 7AX  
01795 532206  
[www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)

### Swan on the Green

Maidstone ME18 5JW  
01622 812271  
[www.swan-on-the-green.co.uk](http://www.swan-on-the-green.co.uk)

### Tir Dha Ghlas Brewing

Dover CT17 9BY  
01304 211666  
[www.cullinsyard.co.uk](http://www.cullinsyard.co.uk)

### Tonbridge

Tudeley TN11 0NW  
01732 366770  
[www.tonbridgebrewery.co.uk](http://www.tonbridgebrewery.co.uk)

### Wantsum

Hersden CT3 4AL  
0845 0405980  
[www.wantsumbrewery.co.uk](http://www.wantsumbrewery.co.uk)

### Westerham

Edenbridge TN8 6SA  
01732 864427  
[www.westerhambrewery.co.uk](http://www.westerhambrewery.co.uk)

### Whitstable

Whitstable ME17 2AY  
01622 851007  
[www.whitstablebrewery.info](http://www.whitstablebrewery.info)

## Lancashire

### Arkwright's

Preston PR1 6DQ  
01772 201591  
[www.realaleshop.net](http://www.realaleshop.net)

### Blue Buzzard

Darwen BB3 3HT  
07578 278013

### Bowland

Clitheroe BB7 3LQ  
07952 639465  
[www.bowlandbrewery.com](http://www.bowlandbrewery.com)

### Burscough

Burscough L40 4BY  
01704 893799  
[www.burscoughbrewery.co.uk](http://www.burscoughbrewery.co.uk)

### Cross Bay

Morecambe LA3 3PT  
01524 39481  
[www.crossbaybrewery.co.uk](http://www.crossbaybrewery.co.uk)

### Fallons Exquisite Ales

Darwen BB3 3EH  
07905 246810  
[www.fallonsales.com](http://www.fallonsales.com)

### Fuzzy Duck

Poulton le Fylde FY6 8JY  
07904 343729  
[www.fuzzyduckbrewery.co.uk](http://www.fuzzyduckbrewery.co.uk)

### Garthela

Blackburn BB2 7AT  
07919 847214  
[www.garthelabrewhouse.co.uk](http://www.garthelabrewhouse.co.uk)

### Hart

Little Eccleston PR3 0YP  
01995 671686

### Hopstar

Darwen BB3 2AF  
01254 873040

### Lancaster

Lancaster LA1 3PQ  
01524 848537  
[www.lancasterbrewery.co.uk](http://www.lancasterbrewery.co.uk)

### Lytham Brewery Ltd

Lytham St Annes  
01253 737707

### Mayflower

Up Holland WN8 0DS  
07984 404567  
[www.mayflowerbeer.co.uk](http://www.mayflowerbeer.co.uk)

### Moonstone

Burnley BB11 1TQ  
01282 830909  
[www.moonstonebrewery.co.uk](http://www.moonstonebrewery.co.uk)

### Moorhouses

Burnley BB1 5EN  
01282 422864  
[www.moorhouses.co.uk](http://www.moorhouses.co.uk)

### Reedley Hallows

Burnley BB11 5SS  
07749 414513  
[www.reedley-hallows-brewery.co.uk](http://www.reedley-hallows-brewery.co.uk)

### Rossendale

Haslingden BB4 5AF  
01706 214021  
[www.rossendalebrewery.co.uk](http://www.rossendalebrewery.co.uk)

### Three B's

Blackburn BB2 5JR  
01254 207686  
[www.threebsbrewery.co.uk](http://www.threebsbrewery.co.uk)

### Thwaites

Blackburn BB1 5BU  
01254 686868  
[www.thwaites.co.uk](http://www.thwaites.co.uk)

### Worsthorne

Burnley BB1 5BU  
07815 708289  
[www.worsthornebrewingcompany.co.uk](http://www.worsthornebrewingcompany.co.uk)

## Leicestershire

### Barrowden

Oakham LE15 8EQ  
01572 747247  
[www.exeterarms.com](http://www.exeterarms.com)

### Belvoir

Old Dalby LE14 3LX  
01664 823455  
[www.belvoirbrewery.co.uk](http://www.belvoirbrewery.co.uk)

### Dow Bridge

Catthorpe LE17 6DA  
01788 869121

### Everards

Narborough LE19 1BY  
0116 201 4100  
[www.everards.co.uk](http://www.everards.co.uk)

### Golden Duck Brewery

Appleby Magna DE12 7AH  
07846 295179  
[www.goldenduckbrewery.com](http://www.goldenduckbrewery.com)

### Grainstore

Oakham LE15 6RE  
01572 770065  
[www.grainstorebrewery.com](http://www.grainstorebrewery.com)

### Langton Brewery

Market Harborough LE16 7TU  
07840 532826

### Long Lane

Coalville LE67 3PN  
01530 813800  
[www.matchlesshomebrewing.co.uk](http://www.matchlesshomebrewing.co.uk)

### Parish

Somerby LE14 2JQ  
01664 454801

### Shardlow

Shardlow DE72 2HL  
01332 799188

## Lincolnshire

### 8 Sail

Heckington NG34 9JW  
07866 183479

### Axholme Brewing Co

Luddington DN17 4QT  
07551 910040  
[www.axholmebrewing.co.uk](http://www.axholmebrewing.co.uk)

### Bacchus

Sutton-on-Sea LN12 2EY  
01507 441204  
[www.bacchushotel.co.uk](http://www.bacchushotel.co.uk)

### Bateman

Wainfleet PE24 4JE  
01754 880317  
[www.bateman.co.uk](http://www.bateman.co.uk)

### Blue Bell

Holbeach St Marks PE12 8EX  
01406 701000  
[www.bluebellbrewery.co.uk](http://www.bluebellbrewery.co.uk)

### Blue Cow

South Witham NG33 5QB  
01572 768432  
[www.thebluecowinn.co.uk](http://www.thebluecowinn.co.uk)

### Brewster's

Grantham NG31 7XU  
01476 566000  
[www.brewsters.co.uk](http://www.brewsters.co.uk)

**Cathedral Ales**

Lincoln LN2 5DH  
01636 822255

**Cathedral Heights**

Lincoln LN4 2UO  
07545 090318  
[www.chbrewery.co.uk](http://www.chbrewery.co.uk)

**Darktribe**

Scunthorpe DN17 3AJ  
01724 782324  
[www.darktribe.co.uk](http://www.darktribe.co.uk)

**Fulstow**

Louth LN11 0XH  
01507 363642  
[www.fulstowbrewery.co.uk](http://www.fulstowbrewery.co.uk)

**Grafters Brewery**

Willingham-by-Stow DN21 5JZ  
01427 788340

**Highwood/Tom Wood**

Grimsby DN31 2SG  
01472 255500  
[www.tom-wood.com](http://www.tom-wood.com)

**Hopshackle**

Market Deeping PE6 8LD  
01778 348542  
[www.hopshacklebrewery.co.uk](http://www.hopshacklebrewery.co.uk)

**Leila Cottage Brewery**

Skegness PE25 1ND  
01754 872268

**Melbourn**

Lincolnshire PE9 2PA  
01780 752186  
[www.melbournbrothers.co.uk](http://www.melbournbrothers.co.uk)

**Newby Wyke**

Little Bytham NG33 4RA  
01780 411119  
[www.newbywyke.co.uk](http://www.newbywyke.co.uk)

**Oldershaw**

Grantham NG13 9HB  
01476 572135  
[www.oldershawbrewery.com](http://www.oldershawbrewery.com)

**Poachers**

North Hykeham LN6 9SP  
01522 807404  
[www.poachersbrewery.co.uk](http://www.poachersbrewery.co.uk)

**Riverside**

Skegness PE24 4BY  
01754 881 288

**Sleaford**

Sleaford NG34 8GL  
07854 829718  
[www.hopmeup.co.uk](http://www.hopmeup.co.uk)

**Swaton Brewery**

Swaton NG34 0JP  
01529 421241

**Willy's**

Cleethorpes DN35 8RQ  
01472 602145

**London****Beavertown Brewery**

London N1 5AA  
020 30060794  
[www.beavertownbrewery.com](http://www.beavertownbrewery.com)

**Botanist Brewery**

Richmond TW9 3AA  
020 89484838  
[www.thebotanistkew.com](http://www.thebotanistkew.com)

**Brew Wharf**

Stoney Street SE1 9AD  
[www.brewwharf.com](http://www.brewwharf.com)

**Brodie's**

Leyton E10 6AE  
07828 498733  
[www.brodiesbeers.com](http://www.brodiesbeers.com)

**By The Horns**

London SW17 0BQ  
020 34177338  
[www.bythehorns.co.uk](http://www.bythehorns.co.uk)

**Camden**

Camden Town NW5 3NN  
020 7485 1671  
[www.camdentownbrewery.com](http://www.camdentownbrewery.com)

**East London**

Lammas Road E10 7QB  
07900 288873  
[www.eastlondonbrewing.com](http://www.eastlondonbrewing.com)

**The Florence Brewhouse**

Dulwich SE24 0NG  
020 7326 4987

**Fuller's**

Chiswick W4 2QB  
0208 996 2000  
[www.fullers.co.uk](http://www.fullers.co.uk)

**Hackney Brewery Ltd**

London E2 8BB  
020 34899595  
[www.hackneybrewery.co.uk](http://www.hackneybrewery.co.uk)

**Ha'penny**

Ilford IG2 7TD  
020 8262 9712  
[www.hapenny-brewing.co.uk](http://www.hapenny-brewing.co.uk)

**Kernel**

Druid St SE1 2HQ  
07757 552636  
[www.thekernalbrewery.com](http://www.thekernalbrewery.com)

**Little Brew**

London NW1 0HT  
07817 001376  
[www.littlebrew.co.uk](http://www.littlebrew.co.uk)

**London Brewing Co**

London N6 4AB  
020 83410510  
[www.londonbrewing.com](http://www.londonbrewing.com)

**London Fields**

London Fields E8 3SB  
020 7254 7174  
[www.londonfieldsbrewery.co.uk](http://www.londonfieldsbrewery.co.uk)

**Meantime**

Greenwich SE7 8RX  
020 8293 1111  
[www.meantimebrewing.com](http://www.meantimebrewing.com)

**Moncada Brewery**

London W10 5AS  
020 89640829  
[www.moncadabrewery.co.uk](http://www.moncadabrewery.co.uk)

**Redchurch**

Poyser St E2 9RF  
07968 173097  
[www.theredchurchbrewery.com](http://www.theredchurchbrewery.com)

**Redemption**

Tottenham N17 0XL  
020 8885 5227  
[www.redemptionbrewing.co.uk](http://www.redemptionbrewing.co.uk)

**Sambrook's**

Battersea SW11 3QG  
020 7228 0598  
[www.sambrooksbrewery.co.uk](http://www.sambrooksbrewery.co.uk)

**Tap East Pub & Brewery**

Stratford E20 1EE  
020 85554467  
[www.tap east.co.uk](http://www.tap east.co.uk)

**Twickenham**

Twickenham TW2 6SP  
020 8241 1825  
[www.twickenham-fine-ales.co.uk](http://www.twickenham-fine-ales.co.uk)

**Zerodegrees**

Blackheath SE3 0TJ  
020 8852 5619

**Merseyside****Brimstage Brewing Co**

Brimstage CH63 6HY  
0151 3421181

**Cains**

Liverpool L8 5XJ  
0151 709 8734  
[www.cains.co.uk](http://www.cains.co.uk)

**George Wright**

St Helens WA11 8LU  
01744 886686  
[www.georgewrightbrewing.co.uk](http://www.georgewrightbrewing.co.uk)

**Liverpool Craft**

Merseyside L3 7DD  
07948 918740  
[www.liverpoolcraftbeer.co.uk](http://www.liverpoolcraftbeer.co.uk)

**Liverpool One**

Merseyside L3 6DL  
0151 236 9400  
[www.liverpoolonebrewery.co.uk](http://www.liverpoolonebrewery.co.uk)

**Liverpool Organic**

Merseyside L20 8HL  
0151 9339660  
[www.liverpoolorganicbrewery.com](http://www.liverpoolorganicbrewery.com)

**Peerless**

Birkenhead CH41 3NL  
0151 647 7688  
[www.peerlessbrewing.co.uk](http://www.peerlessbrewing.co.uk)

**Southport**

Southport PR9 7RF  
07748 387652

**Wapping**

Liverpool L1 8DQ  
0151 707 2242

**Norfolk****Bees**

Walcott NR12 0LS  
07971 577526

**Beeston**

Beeston PE32 2LZ  
01328 700844  
[www.beestonbrewery.co.uk](http://www.beestonbrewery.co.uk)

**Blackfriars Brewery**

Great Yarmouth NR30 3HT  
01493 850578

**Brancaster**

Brancaster Staithe PE31 8BJ  
01485 210314  
[www.jollysailors.co.uk](http://www.jollysailors.co.uk)

**Buffy's**

Norwich NR15 2DD  
01379 676523  
[www.buffys.co.uk](http://www.buffys.co.uk)

**Chalkhill**

Norwich NR1 4DA  
01603 477078

**Elmtree**

Snetterton NR126 2LK  
07939 549241  
[www.elmtreebeers.co.uk](http://www.elmtreebeers.co.uk)

**Fakir Brewing Co Ltd**

Norwich NR1 3AY  
07713 789085  
[www.fakirbrewery.com](http://www.fakirbrewery.com)

**Fat Cat**

Norwich NR3 4LF  
01603 788508  
[www.fatcatbrewery.co.uk](http://www.fatcatbrewery.co.uk)

**Fox**

Heacham PE31 7EX  
01485 570345  
[www.foxbrewery.co.uk](http://www.foxbrewery.co.uk)

**Front Street**

Binham NR21 0AL  
01328 830297  
[www.frontstreetbrewery.co.uk](http://www.frontstreetbrewery.co.uk)

**Golden Triangle**

Norwich NR4 7QX  
01603 492600  
[www.goldentrianglebrewery.co.uk](http://www.goldentrianglebrewery.co.uk)

**Grain**

Harleston IP20 0BS  
01986 788884  
[www.grainbrewery.co.uk](http://www.grainbrewery.co.uk)

**Humpty Dumpty**

Reedham NR13 3TZ  
01493 701818  
[www.humptydumptybrewery.co.uk](http://www.humptydumptybrewery.co.uk)

**Iceni**

Thetford IP26 5HB  
01842 878922  
[www.icenibrewery.co.uk](http://www.icenibrewery.co.uk)

**Norfolk Brewhouse**

Hindringham NR21 0PW  
01328 878495  
[www.norfolkbrewhouse.co.uk](http://www.norfolkbrewhouse.co.uk)

**Norfolk Square Brewery**

Great Yarmouth NR30 4JQ  
01493 854484  
[www.norfolksquarebrewery.co.uk](http://www.norfolksquarebrewery.co.uk)

**Ole Slewfoot**

Norwich NR10 3BE  
01603 279927  
[www.oleslewfootbrewery.co.uk](http://www.oleslewfootbrewery.co.uk)

**Opa Hay's**

Aldeby NR34 0DA  
01502 679144  
[www.engelfineales.com](http://www.engelfineales.com)

**Panther**

Reepham NR10 4SW  
07766 558215  
[www.pantherbrewery.co.uk](http://www.pantherbrewery.co.uk)

**Tipples**

Acle NR13 3DJ  
01493 741007  
[www.tipplesbrewery.com](http://www.tipplesbrewery.com)

**Uncle Stuarts**

Lingwood NR13 4PD  
01603 211833  
[www.unclestuartsbrewery.com](http://www.unclestuartsbrewery.com)

**Wagtail**

Old Buckenham NR17 1PF  
01953 887133  
[www.wagtailbrewery.com](http://www.wagtailbrewery.com)

**Waveney**

Bungay NR35 2TS  
01986 892623

**Why Not**

Dussindale NR7 0TE  
01603 300786  
[www.thewhynotbrewery.co.uk](http://www.thewhynotbrewery.co.uk)

**Winter's**

Norwich NR6 6QZ  
01603 787820  
[www.wintersbrewery.com](http://www.wintersbrewery.com)

**Wissey Valley**

Wretton PE33 9SW  
01366 500767  
[www.wisseyvalleybrewery.com](http://www.wisseyvalleybrewery.com)

**Wolf**

Besthorpe NR17 2LD  
01953 457775  
[www.wolfbrewery.com](http://www.wolfbrewery.com)

**Woodforde's**

Norwich NR13 6SW  
01603 720353  
[www.woodfordes.co.uk](http://www.woodfordes.co.uk)

**Yetman's**

Holt NR25 6SA  
07774 809016  
[www.yetmans.net](http://www.yetmans.net)

**Northamptonshire****Cherwell Valley Brewery**

Brackley NN13 7UG  
01280 706888

**Dare**

Whittlebury NN12 8XS  
07812 366369

**Digfield**

Peterborough PE8 5RJ  
01832 293248  
[www.digfield-ales.co.uk](http://www.digfield-ales.co.uk)

**Frog Island**

Westbridge NN5 5HS  
01604 587772  
[www.frogislandbrewery.co.uk](http://www.frogislandbrewery.co.uk)

**Great Oakley**

Corby NN18 8HG  
01536 744888  
[www.greatoakleybrewery.co.uk](http://www.greatoakleybrewery.co.uk)

**Gun Dog Ales**

Woodford Halse NN11 3PZ  
01327 264095  
[www.gundogales.co.uk](http://www.gundogales.co.uk)

**Hoggleys**

Litchborough NN12 8JB  
01604 831762  
[www.hoggleysbrewery.co.uk](http://www.hoggleysbrewery.co.uk)

**Hunsbury Craft Brewery**

Northampton NN4 0SA  
01604 766228

**Julian Church**

Kettering  
NN16 0BU

**Nene Valley Brewery**

Oundle PE8 4DB  
07950 234497  
[www.nenevalleybrewery.com](http://www.nenevalleybrewery.com)

**Nobby's**

Kettering NN15 6GR  
01536 521 868  
[www.nobbysbrewery.co.uk](http://www.nobbysbrewery.co.uk)

**Potbelly**

Kettering NN16 0JA  
01536 410818  
[www.potbelly-brewery.co.uk](http://www.potbelly-brewery.co.uk)

**Rockingham**

Elton PE8 6RZ  
01832 280722  
[www.rockinghamales.co.uk](http://www.rockinghamales.co.uk)

**Silverstone**

Syresham NN13 5TH  
01280 850629  
[www.silverstonebrewingcompany.com](http://www.silverstonebrewingcompany.com)

**Northumberland****Allendale**

Hexham NE47 9EQ  
01434 618686  
[www.allendalebrewco.co.uk](http://www.allendalebrewco.co.uk)

**Brew Star Brewery**

Morpeth NE61 6AW  
01670 789755  
[www.brew-star.co.uk](http://www.brew-star.co.uk)

**Gundog Brewery Ltd**

North Seaton NE63 0XL  
07707 703182

**Hexhamshire**

Hexham NE46 1SX  
01434 606577

**High House Farm**

Newcastle upon Tyne  
NE20 0RG  
01661 886192  
[www.highhousefarmbrewery.co.uk](http://www.highhousefarmbrewery.co.uk)

**Northumberland**

Bedlington NE22 7AP  
01670 833112  
[www.northumberlandbrewery.co.uk](http://www.northumberlandbrewery.co.uk)

**Ship Inn Brewery**

Newton-by-the-Sea NE66 3EW  
01665 576262  
[www.shipinnnewton.co.uk](http://www.shipinnnewton.co.uk)

**VIP Brewery**

Lesbury NE66 3PG  
07545 885352  
[www.thevillageinnpub.co.uk](http://www.thevillageinnpub.co.uk)

**Wylam**

Heddon on the Wall NE15 0EZ  
01661 853377  
[www.wylambrew.co.uk](http://www.wylambrew.co.uk)

**Nottinghamshire****Alcazar**

Langley Mill NG6 0GA  
0115 978 5155  
[www.alcazarbrewery.co.uk](http://www.alcazarbrewery.co.uk)

**Blue Monkey**

Giltbrook NG16 2UZ  
0800 028 0329  
[www.bluemonkeybrewery.com](http://www.bluemonkeybrewery.com)

**Castle Rock**

Nottingham NG2 1NB  
0115 985 1615  
[www.castlerockbrewery.co.uk](http://www.castlerockbrewery.co.uk)

**Caythorpe**

Hoveringham, NG14 7ED  
0115 966 4933

**Copthorne**

Sutton-on-Trent NG23 6QJ  
07523 340989

**Double Top**

Worksop S81 7AG  
07973 521824

**Flipside**

Colwick NG4 2JR  
0115 987 7500  
[www.flipsidebrewery.co.uk](http://www.flipsidebrewery.co.uk)

**Full Mash**

Nottingham NG9 8EW  
0115 949 9262

**Grafton**

Worksop DN22 6LJ  
01909 476121

**Handley's Brewery**

Barnby in the Willows  
NG24 2SA  
01636 629003  
[www.willowtreebarnby.co.uk](http://www.willowtreebarnby.co.uk)

**Holland**

Kimberley NG16 2JU  
0115 938 2685

**Idle**

West Stockwith DN10 4EY  
01427 753226

**Lincoln Green Brewing**

Hucknall NG15 7SZ  
0115 9634233  
[www.lincolngreenbrewing.co.uk](http://www.lincolngreenbrewing.co.uk)

**Magpie**

Nottingham NG2 3JA  
07738 762897  
[www.magpiebrewery.com](http://www.magpiebrewery.com)

**Mallard**

Nottingham NG4 3NR  
0115 9521289  
[www.mallard-brewery.co.uk](http://www.mallard-brewery.co.uk)

**Maypole**

Eakring NG22 0AN  
07971 277598  
[www.maypolebrewery.co.uk](http://www.maypolebrewery.co.uk)

**Medieval Beers**

Nottingham NG3 2DG  
07552 798027

**Milestone**

Newark NG23 6JE  
01636 822255  
[www.milestonebrewery.co.uk](http://www.milestonebrewery.co.uk)

**Naked**

Westwood NG16 5HY  
01773 608904

**Navigation Brewery**

Nottingham NG2 3HS  
0115 9869877  
[www.navigationbrewery.com](http://www.navigationbrewery.com)

**Nottingham**

Nottingham NG7 3EN  
0115 942 2649  
[www.nottinghambrewery.com](http://www.nottinghambrewery.com)

**Pheasantry Brewery**

East Markham NG22 0SN  
01777 872728  
[www.pheasantrybrewery.co.uk](http://www.pheasantrybrewery.co.uk)

**Prior's Well**

Hardwick Village S80 3PB  
07971 277598  
[www.nottinghambrewery.com](http://www.nottinghambrewery.com)

**Reality**

Beeston NG9 4AA  
07801 539523

**Springhead**

Newark NG23 6QS  
01636 821000  
[www.springhead.co.uk](http://www.springhead.co.uk)

**Welbeck Abbey**

Welbeck S80 3LR  
0114 249 4804  
[www.schoolofartisanfood.org](http://www.schoolofartisanfood.org)

**Oxfordshire****Adkin Brewery**

Wantage  
07709 086149  
[www.adkinbrewery.co.uk](http://www.adkinbrewery.co.uk)

**Appleford**

Appleford-on-Thames  
OX10 0QX  
01235 848055  
[www.applefordbrewery.co.uk](http://www.applefordbrewery.co.uk)

**Bellinger's**

Grove OX12 0DH  
01235 772255  
[www.bellingersbrewery.co.uk](http://www.bellingersbrewery.co.uk)

**Betjemen**

Wantage OX12 8AX

**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)

**Complete Pig**

Britwell Salome OX49 5LG  
07742 861882  
[www.thecompletepig.co.uk](http://www.thecompletepig.co.uk)

**Faringdon Brewery**

Faringdon SN7 7BP  
01367 241480  
[www.faringdonbrewerytap.co.uk](http://www.faringdonbrewerytap.co.uk)

**Hen House Brewery**

Whitchurch-on-Thames  
RG8 7EP  
07845 929197  
[www.henhousebrewery.co.uk](http://www.henhousebrewery.co.uk)

**Hook Norton**

Banbury OX15 5NY  
01608 737210  
[www.hooky.co.uk](http://www.hooky.co.uk)

**Loddon**

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**

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)

**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**

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**

Brodick 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)

**Brewmeister**

Kincardine O'Neil  
AB34 5AE  
7917633263  
[www.brewmeister.co.uk](http://www.brewmeister.co.uk)

**Broughton Ales Ltd**

Biggar ML12 6HQ  
01899 830345  
[www.broughtonales.co.uk](http://www.broughtonales.co.uk)

**Burnside**

Laurecekirk 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)

**Cromarty Brewing Co**

Cromarty IV11 8XD  
01381 600440  
[www.cromartybrewing.co.uk](http://www.cromartybrewing.co.uk)

**Cuillin Brewery Ltd**

Isle 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.fyfebrewery.co.uk](http://www.fyfebrewery.co.uk)

**Fyne Ales**

Cairndow PA26 8BJ  
01499 600238  
[www.fyneales.com](http://www.fyneales.com)

**Glenfinnan**

Sruth 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.islayales.com](http://www.islayales.com)

**Isle Of Mull Brewing Co**

Tobermory PA75 6NR  
01688 302830

**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)

**Kinneil Brew Hoose LLP**

Bo'ness EH51 0AS  
01506 824574  
[www.kinneilbrew.co.uk](http://www.kinneilbrew.co.uk)

**Loch Leven**

Blairadam KY4 0JE  
01383 831751

**Loch Lomond Brewery**

Alexandria G83 0TL  
01389 755698  
[www.lochlomondbrewery.com](http://www.lochlomondbrewery.com)

**Loch Ness**

Drumadrochit IV63 6UH  
01456 450080  
[www.lochnessbrewery.com](http://www.lochnessbrewery.com)

**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

**Old Inn**

Gairloch IV21 2BD  
01445 712006  
[www.theoldinn.net](http://www.theoldinn.net)

**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.prestoungrange.org](http://www.prestoungrange.org)

**River Leven Ales**

Kinlochleven PH50 4SG  
07901 873273  
[www.riverlevenales.co.uk](http://www.riverlevenales.co.uk)

**St Andrews Brewing Co**

Glenrothes KY6 2RU  
07879 399441  
[www.standrewsbrewingcompany.com](http://www.standrewsbrewingcompany.com)

**Scottish Borders**

Jedburgh TD8 6ST  
01835 830673  
[www.scottishbordersbrewery.com](http://www.scottishbordersbrewery.com)

**Spey Valley Brewery**

Keith AB55 6YH  
[finestbreweryofspeyside@hotmail.com](mailto:finestbreweryofspeyside@hotmail.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.heatherales.co.uk](http://www.heatherales.co.uk)

**Shropshire****Clun**

Clun SY7 8JA  
01588 640305  
[www.whi-clun.co.uk](http://www.whi-clun.co.uk)

**Corvedale**

Corfton SY7 9DF  
01584 861239  
[www.suninncorfton.co.uk](http://www.suninncorfton.co.uk)

**Dickensian**

Shrewsbury SY1 2EZ  
07752 331633  
[www.dickensianbrewery.co.uk](http://www.dickensianbrewery.co.uk)

**Hobsons**

Clebury Mortimer DY14 8RD  
01299 270837  
[www.hobsons-brewery.co.uk](http://www.hobsons-brewery.co.uk)

**Hop & Stagger Brewery**

Bridgnorth WV16 4AB  
01746 763962  
[www.hopandstagger.com](http://www.hopandstagger.com)

**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**

Market Drayton TF9 2RS  
01630 661234

**Ludlow**

Ludlow SY8 1DJ  
01584 873291  
[www.theludlowbrewery.co.uk](http://www.theludlowbrewery.co.uk)

**Offa's Dyke**

Oswestry SY10 9DX  
01691 831680

**Rowton**

Telford TF6 6QX  
07746 290995

**Salopian**

Shrewsbury SY3 8UQ  
01743 248414  
[www.salopianbrewery.co.uk](http://www.salopianbrewery.co.uk)

**Shires**

Madeley TF7 6DP  
01952 580570  
[www.shiresbrewery.co.uk](http://www.shiresbrewery.co.uk)

**Six Bells**

Bishops Castle SY9 5AA  
01588 638930  
[www.bishops-castle.co.uk](http://www.bishops-castle.co.uk)

**Stonehouse**

Oswestry SY10 9ES  
01691 676457  
[www.stonehousebrewery.co.uk](http://www.stonehousebrewery.co.uk)

**Three Tuns**

Bishops Castle SY9 5BN  
01588 638392

**Wood**

Wistanstow SY7 8DG  
01588 672523  
[www.woodbrewery.co.uk](http://www.woodbrewery.co.uk)

**Somerset****Abbey Ales Ltd**

Bath BA1 5LB  
01225 444437  
[www.abbeyales.co.uk](http://www.abbeyales.co.uk)

**Blindmans**

Leighton BA11 4PN  
01749 880038  
[www.blindmansbrewery.co.uk](http://www.blindmansbrewery.co.uk)

**Cheddar Ales**

Cheddar BS27 3RP  
01934 744193  
[www.cheddarales.co.uk](http://www.cheddarales.co.uk)

**Cotleigh**

Wiveliscombe TA4 2RE  
01984 624086  
[www.cotleighbrewery.co.uk](http://www.cotleighbrewery.co.uk)

**Cottage**

Lovington BA7 7PP  
01963 240551

**Devilfish**

Hemington BA3 5XT  
07725 983004  
[www.devilfishbrewery.com](http://www.devilfishbrewery.com)

**Exmoor**

Wiveliscombe TA4 2NY  
01984 623798  
[www.exmoorales.co.uk](http://www.exmoorales.co.uk)

**Glastonbury Ales**

Somerton TA11 6SB  
01458 272244

**Isle of Avalon**

Ashcott TA7 9QW  
01458 210050  
[www.avalonwholesaleandbrewing.co.uk](http://www.avalonwholesaleandbrewing.co.uk)

**Masters Brewery**

Greenham TA21 0LR  
01823 674444  
[www.mastersbrewery.co.uk](http://www.mastersbrewery.co.uk)

**Milk Street**

Frome BA11 3DB  
01373 467766  
[www.milkstreet.5u.com](http://www.milkstreet.5u.com)

**Moor**

Bridgewater TA7 9QW  
01458 210050  
[www.moorbeer.co.uk](http://www.moorbeer.co.uk)

**North Curry Brewery**

North Curry TA3 6LH  
01823 490170  
[www.thenorthcurrybrewery.co.uk](http://www.thenorthcurrybrewery.co.uk)

**Odcombe**

Yeovil BA22 8TX  
01935 862591  
[www.masonsarmsodcombe.co.uk](http://www.masonsarmsodcombe.co.uk)

**Quantock Brewery**

Wellington TA21 9ND  
01823 662669  
[www.quantockbrewery.co.uk](http://www.quantockbrewery.co.uk)

**RCH**

Weston Super Mare BS24 6RR  
01934 834447  
[www.rchbrewery.com](http://www.rchbrewery.com)

**Six Trees Brewing Co**

Triscombe TA4 3HG  
01984 617000  
[www.6trees.co.uk](http://www.6trees.co.uk)

**Stowey**

Nether Stowey TA5 1LN  
01278 732228  
[www.stoweybrewery.co.uk](http://www.stoweybrewery.co.uk)

**Taunton Vale**

Bagborough TA4 3AF  
01823 432352  
[www.newinnhalse.com](http://www.newinnhalse.com)

**Windy Brewery**

Seavington St Michael  
TA19 0QE  
01460 240126  
[www.thevolly.co.uk](http://www.thevolly.co.uk)

**Yeovil Ales**

Yeovil BA22 8YH  
01935 414888  
[www.yeoviales.co.uk](http://www.yeoviales.co.uk)

**Staffordshire****Beowulf**

Brownhills WS8 7NL  
01543 454067

**Black Hole**

Burton on Trent DE14 2AU  
01283 834069  
[www.blackholebrewery.co.uk](http://www.blackholebrewery.co.uk)

**Blythe**

Hamstall Ridware WS15 3QQ  
07773 747724  
[www.blythbrewery.co.uk](http://www.blythbrewery.co.uk)

**Burton Bridge**

Burton Upon Trent, DE14 1SY  
01283 510573  
[www.burtonbridgebrewery.co.uk](http://www.burtonbridgebrewery.co.uk)

**Burton Old Cottage**

Burton On Trent DE14 1PT  
07909 931250  
[www.oldcottagebeer.co.uk](http://www.oldcottagebeer.co.uk)

**Enville**

Stourbridge DY7 5LG  
01384 873728  
[www.envilleales.com](http://www.envilleales.com)

**Gates Burton Brewery**

Burton on Trent DE14 2BP  
01283 532567

**Kinver**

Stourbridge DY7 6EW  
07715 842679  
[www.kinverbrewery.co.uk](http://www.kinverbrewery.co.uk)

**Leek**

Leek ST13 7EF  
01538 361919

**Limestone Brewery**

Stone ST15 8LL  
01785 817796

**Marstons**

Burton Upon Trent WV1 4JT  
01902 711811  
[www.marstons.co.uk](http://www.marstons.co.uk)

**Morton**

Wolverhampton WV11 2BH  
07988 069647

**Peakstones Rock**

Stoke On Trent ST10 4DH  
07891 350908  
[www.peakstonesrockbrewery.co.uk](http://www.peakstonesrockbrewery.co.uk)

**Quartz**

Kings Bromley DE13 7HW  
01543 473965  
[www.quartzbrewing.co.uk](http://www.quartzbrewing.co.uk)

**Shugborough**

Stafford ST17 0XB  
01782 823447

**Slater's**

Stafford ST16 3DR  
01785 257976  
[www.slatersales.co.uk](http://www.slatersales.co.uk)

**Titanic**

Stoke on Trent ST6 1JL  
01782 823447  
[www.titanicbrewery.co.uk](http://www.titanicbrewery.co.uk)

**Toft**

Cheadle ST10 1HS  
01538 755639

**Tower**

Burton on Trent DE14 1LX  
01283 530695

**Townhouse**

Stoke on Trent ST7 8JQ  
07976 209437

**Wincle**

Rushton Spencer SK11 ORD  
01260 226166  
[www.winclebeer.co.uk](http://www.winclebeer.co.uk)

**Suffolk****Adnams**

Southwold IP18 6JW  
01502 727200  
[www.adnams.co.uk](http://www.adnams.co.uk)

**Bartrams**

Bury St Edmonds IP31 9LZ  
01449 737655  
[www.bartramsbrewery.co.uk](http://www.bartramsbrewery.co.uk)

**Brandon**

Bury St Edmunds IP27 0AU  
01842 878496  
[www.brandonbrewery.co.uk](http://www.brandonbrewery.co.uk)

**Brewshed Brewery**

Bury St Edmunds IP32 6BH  
01284 848066  
[www.brewshedbrewery.co.uk](http://www.brewshedbrewery.co.uk)

**Cliff Quay**

Ipswich IP3 OBS  
01473 225501  
[www.cliffquay.co.uk](http://www.cliffquay.co.uk)

**Cox & Holbrook**

Stowmarket IP14 3DY  
01449 736323

**Dove Street**

Ipswich IP4 2LA  
01473 211270  
[www.dovestreetbrewery.co.uk](http://www.dovestreetbrewery.co.uk)

**Earl Soham**

Woodbridge IP13 7RT  
01728 684097  
[www.earlsohambrewery.co.uk](http://www.earlsohambrewery.co.uk)

**Elveden**

Thetford IP24 3TA  
01842 878922

**Green Dragon**

Bungay NR35 1EF  
01986 892681

**Green Jack**

Lowestoft NR32 1QA  
01502 582711  
[www.greenjackbrewery.co.uk](http://www.greenjackbrewery.co.uk)

**Greene King**

Bury St Edmunds IP33 1QT  
01284 763222  
[www.greeneking.co.uk](http://www.greeneking.co.uk)

**Hellhound**

Hadleigh IP7 6RL  
07850 076202  
[www.hellhoundbrewery.co.uk](http://www.hellhoundbrewery.co.uk)

**Kings Head**

Bildeston IP7 7ED  
01449 741434  
[www.bildestonkingshead.co.uk](http://www.bildestonkingshead.co.uk)

**Mauldon's**

Sudbury CO10 2YA  
01787 311055  
[www.mauldons.co.uk](http://www.mauldons.co.uk)

**Mill Green**

Sudbury CO10 5PX  
01787 211118  
[www.millgreenbrewery.co.uk](http://www.millgreenbrewery.co.uk)

**Old Cannon**

Bury St Edmunds IP33 1JR  
01284 768769  
[www.oldcannonbrewery.co.uk](http://www.oldcannonbrewery.co.uk)

**Old Chimneys**

Diss IP22 2NX  
01359 221411  
[www.oldchimneysbrewery.com](http://www.oldchimneysbrewery.com)

**Red Rat Craft Brewery**

Bury St Edmunds IP31 1EH  
01359 269742  
[www.redratcraftbrewery.co.uk](http://www.redratcraftbrewery.co.uk)

**St Peter's**

Bungay NR35 1NQ  
01986 782322  
[www.stpetersbrewery.co.uk](http://www.stpetersbrewery.co.uk)

**Trinity**

Gisleham NR33 8DS  
01502 743121  
[www.trinityales.co.uk](http://www.trinityales.co.uk)

**Uffa Brewery**

Lower Ufford IP13 6DW  
01394 460770  
[www.uffordwhitelion.co.uk](http://www.uffordwhitelion.co.uk)

**Surrey****Ascot Ales Ltd**

Camberley GU15 3DX  
0845 257 5575  
[www.ascot-ales.co.uk](http://www.ascot-ales.co.uk)

**Dorking**

Station Rd RH4 1HF  
01306 877988  
[www.dorkingbrewery.com](http://www.dorkingbrewery.com)

**Farnham**

Farnham GU9 0PB  
01252 735278

**Hog's Back**

Tongham GU10 1DE  
01252 783000  
[www.hogsback.co.uk](http://www.hogsback.co.uk)

**Leith Hill**

Coldharbour RH5 6HD  
01306 711793  
[www.ploughinn.com](http://www.ploughinn.com)

**Pilgrim**

Reigate RH2 9BL  
01737 222651  
[www.pilgrim.co.uk](http://www.pilgrim.co.uk)

**Surrey Hills**

Guildford GU5 9TE  
01483 212812  
[www.surreyhills.co.uk](http://www.surreyhills.co.uk)

**Tillingbourne Brewery**

Shere GU5 9TE  
01483 222228  
[www.tillybeer.co.uk](http://www.tillybeer.co.uk)

**Sussex****1648**

East Hoathly BN8 6QB  
01825 840830  
[www.1648brewing.co.uk](http://www.1648brewing.co.uk)

**Adur Brewery Ltd**

Shoreham By Sea BN43 5EG  
01273 467527  
[www.adurbrewery.com](http://www.adurbrewery.com)

**Anchor Springs**

Wick BN17 7EH  
01903 719842

**Arundel**

Arundel BN18 0HY  
01903 733111  
[www.arundelbreweryltd.co.uk](http://www.arundelbreweryltd.co.uk)

**Ballards**

Petersfield GU31 5HA  
01730 821301  
[www.ballardsbrewery.org.uk](http://www.ballardsbrewery.org.uk)

**Baseline Brewing Ltd**

Small Dole BN5 9XH  
01903 879111  
[www.baselinebreweing.co.uk](http://www.baselinebreweing.co.uk)

**Beachy Head**

Eastbourne BN20 0AA  
01323 423906  
[www.beachyhead.org.uk](http://www.beachyhead.org.uk)

**Dark Star**

Sussex RH17 5AH  
01444 412311  
[www.darkstarbrewing.co.uk](http://www.darkstarbrewing.co.uk)

**Fallen Angel**

Battle TN33 0XF  
01424 777996  
[www.fallenangelbrewery.com](http://www.fallenangelbrewery.com)

**Filo**

Hastings TN34 3EY  
01424 425079  
[www.thefilo.co.uk](http://www.thefilo.co.uk)

**Full Moon Brewery**

Battle TN33 9BN  
07832 220745

**Franklin's**

Bexhill-on-Sea TN40 2RZ  
01424 731066  
[www.franklinbrewery.co.uk](http://www.franklinbrewery.co.uk)

**Gribble**

Oving PO20 6BP  
07813 321795  
[www.gribblebrewery.co.uk](http://www.gribblebrewery.co.uk)

**Hammerpot**

Poling  
01903 883338  
[www.hammerpot-brewery.co.uk](http://www.hammerpot-brewery.co.uk)

**Harveys**

Lewes BN7 2AH  
01273 480209  
[www.harveys.org.uk](http://www.harveys.org.uk)

**Hastings**

Hastings TN34 1HL  
07708 259342  
[www.hastingsbrewery.co.uk](http://www.hastingsbrewery.co.uk)

**Hepworth**

Horsham RH12 2NW  
01403 269696  
[www.hepworthbrewery.co.uk](http://www.hepworthbrewery.co.uk)

**Isfield Brewing Co Ltd**

Isfield TN22 5UJ  
01825 750633  
[www.isfieldbrewing.co.uk](http://www.isfieldbrewing.co.uk)

**Kemptown**

Kemptown BN2 1JN  
01273 699595  
[www.kemptownbrewery.co.uk](http://www.kemptownbrewery.co.uk)

**King**

Horsham RH13 5UE  
01403 272102  
[www.kingfamilybrewers.co.uk](http://www.kingfamilybrewers.co.uk)

**Kissingate**

Crawley RH10 7HF  
01293 882198  
[www.kissingate.co.uk](http://www.kissingate.co.uk)

**Kitchen Garden Brewery**

Sheffield Park TN22 3QX  
01825 790775  
[www.kitchengardenbrewery.co.uk](http://www.kitchengardenbrewery.co.uk)

**Langham**

Lodsworth GU28 9BU  
01798 860861  
[www.langhambrewery.co.uk](http://www.langhambrewery.co.uk)

**Long Man Brewery**

Litlington BN26 5RA  
01323 871850  
[www.longmanbrewery.com](http://www.longmanbrewery.com)

**Rectory Ales**

Streat Hill BN6 8RP  
01273 890570

**Rother Valley**

Rye TN31 6QT  
01797 253535

**SouthDowns Brewery**

Fulking BN3 9LU  
07775 743518  
[www.southdownsbrewery.com](http://www.southdownsbrewery.com)

**Turners Brewery**

Ringmer BN8 5AR  
07896 598172  
[www.turnersbrewery.com](http://www.turnersbrewery.com)

**Welton's**

Horsham RH13 5PX  
01403 242901  
[www.weltons.co.uk](http://www.weltons.co.uk)

**Tyne & Wear****Big Lamp**

Newburn NE15 8NL  
0191 267 1689  
[www.biglampbrewers.co.uk](http://www.biglampbrewers.co.uk)

**Bull Lane**

Sunderland SR1 2BL  
0191 5103200  
[www.bull-lane-brewing.co.uk](http://www.bull-lane-brewing.co.uk)

**Cullercoats Brewery Ltd**

North Shields NE30 4PH  
0191 2528765  
[www.cullercoatsbrewery.co.uk](http://www.cullercoatsbrewery.co.uk)

**Darwin**

South Tyneside SR1 2QE  
0191 514 4746  
[www.darwinbrewery.com](http://www.darwinbrewery.com)

**Delavals**

Whitley Bay NE26 3BG  
0844 417 2545  
[www.delavals.com](http://www.delavals.com)

**Double Maxim Beer Co Ltd**

Houghton le Spring DH4 5NL  
0191 584 8844  
[www.dmbc.org.uk](http://www.dmbc.org.uk)

**Hadrian & Border**

Newcastle Upon Tyne NE6 1AS  
0191 276 5302  
[www.hadrian-border-brewery.co.uk](http://www.hadrian-border-brewery.co.uk)

**Jarrow**

Jarrow NE32 5UB  
0191 483 6792  
[www.jarrowbrewing.co.uk](http://www.jarrowbrewing.co.uk)

**Mordue**

North Shields NE29 7XJ  
0191 296 1879  
[www.morduebrewery.com](http://www.morduebrewery.com)

**Ouseburn Valley**

Gosforth NE3 1XX  
0191 285 0937  
[www.ouseburnvalleybrewery.co.uk](http://www.ouseburnvalleybrewery.co.uk)

**Three Kings Brewery**

North Shields NE30 1DX  
07580 004565  
[www.threekingsbrewery.co.uk](http://www.threekingsbrewery.co.uk)

**Tyne Bank Brewery**

Newcastle upon Tyne NE6 1AS  
0191 265 2828  
[www.tynebankbrewery.co.uk](http://www.tynebankbrewery.co.uk)

**Wales****Artisan**

Cardiff CF11 9DF  
07505 401939  
[www.artisanbeer.co.uk](http://www.artisanbeer.co.uk)

**Big Bog Brewing Co**

Wauanfawr LL55 4AQ  
07769 110791  
[www.bigbog.co.uk](http://www.bigbog.co.uk)

**Brains**

Cardiff CF10 1SP  
029 2040 2060  
[www.sabrain.com](http://www.sabrain.com)

**Brecon**

Powys LD3 8BT  
01874 620800  
[www.breconbrewing.co.uk](http://www.breconbrewing.co.uk)

**Breconshire Brewery**

Brecon LD3 8LA  
01874 623731  
[www.breconshirebrewery.com](http://www.breconshirebrewery.com)

**Bryncelyn**

Ystradgynlais SA9 1BS  
01639 841900  
[www.bryncelynbrewery.org.uk](http://www.bryncelynbrewery.org.uk)

**Bullmastiff Brewery**

Cardiff CF11 8DI  
02920 665292

**Celt Experience**

Caerphilly CF83 3HU  
02920 867707  
[www.theceltexperience.co.uk](http://www.theceltexperience.co.uk)

**Cerddin**

Maesteg CF34 9LB  
01656 732476  
[www.cerddinbrewery.co.uk](http://www.cerddinbrewery.co.uk)

**Coles**

Carmarthen SA32 8NT  
01267 275395

**Conwy Brewery Ltd**

Parc Caer Seion LL32 8FA  
01492 585287  
[www.conwybrewery.co.uk](http://www.conwybrewery.co.uk)

**Dare Brewery Ltd**

Aberdare CF44 6LU  
07812 366369  
[www.darebrewery.co.uk](http://www.darebrewery.co.uk)

**Evans - Evans**

Llandeilo SA19 6LU  
01558 824455  
[www.evans-evans.com](http://www.evans-evans.com)

**Facer's**

Flint CH6 5YL  
07713 566370  
[www.facers.co.uk](http://www.facers.co.uk)

**Felinfoel Brewery Co**

Llanelli SA14 8LB  
01554 773357  
[www.felinfoel-brewery.com](http://www.felinfoel-brewery.com)

**Friends Arms Brewery**

Johnstown SA31 3HH  
01267 234073  
[www.thefriendsarms.co.uk](http://www.thefriendsarms.co.uk)

**Great Orme Brewery**

Colwyn Bay LL28 5PP  
01492 580548  
[www.greatormebrewery.co.uk](http://www.greatormebrewery.co.uk)

**Gwaun Valley**

Fishguard SA65 9TP  
01348 881304

**Gwynant**

Aberystwyth SY23 3LR  
01970 880248

**Hafod Brewing Co Ltd**

Gwernaffield CH7 5ES  
07901 386638  
[www.welshbeer.com](http://www.welshbeer.com)

**Heart of Wales**

Llanwrtyd Wells LD5 4RD  
01591 610236  
[www.heartofwalesbrewery.co.uk](http://www.heartofwalesbrewery.co.uk)

**Jacobi Brewing**

Llanwrda SA19 8RR  
01558 650605  
[www.jacobibrewery.co.uk](http://www.jacobibrewery.co.uk)

**Kingstone**

Tintern NP16 7NX  
01291 680111  
[www.kingstonebrewery.co.uk](http://www.kingstonebrewery.co.uk)

**Kite**

Gorslas SA14 7HU  
01269 842300  
[www.thekitebrewery.com](http://www.thekitebrewery.com)

**Llangorse Brewery**

Llangorse LD3 7TY  
01874 658825  
[www.llangorsebrewery.co.uk](http://www.llangorsebrewery.co.uk)

**McGivern Ales**

Wrexham LL13 7AS  
01978 354232

**Monty's**

Montgomery SY15 6HA  
01686 668933  
[www.montysbrewery.co.uk](http://www.montysbrewery.co.uk)

**Nant**

Llanrwst LL26 0UA  
07723 036862  
[www.cwrwnant.co.uk](http://www.cwrwnant.co.uk)

**Neath**

Baglan SA12 8PT  
[www.neathales.co.uk](http://www.neathales.co.uk)

**Newmans Brewery**

Caerphilly CF83 3HU  
08708 033876  
[www.newmansbrewery.com](http://www.newmansbrewery.com)

**North Wales Brewery**

Abergele LL22 9RF  
01745 832966  
[www.paradisebrewery.net](http://www.paradisebrewery.net)

**Otley Brewing Co**

Pontypridd CF37 4NX  
01443 480555  
[www.otleybrewing.co.uk](http://www.otleybrewing.co.uk)

**Penlon Cottage Brewery**

Penlow SA47 0QN  
01545 580022  
[www.penlon.biz](http://www.penlon.biz)

**Plassey Brewery**

Wrexham LL13 0SP  
01978 781111  
[www.plasseybrewery.co.uk](http://www.plasseybrewery.co.uk)

**Preseli**

Tenby SA70 8EQ  
07824 512103  
[www.preseli-brewery.co.uk](http://www.preseli-brewery.co.uk)

**Purple Moose**

Porthmadog LL49 9DB  
01766 515571  
[www.purplemoose.co.uk](http://www.purplemoose.co.uk)

**Rhymney Brewery**

Merthyr Tydfil CF48 2SR  
01685 722253  
[www.rhymneybreweryltd.com](http://www.rhymneybreweryltd.com)

**Sandstone**

Wrexham LL13 9JT  
07851 001118  
[www.sandstonebrewery.co.uk](http://www.sandstonebrewery.co.uk)

**Snowdonia Brewery**

Caernarfon LL55 4AQ  
01286 650218

**Swansea Brewing Co**

Swansea SA2 0LY  
01792 290197

**Tomos Watkin**

Tudor Brewery  
Abergavenny NP7 5AA

**Vale Of Glamorgan**

Barry CF62 6SZ  
01446 742571  
[www.vogbrewery.co.uk](http://www.vogbrewery.co.uk)

**Waen**

Penstrowed SY17 5SG  
01686 627042  
[www.thewaenbrewery.co.uk](http://www.thewaenbrewery.co.uk)

**Warcop**

Wentlooge NP10 8SE  
01633 680058  
[www.warcopalescom](http://www.warcopalescom)

**Zerodegrees**

Cardiff CF10 1DD  
029 2022 9494  
[www.zerodegrees.co.uk](http://www.zerodegrees.co.uk)

**Warwickshire****Atomic**

Rugby CV21 2SL  
01788 542170  
[www.atomicbrewery.com](http://www.atomicbrewery.com)

**Church End**

Nuneaton CV10 ORD  
01827 713080  
01675 463809  
[www.churchendbrewery.co.uk](http://www.churchendbrewery.co.uk)

**Griffin Inn Brewery**

Shustoke B46 2LB  
01675 481208

**Merry Miner**

Grendon CV9 3DT  
07811 932721  
[www.merryminerbrewery.com](http://www.merryminerbrewery.com)

**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

**Old Pie Factory Brewery**

Warwick CV34 5LW  
01926 402100

**Purity**

Alcester B49 6JF  
01789 488007  
[www.puritybrewing.com](http://www.puritybrewing.com)

**Rock & Roll Brewhouse**

Warwick CV34 5LW  
07922 554181

**Slaughterhouse**

Warwick CV34 5PD  
01926 490986  
[www.slaughterhousebrewery.com](http://www.slaughterhousebrewery.com)

**Sperrin Brewery Ltd**

Ansley CV10 9PQ  
02476 392305

**Tunnel**

Ansley CV10 9PQ  
02476 394888  
[www.tunnelbrewery.co.uk](http://www.tunnelbrewery.co.uk)

**Warwickshire**

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.abcprideofaston.co.uk](http://www.abcprideofaston.co.uk)

**Angel**

Halesowen B63 2TA  
07847 300350  
[www.angelales.co.uk](http://www.angelales.co.uk)

**Backyard Brewhouse**

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)

**Beer Geek Brewery Ltd**

Birmingham B7 4NT  
0844 2727207  
[www.beergeekbrewery.com](http://www.beergeekbrewery.com)

**Black Country**

Pensnett DY3 2NU  
01384 231616  
[www.blackcountryales.co.uk](http://www.blackcountryales.co.uk)

**Broughs**

Netherton DY2 9PY  
01384 253075

**Byatt's**

Coventry CV6 6FL  
02476 637996  
[www.byattsbrewery.co.uk](http://www.byattsbrewery.co.uk)

**Craddocks**

Stourbridge DY8 1EP  
01384 440202

**Holden's**

Dudley DY1 4LW  
01902 880051  
[www.holdensbrewery.co.uk](http://www.holdensbrewery.co.uk)

**Marston's Plc**

Wolverhampton WV1 4JT  
01902 711811  
[www.marstons.co.uk](http://www.marstons.co.uk)

**Olde Swan**

Dudley DY2 9PY  
01384 253075

**Sadler's**

Stourbridge DY9 7DG  
02476 402888

**Sarah Hughes**

Dudley DY3 1JE  
01902 883381

**Silhill**

Solihull B93 3FW  
0845 519 5101  
[www.silhillbrewery.co.uk](http://www.silhillbrewery.co.uk)

**Toll End**

Tipton DY4 0ET  
07903 725574

**Two Towers**

Birmingham B19 3HE  
07540 574032

**Whitworth Brewing Co**

Shirley B90 2HR  
0121 3476450  
[www.whitworthbrewing.co.uk](http://www.whitworthbrewing.co.uk)

**Wiltshire****Arkell's**

Upper Stratton SN2 7RU  
01793 823026  
[www.arkells.co.uk](http://www.arkells.co.uk)

**Box Steam**

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**

Downton SP5 3HU  
01722 322890  
[www.downtonbrewery.com](http://www.downtonbrewery.com)

**Hidden**

Dinton SP3 5EU  
01722 716440  
[www.thehiddenbrewery.com](http://www.thehiddenbrewery.com)

**Hop Back**

Salisbury SP5 3HU  
01725 510986  
[www.hopback.co.uk](http://www.hopback.co.uk)

**Hop Kettle Brewing Co**

Cricklade SN6 6DD  
01793 750776  
[www.theredlioncricklade.co.uk](http://www.theredlioncricklade.co.uk)

**Keystone**

Salisbury SP3 5SN  
01747 820426  
[www.keystonebrewery.co.uk](http://www.keystonebrewery.co.uk)

**Moles**

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**

Marlborough SN8 2HA  
01672 541407  
[www.ramsburybrewery.com](http://www.ramsburybrewery.com)

**Stonehenge Ales**

Netheravon SP4 9QB  
01980 670631  
[www.stonehengeales.co.uk](http://www.stonehengeales.co.uk)

**Three Castles**

Pewsey SN9 5PZ  
01672 564433

**Wadworth**

Devizes SN10 1JW  
01380 723361  
[www.wadworth.co.uk](http://www.wadworth.co.uk)

**Weighbridge Brewery**

Swindon SN5 7JL  
01793 881500  
[www.weighbridgebrewhouse.co.uk](http://www.weighbridgebrewhouse.co.uk)

**West Country**

Dinton SP3 5EU  
01722 716440  
[www.westcountrybrewery.com](http://www.westcountrybrewery.com)

**World's End**

Pewsey SN9 5EL  
01672 562653  
[www.thecrownatpewsey.com](http://www.thecrownatpewsey.com)

**Wessex**

Warminster BA12 7DE  
01985 844532

**Willy Good**

Winsley BA15 2JB  
01225 862480

**Worcestershire****Attwood Ales Ltd**

Hartlebury DY11 7YJ  
01384 220046  
[www.attwoodales.com](http://www.attwoodales.com)

**Bewdley Brewery**

Bewdley DY12 2DZ  
01299 405148  
[www.bewdleybrewery.co.uk](http://www.bewdleybrewery.co.uk)

**Birds**

Bromsgrove B60 1PH  
01430 432166

**Brandy Cask**

Evesham WR11 7QE  
01386 831173  
[www.bucklestreetbrewery.co.uk](http://www.bucklestreetbrewery.co.uk)

**Cannon Royall**

Droitwich WR9 0JW  
01905 621161  
[www.cannonroyall.co.uk](http://www.cannonroyall.co.uk)

**Firefly Brewing**

Worcester WR1 2SE  
01905 616996

**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**

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**

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**

Dewsbury WF12 9AF  
01924 457772  
[www.anglo-dutch-brewery.co.uk](http://www.anglo-dutch-brewery.co.uk)

**Barkston Brewery**

Barkston Ash LS24 9JU  
07764 750959  
[www.barkstonbrewery.com](http://www.barkstonbrewery.com)

**Barley Bottom Brewery**

Silsden BD20 0HJ  
01535 656797  
[www.barleytrading.co.uk](http://www.barleytrading.co.uk)

**Barearts**

Todmorden OL14 7LP  
01706 839305  
[www.barearts.com](http://www.barearts.com)

**Big River Brewery Ltd**

Brough HU15 1AA  
07737 820922  
[www.bigriverbrewery.co.uk](http://www.bigriverbrewery.co.uk)

**Bird Brain**

Howden DN14 7SL  
01430 432166

**Black Sheep**

Ripon HG4 4EN  
01765 689227  
[www.blacksheepbrewery.com](http://www.blacksheepbrewery.com)

**Blue Bee**

Sheffield S3 8AB  
07791 662484  
[www.bluebeebrewery.co.uk](http://www.bluebeebrewery.co.uk)

**Bob's**

Ossett WF5 9NQ  
07789 693597

**Bradfield**

Sheffield S6 6LG  
0114 285 1118  
[www.bradfieldbrewery.com](http://www.bradfieldbrewery.com)

**Brass Monkey**

Sowerby Bridge HX6 3BS  
01422 316040  
[www.thebrassmonkeybrewery.co.uk](http://www.thebrassmonkeybrewery.co.uk)

**Brew Company**

Sheffield S4 7QN  
0782 5151497

**Brewery Tap**

Leeds LS1 5DL  
0113 243 4414  
[www.brewerytapleeds.co.uk](http://www.brewerytapleeds.co.uk)

**Bridestones**

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

**Brown Cow**

Yorkshire YO8 8EH.  
01757 618947  
[www.browncowbrewery.co.uk](http://www.browncowbrewery.co.uk)

**Cap House Brewery**

Batley WF17 5LW  
01924 479909  
[www.caphousebrewery.co.uk](http://www.caphousebrewery.co.uk)

**Captain Cook**

Stokesley TS9 5BL  
01642 710263  
[www.thecaptaincookbrewery.co.uk](http://www.thecaptaincookbrewery.co.uk)

**Clark's**

Wakefield WF2 9SW  
01924 373328  
[www.hbclark.co.uk](http://www.hbclark.co.uk)

**Concertina**

Mexborough, S64 9AZ  
01709 580841

**Copper Dragon**

Skipton BD23 2QR  
01756 702130  
[www.copperdragon.uk.com](http://www.copperdragon.uk.com)

**Cropton**

Pickering YO18 8HH  
01751 417330  
[www.croptonbrewery.com](http://www.croptonbrewery.com)

**Crown**

Sheffield S6 2UB  
0114 232 2100  
[www.crownbrewery.co.uk](http://www.crownbrewery.co.uk)

**Daleside**

Harrogate HG1 4PT  
01423 880022  
[www.dalesidebrewery.co.uk](http://www.dalesidebrewery.co.uk)

**Dark Horse Brewery**

Skipton BD23 6LY  
01756 730555

**East Coast**

Filey YO14 9DX  
01723 514865  
[www.eastcoastbrewingcompany.co.uk](http://www.eastcoastbrewingcompany.co.uk)

**Eastwood**

Huddersfield HX5 9HP  
07949 148476

**Elland**

Elland HX5 9AE  
01422 377677  
[www.eandsbrewery.co.uk](http://www.eandsbrewery.co.uk)

**Empire**

Huddersfield HD7 7HA  
01484 847343  
[www.empirebrewing.com](http://www.empirebrewing.com)

**Fernandes**

Wakefield WF1 1UA  
01924 291709  
[www.fernandes-brewery.gowlyd.com](http://www.fernandes-brewery.gowlyd.com)

**Five Towns**

Wakefield WF1 2LU  
01924 781887

**Fox Beer**

Leeds LS3 1LD  
0113 245 4505

**Geeves Brewery**

Barnsley S71 5AS  
07859 039259  
[www.geevesbrewery.co.uk](http://www.geevesbrewery.co.uk)

**Glentworth**

Doncaster DN6 8PL  
01302 725555

**Golcar**

Huddersfield HD7 4HT  
01484 644241

<b>Goose Eye</b> Keighley BD21 5AX 01535 605807 <a href="http://www.goose-eye.co.uk">www.goose-eye.co.uk</a>	<b>Little Ale Cart</b> Sheffield S3 7EQ 0114 249 2295	<b>Old Bear</b> Keighley BD21 4YL 01535 601222 <a href="http://www.oldbearbrewery.co.uk">www.oldbearbrewery.co.uk</a>	<b>Salamander</b> Bradford BD4 9PH 01274 652323 <a href="http://www.salamanderbrewing.com">www.salamanderbrewing.com</a>	<b>Treboom Brewery</b> Shipton-by-Beningbrough YO30 1AA 01904 471569 <a href="http://www.treboom.co.uk">www.treboom.co.uk</a>
<b>Great Heck</b> Great Heck DN14 0BQ 01977 661430	<b>Little Valley</b> Hebden Bridge HX7 5TT 01422 883888 <a href="http://www.littlevalleybrewery.co.uk">www.littlevalleybrewery.co.uk</a>	<b>Old Mill</b> Snaith DN14 9HU 01405 861813 <a href="http://www.oldmillbrewery.co.uk">www.oldmillbrewery.co.uk</a>	<b>Saltaire</b> ShIPLEY BD17 7AR 01274 594959 <a href="http://www.saltairebrewery.co.uk">www.saltairebrewery.co.uk</a>	<b>Truefitt Brewing Co Ltd</b> Middlesbrough TS3 6QL 07883 072389 <a href="http://www.truefittbrewing.co.uk">www.truefittbrewing.co.uk</a>
<b>Great Newsome</b> Winstead HU12 ONR <a href="http://www.reatnewsomebrewery.co.uk">www.reatnewsomebrewery.co.uk</a>	<b>Litton</b> Litton BD23 5QJ 07834 622632	<b>Old Spot</b> Bradford BD13 5HN 01535 691144 <a href="http://www.oldspotbrewery.co.uk">www.oldspotbrewery.co.uk</a>	<b>Samuel Smith</b> Tadcaster LS24 9SB 01937 832225	<b>Two Roses</b> Darton S75 5XQ 01226 388375 <a href="http://www.tworosesbrewery.co.uk">www.tworosesbrewery.co.uk</a>
<b>Halifax Steam</b> Halifax HX3 8EF 07974 544980 <a href="http://www.halifaxsteam.co.uk">www.halifaxsteam.co.uk</a>	<b>Magic Rock</b> Huddersfield HD3 4YP 01484 649823 <a href="http://www.magicrockbrewing.com">www.magicrockbrewing.com</a>	<b>Ossett</b> Ossett WF5 8ND 01924 261333 <a href="http://www.ossett-brewery.co.uk">www.ossett-brewery.co.uk</a>	<b>Sheffield</b> York YO60 6PP 01653 648416 <a href="http://www.thestorytellerbrewery.co.uk">www.thestorytellerbrewery.co.uk</a>	<b>Wall's</b> Northallerton DL2 2YB 01609 258226
<b>Hambleton</b> Melmerby HG4 5NB 01765 640108 <a href="http://www.hambletonales.co.uk">www.hambletonales.co.uk</a>	<b>Mallinsons Brewing Co</b> Huddersfield HD3 3HS 01484 654301 <a href="http://www.drinkmallinsons.co.uk">www.drinkmallinsons.co.uk</a>	<b>Owenshaw Mill</b> Sowerby Bridge HX6 2AJ 01422 839010 <a href="http://www.owenshawmillbrewery.co.uk">www.owenshawmillbrewery.co.uk</a>	<b>Scarborough Brewery</b> Scarborough YO12 4AA 01723 241495	<b>Wellington Inn Brewery</b> Hull HU2 9AB 01482 329486
<b>Haworth Steam</b> Haworth BD22 0HB 01535 646212 <a href="http://www.haworthsteambrewery.co.uk">www.haworthsteambrewery.co.uk</a>	<b>Marston Moor</b> York YO26 7XW 01423 359641	<b>Rat Brewery</b> Huddersfield HD1 3EB 01484 542400	<b>Slightly Foxed Brewing</b> Charlestown HX7 6PS 07412 008221 <a href="http://www.slightlyfoxedbrewery.co.uk">www.slightlyfoxedbrewery.co.uk</a>	<b>Wensleydale</b> Leyburn DL8 5QH 01969 622327 <a href="http://www.wensleydalebrewery.com">www.wensleydalebrewery.com</a>
<b>Ikley</b> East Parade LS29 8JP 01943 604604 <a href="http://www.ikleybrewery.co.uk">www.ikleybrewery.co.uk</a>	<b>Milltown Brewing Co</b> Huddersfield HD3 4PE 07946 589645 <a href="http://www.milltownbrewing.co.uk">www.milltownbrewing.co.uk</a>	<b>Redscar Brewery Ltd</b> Redcar TS10 1SQ 01642 484035 <a href="http://www.theclevelandhotel.co.uk">www.theclevelandhotel.co.uk</a>	<b>Sportsman</b> Huddersfield HD1 5AY 01484 421929	<b>Wentworth</b> Rotherham S62 7TF 01226 747070 <a href="http://www.wentworth-brewery.co.uk">www.wentworth-brewery.co.uk</a>
<b>James &amp; Kirkman</b> Pontefract WF8 4HN 01977 702231	<b>Mithril</b> Richmond DL11 7TL 01325 374817 <a href="http://www.mithrilales.co.uk">www.mithrilales.co.uk</a>	<b>Revolutions</b> Castleford WF10 5PX 07801 701089 <a href="http://www.revolutionsbrewing.co.uk">www.revolutionsbrewing.co.uk</a>	<b>Staithe Brewery</b> Staithe TS13 5AD 01947 840200 <a href="http://www.captaincookinn.co.uk">www.captaincookinn.co.uk</a>	<b>Whalebone</b> Hull HU2 0PA 01482 226648
<b>Junction</b> York YO26 4XH 01904 633449 <a href="http://www.junctionbrewhouse.co.uk">www.junctionbrewhouse.co.uk</a>	<b>Naylor's</b> Keighley BD20 7DT 01535 637451 <a href="http://www.naylorsbrewery.com">www.naylorsbrewery.com</a>	<b>Richmond Brewing Co</b> Richmond DL10 4LD 07912 347946 <a href="http://www.richmondbrewing.co.uk">www.richmondbrewing.co.uk</a>	<b>Stokesley</b> Stokesley TS9 7AE 07885 240226	<b>Wharfebank</b> Pool in Wharfedale LS21 1EG 0113 284 2392 <a href="http://www.wharfebankbrewery.com">www.wharfebankbrewery.com</a>
<b>Kelham Island</b> Sheffield S3 8SA 0114 249 4804 <a href="http://www.kelhambrewery.co.uk">www.kelhambrewery.co.uk</a>	<b>Nook</b> Holmfirth HD9 2DN 01484 682373 <a href="http://www.thenookpublichouse.co.uk">www.thenookpublichouse.co.uk</a>	<b>Ridgeside</b> Leeds LS7 2AW 07595 380568 <a href="http://www.ridgesidebrewery.co.uk">www.ridgesidebrewery.co.uk</a>	<b>Summer Wine</b> Huddersfield HD9 7AB 01848 660597	<b>White Rose</b> Sheffield S35 1QL 0114 297 6150
<b>Kirkstall</b> Leeds LS5 3BT 0113 345 8835 <a href="http://www.kirkstallbrewerycompany.com">www.kirkstallbrewerycompany.com</a>	<b>North Riding</b> Scarborough YO12 7HU 01723 370004 <a href="http://www.northridingbrewpub.com">www.northridingbrewpub.com</a>	<b>Rodham's</b> Otley LS21 1BZ 01943 464530	<b>Timothy Taylor</b> Keighley BD21 1AW 01535 603139 <a href="http://www.timothy-taylor.co.uk">www.timothy-taylor.co.uk</a>	<b>Wold Top</b> Driffield YO25 3HS 01723 892222 <a href="http://www.woldtopbrewery.co.uk">www.woldtopbrewery.co.uk</a>
<b>Landlord's Friend</b> Halifax HX2 6NW 01422 882222	<b>North Yorkshire</b> Guisborough TS14 8HG 01287 630200 <a href="http://www.nybrewery.co.uk">www.nybrewery.co.uk</a>	<b>Rooster's</b> Knaresborough HG5 8LJ 01423 865959 <a href="http://www.roosters.co.uk">www.roosters.co.uk</a>	<b>The Hop Studio</b> Elvington YO41 4AR 01904 608029 <a href="http://www.thehopstudio.com">www.thehopstudio.com</a>	<b>York</b> York YO1 6JT 01904 621162 <a href="http://www.yorkbrew.co.uk">www.yorkbrew.co.uk</a>
<b>Leeds Brewery</b> Leeds LS11 9RU 0113 244 5866 <a href="http://www.leedsbrewery.co.uk">www.leedsbrewery.co.uk</a>	<b>Oakwell</b> Barnsley S71 1EZ 01226 296161	<b>Rudgate</b> Tockwith YO26 7QF 01423 358382 <a href="http://www.rudgate-beers.co.uk">www.rudgate-beers.co.uk</a>	<b>Theakston</b> Ripon HG4 4YD 01765 680000	<b>Yorkshire Brewing Co</b> Hull HU1 1TU 01482 329999
<b>Linfit</b> Huddersfield HD7 5SG 01484 842370	<b>Oates Brewery</b> Halifax HX3 6TA 01422 320100	<b>Riverhead</b> Huddersfield HD7 6BR 01484 841270	<b>Three Peaks</b> Settle BD24 9DB 01729 822939	<b>Yorkshire Dales</b> Askrigg DL8 3HG 01969 622027 <a href="http://www.yorkshiredalesbrewery.com">www.yorkshiredalesbrewery.com</a>
			<b>Tigertops</b> Wakefield WF2 9LN 01229 716238	<b>Yorkshire Heart</b> Nun Monkton YO26 8EL 01423 330716 <a href="http://www.yorkshiredalesbrewery.com">www.yorkshiredalesbrewery.com</a>

# Multiple Operators

## 333 Holdings

17 Mossop Street, Chelsea,  
London, SW3 2LY

www.333holdingsltd.net  
020 7584 9898

## 580 Ltd

24 York Way London  
N1 9AA

020 7713 0271  
www.580limited.tumblr.com

## Abbey Inns

The Abbey Brewery  
Camden Row Bath BA1 5LB

01225 444437  
www.abbeyales.co.uk

## Absolute Pubs

The Bell Inn, 8 Thames Street  
Hampton TW12 2EA

020 8941 9799  
www.absolutepubs.com

## Admiral Taverns

Suite H3, Steam Mill Business Centre,  
Steam Mill Street,  
Chester, CH3 5AN

01244 321171  
www.admiraltaverns.co.uk

## Adnams

Sole Bay Brewery East Green  
Southwold Suffolk IP18 6JW

01502 727200  
www.adnams.co.uk

## Adventure Bars

91 Battersea Rise  
London SW11 1HW

0208 099 7421  
www.adventurebar.co.uk

## Ainscoughs

Bispham Green Near Parbold  
Lancashire L40 3SG

01257 464718  
www.ainscoughs.co.uk

## Allgates Brewery

The Old Brewery Brewery Yard  
Wigan WN1 1JU

01942 234976  
www.allgatesbrewery.com

## All Our Bars Ltd

Enterprise House Enterprise Way  
Edenbridge Kent TN8 6HF

01732 863044  
www.allourbars.com

## Amber Taverns

The Victory Offices 112 Victory Rd  
Blackpool Lancs FY1 1QW

01253 757158  
www.ambertaverns.co.uk

## Anglian Country Inns

Fox Barn, Willian,  
Letchworth, Herts, SG6 2AE

01462 680832  
www.acinns.co.uk

## Anglo Pubs Plc

Unit 2 Woodseats Close  
Sheffield S8 0TB

0844 9020200  
www.anglopubs.co.uk

## Antic Ltd

Jute House 1 Valmar Works  
Camberwell London  
SE5 9NW

020 7733 8805  
www.antic-ltd.com

## Apres Bars UK

45 Summer Row  
Birmingham B3 1JJ

0121 212 1661  
www.apresbars.com

## Arc Inspirations

7 Cottage Road Leeds  
LS6 4DD

0113 275 8758  
www.arcinspirations.com

## Arizona Group

Hampshire House 169 High Street  
Southampton SO14 2BY

02380 225549  
www.arizonagroup.co.uk

## Arkell's Brewery

Kingsdown Brewery  
Swindon Wiltshire SN2 7RU

01793 823026  
www.arkells.com

## Ascot Inns

The Clock House Chobham Road  
Sunningdale Berkshire SL5 0JA

01344 874222  
www.ascotinns.com

## Ash Pubs and Taverns Ltd

43a High Street  
Wetherby LS22 6LR

07813 905599  
www.ashpubsandtaverns.co.uk

## Ashperry Ltd

Suite 2 40 Triangle West  
Clifton Bristol BS8 1ER  
01179 253256

## Atmosphere Bars & Clubs Ltd

Seebeck House 1 Seebeck Place  
Knowlhill Milton Keynes MK5 8FR

0870 1128776  
www.atmospherebars.co.uk

## Baa Bars

7 Myrtle Street Liverpool L7 7DN

0151 707 0610  
www.baabar.co.uk

## B & T Brewery

The Brewery Shefford  
Bedfordshire SG17 5DZ

01462 815080  
www.banksandtaylor.com

## Banwell House Pub Company

Flat 6, Georgian House, Duke Street  
Bath BA2 4AQ

www.banwellhouse.com

**Bar Fever Ltd**

3 Strand Court Bath Rd  
Cheltenham GL53 7LW

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

**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)

**Barworks Ltd**

23 Exmouth Market Clerkenwell  
London EC1R 4QL

020 3551 4772

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

**Be at One Ltd**

1st Floor 7-11 St Johns Hill  
London SW11 1TR

020 7738 2119

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

**Beatbox Bars**

11a-12 Church Street  
Cardiff CF10 1BG

02920 228883

[www.10feettallcardiff.com](http://www.10feettallcardiff.com)

**Beds & Bars**

Overlord House 1D Colet Gardens  
Hammersmith London W14 9DH

0208 600 5210

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

**Bespoke Inns**

2 Milton Grange Main Street Milton  
Derbyshire, DE65 6EF

01283 702621

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

**Best Place Inns**

308 Edgware Road  
London W2 1DY

020 7723 7980

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

**Birds Brewery**

Ladybird Barn Old Burcot Lane  
Bromsgrove B60 1PH

01527 889870

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

**Black Country Traditional Inns**

Unit 4, Tansey Green Road  
Pensnett West Midlands DY5 4TL

01384 480156

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

**Blackwater Bars**

Liskeard Business Centre 188 Liskeard  
Road, Wallasey CH44 5TN

01772 715546

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

**Blue Moon Pubs**

The Malthouse 270 Oldham Road  
Rishworth HX6 4QB

01422 822382

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

**Bowland Village Inns**

5-9 Church Street 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.brakspear.co.uk](http://www.brakspear.co.uk)

**Bramwell Pub Company**

Lunar House Globe Park Fieldhouse Lane  
Marlow SL7 1LW

0845 345 25 28

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

**Brasserie Bar Co**

106-108 High Street  
Teddington TW11 8JD

020 3166 2727

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

**Bravo Inns**

44 Knutsford Road Warrington  
Cheshire WA4 1AG

01925 573420

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

**Breakfast Group**

20 Great Portland Street  
London W1W 8QR

020 7436 6572

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

**BrewDog**

Balmacassie Commercial Park, Ellon  
Aberdeenshire AB41 8BX

01358 724924

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

**British Country Inns**

Ampney House Quedgeley  
Gloucester GL2 4BR

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

**Brook Group**

Brook House 8 Great Cliffe Court  
Great Cliffe Rd Dodworth S Yorks S75 3SP

01226 211000

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

**Brunning & Price**

Yew Tree Farm Buildings Saughton  
Chester Cheshire CH3 6EG

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 Hotel Group**

1-5 High Street Boston  
Lincolnshire PE21 8SH

01205 355522

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

**Burlison Inns**

Withypool Lower Stondon  
Bedfordshire SG16 6EA

01462 815355

**Butcher & Barrel Pub Company**

PO Box 494  
Rickmansworth, Hertfordshire

01923 770777

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

**Butcombe Brewery**

Cox's Green Wroughton  
Bristol BS40 5PA

01934 863963

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

**C2 Original Inns**

63-65 Church Street  
Lancaster LA1 1ET  
01524 66006  
www.thesunhotelandbar.co.uk

**Cains**

Stanhope St,  
Liverpool L8 5XJ  
0151 709 8734  
www.cains.co.uk

**Camelot Inns Ltd**

PI House 23 Clifton Road  
Shefford, Beds SG17 5AF  
01462 812621  
www.camelotinns.co.uk

**Camerons**

Lion Brewery Waldon Street  
Hartlepool TS24 7QS  
01429 852000  
www.cameronsbrewery.com

**Cantaloupe Group**

257-259 Pentonville Road  
London N1 9NL  
020 7843 0180  
www.cantaloupegroup.co.uk

**Cascade Drinks Ltd**

Merlin Way Bowerhill Trading Estate  
Melksham Wiltshire SN12 6TJ  
01225 708842  
www.molesbrewery.com

**Castle Rock Brewing Company**

Castle Rock Brewery Queensbridge Road  
Nottingham NG2 1NB  
0115 985 1615  
www.castlerockbrewery.co.uk

**Cavendish Bars Ltd**

10 Gloucester Place  
London W1U 8EZ  
www.cavendishbars.co.uk

**CB Operations**

58-60 Berners Street 10 Gloucester Place  
London, W1T 3JS  
www.cboperations.co.uk

**CD Pub Co**

Far Croft, Tapster Lane  
Lapworth, Solihull, B94 5PA  
07957 815301  
www.cdpubs.co.uk

**Cedar Pub Company**

5c Ridgeway Court Grovebury Road  
Leighton Buzzard Bedfordshire LU7 4SR  
01952 463298  
www.cedarpubco.co.uk

**Central Bars Ltd**

1 Union Terrace, Marine Promenade  
Wirral CH45 2JT  
0151 6370055  
www.newbrightonhq.co.uk

**Chameleon Bar & Dining**

Belasis Business Centre Coxwold Way  
Billingham Tees Valley TS23 4EA  
01642 343465  
www.chameleonpub.co.uk

**Chapman Group Ltd**

Avenals Farm Water Lane Littlehampton  
West Sussex BN16 4EP  
01903 856744  
www.chapmansgroup.co.uk

**Charles Wells Pub Company**

Lakeview House Fraser Road Priors  
Business Park Bedfordshire MK44 3WH  
01234 272625  
www.charleswells.co.uk

**Charnwood Pub Company**

Swan House, 52 High Street Bridgnorth  
Shropshire. WV16 4DX  
01746 766521  
www.charnwoodpubco.co.uk

**Cheshire Cat Pubs and Bars**

Ampney House Falcon Close Quedgeley  
Gloucestershire GL2 4LS  
01565 873395  
www.cheshirecatpubsandbars.co.uk

**Cirrus Inns**

17 Mossop Street London SW3 2LY  
020 7584 9898  
www.cirrusinns.co.uk

**Coastal Inns & Taverns**

The Mayflower, King's Saltern Road  
Lymington Hants SO41 3QD  
01590 672160  
www.ciatgroup.co.uk

**Colombo Group**

111-113 Camden High Street  
Camden, London NW1 7JN  
020 7387 5277  
www.thecolumbogroup.com

**Convivial London Pubs**

Unit 12d Tower Workshops  
58 Riley Road London SE1 3DG  
0207 237 3074  
www.conviviallondonpubs.com

**Corney & Barrow**

1 Thomas More Street  
London E1W 1YZ  
020 7265 2400  
www.corneyandbarrow.com

**Cornwall Tor Inns**

The Pandora, Restronguet Creek  
Mylor Bridge Falmouth TR11 5ST  
01326 372678  
www.pandorainn.com

**Cotswold Food Club**

Old Fleece, Rooksmoor  
Woodchester Glos GL5 5NB  
01453 872582  
www.foodclub.com

**Cotswold Inns and Hotels**

Orchard House, Crab Apple Way  
Evesham Worcestershire WR11 1GE.  
01386 769 100  
www.cotsworld-inns-hotels.co.uk

**County Estate Management**

Angel Mill Edward Street  
Westbury Wiltshire BA13 3DR  
01373 828700  
www.countyestatepubs.co.uk

**Craft Beer Company**

6 Charlwood St,  
London SW1V 2EE  
020 7242 1879  
www.thecraftbeerco.com

**Criterion Asset Management**

Millbank Tower 3rd Floor  
21-24 Millbank London SW1P 4QP  
0207 802 5240  
www.criterionasset.co.uk

**Dalziel & Vine Ltd**

10 Warehouse K Western Gateway  
London E16 1DR  
020 7055 1837  
www.cafeibiza.co.uk

**Daniel Batham & Son**

Delph Road, Brierley Hill Dudley  
West Midlands DY5 2TN  
01384 77229  
www.bathams.co.uk

**Daniel Thwaites**

Penny Street Blackburn Lancashire  
BB1 6HL

01254 686868  
www.thwaites.co.uk

**Dark Star Brewing Co**

22 Star Road Partridge Green  
West Sussex RH13 8RA

01403 713 085  
www.darkstarbrewing.co.uk

**Davy's**

161-165 Greenwich High Road  
London SE10 8JA

0207 407 9670  
www.davy.co.uk

**Dawkins Ales**

The Now Thus Brewery Unit 7  
Timsbury Workshop Estate BA2 0HQ

01761 472242  
www.dawkins-ales.co.uk

**Deben Inns**

Cliff Road Walsdringfield Woodbridge  
Suffolk IP12 4QL

01473 736215  
www.debeninns.co.uk

**Derby Brewing Co**

Masons Place Business Park  
Derwent Street Derby DE21 6AQ

01332 242888  
www.derbybrewing.co.uk

**DHP Group**

2nd Floor, Clock Tower, Talbot Street  
Nottingham NG1 5GG

01159 415840  
www.dhpgroup.co.uk

**Donnington Brewery**

Donnington, Stow on the Wold  
Gloucestershire GL54 1EP

01451 830 603  
www.donnington-brewery.com

**Dorbiere**

3 Stainburn Road Openshaw  
Manchester M11 2DN

0161 438 4060  
www.dorbiere.co.uk

**Draft House**

74-76 Battersea Bridge Rd,  
London SW11 3AG

02920 521239  
www.dragoninns.com

**Dragon Inns**

5c Beulah Road, Rhiwbina,  
Cardiff, CF14 6LT

02920 521239  
www.dragoninns.com

**Drake & Morgan**

Suite 199 3rd Floor Temple Chambers,  
Temple Avenue, London EC4Y 0HP

020 7583 3446  
www.drakeandmorgan.co.uk

**East Anglia Pub Co**

659 Southchurch Road  
Southend on Sea SS1 2PW

01702 447 071  
www.eastangliapubs.com

**Eclectic Bars**

533b Kings Road  
London SW10 0TZ

020 7376 6300  
www.eclecticbars.co.uk

**Elbow Room**

97-113 Curtain Road  
London EC2A 3BS

0207 613 1316  
www.theelbowroom.co.uk

**Elgood & Sons**

North Brink Brewery North Brink  
Wisbech Cambs PE13 1LW

01945 583160  
www.elgoods-brewery.co.uk

**Elite Pubs**

The Great House Gills Green  
Hawkhurst Kent TN18 5EJ

01580 753119  
www.elitepubs.com

**Enterprise Inns**

3, Monkspath Hall Rd Solihull  
West Midlands B90 4SJ

0121 733 7700  
www.enterpriseinns.com

**ETM Group**

The Hat & Tun, 3 Hatton Wall  
London EC1N 88X

0207 242 9122  
www.etmgroup.co.uk

**Ever So Sensible Bars**

9 Byard Lane  
Nottingham NG1 2GJ

0115 988 6833  
www.eversosensible.com

**Everards Brewery**

Castle Acres Narborough  
Leicester LE19 1BY

0116 201 4100  
www.everards.co.uk

**FABG Ltd**

16 High Street Catworth  
Cambridgeshire PE28 0PF

07711 190933

**Fat Cat Café Bars**

63 Friargate Derby  
Derbyshire DE1 1DJ

01332 298069  
www.fatcatcafebars.co.uk

**Faucet Inn Pub Co**

88-90 George Street  
London W1U 8PA

0207 486 5175  
www.faucetinn.com

**Felinfoel Brewery Co**

Farmers Row Felinfoel Llanelli  
Carmarthenshire SA14 8LB

01554 773357  
www.felinfoel-brewery.com

**Flatcappers**

The Castle Inn Mount Pleasant  
Bradford on Avon BA15 1SJ

01225 865 657  
www.flatcappers.co.uk

**Flying Kiwi Inns**

The Kiwi Nest Fakenham Road East  
Rudham Kings Lynn Norfolk PE31 8QZ

01485 528048  
www.flyingkiwiinns.co.uk

**Food & Fuel**

6 Camera Place Chelsea  
London SW10 0BH

020 7352 6465  
www.foodandfuelpubs.co.uk

**For Your Eyes Only Ltd**

135-136 High St  
Southampton SO14 2BR

02380 636033  
www.fyeo.co.uk

**Forum Cafe Bars**

127-129 Devonshire Street  
Sheffield S3 7SB

0114 272 0569  
www.forumcafebars.co.uk

**Foundation Inns**

59 Longlands Lane Findern  
Derbyshire DE65 6AH  
www.foundationinns.com

**Frederic Robinson**

Unicorn Brewery Lower Hillgate  
Stockport Cheshire SK1 1JJ  
0161 612 4061  
www.robinsonsbrewery.com

**Fuller Smith & Turner**

Griffin Brewery Chiswick Lane South  
London W4 2QB  
020 8996 2000  
www.fullers.co.uk

**GC Mallen**

61 Bexley High Street, Bexley,  
Kent, DA1 5AA  
01322 550830

**George Bateman & Son**

Salem Bridge Brewery Wainfleet  
Lincolnshire PE24 4JE  
01754 880317  
www.bateman.co.uk

**Geronimo Inns**

Riverside House 26 Osiers Road  
Wandsworth SW18 1NH  
020 8877 8820  
www.geronimo-inns.co.uk

**Gingerman Group**

21a Norfolk Square  
Brighton BN1 2PD  
01273 326688  
www.gingermanrestaurants.com

**Glendola Leisure**

364 High Street Harlington  
Middlesex UB3 5LF  
0208 607 5100  
www.glendolaleisure.co.uk

**Global Star PLC**

Empire House New St Smethwick  
Birmingham B66 2AJ  
0121-555 7001  
www.clubdv8.co.uk

**Golden Lion Group**

The Flint House 101 Conway Street  
Hove, East Sussex BN3 3LA  
01273 776622  
www.goldenliongroup.co.uk

**Grand Union Bars**

153 Upper Street Islington  
London N1 1RA  
020 7226 3303  
www.grandunionbars.com

**Gray & Sons**

Rignals Lane Galleywood  
Essex CM2 8RE  
01245 475181  
www.grayandsons.co.uk

**Great Northern Inns**

The Trent Navigation Meadow Lane  
Nottingham NG2 3HS  
0115 986 2754  
www.greatnortherninns.co.uk

**Green Jack Brewing Co**

Argyle Place Love Road  
Lowestoft NR32 2NZ  
01502 562 863  
www.green-jack.com

**Greene King Pub Partners**

Westgate Brewery  
Bury St Edmunds  
Suffolk IP33 1QT  
01284 763222  
www.greeneking.co.uk

**Gresham Inns Ltd**

1-3 Craven Road Paddington  
London W2 3BP  
www.greshaminns.co.uk

**Grimsby Pubs Ltd**

Innovation Centre, Innovation Way  
Grimsby DN37 9NB

**Hale Leisure**

2 Portsmouth St  
Manchester M13 9GB  
0161 273 7543  
www.haleleisure.co.uk

**Hallwood Carveries**

405 Palatine Road Northenden  
Manchester M22 4JS  
01928 710030  
www.ubservices.co.uk

**Hall & Woodhouse**

The Brewery Blandford St Mary  
Dorset DT11 9LS  
01258 452 141  
www.hall-woodhouse.co.uk

**Hammersmith Taverns**

Ower Quay Wareham  
Dorset BH20 6JN  
07767 275999  
www.thedistillerspub.co.uk

**Handmade Pubs Ltd**

162 Tuffnell Park Road Tuffnell Park  
London N7 0EE  
020 355 63919  
www.handmadepubs.com

**Harvey & Son (Lewes)**

Bridge Wharf Brewery 6 Cliffe High St  
Lewes East Sussex BN7 2AH  
01273 480209  
www.harveys.org.uk

**Head of Steam Ltd**

Manesty, Leazes Lane, Hexham  
Northumberland NE46 3AE  
01434 607393  
www.theheadofsteam.co.uk

**Heartstone Inns**

PO Box 1111 Cheltenham  
Gloucester GL50 9PN  
www.heartstoneinns.co.uk

**Heavitree**

Trood Lane Matford  
Exeter Devon EX2 8YP  
01392 217733  
www.heavitreebrewery.co.uk

**HB Clark & Co**

136 Westgate Wakefield  
West Yorkshire WF2 9SW  
01924 373328  
www.hbclark.co.uk

**Heron and Brearley**

Old Castletown Rd, Kewaigue  
Douglas Isle of Man IM2 1QG  
01624 699400  
www.heronandbrearley.com

**Holdens Brewery**

George Street Woodsetton, Dudley  
W Midlands DY1 4LN  
01902 880051  
www.holdensbrewery.co.uk

**Home Counties Pubs Restaurant**

The Refectory Coach House  
Portsmouth Road, Godalming GU8 5HJ  
www.homecountiespubs.co.uk

**Hook Norton Brewery**

Brewery Lane Hook Norton  
Banbury OX15 5NY  
01608 737210  
www.hooky.co.uk

**Hopback Brewery**

Unit 22-24  
Batten Road Industrial Estate,  
Downton Salisbury SP5 3HU  
01725 510986  
www.hopback.co.uk

**Hydes' Brewery**

46 Moss Lane West  
Manchester M15 5PH  
0161 226 1317  
www.hydesbrewery.co.uk

**Ice Bar Ltd**

40-44 Conway St  
Birkenhead CH41 6JD  
0151 666 2577  
www.thebeachwirral.com

**Ignite Group**

15a Ives Street  
London SW3 2ND  
020 7589 1200  
www.ignite-group.com

**Illustrious Pub Company**

The George and Dragon  
41 Boxworth Road Elsworth CB3 8JQ  
01954 267236  
www.illustriouspubcompany.co.uk

**Inc Group**

17 Nelson Road, Greenwich SE10 9JB  
020 8305 3091  
www.incgroup.co.uk

**Indigo Pub Co**

63 Western Road, Hove, BN3 1JD  
01273 321400  
www.indigopubco.com

**Individual Inns**

Elslack Skipton Yorkshire BD23 3AY  
01282 842450  
www.individualinns.co.uk

**Individual Pubs**

Pegasus House Pembroke Avenue  
Waterbeach CB25 9PY  
01223 862067  
www.individualpubs.co.uk

**Inn Brighton**

PO Box 85 Brighton BN1 6YT  
01273 550000  
www.drinkinbrighton.com

**InnFront Pubs**

The Cairns 2 Winstone Close  
Chesham HP6 5PJ  
07974 741799  
www.thebeckford.com

**Inn Excess Inns**

The Squire Inn 67 Broad Street  
Chipping Sodbury BS37 6AD  
01454 312121  
www.thesquireinn.co.uk

**Inn the Bar Ltd**

2 Bretherton Row  
Wigan WN1 1LL  
01942 823980  
www.innthebarltd.co.uk

**Innventure**

The Broadway Hotel The Broadway  
Letchworth SG6 3NZ  
01462 480111  
www.innventure.co.uk

**Intertain**

Rowley House Elstree Way  
Borehamwood WD6 1JH  
0208 327 2540  
www.intertainuk.com

**Intrepid Pub Co**

PO Box 4795 Henley-on-Thames  
Oxon RG9 9FU  
www.intrepidpubs.co.uk

**Inventive Leisure**

21 Old Street Ashton under Lyne  
Tameside OL6 6LA  
0161 330 3876  
www.revolution-bars.co.uk

**Jam Tree**

13-19 Old Town Clapham SW4 0JT  
0203 397 4422  
www.thejamtrees.com

**Jarrow Brewery**

Primrose Hill Jarrow NE32 5UB  
0191 483 6792  
www.jarrowbrewery.co.uk

**JD Wetherspoon**

Wetherspoon House  
Central Park, Reeds Crescent  
Watford WD24 4QL  
01923 477777  
www.jdwetherspoon.co.uk

**Jones Nightclubs**

Club Chemistry, 15 Station Road East  
Canterbury Kent CT4 5BW  
01227 462520  
www.clubchemistry.co.uk

**Joseph Holt**

The Brewery Empire Street Cheetham  
Manchester M3 1JD  
0161 834 3285  
www.joseph-holt.com

**Joules Brewery**

The Brewery Great Hales St Market  
Drayton TF9 1JP  
01630 654400  
www.joulesbrewery.co.uk

**JW Bassett**

The Queens Vaults 29 Westgate St  
Cardiff CF10 1EH  
www.jwbassettpubs.com

**J W Lees & Co**

Greengate Brewery Middleton Junction  
Manchester M24 2AX  
0161 643 2487  
www.jwlees.co.uk

**Keen on Bars**

151 The Parade Watford  
Herts WD17 1NA  
01923 229651  
www.keenonbars.co.uk

**Kensington Pub Company**

20 Arrowmill Queensway  
Rochdale OL11 2QN  
01484 302571

**Kent Inns of Distinction**

The Blazing Donkey Hay Hill  
Sandwich Kent CT14 0ED  
01304 617 362  
www.kentinns.com

**Knightwood Leisure**

34 Milford Street Salisbury  
Wiltshire SP1 2AP  
01722 504255

**Kornicis**

195-197 Kings Rd Chelsea SW3 5ED  
020 7349 4440  
www.kornicis.co.uk

**Kro Bars**

110 Heaton Moor Road  
Heaton Moor Stockport SK4 4NZ  
0161 432 2374  
www.kro.co.uk

**Kurnia Group**

Spanish City High Street Mablethorpe  
Lincolnshire LN12 1AL  
01507 477481  
www.kurnia.co.uk

**Large Bars**

8 Filmer Mews 75 Filmer Road  
Fulham SW6 7JF  
020 7731 4422  
www.largebars.com

**La Tasca Restaurants Ltd**

County House Oxford Office Village  
Kidlington Oxon OX5 1LQ  
01865 595490  
www.latasca.co.uk

**Leeds Brewery**

3 Sydenham Road Leeds LS11 9RU  
0113 244 5866  
www.leedsbrewery.co.uk

**Leelex**

33 Call Lane Leeds  
West Yorkshire LS1 7BT  
0113 243 4008  
www.leelex.co.uk

**Leopard Clubs**

c/o Clapham Grand 21-25 St Johns Hill  
London SW11 1TT  
020 7223 6523  
www.leopardclubs.com

**Leopard Leisure Leased Ltd**

The High Crown Front Street  
Chester-le-Street DH3 3AZ  
0191 3888221  
www.leopardleisure.com

**Levenshulme Pub Company**

908 Stockport Road Levenshulme  
Manchester M19 3AD  
0161 257 2484  
www.levenshulmepubcompany.co.uk

**Linacre Group**

Linacre House 22 - 24 Corporation Street  
Chesterfield derbyshire S41 7TP  
07966 973181  
www.linacregroup.co.uk

**Little Gems Country Dining**

5c Ridgeway Court Grovebury Rd  
Leighton Buzzard LU7 4SR  
01525 858444  
www.littlegemscountrydining.co.uk

**Livelyhood Pubs**

231 Putney Bridge Road Putney  
London SW15 2PU  
0208 8779467  
www.livelyhood.co.uk

**Living Ventures**

4-6 Princess Street Knutsford  
Cheshire WA16 6DD  
01565 631234  
www.livingventures.com

**London Village Inns**

The Wrestlers 98 North Road  
Highgate N6 4AA  
0208 340 4297  
www.londonvillageinns.co.uk

**Loungers Ltd**

2nd & 3rd Floors 14 St Thomas St  
Bristol BS1 6JJ  
0117 930 9971  
www.thelounges.co.uk

**Lovely Pubs**

Warwick Road Chadwick End West  
Midlands B93 0BN  
01564 785364  
www.lovelypubs.co.uk

**LT Pub Management**

31 Haverscroft Industrial Estate  
New Road Attleborough NR17 1YE  
01953 450000  
www.ltpubmanagement.com

**Lucky Voice**

52 Poland Street London W1F 7NQ  
020 7439 3660  
www.luckyvoice.com

**Luminar Group**

Luminar House Deltic Avenue  
Rooksley Milton Keynes MK13 8LW  
01908 544 100  
www.luminar.co.uk

**Market Taverns Ltd**

9 Stoney Street Borough Market  
London Bridge London SE1 9AA  
020 7407 2495  
www.marketaverns.co.uk

**Market Town Taverns**

4a Mercury Court Manse Lane  
Knaresborough HG5 8LF  
01423 866100  
www.marketowntaverns.co.uk

**Marston's Inns and Taverns**

Marston's House Brewery Rd  
Wolverhampton WV1 4JT  
01902 711811  
www.marstonstaverns.co.uk

**Marston's Pub Company**

The Brewery Shobnall Road  
Burton Upon Trent,  
Staffs DE14 2BG  
0844 848 3236  
www.marstonpubcompany.co.uk

**McLean Inns**

2 Thorney Lane South Richings Park  
Iver Bucks SL0 9AE  
07801 988 492  
www.mclean-inns.com

**McGowan Irish Bars**

225-227 Edgware Road Colindale  
London NW9 6LU  
0208 200 5256  
www.irishbars.co.uk

**McManus Pub Co**

Barratts Club Kingsthorpe Road  
Northampton NN2 6HT  
01604 721777  
www.mcmanuspub.co.uk

**McMullen & Sons**

The Hertford Brewery 26 Old Cross  
Hertford Herts SG14 1RD  
01992 584911  
www.mcmullens.co.uk

**Mentor Inns**

20b Chancellors Street London W6 9RN  
www.mentorinns.co.uk

**Merlin Inns**

84 Smithbrook Kilns Cranleigh  
Surrey GU6 8JJ  
01483 278172

### **Meredith Group**

51 Upper Berkeley Street  
London W1H 7QW

020 7354 8143  
www.meredithgroup.co.uk

### **Metro Group**

Millennium Building 95 Newhall Street  
Birmingham B3 1BA

0121 212 1934  
www.metrobarandgrill.co.uk

### **Milk Street Brewery**

The Griffin 25 Milk Street  
Frome BA11 3DB

01373 467766  
www.milkstreetbrewery.co.uk

### **Millenium Leisure**

Euphoria Nightclub South Street  
Leominster HR6 8JQ

01432 266 513  
www.euphorianightclub.com

### **Miller's Collection**

The Bothy The Peat Spade Inn  
Longstock, Stockbridge SA20 6DR

01264 810612  
www.millerscollection.co.uk

### **Mint Group**

Mint House 191 Stonehouse St Clapham  
London SW4 6BB

020 7498 5615  
www.mintgroup.co.uk

### **Mitchells & Butlers**

27 Fleet Street Birmingham West  
Midlands B3 1JP

0121 498 4000  
www.mbplc.com

### **Mitchells Hotels & Inns**

11 Moor Lane Lancaster LA1 1QB

01524 596000  
www.mitchellshotels.co.uk

### **Moderation Pub House Ltd**

The Moderation , 213 Caversham Rd  
Reading RG1 8BB

0118 3750767  
www.spirit-house.co.uk

### **Moleface Pub Company**

63 Friar Gate Derby Derbyshire DE1 1DJ

0115 933 5659  
www.molefacepubcompany.co.uk

### **Momo Leisure**

10 Thurland Street Nottingham  
Nottinghamshire NG1 3DR

07889 403232

### **Morton-Scott Pub Company**

The Marquis 51-52 Chandos Place  
London WC2N 4HS

020 7379 0367  
www.mspubs.co.uk

### **MTL Management Services**

29 Jubilee Drive  
Loughborough LE11 5XS

01509 266544  
www.mtlms.com

### **New Forest Pub Company**

The Rising Sun Bashley  
Common Road Wootton,  
New Milton BH25 5SF

01425 610360  
www.newforestpubcompany.co.uk

### **The New Pub Co**

The Chambers, 14 Coombe Road  
New Malden, Surrey, KT3 4QE

0208 942 4650  
www.newpubco.com

### **Nextep Inns**

Suite 3 Ribble Court 1 Mead Way  
Padiham Lancashire BB12 7NG

www.nextepfp.co.uk

### **Nexum Operations Ltd**

4 Bank Court Weldon Road  
Loughborough  
Leicestershire LE11 5RF

08451 2777041  
www.nexumleisure.co.uk

### **Nightlife Clubs Ltd**

4 Broad Quay Bristol BS1 4DU

www.urbantigerclub.co.uk

### **Noble Inns**

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London WC1N 2JF

0207 242 8855  
www.nobleinns.co.uk

### **Novus Leisure**

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0207 968 2400  
www.novusleisure.com

### **Number Works Pub Company**

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Hereford HR4 9HR

01432 264 888  
www.thenumberworkspubs.co.uk

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01442 890844  
www.oakmaninns.co.uk

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01844 213867  
www.oaktaverns.co.uk

### **Oakham Ales**

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01733 370500  
www.oakhamales.com

### **Old Mill Brewery**

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East Yorkshire DN14 9HU

01405 861813  
www.oldmillbrewery.co.uk

### **Only Pub Company**

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London W1U 3EE

020 7935 5722  
www.theonlypubcompany.com

### **Orange Tree Group**

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0116 223 5256  
www.orangetree.co.uk

### **Orchid Group**

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St Albans AL2 2HB

01727 871100  
www.orchidgroup.co.uk

### **Ossett Brewery Pub Co**

Kings Yard Low Mill Road Ossett  
West Yorkshire WF5 8ND

01924 261333  
www.ossett-brewery.co.uk

### **Oxford Hotels & Inns Mgmt**

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Dartford DA2 6QD

01322 303330  
www.ohiml.com

**Palmers Brewery**

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01308 422396  
www.palmersbrewery.com

**Parched Pubs**

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London SE15 4AR

020 7635 9483  
www.parchedpubs.co.uk

**Pax Leisure**

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0151 2291942  
www.paxleisure.co.uk

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01869 220110  
www.peachpubs.com

**Pebble Hotels**

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www.pebblehotels.com

**Perritt & Perritt**

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www.perrittandperritt.com

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www.pitcherandpiano.com

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07931 322189  
www.platinumlace.co.uk

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01273 573573  
www.pleisure.com

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08721 077 077  
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01494 88 22 99  
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www.pubpeople.com

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www.twokiwisltd.co.uk

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**Utopian Leisure Group**

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www.whitbread.co.uk

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www.york-brewery.co.uk

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