



# The OnTrade Preview 2015



**ALWAYS  
A STORY**



# SAGRES

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The publishers have taken great care to ensure the information and advice given are accurate, but cannot accept responsibility for any errors or omissions. The opinions of contributors are not necessarily those of the publisher

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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 2015 will bring the licensed ontrade

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the experience matters

*Matthew Clark*



# Adapt, Thrive and Deliver

## Welcome to The OnTrade Preview - the OnTrade Entrepreneurs' bible

**Modern licensed hospitality businesses have continued to adapt, thrive and deliver - jobs, investment, growth - over the course of 2014.**

Ours is a dynamic sector and one which has gone through a revolution over the past decade to meet, satisfy and exceed the demands of our guests and teams.

Responding to new trends and developments with agility and flair, we have seen off the challenges of the economic climate and the entrepreneurial spirit that has always defined our sector has never been more apparent.

Turnover, employment, investment are all on an upward trajectory. This year we generated 7% of net new jobs, outperformed retail and the economy as a whole with growth of 3.5%, doubled the number of apprentices and invested 3% of our turnover in capex. Each and every outlet ploughed back £210k GVA into its local community.

And it is 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 relax, socialise, eat, drink and be merry.

An increased emphasis on quality - of people, product and presentation - means that, for the consumer, there has never been a better time to go out and enjoy the fruits of your labour. For school leavers, graduates and those returning to work, there are dynamic career opportunities at every level.

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

Kate Nicholls  
CEO  
ALMR

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# There's A Beer For That

## Backed by Britain's Beer Alliance

In June 2013, the industry united in a mission "to reignite Britain's love of beer" and launched the campaign Let There Be Beer. 18 months is a long time in this industry! We have done a lot, learnt a lot but we thought the time is right for change. Our mission, remains unchanged, but in October 2014, we launched a strong and natural evolution to the campaign, called There's A Beer For That.



BACKED BY BRITAIN'S BEER ALLIANCE

Like any evolution, it hasn't happened overnight and after a lot of research we discovered that there are three key perception barriers holding back beer - quality, diversity and versatility.

Our £10 Million campaign will address these head on and get people thinking differently about beer. We'll show that there is more to beer - more to how it's made, more styles, more flavours and tastes and more occasions when beer can be enjoyed, by more people.





At the heart of the campaign, is a TV advert, directed by the famous director, Michael Winterbottom. The advert created awareness and interest amongst millions of people, and encouraged them to engage with us via our social and digital channels.

We have also developed a full social & digital marketing programme to engage and educate beer drinkers and help them discover the wide range of styles of beer and which ones suit which occasions and foods best.

We developed a social media service called #BeerMatch. This is a Twitter based service, that allows people to tweet any recipe or dish they are thinking about ordering or cooking to @BeerForThat with the #BeerMatch hashtag, and we will send back a response with a beer which would perfectly pair with their food. The recommendations are crowdsourced by independent beer experts and sommeliers. We have also launched #BeerClub. This is like a book club, but with beers instead of books! Each week a different beer expert will host a Twitter based tasting, education and discussion on a different style of beer, starting with pale ales,

stouts and winter ales for 2014. We have also developed a media partnership with Buzzfeed to introduce people in an entertaining way to the wide variety of beer styles and encourage them to start their own journey of discovery

The final learning from research was that people wanted to know whom the authors and supporters behind the campaign were. This is why we formed Britain's Beer Alliance. It is a broad alliance of brewers, pub companies and Industry bodies from across the country, which is backing There's a Beer For That. It is free to join and gives a clear, collective identity.

We are working with breweries big and small, industry organisations and respected beer sommeliers and writers, including Pete Brown, Steve Livens, Jane Peyton, Will Hawkes, Andy Hamilton and Ben McFarland, but we would love to get you involved too.



### How can you get involved & support the campaign?

- ▶ Send us your logo (JPG format) to add to our website
- ▶ Add our logo and link to your website ([www.beerforthat.com](http://www.beerforthat.com))
- ▶ Share our advert on your website, social media or newsletters ([youtube.com/BeerForThat](http://youtube.com/BeerForThat))
- ▶ Follow our social media profiles ([Facebook.com/BeerForThat](http://Facebook.com/BeerForThat), [@BeerForThat](https://twitter.com/BeerForThat))
- ▶ Sign up to our industry newsletter ([www.beerforthat.com](http://www.beerforthat.com))
- ▶ Email [ldoherty@beerandpub.com](mailto:ldoherty@beerandpub.com) or [dcunningham@beerandpub.com](mailto:dcunningham@beerandpub.com) with beer & food matches
- ▶ Provide us with a contact for ongoing communication

# Manifesto for Business



## **Kate Nicholls, CEO of the Association of Licensed Multiple Retailers, highlights the key changes that would make a difference to our industry**

Elections - they make politicians do the strangest things in a vain attempt to prove that they are just ordinary people, one of us.

In the past it has been about going out and meeting people - kissing babies, John Major's soapbox, the meet-and-greet. But in today's fast-moving media world, a picture is worth a thousand handshakes. Hence in 2010 we saw David Cameron and George Osborne continually in Morrisons, it's why the prices of milk, bread and groceries still crop up in political interviews - although with Boris Johnson he is more certain of the price of a bottle of champagne - and it is why we had to suffer the sight of Ed Miliband failing abysmally to eat a bacon sarnie.

But for this general election, I am willing to bet the totemic sign of authenticity and normality politicians try to align with will be the pub. It is not just the Farage effect - although that does have a lot to do with it. It's the fact that with political voting lines blurred like never before, pubs capture the zeitgeist: they are small businesses, they are on the high street and they are synonymous with community. More importantly a pub's customers and team-members are precisely the voters the main parties want to target. Wondering how policies will play down the pub is not a bad test for a politician.

## **A Collective Push**

But we have to work hard collectively to push that narrative, to bring the photo opportunity to life and translate it into something more meaningful. Nigel Farage may use pubs as venues and always have a pint to hand but have you noticed that the pints politicians pull always remain suspiciously full! And that it is always a very traditional image of a local that they latch onto. Where is the modern, dynamic and vibrant industry delivering cracking jobs, growth and investment in the heart of the community? Where is the food, the experience, the theatre?

---

***“With political voting lines blurred like never before, pubs capture the zeitgeist: they are small businesses, they are on the high street and they are synonymous with community”***

---

That is precisely why we have published an in-depth Manifesto. This is not just a one-stop-shop setting out the views of operators on the main political issues of the day, nor is it simply a list of the things we would like to see changed, although it does both of things as well. It aims to be a shop-window for all that is great about our sector and what it contributes, socially, economically and culturally. It is chock-full of key stats and facts about what we do and how well we do it.

## **A Positive Image**

But the images are just as important as the words. There are pictures of families enjoying a meal out, friends at breakfast, people grabbing a coffee while they are shopping or having a quiet drink while catching up on emails. There are rural pubs in a bucolic setting, high street and food-led outlets in shopping centres. There are all types of customers, in all types of venue at all times of the day and night. And that is as much a part of the message to politicians, regulators and the media as the 'asks'.

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***“There are all types of customers, in all types of venue at all times of the day and night. And that is as much a part of the message to politicians, regulators and the media as the ‘asks’”***

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By giving a different and more positive political image and backdrop we can start to change hearts, minds and political perceptions of the pub: away from saving the last pub in the village or as a magnet for town centre turmoil and towards one which recognises us as providing everyday experiences for ordinary hard-working people: away from being a problem to be managed and towards being a trusted partner to be celebrated.

Firstly, we need to remind them of the economic value of licensed hospitality in the heart of healthy communities and our role in funding vital public services. We are a dynamic, vibrant and progressive industry which accounts for 10% of all jobs, 8% of all businesses and 6% of GDP - but we are also an industry of entrepreneurs, with three quarters of our businesses being SMEs. Last year, we generated 7% of all net new jobs and grew by 3.5%

### **But our ambition is to do even more.**

We are a responsible employer and community stakeholder, keen to play our part in resolving the challenges we face collectively over the next 5 years as the economy grows its way out of recession - improving wages, tackling pensions and addressing social harms.

Secondly, we need to identify the key changes which could help us deliver even greater return on investment to UK plc - tax cuts for employing and training young people; removing the jobs tax for under 25s; a new requirement for local authorities to prioritise economic growth in planning and licensing; parity of treatment with supermarkets whether in promotions, pricing or taxes; and, tackling the property constraints which blight our high street: commercial leases, business rates and planning.

And this work pays longer term dividends over and above any policy gains. Over the course of the last 5 years, we have worked hard collectively to change the perception and attitude of politicians and

the media to our sector - and that inevitably trickles down into public attitudes too. The biggest challenge we face as a sector is in terms of recruiting the best people to join us - when they leave school, graduate or are at a career crossroads. Changing the political perceptions of the pub will help us to overcome the prejudice that we offer dead end, low pay, low quality jobs. So our campaigns in 2015 will also send positive messages about skills and careers.

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***“Our manifesto aims to be a shop-window for all that is great about our sector and what it contributes, socially, economically and culturally. It is chock-full of key stats and facts about what we do and how well we do it”***

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So the Manifesto is a tool we can all use to capitalise on the political appeal of the pub over the coming year, to make sure that the next time a politician pops in for a photo op it is with a better, more informed understanding of everything we offer and do.

Download your copy from the ALMR website today and invite your local MP to visit your pub, and together let us make sure the next round of pub-friendly policies continues.

Kate Nicholls is Chief Executive of the ALMR, the national trade body for licensed hospitality businesses.



We seek to champion the interests of pub, bar, nightclub and casual dining operators.

Our objective is to:

- promote the reputation of the sector
- protect the interests of members
- prevent restrictive legislation being imposed

We aim to:

- secure free fair and flexible markets for our members to work in
- reduce the unnecessary costs of doing business
- allow the sector to unlock growth and investment in our people and communities

## Recent Successes:

- ✓ High Street Business Rate Relief
- ✓ Annual Investment Allowance saved & doubled
- ✓ New planning rules to support modern hospitality
- ✓ Tax credits for apprenticeship training
- ✓ Personal licences renewals scrapped
- ✓ NICS scrapped for under 21s

Total cost saving of **£120m** to trade

## EVENTS YOU DO NOT WANT TO MISS



**29th April**  
Spring Conference  
BAFTA Building



**15-19th May**  
ALMR/Propel NRA Trip  
Chicago



**11th June**  
Golf Day  
Stoke Park

0208 579 2080

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# 2020 Vision



### Brigid Simmonds OBE, Chief Executive of the BBPA explains why they have published their manifesto for the future government, whatever colour it may turn out to be

Last year, I said many times that the cut in beer duty in the March 2013 Budget was momentous, and so it was. Yet a year has passed, and we have enjoyed a second, successive beer duty cut. It is the first time this has ever happened, and it reflects not just the strength of our case, but the tireless work done by many in our industry, including hundreds of pubs, to champion the cause of beer and brewing.

The change of policy has made a big difference. In September 2014, along with CAMRA and SIBA, we published our 'Cheers 2014' report, showing that consecutive beer duty cuts have created 16,000 new jobs and boosted beer sales by 500 million pints, at very little cost to the Government. The change has also channelled an extra £44 million in capital investment (alongside over £400 million which was already planned) into the brewing and pub sector.

With beer duty 12 per cent lower than it would have been, under the escalator policy, we now have renewed optimism across the

sector. A BBPA survey of brewers and pub operators after the March 2014 Budget, and included in our Cheers report, showed that over three-quarters of respondents intended to launch new products, across both beer and pubs, directly as a result of the cut in duty.

The wider supply chain and economy is also benefiting markedly. In our survey, over 90 per cent of respondents intend to increase their investment in the UK.

### Election Year

Of course, we would love a hat-trick of good news from the Budget. And with the General Election in 2015, we will have more opportunity than usual to make our voice heard.

For all the parties, whether it's win, lose or draw next June, our industry needs brewing and pubs to be firmly on the new Government's agenda, and right at the heart of the policy-making process, as they come to decide what is in their election manifestos.

*"With beer duty 12 per cent lower than it would have been, under the escalator policy, we now have renewed optimism across the sector"*

This is why the BBPA has published our own manifesto, setting out our priorities, and how a future Government can work to deliver them. The Government has an impact on our sector in ways that are too many to mention, but for us, there are three priority areas; reducing the tax burden, tackling the regulatory burden, and working in partnership, through self-regulation, to achieve the best results.

### Tax & Rates Issues

Despite the beer tax cuts, our tax burden remains disproportionately high compared with most of our European neighbours. For every £3 spent in pubs, £1 can be accounted for in taxes and other regulatory costs. For brewers, half of their turnover goes on beer duty alone. Further duty reductions for beer will help pubs, brewers, exports, and create jobs.

We also want to see further efforts to ease the burden of business rates for pubs. The current business rates system is too high a burden, particularly on smaller pubs. The system is complex and opaque, leading to a lack of understanding about how bills are calculated and why it takes so long for appeals to be held. It is costing jobs and hindering investment in our high streets. More action is needed to extend rate relief, and local authorities need to improve the billing and application of reliefs for business that need them.

## Regulatory Burden

Our sector is weighed down by unnecessary regulation; another set of burdens that hampers our ability to create growth and jobs. This is why our proposals also include a moratorium on new licensing regulation.

We also need to ensure that the future legislative framework for leased and tenanted pubs continues to support low-cost entry into our industry, for new pub entrepreneurs.

---

*“For every £3 spent in pubs, £1 can be accounted for in taxes and other regulatory costs. For brewers, half of their turnover goes on beer duty alone”*

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The industry recognises the importance of reducing alcohol harm, and brewers and pubs have an important role to play in ensuring responsible alcohol consumption.

Brewers are achieving success through voluntary measures, such as the billion-unit reduction pledge, and through more health information on labels.

Likewise, the BBPA's pub company members are committed to offering a greater choice of non- and lower-alcohol drinks.

## Working in Partnership

It is a partnership approach, with Government and others, that is delivering results. This is why we are asking the parties to make self-regulation the default position for tackling these issues, rather than legislation.

This means commitment to working with us, and supporting the huge range of voluntary initiatives and partnerships that are in place, such as Pubwatch, Best Bar None, business improvement districts and community alcohol partnerships.

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*“For all the parties, whether it's win, lose or draw next June, our industry needs brewing and pubs to be firmly on the new Government's agenda”*

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While the BBPA works all year round to promote our policies and ideas, our manifesto will help to foster a debate with politicians and parties our about how they can help our sector in the new Parliament, for the full five years to 2020.

A future Government of whatever colour, can really build on the success of the two duty cuts, with a range of policies that promote growth, thriving pubs, and increased employment and investment in our sector. This way, we can achieve our vision of a thriving pub sector at the heart of all our communities.

# Here if you need us



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We're here with advice and support to get people back on track.

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# Legal Eye View



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, casts his eye over the legal issues that arose during 2014**

The past year, since the publication of The OnTrade Preview 12 months ago, has seen significant developments affecting all operators, with no doubt more to come. This has been our standard opening paragraph for the last 3 years and every year it remains equally valid!

The licensed trade remains a perceived pariah in public health terms with the revised Section 182 Guidance urging increased emphasis on public health matters, although, unlike Scotland, the protection of public health is not a licensing objective. In respect of children the Guidance now extolls the use of health data about the harms that alcohol can do to children.

More generally, in respect of Health Bodies there is increased emphasis on the use of health data to make representations against an application with such bodies being urged to act unilaterally where evidence exists to support this. Developments in this area must be viewed with caution.

More comments on changes to the Guidance can be found at page 282.

October 2014 saw changes to the Mandatory Conditions which appear on all licences. Of immediate impact to all operators are the changes in relation to smaller measures. The existing mandatory condition provided that the responsible person must ensure that for on-consumption alcohol is available to customers

in the following measures: beer or cider: ½ pint; gin, rum, vodka or whisky: 25ml or 35ml; and still wine in a glass: 125 ml and that customers are made aware of the availability of these measures. This was a weak requirement in terms of delivery.

This has been amended to provide that such smaller measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and that where a customer does not (in relation to a sale of alcohol) specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

Operators should ensure that all menus, price lists and any other similar printed material references these smaller measures and their availability. There will also need to be additional staff training to ensure that where a drink is requested without specifying the measure or amount, the smallest measure is offered. In late October I enjoyed a meal in the local branch of a well-known national restaurant chain. Not only had the menu not been updated but I was only offered a 250ml or 175ml glass of wine. If a national operator cannot get this right, what hope for the smaller operator?

In this vein we then have the changes to the Allergen notification requirement which come into effect on 13 December and which again will affect all operators. In summary, new mandatory obligations for foodservice businesses include:

Allergen information should be easily accessible, visible and clearly legible;

Where it is not practical for this information to be in a written format, businesses should use clear signposting to direct the customer to where this information can be found, such as asking members of staff;

Allergen information should be made available for the entire dish served, and where food is provided in a buffet format, it should be provided for each item separately; and

Businesses providing allergen information orally from a member of staff must ensure it is consistent, accurate and verifiable upon challenge. Verification of this information should be provided in written form.

There are now just some 14 categories of allergen to be catalogued and it is clear that the imposition of the enhanced alert requirement is something of a logistical nightmare.

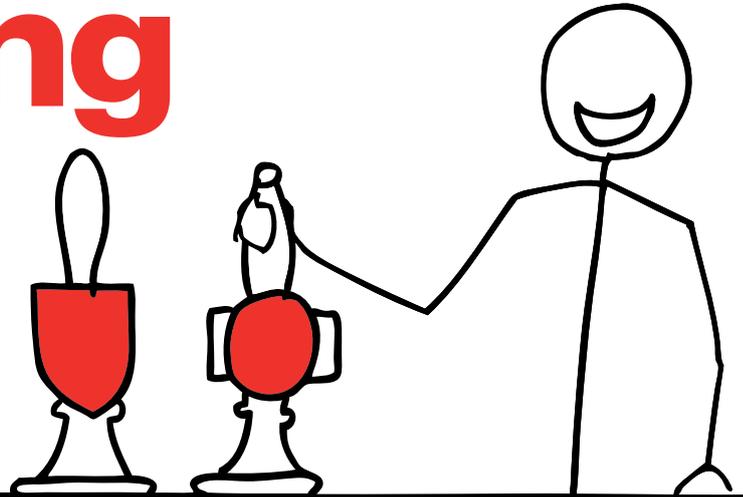
Finally – please be alert to the fact that although the Government promised to scrap the requirement to renew personal licences, the first tranche of which fall due for renewal in early 2015, the required legislation is (as I write this) stalled in Parliament with the Home office admitting that there is something of a problem.

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# Culture Wars and Moral Panic



**Paul Chase, Director of CPL Training, and industry commentator is the author of a new book which tells the story of alcohol and society**

I have been writing, speaking and commentating on alcohol policy since 2006. My interest was sparked by the extraordinary over-reaction – both official and unofficial – to the advent of the Licensing Act 2003.

My own 23 years' experience running licensed premises was all under the Licensing Act 1964. Under that licensing regime concerns about alcohol misuse centred on 'lager louts', who were the forerunners of 'binge drinkers', and around public drunkenness in general. But these concerns were dealt with at local level by local police and licensing justices. The impact of alcohol misuse on public health hardly got a mention, and certainly wasn't a political hot potato.

So what fascinated me was why, all of a sudden, the impact of alcohol on the wider society became so controversial, so politicised and so quickly, and has remained so ever since. What precipitated this? Of course, people always fear change, and the Licensing Act 2003 was a radical reform in a number of ways. But the abolition of 'permitted hours' for the sale of alcohol, set nationally by Parliament, and the end of 'proof of need' policies in respect of new licence applications, were the two main things that gave rise to the label "the 24-hour drinking Act" and to other highly alarmed concerns about the impact the new Act would have on public order

and public health. When my research and article-writing got to a certain critical mass, my long-time friend and business partner Daniel Davies, who is chief executive of CPL Training, said to me: "You should write a book about all this." 'Culture Wars and Moral Panic – the story of alcohol and society' is that book.

The basic contention of the book is that historically and currently political and public concerns about alcohol are characterised by moral panic. By this I don't mean to imply that there are no justifiable concerns about the misuse of alcohol and its impacts on our society, there are, and I'm not an alcohol-harm denier. But on any rational assessment of the facts these concerns have been, and continue to be, wildly exaggerated. My book seeks to explore why that is and to illustrate that these disproportionate reactions to the actual level of threat posed by alcohol use are not a recent phenomenon, but a defining characteristic of the periodic episodes of political and public concern about alcohol in the UK and the United States, and have been for nearly 200 years.

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*"I'm not an alcohol-harm denier. But on any rational assessment of the facts these concerns have been, and continue to be, wildly exaggerated"*

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But what is the evidence for this? In respect of crime and disorder, in 2005 people were queuing-up to give their opinions on how "24-hour drinking" would impact on crime and disorder and lead to a binge drinking epidemic. From Judge Charles Harris QC to Tony Booth (Cherie Blair's dad); from Theresa May to Boris Johnson, they all sang from the same hymn-sheet:

HH Judge Charles Harris wrote: "After drinking the British people become pugnacious and bellicose and fight at the slightest provocation."

Tony Booth said: "The British drink in a more primitive, frightening, Anglo-Saxon way than our European neighbours."

Theresa May: "Longer drinking hours will mean more crime and disorder."

Boris Johnson, writing in the Spectator: "It's not just the yobbos they say; it's the new species of pissed ladettes, profane, belly-flaunting, swigging shots of cocktail from cunningly marketed bottles, and sweeping the streets in terrifying gangs."

Oh dear - but at least Boris Johnson's comments were funny!

In defence of these people, and others who expressed their concerns, we can at least say that nobody knew at that point what impact the new Licensing Act would have. But those who comment in similar terms today, nine years after its introduction can have

no such excuses. Consider the recent comments of Chief Constable Adrian Lee, who is the ACPO lead on licensing: “We have seen increased efforts in the last 12 months from the alcohol industry to tackle excessive drinking, but these efforts have barely scratched the surface of a problem that is blighting our communities.” Adrian Lee has previously advocated ‘drunk tanks’ in the night-time economy.

---

***“Reactionary chief constables and misanthropic, ideologically driven health lobbyists perceive the world as through a glass, but darkly and they will always see that glass as half empty”***

---

ACPO has also recently backed a new pilot scheme that will see members of the public having to take a breathalyser test before entering night-time venues in Loughborough. Anyone with a reading of twice the drink-drive limit or more will be refused entry by door staff. So what are the facts about alcohol consumption and binge drinking – and do they justify the comments and draconian measures outlined above?

## The facts

- ▶ Alcohol consumption down by 19% since 2004
- ▶ Alcohol-related crime down by 32% since 2004 and down by 47% since 1997
- ▶ The numbers drinking in excess of twice the sensible drinking limits (the most commonly used definition of binge drinking) down by 17% for men and for women down by 29% (2005-2012)
- ▶ And for 16-24 year-old men down by 31% and for 16-24 year-old women down by 34% (2005 and 2012)

So, both before the introduction of the Licensing Act 2003 and subsequently the same exaggerated fears about order and control are being expressed. Before the Act these fears were expressed in the absence of any supporting facts; currently they are being expressed despite all known facts to the contrary. So what is really going on here?

Alcohol use and misuse is at its heart a moral issue. I argue in my book that you can look at moral issues on more than one level. Alcohol use, censorship, capital punishment, a whole range of issues surrounding sex, sexuality and marriage – all of these are moral issues that have been the subject of controversial public debate in my lifetime. You can see these as a series of discrete issues where people line up on either side of the argument, and where what takes place is merely a contest of ideas.

But something more is going on. Underpinning all these very different moral issues is a fundamental cultural divide in our society between those with a post-Victorian vision of the world who feel troubled and threatened by change, and a new breed of people who look outwards and identify change with progress, and that these

two groups are engaged in a contest of meanings in which each is seeking to establish itself as the value-givers of our society.

Is this a fanciful notion? I don't think so. Reactionary chief constables and misanthropic, ideologically driven health lobbyists perceive the world as through a glass, but darkly and they will always see that glass as half empty. They are statist and their instinctive reaction is to button-down, control and ban things they see as threatening. It's their job to be harbingers of doom and to co-opt the power of the state to regulate and control so that their dystopian vision of a well ordered society where pleasure-seeking is frowned upon can be realised. Their world view is very similar to the moral campaigners of 19th century Temperance who saw alcohol as the Devil's brew. They are enemies of freedom of choice and fearful of its consequences. But those whose life-adventure is to champion enterprise within our sector understand the creativity of calculated risk taking; take their cue from what their customers actually want, not what the Lifestyle Police think they ought to want; they trust peoples' instincts and they need to be set free, not stifled by gloom-laden zealots wandering around the night-time economy, breathalysers in hand, seeking to harass their customers.

Maybe one day we will see alcohol policy reflect a society more at ease with itself and with alcohol, which was the purpose of the Licensing Act 2003. But in the meantime it remains true that culture wars and moral panic is indeed the story of alcohol and society.

It's all in the book!

Culture Wars and Moral Panic, The Story of Alcohol and Society available to purchase via Amazon, Waterstones.com and direct from CPL Training.



# The Family Way



## Family Brewers

**Family Brewers are committed to investing in their outlets and working with their partners - both individual and multiple operators - to create successful businesses**

The Family Brewers continue to grow their share of trade in a competitive market. As customers become ever more discerning, looking for venues that offer an experience and are tailored to their individual needs, the pub sector is receiving increased pressure from other parts of the industry. Couple this with more demands on people's time, and an ever increasing number of options for how they can spend leisure time, licensees really need to think outside the box to appeal to punters.

Demonstrative of the continued appeal of the Great British Pub, a recent industry survey has found that the pub remains the number one out of home activity for the UK adult, with significant growth in visits from families. However, there has been a decrease in visits from 18-25 year olds, who are single and without children. This means licensees must work on their offering to ensure it remains attractive to the next generation of pub goers, and maintain their share of the market.

## Accommodating Guests

The Independent Family Brewers of Britain is seeing many of its members developing their venue and facilities to both attract a range of audiences, and also appeal to the different day parts.

Offering accommodation to customers is an excellent additional revenue stream that some Family Brewers, including Shepherd Neame, St Austell, SA Brain, Youngs and McMullen are certainly making the most of; there are 632 pubs across the association with rooms, with a grand total of 5,425 rooms between them, equating to a lot of potential customers.

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***"Family Brewers are evolving to remain the favourite way for the public to spend free time, and provide an exciting and inspirational opportunity for those keen to run their own business"***

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One pub that's really making accommodation work for them is The Dog & Whistle in Hertford. A McMullen tenancy pub, it was given a contemporary new look when current owners Yvette Wheeler and Ricky Harding took over the site in 2013, and the site's transformation has now completed with the opening of five boutique

rooms above the pub. They are minimalistic in style, with comfy Scandinavian themed sofas and decorations. These rooms now mean that customers can enjoy the music without having to worry about getting home afterwards, encouraging them to stay right through to the end, rather than move on elsewhere.

It is well worth any landlord looking at the space they have available at their site to see if they could create rooms that would be suitable for customers to stay in. As well as maximising sales from customers, who are then likely to remain on site throughout the evening, it also provides opportunities to offer breakfast in the morning.

## OnTrade OnLine

Another feature Family Brewers' pubs are promoting to their customers is the provision of free WiFi. As the traditional 9-5 work day becomes a thing of the past, people need to be able to work on the move, and are increasingly looking for venues where they can catch up on their emails as they have a bite to eat, or hold meetings in an informal setting. This, combined with a quality coffee selection, can help to evolve a pub from being seen simply as a place for a pint and some food. Across the Family Brewers' estate, more than 2,060 pubs offer their customers free WiFi, with it being available across the portfolio for several members, including Fullers, Everards and Joseph Holt.

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***“More interest is being shown in the tenancy model from multiple retailers who are seeing the great opportunities these pubs bring versus the more traditional leased model”***

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Some customers, particularly younger visitors at inner city locations, will see a pub as a stop-off on their evening's journey, rather than a place to spend the whole night. This is an attitude that is important to change in order to maximise sales opportunities. As well as entertainment, such as live music, karaoke or a quiz, sport offers real potential for generating footfall, particularly if it is well promoted to customers through promotional materials and social media.

## MatchPint

It's certainly worth licensees exploring the opportunities digital media can afford them for promoting their sports offering to customers. One way a number of Family Brewers' members, including Fuller's and Young's, are doing this is by working with MatchPint, an app and website which allows pub operators to organise and promote their offering to those using the app nationwide. Pub owners simply select which matches they want to show, print out a unique fixture list for their

bar, as well as a reminder schedule for staff, and share this event schedule both on their website and on social media.

These fixtures are automatically advertised on their MatchPint profile, to more than 250,000 unique customers each month, all of whom are looking for venues where they can watch sport in their local area. Increased footfall delivers increased revenue and great results have been achieved so far.

John Skinner, Fuller's Group Digital Manager commented: "In pubs trialling MatchPint, we have seen it become the highest direct referral website, delivering 21 per cent more visits than Facebook and 55 per cent more than TripAdvisor.

This indicates a greater propensity to visit, but more importantly, that MatchPint is a service that our customers value."

## Working Together

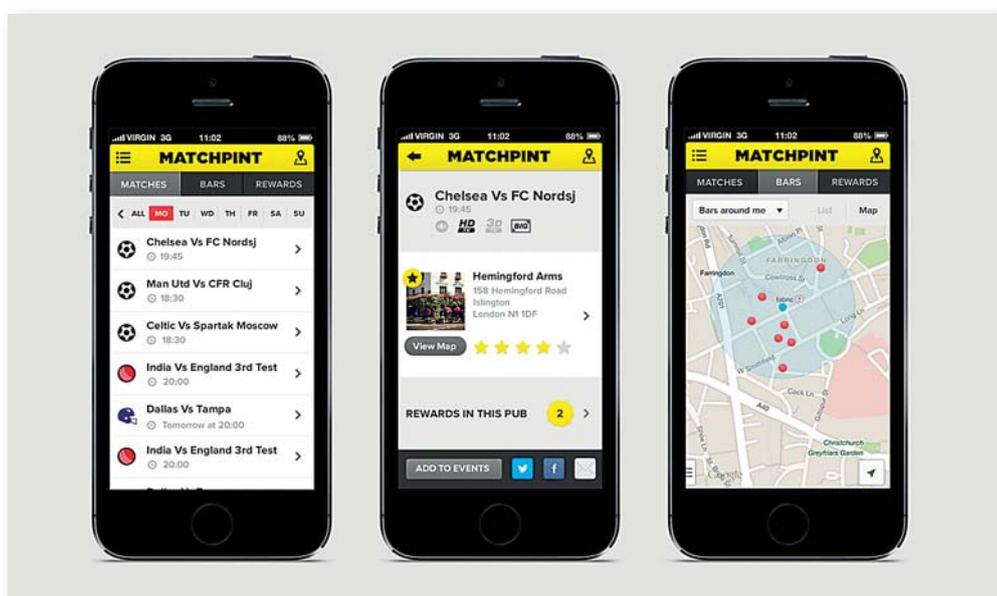
While there is increased pressure on the pub to maintain its popularity, the Family Brewers are evolving to remain the favourite way for the public to spend free time, and provide an exciting and inspirational opportunity for those keen to run their own business.

While always proud of their traditional brewing techniques and rich heritage, our members continue to explore new ways to appeal to customers, potential licensees and multiple retailers looking for a new entrepreneurial challenge, with the success achieved sure to prove a great example for other operators looking to enhance their offering.

The Family Brewers collectively own over 4,000 pubs across England and Wales, around three quarters of which are operated under the tenancy model, just under a quarter as managed houses, and a small number of leases.

More interest is being shown in the tenancy model from multiple retailers who are seeing the great opportunities these pubs bring versus the more traditional leased model.

For more information about the Family Brewers, please visit: [www.familybrewers.co.uk/](http://www.familybrewers.co.uk/).



# Be the best!



Industry Leader

**Tim Hulme, CEO, British Institute of Innkeeping believes that qualifications and training are the key to recruiting and retaining the best staff.**

In the year and a half since I took the helm at the BII – the licensed trade’s only professional body – I have taken time to reflect on where we have come from and where we are going as an industry.

And what has become clear across any number of the areas in which we as an organisation operate is that the most crucial thing is the people you have put in place in your business.

This highly competitive market is no place for mediocrity – only the best will now do. Just look back at the complacency that so damaged the reputation and financial stability of the licensed trade in the 70’s and 80’s, leaving a legacy of underinvested licensed premises, untrained and demotivated staff and ultimately sloppy customer service.

Pubs were seen very much as the poor relation to hotels and restaurants back then, and as such attracted few of the rising stars leaving colleges with qualifications in hospitality. Those it was fortunate enough to attract were often put off by the lack of career

structure and the fact that a job in a pub was looked down on by many as being less professional than, say, hotel management.

Pubs were viewed at best as a stop gap employment opportunity before ‘something better comes along’ and certainly not seen as offering a defined and ultimately satisfying career path for graduates. And ironically it was these undervalued, undertrained, demotivated individuals who formed the frontline to our customers.

A pub lives or dies by the people employed behind the bar.

## Getting Better All the Time

I am glad to say things are changing for the better in our industry now but there is still a great deal of work to do, some of it being led by my team within the BII who have been busy cementing the framework of qualifications and training that will take a college-leaver all the way from their first bar job through to area manager or owner operator.

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*“To be the best you need to train and recruit the best and the BII’s position is that staff should be coming into the business already holding the basic knowledge and skills they need to do the job well”*

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The key is that in everything we do we need to be able to say that it truly represents a ‘best in industry’ opportunity. You only have to look at some of the big names in UK cuisine right now who have invested in pubs – the Tom Kerridges or the Heston Blumenthals – to see that the traditional pub is the perfect vehicle for showcasing the very best of British food and drink.

And that is only possible if we attract the next generation of high flyers into our great industry at the very start of their career.

To be the best you need to train and recruit the best and the BII’s position is that staff should be coming into the business already holding the basic knowledge and skills they need to do the job well.

Through our ‘passport to work’ package and apprenticeship schemes we hope that instilling that knowledge and indeed pride in the industry will ensure that the licensed trade keeps and develops ‘best in industry’ apprentices and invests in the future of the whole sector.

A college leaver looking to go into nursing would never dream of simply walking in, with no formal qualifications, on their first day and getting stuck in – but so many young people starting work in a pub are still given little or no training or guidance and even less advice on how they progress in this industry.

The recruitment revolving door is a costly one for employers in this sector and unless investment is made in putting recruits on a clear career pathway at an early stage in their journey they will doubtless move on – often to be snapped up by other industries that do provide this kind of motivational support and nurturing.

### **The BII Aims to be the Best**

Likewise, the BII itself cannot and will not rest on its laurels.

We need to be attracting and supporting a new breed of graduate member and to be offering membership benefits and support right through from their first job to retirement.

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***“BII has been through a radical transformation that has given us a whole new look, a new vision for the kind of comprehensive support network for the licensed trade that we need to be”***

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This year, 2014, the BII has been through a radical transformation that has given us a whole new look, a new vision for the kind of comprehensive support network for the licensed trade that we need to be, and that will see the launch of a new website for our members at the start of 2015 to compliment the weekly digital e-news and business updates we offer, and a portfolio of member benefits that save significantly on core costs within a member's business, and offer support in every area including a 24-hour legal helpline service.

We have a duty to our members to offer a 'best in industry' service, and to support them throughout their careers.

Finally, I believe it is essential as an industry for us to celebrate and reward those who truly excel in order to inspire this next generation of stars.

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***“A pub lives or dies by the people employed behind the bar.”***

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Myself and my team at the BII look forward every year to celebrating with those at the very top of their game at our Annual Lunch – which will be on June 2nd for 2015 – when we present the BII Licensee of the Year Award. This is the most prestigious award for licensees in the licensed trade calendar and the rigorous judging process ensures our winners are the very best in the industry and can inspire others with their achievements through a year-long ambassadorship for the BII.

The 2015 award programme will be launching in the next few weeks so if you want to put your name forward, or indeed would like to nominate a potential winner, do email us at [membership@bii.org](mailto:membership@bii.org) and let us know.



BRITISH INSTITUTE OF INNKEEPING



# The Marque of Quality

## Training

**Training is now a key area of Cask Marque's activities and last year we delivered 407 courses mainly based around cellar management, knowledge of beer and the Perfect Serve.**

Our training can be delivered through e-learning, on site and at one of our 11 Centres of Excellence around the UK. The courses on offer are broken down as follows:

### E-Learning

**Bar Excellence Award:** entry level training for all bar staff covering legal responsibilities, health and safety, perfect serve of every drinks category

**Introduction to Cellar Management:** foundation level cellar management training for all bar staff who enter the beer cellar

### On site Individual Training

**One to One Cellar Training:** A personalised 1 hour session in your own cellar

**Line Hygiene and Glasscare:** A 3 hour practical session to set correct line cleaning processes and maintenance of glass washing equipment and glasses

**Beer Engagement Training:** A half day workbook led course designed to engage bar staff with the beer category and help them understand flavour styles, matching beer with food, and recommending beer with confidence.

### National Qualifications

**BIIAB Award in Beer and Cellar Quality:** A full day Cellar Management course certificated by the BIIAB, held at breweries nationwide

### Corporate Training

**Make More Profit From Beer:** A 3 hour course which delivers an understanding of how Sales Teams and Business Relationship Managers can translate technical beer handling techniques into quantifiable tangible sales

**Telesales Training:** A one hour workshop led session which helps to improve communication between call centre staff and their customers, and deliver outstanding service and knowledge in the cask ale category

### Frequently Asked Questions

#### *Who is Cask Marque?*

We are an independent organisation who operate an accreditation scheme to acknowledge pubs who serve the perfect pint. Once you

have completed your training why not apply for the Cask Marque award and tell your customers how good your beer is?

#### *I don't stock cask ale – are these courses suitable for me?*

We train people on all types of beer – cask and keg beers. Our team of advisors can help you decide which course is most suitable for you

#### *Who are the trainers?*

All our ABCQ trainers are BIIAB accredited. All of them have worked in the beer industry either as brewers, trade quality managers or retailers. Many of them also work as beer inspectors for Cask Marque and are specially trained to deliver coaching to the highest standard

#### *I don't have a pub but would like to learn more about beer. Can I attend one of the courses?*

Our training courses are open to everyone. Many people who come on our courses are thinking about going into the hospitality business and would like to learn more about beer and dispense systems before they take on a pub

#### *What materials do I get after attending a training course?*

All our training courses come with support materials and handouts to help you implement the learning outcomes on site and with your staff

#### *Can you develop a course specifically for our company needs?*

Yes. We have a training manager who can design bespoke courses for organisations with specific requirements. Contact us for further details

With a wealth of experience in the licensed trade our trainers have coached, helped, advised and worked with the following companies:

Heineken UK, Mitchells and Butlers, Spirit Group, Punch Taverns, Enterprise Inns, Admiral Taverns, and a host of regional brewers

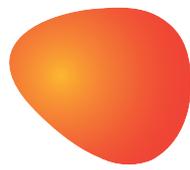
We are a BIIAB registered training provider and have also developed numerous bespoke training courses for individuals and organisations

Our expertise lies in getting beer quality right, first time, all the time. For this reason, more people choose Cask Marque to deliver their Cellar Management training than any other company.

We now also offer a diverse range of courses to generate passion, professionalism and knowledge about the beer category.

#### **"We're not just cask. We're all beer"**

Contact Carol Moss at Cask Marque on 01206 752212 or look at our website [www.cask-marque.co.uk/info-for-pubs/training](http://www.cask-marque.co.uk/info-for-pubs/training) where you can also book online.



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# Your Education Partner



CPL Training Group head office

CPL Training Group

**The CPL Training Group is constantly developing blended training solutions for those in the licenced retail and hospitality sector. These training solutions include online products and services such as custom e-learning courses, intranet development and appraisals tools; which not only compliment face-to-face training but aids CPL customers to go further by helping them monitor and manage their training productivity online.**

Look at any survey on top dream jobs and running your own pub is often on the list. But anyone living that dream knows that making a success of running your own pub business takes hard work, commitment and a great deal of knowledge of best practices.

The difference between simply breaking even and being hugely successful can be come down to any number of factors from customer service to stock control.

Whether new to the industry or an experienced licensee, knowing the tricks of the trade and keeping up-to-date with the latest trends, ideas and regulations is essential.

## **Amy Halliwell from Deramore Arms in York knows all about the benefits of being on top of the game.**

As an experienced licensee with a background of running bars and hotels, Amy took over as General Manager at the Heslington pub in May 2014. Last month she refreshed her knowledge, and that of her assistant manager, by taking CPL Training's three day course on the Essentials of Pub Management.

"The course has been hugely beneficial to us both. Even though we offer an extensive range of cask ales we picked up some really good ideas on how to improve efficiency in the cellar", said Amy.

Amy and her assistant manager took part in the course, which is designed to provide the core skills and knowledge needed to manage successful licensed premises and found it has made a significant difference to her business.

"My assistant manager had no previous background in financials and so found this element particularly useful. I'm a big believer in the benefits of using external expertise for training. Some of the elements of the course I had touched on before on previous courses, but the great thing about The Essentials of Pub Management is it covered the whole remit in one course and with excellent content too."

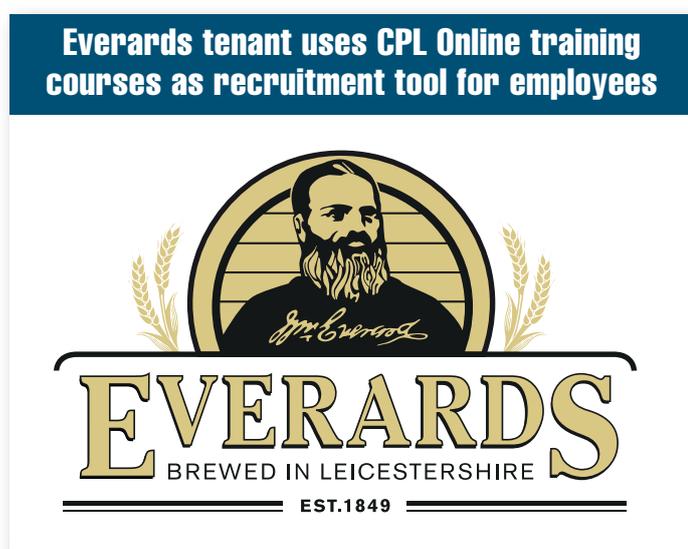
## **CPL's Essentials of Pub Management course delivers tangible results for York pub**



Delivered in an easy and effective blended approach, the Essentials of Pub Management covers a range of seven e-learning courses that are completed alongside a three day face-to-face training programme. “The course covers all of the basics you would need to know for running your own pub business within the seven e-learning courses and then adds to that knowledge with face-to-face training which is more in depth and interactive”, said Louise Sui, CPL Training’s Commercial Director. “It is in these face-to-face sessions that best practice ideas are floated and shared, is often the element of the course that licensee feel most beneficial.

Day one of the course, participants learn about operating a bar business, finance and pricing and the importance of stock control. Day two covers marketing and merchandising, cellar training, during which the participant can qualify for an ABCQ; and the all-important customer service. The final day tackles employment law, contracts and the necessary compliance topics - Health and Safety, Food Safety, Bar Excellence, Age Verification, Cellar Management, Drugs Awareness and Under Age Sales Prevention. At the end of the three days, course-goers will have qualified for an ABCQ in Cellar Management, and an ALHO, Award in Licensed Hospitality Operations.

At the Deramore Arms, Amy, who has a team of thirteen concluded, “The confidence gained from refreshing knowledge and picking up new ideas and tips has made a big difference for us and I couldn’t recommend the course highly enough.”



### **Recruiting and training the best employees is one of the most important aspects of running any hospitality business.**

A pub may have an award-winning menu or an enviable range of cask beers on tap, but it’s the warm welcome and efficiency of service that draws most customers back time and again. A licensee can’t always be the first person to welcome a customer through the door, which is why recruiting and training the right people is essential.

Leicestershire licensee, Brian, knows all about how important training and recruitment is. He’s the tenant of Everards pub, The Stamford Arms which is situated in the pretty Leicestershire village

of Groby. The chocolate-box looking pub offers a fantastic range of home-cooked dishes including stone-baked pizzas, from their own stone bake oven and delicious, freshly-made pastas using their own special recipes. It also has a range of locally and national sourced cask ales, fine wines and premium lagers, as well serving Illy coffee.

Brian had 24 years’ experience working within managed estates before he took on this tenancy, his first, with Everards. As well as using CPL online courses to train his employees, Brian has found they are a useful tool for recruitment and staff motivation too. “I know that training and development is very important for staff. Before CPL we mostly did in house training and apprenticeships,” said Brian.

“Potential or new staff members have to complete 5 compulsory courses before coming on-board. This helps me to recruit the best team members who I know have been fully trained and are enthusiastic about the business.” By encouraging the completion of these five training courses, Brian can identify the future stars of his business, those with the drive to learn and to develop their skills.

CPL Online courses offer multiple benefits to both the licensee and employee. From a licensee’s perspective, levels of staff retention improve significantly if they have received good quality training, something Brian can attest too; as well as ensuring that all who work within the business are fully compliant with regulatory requirements. For new recruits, the courses help them to learn about, and progress within, the business quickly, and are hugely motivating. “Since staff complete the training from the start, it highlights those who have completed the courses and have done well. These members of staff can then be fast tracked through the business,” added Brian.

The five courses which staff are asked to complete are Food Safety, Manual Handling, Health and Safety, COSHH and Fire Awareness. Brian attributes their recent 5 star EHO inspection down to the training undertaken.

Talking about using the CPL Online courses, Brian commented, “I would definitely recommend the system to other tenants and I have recommended it to many already. It’s a very useful and easy to access tool and makes the company and the tenant safe. It also takes a lot of the pressure of training off the tenant and ultimately leads to better ratings. I would also recommend using it as a recruitment tool because it leads to recruiting a better-trained employee which then means you will have longer serving staff members.”

As one of Everards’ top sites for online training, with 141 e-learning courses under its belt, The Stamford Arms’ employees are arguable some of the most capable bar staff and pub chefs in the business, which is reflected in the pub’s excellent reputation. The easy-to-use courses, which have been developed using the latest graphics and animation to engage the participant, can be completed from any pc, tablet or phone. “CPL also provides a lot of support with the system so you can call or email with any questions,” concluded Brian.

# An Education in Beer



## The Beer Academy

### 2015: the time is right for you to pick up an Academy Qualification

The Beer Academy, UK's premier beer education body is poised to build upon its most successful year to date with a host of excited advances for 2015. The Academy celebrated its 10th birthday in 2014 with a year of highlights. Delegate numbers for the year look certain to reach an all-time high, driven largely by organic growth in the UK, whilst a franchise partner in Africa & the Middle East is experiencing growth in demand for its courses too.

Of the recent growth, the Academy's Executive Director, Simon Jackson, says "The momentum is with us and I'm particularly delighted that we stand to have over 70 qualified Beer Sommeliers by the end of 2014" while Director of Training, Alex Barlow added "We aren't prepared to rest on our laurels and have plans to extend our offer, so there will be beer training from Beer Industry experts at a level to suit anyone, leading an individual's beer awareness journey from novice right through to Sommelier, if they wish."

The Beer Academy was formed in 2004 by a who's who of noted industry experts who shared one vision: to radically improve the awareness, understanding and reverence for beer. With a model

shamelessly adopted from the established and successful Wines and Spirits Education Trust they sought support from key industry players. Initial goodwill and financial support was forthcoming, but numbers attending training were initially lower than hoped but are now very encouraging

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*"A range of starter-level on-line courses to develop On Trade Beer Knowledge, which together result in achieving the 'Beer Steward' qualification, are aimed specifically at those who want to come into the industry"*

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### Unique Training

In 2008 The Beer Academy moved under the wing of the Institute of Brewing and Distilling, the educational charity responsible for the brewing industry's International training, education and certification. As such The Beer Academy is the only UK beer training organisation backed by the IBD, who train consumers, trade and industry, awarding certificates for successful candidates from Beer Academy Foundation level right the way through to the pinnacle Master Brewer qualification. Alex Barlow, himself a qualified Master Brewer, is an experienced trainer - having trained cellar managers for Bass, beer flavour to Coors Sales and Marketing and founded his own company, ALL BEER.

Over 70 years of training industry professionals does not mean the IBD is backwards in its approach and they have just approved the development of a range of starter-level on-line courses to develop On Trade Beer Knowledge, which together result in achieving the 'Beer Steward' qualification. They are aimed specifically at those who want to come into the industry, in particular those who aim to start with a job in a pub, bar, hotel or restaurant.

## Online Opportunity

Alex Barlow explains "My first job was at my local pub. Fortunately for me it was a managed house and a training centre, so training became second nature for me and I ended up qualifying as a Master Brewer just 9 years later. But I know many people are not as lucky as I was and we need to adapt The Beer Academy's offer to the current market, making appropriate training available where and when people want it. The on-line opportunity is perfectly placed for that."

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***"Catering for anticipated demand, the Academy has enlisted new venues across the Country, including Birmingham, Sheffield and Cumbria"***

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The entry level On Trade Beer Knowledge - Beer Steward qualification will be launched in January 2015 comprised of 5 modules. Each should take no more than 30 minutes to complete the slide deck followed by a short multiple choice test, where success is rewarded with a certificate and the ability to 'unlock' the next module in the series. "We want to set the pass mark high, at around 80%" says Alex "but users will have the ability to go back and forth through the slides to build knowledge and confidence, re-taking the quiz if necessary."

The five modules include the 'basics of beer', beer 'ingredients and the brewing' process and 'pouring the perfect pint', with a view to embed video clips where appropriate, such as illustrating the rights and wrongs of pouring a pint for both keg and cask beer. Jackson is excited about the adoption of new technologies, stating "We are keen to use new ways of delivering education and learning so as to maximise the number of people that can easily access our courses"

## The ALL BEER Connection

Barlow's influence on the Academy stretches further than the new Beer Steward courses as a root and branch re-work of the objectives, content and imagery will be introduced across the existing Foundation, Advanced and How to Judge Beer courses in 2015. A pragmatic approach to re-branding the course content has been taken with the Academy licensing imagery and content from Barlow's ALL BEER which stands to benefit both organisations, which after all have shared objectives in the advancement of beer knowledge. Indeed, the allbeer.co.uk and allbeerfinder.com will both promote The Beer Academy's training facilities with links to the online Beer Steward and taught courses.

The Beer Academy hopes that a growing consumer interest in beer, thriving appetite for cask and 'craft keg' beers and a seemingly endless number of new breweries will be matched by uptake for the revitalised course programme. The Beer Academy has always been able to fill courses in London but catering for anticipated demand, the Academy has enlisted new venues across the Country, including Birmingham, Sheffield and Cumbria.

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***"We want to set the pass mark high, at around 80%, but users will have the ability to go back and forth through the slides to build knowledge and confidence, re-taking the quiz if necessary"***

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## A Venue in a Brewery

In particular Alex has a vision that future Advanced courses should be hosted at brewery venues, such as Hawkshead Brewery in Cumbria, allowing delegates to spend time in the brewery as part of the course. He believes "There is no substitute for actually being in a brewery to bring the sights, smells, tastes and even sounds of the brewing process to life" adding "People can really appreciate that beer is a unique product, crafted by skilled artisans from natural ingredients. That knowledge and enthusiasm turns them from advocates to fully appreciate the specialness and diversity of beer"

Extending the geographical spread and number of courses delivered will also necessitate bringing new tutors on board, a prospect that excites The Beer Academy team, who intend to enlist qualified Beer Sommeliers who have the presentation skills, presence, manner and will to do so. Current courses already solicit a 73% satisfaction rating from delegates, but the Beer Academy team believe they can achieve higher ratings, from more delegates over a broader range of courses with training suited to every role in the industry.

So, the question is, whether you will add value to your team and your business by picking up a Beer Academy Award in 2015?



Alex Barlow

# On Trade Prospects for 2015



## On Trade Outlook

**Mark Newton of CGA Strategy believes that 2015 will be another mixed year for the ontrade. What do we think will happen? To answer that we need to indulge in some analysis, a bit of hypothesising and plenty of speculation.**

CGA Strategy is probably best placed amongst industry observers and commentators to do this because, more than most, we are on trade focussed in much of what we do and have been since 1993. The various divisions of CGA research pubs, beer brands, food development, new technology, consumer behaviour, trade feedback, financial markets and the political world.

So what we will do is examine the key variables in the on trade and share some of our thoughts.

### Restaurants, Pubs, Bars Clubs and Hotels

The ups and downs of the on trade are well known. Around 100 years ago the licensed trade had around 120,000 on trade outlets (20,000 off trade) servicing a potential population of 33m men and women. However this extract from an article discussing licensing, in relation to the Defence of the Realm Act 1914, probably indicates that the "market" was half that number,

"Its main purpose was to reduce or at least limit the number of licensed premises in each local authority area and one of its provisions included the banning of women from working behind the bar. Clearly, men were being lured into drunken and immoral ways by the heady combination of beer and barmaids"

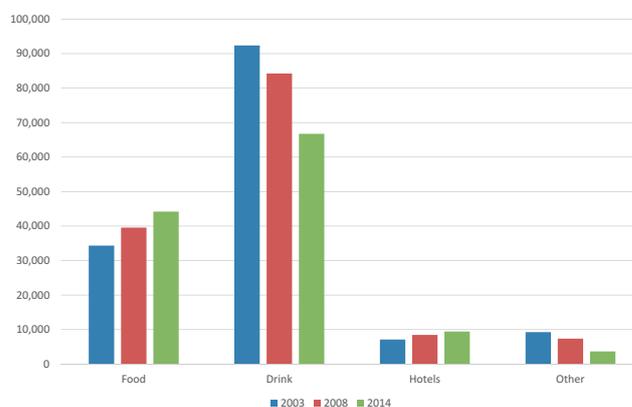
Times have changed and it is a fact that the three leading trade associations to which the on trade look for representation with Government are all led by women. No luring required these days!

The universe of premises and the types of markets they serve have changed and continue to do so at pace. Today we have around 126,000 on premise and 57,000 off premise serving a potential market of 51m men and women. It can be argued that a licensed premise now services three times as many people than it did a hundred years ago, with women equally as likely to use on trade premises as men. This is a fundamental shift from where we were in 1914, and a long way from where we were even in 1980's.

### GB on trade by occasion segment

source: CGA Outlet Index

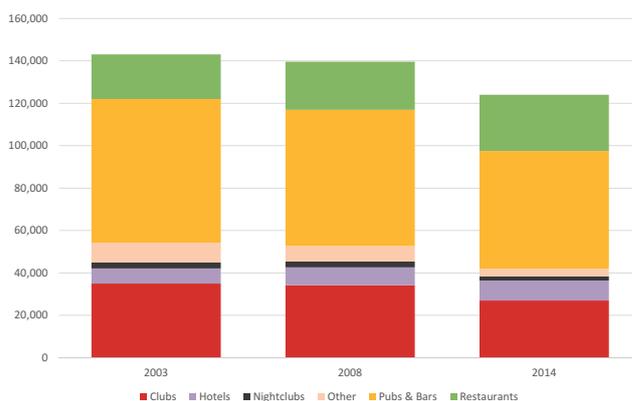
CGA  
STRATEGY



### GB on trade by channel

source: CGA Outlet Index

CGA  
STRATEGY



In real terms, and relative to market size, licensed on trade outlets are less prevalent and we have need to fight harder than ever to retain their viability. The market has been transformational and this will continue next year at a similar rate.

- ▶ Pubs generally closing at around a net 30 a week
- ▶ Restaurants opening by a net 23 per week
- ▶ Club (members and proprietary) down by 20 net per week
- ▶ All licensed premises declining by 27 on average

It is also worth noting that the liquor licence sometimes has a greater value. Look no further than the growth of the convenience stores pictured below and aside; all former pubs; all closed and converted in the last year.



## Food

In terms of future prospects trade food is perhaps the most complex. Dining has always been a part of the licensed environment; it is, however, almost ubiquitous today compared to 1914 when it was limited to hotels and a few upmarket establishments. In many ways then, food is the new kid on the block.

The restaurant channel sees growth which is projected to continue. New formats abound, different cuisines are legion and the success of chains and the foodservice industry, with its capability to supply the product needed in manageable formats, says the future remains bright and undoubtedly highly innovative. The on trade and what is called 'out of home' are closer now than ever before and crossover of ideas and concepts is becoming ever more common.

Food has to say many different things these days: "quality"; "farm assured", "traceability", "provenance" are commonly seen. Nevertheless the fundamental ethos remains unaltered - serve it well and to every customer's liking. That is the hardest job of all but will always provide due reward.

## Long Drinks (LAD)

The long drinks sector is still the largest by value. It will continue to see the trends of the recent past persist in the macro sense. The sector is still dominated by some big brands.

The Big 8 brands in LAD account for 51% of all on trade volume; the biggest 100 brands account for 87%.

In our research almost 10,000 brands occupy the remaining 13%. That is a lot of choice and it identifies the biggest trend the modern on trade consumer is demanding. This is the continuing big development – a bit like Edinburgh in August – 'The Fringe'.

What is in 'The Fringe'? A massive amount of variety and speciality products. The immediate shout that goes up is that it is all about seasonal cask ales from the local or regional brewers. That has a lot of credence but it is far from the whole truth. Some smaller volume brands come from the world's biggest brewers, some come from our heritage regional brewers, and some from our small nouvelle brewers. By way of producing a Chart, as in another part of this year's production, they are listed below, but in alphabetic order.

Adnams	Diageo GB	Hop Back	Shepherd Neame
Anheuser-Busch InBev	Everards	Hydes	St Austell
Aspall	Fullers	Marstons	T & R Theakston
Bateman	Global Brands	Meantime	Thatchers
Bath Brewery	Greene King	Miller Brands	Thwaites
BB Supply	Hall & Woodhouse	Molson Coors	Titanic
Brains	Heineken UK	Otter	Wadworth
C & C Group	Holden's	Rebellion	Wells & Young's
Carlsberg UK	Holt's	Robinson	Westons
Chilli Marketing	Hook Norton	Sam Smith	Wye Valley



What drives this category fundamentally is its sheer variety. Flavour can be generated in a number of ways. Hops are being applied in many interesting combinations; fruits you may never have heard of, or even seen, and all being consumed in conjunction with a beer, cider or FAB.

People like handles, groupings, taxonomies – it helps decision making and so craft; artisan, local, specialist, etc. . . . , are all terms ascribed to the producer's and their products. However at the end of the day it is much simpler than this - if customers like it they'll buy it and everyone should be able to "make a turn".

As the recently launched TV campaign "There's a beer for that" (possibly unseen by many licensees – it's the hours we have to keep) and so in the interest of added category awareness here is the YouTube address:-

<http://www.youtube.com/watch?v=t-reqWcZ--l>

## Wine

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***"The rise of sparkling wine is also set to make a further mark during 2015. Interest across the category is increasing, but Prosecco remains the likely driver for growth"***

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2015 offers the opportunity to build on the trends established during the previous year, while continuing to look towards innovation and premiumisation to take the industry forward in a positive manner.

Taking a look at the wine sector, there have been numerous areas of interest during 2014 which have the potential to continue during the coming year.



Over the last couple of years the battle between Old World and New World has been won by the wines of France, Spain and Italy. While Europe looks set to continue its rise through continuing consumer interest, competitive pricing and quality, there is also no doubt that the New World is staging a major fight back. Driven by well made, cooler climate wines from areas such as Adelaide Hills and Hunter Valley in Australia, and Mendoza in Argentina consumers are realising that the major producing countries have much more to offer than mainstream blends and brands.

The rise of sparkling wine is also set to make a further mark during 2015. Interest across the category is increasing, but Prosecco remains the likely driver for growth. Interestingly much of this appears to be based on the significant rise in draught serves – particularly in higher end food led and café bar outlets.

Finally, price is becoming an ever more important factor as signs of the polarisation – seen most graphically in the premiumisation of spirits over the last decade – between the budget/ branded mainstream wines and top quality varietals and labels increase. While the market for competitively priced sub £10 wines remains solid, it is the area between £10-£15 and £15-£20 that is taking a particular hit as many consumers (primarily in food-led/ restaurant and hotel sectors) look to higher end options at £25-£30 plus.



## Spirits

This sector is also looking positive moving into 2015 and there is one particularly important rationale for this – cocktails.

Interest in mixed drinks is becoming more and more of a mainstream trend with offers moving out from traditional locations such as bars, nightclubs and hotels into dry and wet led pubs (both seeing a +4% increase in cocktail offer between 2012 and 2014).

This is also helping to drive a change in consumer perceptions where spirits are now considered an option over a far wider range of drinking occasions than in the past – providing a positive knock on effect to sales.

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***"Cocktails have also helped increase interest in flavoured spirits with vodka and whiskey doing particularly well in the sector – think cherry, honey and other fruit and confectionery combinations"***

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Cocktails have also helped increase interest in flavoured spirits with vodka and whiskey doing particularly well in the sector – think cherry, honey and other fruit and confectionery combinations. In more traditional spirit categories, gin, tequila and golden (spiced) rum look set to continue the successes of 2014 into the coming year, with the premiumisation effect ensuring that higher end brands continue to drive growth.

In more niche sectors the popularity of malt Scottish whisky remains at a high level with knowledge and interest in more unusual cask expressions (driven by brand innovation) continuing unabated.

## Soft Drinks

What is true about LAD, wines and spirits has as much relevance for soft drinks. The growth of the premium offer product, the artisan juice business and new initiate are on an expansive march. The variety in soft drinks offered in our licensed premises has broadened and continues to do so.

The mainstream brands still dominate the consumption statistics and will continue to do so. This is not solely by exerting the powers of economy of scale, but hand in glove with other innovative ideas on flavours; packs offerings and dispense. For example, dispense has a couple of angles that have gained traction more widely of late. Firstly there is the retail “help yourself” approach favoured by family restaurants and foodservice outlets. The other is technical innovations with machines. The purpose appears twofold – primarily to ensure the product is served exceptionally well, and secondly that the consumer can indulge in “tailoring” their drink by mixing the brands on offer – orange in a cola is an occasional personal favourite.

## United Kingdom

What will impact the on trade next year? The economy will continue to be as volatile and uncertain as it has over the last ten years.



The general economic situation is one of purdah and confusion. A consensus conclusion is that no one can say more than that we are really just ticking over.

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***"Interest in mixed drinks is becoming more and more of a mainstream trend with offers moving out from traditional locations such as bars, nightclubs and hotels into dry and wet led pubs"***

---

That means not much stimulus to consumer spending, but at least inflation is stable for the present. Input costs especially energy are looking somewhat more favourable than in recent years, but as one knows only too well that can change and quickly. Wage increases are subdued, but the pressure of the “Living Wage” and minimum wage promises are ratchet effects on costs.

The May Election will be the culmination of the longest campaign ever. The increasingly highly charged political environment will be maintained up to that point. This long campaign is creating pressure on parties to make new policy and new policy is expensive.

It is to be expected that the on trade will feature in the campaigns. How much? Well, probably nowhere near as much as the sector warrants, in terms of its contribution to the economy, but we shall feature. Low-pay, health and social order will be the negative aspects. Our focal points should be the industry’s heritage, tourism contribution, export importance and our charitable and community involvement.

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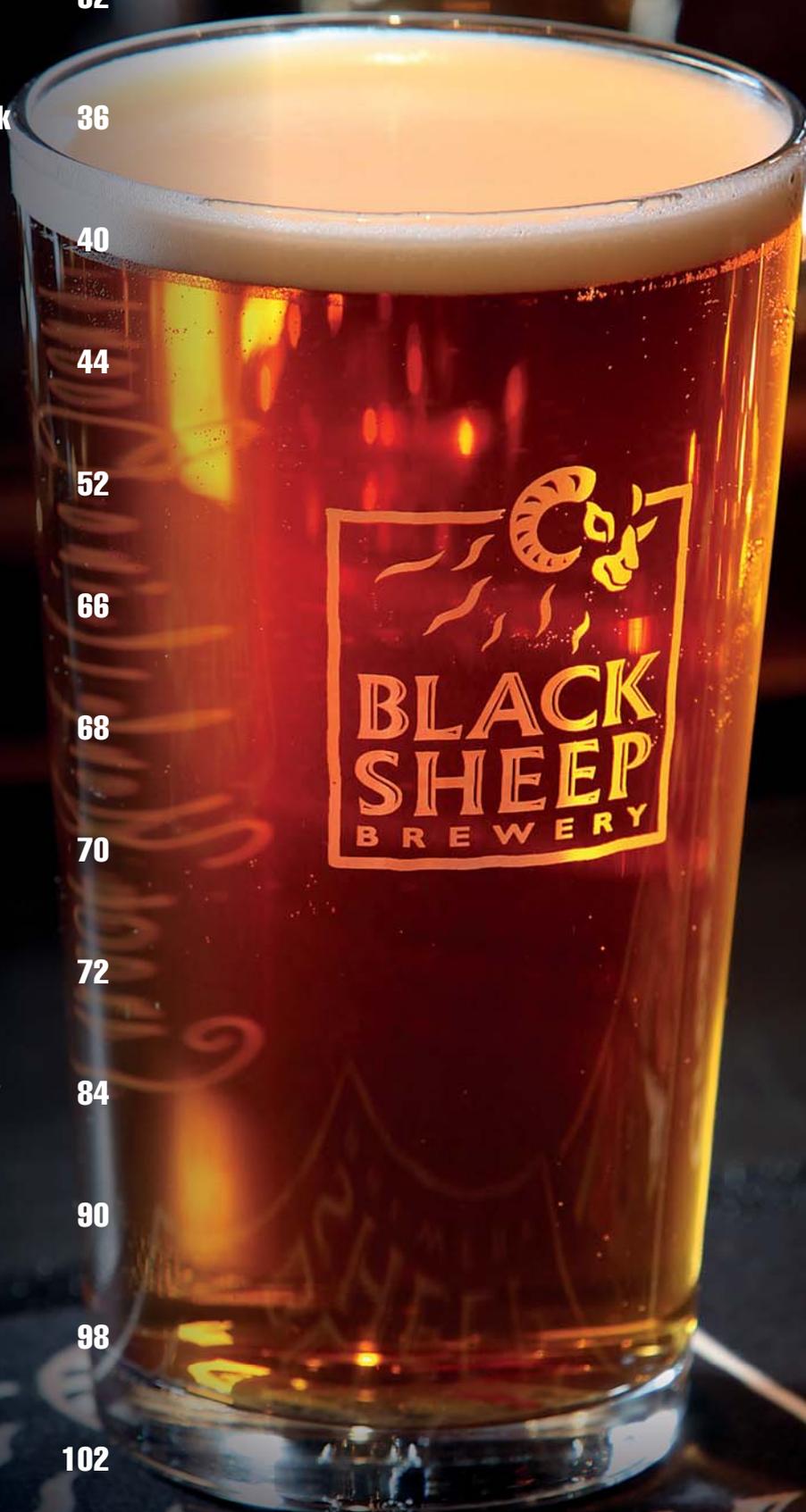
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(SOURCE: CGA 2014)



**BLACK SHEEP  
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YORKSHIRE'S  
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(SOURCE: CGA 2014)



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# The Craft of Cask Ale

## The Cask Report

### **Pete Brown asks what's the difference between a fad and a revolution?**

In business terms, when either one arrives it throws everything up in the air: all bets are off and fortunes are to be made by those who call it right amid the chaos.

The difference is, once the fad has passed, everything goes back to how it was before. It's as though it was never there. Alcopops, 'Dry beers', 'ice beers' all came and went, and after they'd gone everything was just as it was before.

With a revolution, once all the fuss has died down, something is different. There is lasting change. Over the last thirty years, Britain has gone through a wine revolution that has changed our drinking behaviour forever. There was the lager revolution of the 1970s, which saw most of us switch what we drank and why. Things continue to evolve at a slower pace afterwards, and may eventually go into reverse, but there's a lasting new reality you have to recognise if you want to prosper.

### **The Beer Revolution**

Halfway through the second decade of the 21st century, we're in the midst of a beer revolution, the most significant change in beer drinking habits since the 1970s. Back then, a rebellious younger

generation, the first to reach maturity after the huge social change of the 1960s, rejected the beers their dads drank and embraced lager which, back then, was premium, cool and cosmopolitan versus the traditional, cosy delights of ale.

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*"We're in the midst of a beer revolution, the most significant change in beer drinking habits since the 1970s"*

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Now, that generation's children - even their grandchildren - are of legal drinking age. And just like their parents before them, they're rejecting the beers dad drank. The old man in the flat cap alone in the corner of the community boozier is drinking standard lager now, not keg ale. The 1990s lager lad is at home enjoying the odd glass of wine over dinner as he reflects on how to pay his kids' tuition fees. And the young, 18-30 year-old drinker, the promiscuous, sociable, young person that every drinks manufacturer wants to attract while they're still forming their habits, is drinking the widest array of interesting, flavourful, characterful beers we have ever seen.

There's a beer revolution going on in Britain, and cask ale is at the heart of it. Like cider a decade ago, cask has skipped a generation and reappeared as a contemporary, novel alternative to the mainstream.

But the true mark of a revolution is that old certainties are challenged. The very laws of the market can sometimes change.

Ever since CAMRA (the Campaign for Real Ale) emerged as a powerful campaigning force in the early 1970s, the popular conception has been that cask ale is the ultimate in delivering quality and flavour, that Britain's brewing tradition cannot be improved upon. While kegs or bottles might be easier to handle, they simply can't compete on class. This is no longer true. And in this year's Cask Report, we have to acknowledge that.

If we just carry on pretending that cask ale is the only decent beer you can buy, we lose credibility among the people we would like to buy cask ale. Cask now sits within a broader array of quality beer. One of the key things this year's Cask Report addresses is that relationship.

## Cask v Craft?

For the past couple of years, the notion of 'craft beer' has eclipsed cask ale as the exciting trend that's making beer more popular and exciting. This has even led some people to believe that cask ale is on the way out, that it is in decline, due to be replaced by hoppy American-style pale ales dispensed via 'craft keg'.

This simply isn't true, for two reasons.

Firstly, cask is thriving. As the 2014 Cask Report shows, cask ale grew by 1.1% in volume in 2013, and in 2014 to date it's up by a further 1.3%. Small figures maybe, but they're going in the right direction. In a shrinking market (31 pubs are closing every week) with people going to the pub less often (most people now go once a week or less) for a product that is only available in pubs to be in volume growth is no mean feat. Cask is strongly outperforming the total on-trade beer market, as it has done consistently for six years now. The value of the cask ale market has grown by 23% since 2010. More pubs are stocking more cask ales, and the rate of sale of the average pub's range of casks is increasing.

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***“The promiscuous, sociable, young person that every drinks manufacturer wants to attract while they're still forming their habits, is drinking the widest array of interesting, flavourful, characterful beers we have ever seen”***

---

The second reason craft beer should not be seen as killing cask ale is that to believe so is to assume that craft and cask are two different things. A significant number of people in or close to the beer industry seem to believe this is true: market analysts quote figures for the growth or share of craft beer that do not include cask ale. Some bloggers will insist that cask ale can only be served in keg, bottle or can, or that it must be a particular style of beer made with specific varieties of hops. This is nonsense. Ask the original American craft brewers what the inspiration was behind their hoppy IPAs, and they'll cite English cask ale. Go to America now and see what the latest wave of craft brewers are tinkering with, and you'll see they're trying to make what they call 'English

style session ale'. Half the entire crop of traditional British hops grown in the UK this year has been bought by American craft brewers. Craft beer and cask ale may not be exactly the same thing, but there is a huge overlap between them.

## What is Craft?

To try to get some clarity on an issue that obsesses many beer commentators, we conducted a survey for this year's Cask Report that asked male cask ale drinkers and publicans stocking cask ale about their views on craft beer. Most have heard of it: 42% of cask drinkers say they drink craft beer, and coincidentally 42% of cask ale publicans say they sell craft beer.

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***“Every single piece of research into craft and/or cask beer shows that drinkers expect to pay a price premium, and in return get a beer that is better quality”***

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So what exactly is it? We gave our sample a list of statements that might describe craft beer. Both publicans and drinkers agreed that the main attributes of craft beer were that it is made by a small brewer, made in small quantities and limited editions, and that it is not as widely available as mainstream beers. Attitude about American hops or different formats did feature, but much less prominently. The main attributes that describe craft beer also describe cask ale. Many craft brewers package the same beers in cask and keg. We can't claim that any cask ale is automatically seen as a craft beer (this statement had the lowest agreement from our research sample) but we can say that most cask ale is craft beer, and in the UK, most craft beer is cask ale. They are not two different styles of beer: they are two different but overlapping ways of looking at good quality beer.





## A Matter of Perception

So cask ale continues to thrive within the broader surge of interest in craft beer - small scale, flavourful beer that can be served in any format. We used the rest of our survey of cask drinkers and licensees to explore their attitudes to it - and to see if they are in line or different. On some important measures, everyone agrees. But some of the differences are revealing.

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*“Ask the original American craft brewers what the inspiration was behind their hoppy IPAs, and they’ll cite English cask ale. Go to America now and see what the latest wave of craft brewers are tinkering with, and you’ll see they’re trying to make what they call ‘English style session ale’”*

---

Publicans and drinkers agree that the cask drinker is more discerning than other drinkers. But whereas 43% of publicans believe that cask is only drunk by middle-aged men with beards and sandals, and 41% say that cask is not a drink for women, only a fraction of drinkers agree with them. We’ve seen consistently over the past few years whenever we do consumer research that the old stereotypes of the cask ale drinker have all but disappeared. It’s a shame they still exist in the trade: it doesn’t exactly help us recruit new drinkers and boost sales, does it?

## Reality Check

When we look at the facts of who is drinking cask ale rather than opinions, they tend to support the views of the drinker. 15% of cask ale drinkers tried it for the first time within the last three years. 65% of these new trialists were aged 18-34. 85% of those who have ever tried it say they still drink it today.

And a third of all the people who have tried cask ale are women. Three quarters of women who have ever tried cask ale say they still drink it at some point.

Another key area is attitudes to the perfect cask ale range and how to manage it. Publicans strongly believe they should rotate guest ales on a weekly basis. But drinkers would like to see them on the bar for a month.

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*“Most cask ale is craft beer, and in the UK, most craft beer is cask ale. They are not two different styles of beer: they are two different but overlapping ways of looking at good quality beer”*

---

Beyond that, there’s much greater agreement on what these beers should be. If you have a range of four cask ales, drinkers and publicans agree that these should be an even split of familiar versus unfamiliar beers, local beers versus those from

## Cask Appeal

Cask ale appeals to today's drinker because it has many of the qualities that consumers are looking for. When talking to your customers about Cask Ales it's worth emphasising that they are:

**Natural** - contain only natural ingredients

**No chemicals** - or added gas; the alcohol and the carbonation are the product of natural fermentation

**Unpasteurised** - the difference between cask ale and mainstream keg beer is comparable in many ways to the difference between fresh and UHT milk.

**Live** - it's still working and is not finished until it's been matured in the pub cellar

**Fresh** - that's why it has a short shelf life (around three days)

**Slow** - as in the Slow Food movement - it takes time and patience to bring cask ale to its best

**Green** - there's no packaging waste - the empty container goes back to the brewery to be cleaned and refilled.

further afield, and guest versus permanent beers. This is a market driven by novelty and curiosity, but people still like to come back to their old favourites.

We also asked about keeping and serving cask ale. Publicans are significantly more likely than drinkers to say that cask is harder to keep. They are also far more likely to say that staff receive extra training on cask than they do other beer styles. When we ask what makes a perfect pint - flavour, clarity, branded glassware etc. - publicans score every single attribute higher than drinkers.

## A Unique Opportunity

This suggests publicans are more knowledgeable about what goes into the perfect pint than are drinkers. This gap means that there's an opportunity to educate drinkers, and that to do so would increase their perceptions of cask ale as a quality product.

*"Whereas 43% of publicans believe that cask is only drunk by middle-aged men with beards and sandals, and 41% say that cask is not a drink for women, only a fraction of drinkers agree with them"*

But there's also room for a more thoughtful attitude in the trade: both drinkers and publicans agree that the most successful method of selling more cask ale is for bar staff to give personal recommendations on what to drink. 81% of publicans agree that this is important. Yet when we asked what kind of training publicans give their staff, only 57% say they encourage staff to taste cask ale and learn more about it. It's difficult to imagine how staff can recommend beers to drinkers if they are not encouraged to learn about those beers themselves.

## A Bright Future?

So cask ale is doing well, as part of a broader revolution in British beer. But dig deeper, and there is no room for complacency. Britain's changing beer tastes are being driven by a desire for novelty, variety and flavour, by a growing interest in local producers and the stories behind them.

But every single piece of research into craft and/or cask beer shows that drinkers expect to pay a price premium, and in return get a beer that is better quality. The broad trend is that people are drinking less, but drinking better. This can be a bright future for the British pub, offering drinkers a rare treat they can't find elsewhere. But to succeed in the long term, it requires genuine commitment and engagement, staff training and customer education. Without this care and attention, the mainstream popularity of cask ale could end up being a short-term fad. But with love and care, it will be here to stay.



# Making The Most of Cask

## A practical guide to making the most of cask ale

Cask Ale is in growth. This is great news for pubs, but only if it is selected carefully, served properly and promoted effectively.

This guide has been compiled based on research conducted for The Cask Report. Written by Pete Brown, The Cask Report contains a wealth of information essential for any operator wanting to build a profitable business from stocking cask ale.

To keep up to date with news relating to cask ale, and to find out about training, online or on site, visit the Cask Matters website from Cask Marque [www.cask-marque.co.uk/cask-matters](http://www.cask-marque.co.uk/cask-matters) where full copies of the Cask Report can also be downloaded

## Getting Started

You're a publican who has just decided to take cask ale seriously and invest in a few hand pumps. Or you've just taken over an established cask ale pub, or started working in one. Where do you start?

- ▶ Training - beyond the basics, use quiet time to learn more and teach staff about aspects such as beer style and ABV. Many bar staff coming to cask ale for the first time are indifferent towards it to begin with, but find they become genuinely passionate about it as they learn more!
- ▶ Correct branded glassware is important. 66% of cask ale drinkers would prefer to see their beer in a branded glass. A pint of cask ale in a branded cider or lager glass not only ruins the presentation, it may also ruin the beer, as these glasses are often nucleated to help create an aggressive fizz completely unsuitable for cask ale.

- ▶ Glassware should be clean and renovated regularly. Staff should be trained to NEVER serve beer in a warm glass.
- ▶ Cellar temperature should always be kept between 11 and 13 degrees Celsius.
- ▶ Line cleaning is essential - ideally water should be pulled through lines every time a barrel is changed. But at a minimum, lines should be cleaned thoroughly once a week.
- ▶ Accept wastage. Yield from a barrel of cask ale will be lower than that for lager or keg beer. Taking old, tired beers off sale, offering Try Before You Buy samples, and not serving the dregs of a cask may all reduce yield, but all add to your reputation for quality and will improve profitability in the long term.
- ▶ Look for a balanced mix across the range - think about variety in terms of familiar and unfamiliar brands, local versus 'exotic', far away beers, a mix of style, colour and ABV.
- ▶ Consider joining Cask Marque - as well as helping you ensure high standards, Cask Marque is now recognisable by 71% of ale drinkers and signifies to them that you keep your ale to a high standard. And 98% of existing Cask Marque licensees would recommend other licensees to gain a Cask Marque accreditation.
- ▶ Promotion of cask is essential. As well as traditional point of sale, we strongly recommend use of chalkboards in the pub and use of social media outside it. Pro-active offering of Try Before You Buy samplers to uncertain customers is a tried and tested route to increasing cask ale sales and is the single most important driver of trial.



### Established Cask Pubs

You've mastered the basics of cask ale and are comfortable keeping and serving it. You've probably got Cask Marque, or at least are up to the standard required of it. Cask plays an important role in your business - but how can you make it work harder for you?

- ▶ Use social media - Twitter is perfect for announcing new beers (not to mention food specials) and events, allows drinkers to make their own suggestions, and overall keeping you top of mind. But remember Twitter is a conversation rather than a broadcast!
- ▶ Hold occasional beer festivals - drinkers tell us this is their favourite way of trying new beers but only a third of pubs have held their own beer festival in the last 12 months.
- ▶ Use paddles for tasting flights - offering three thirds of three different beers is an increasingly popular and effective measure for driving trial.
- ▶ Always have someone on duty who knows about the cellar - especially at busy times. Many licensees keep cellar duties to themselves, but if you're not on duty it looks terrible at busy times if pumps are turned around each time a barrel is finished. It's also important to have someone knowledgeable to answer customer queries and to be able to correctly identify faults perceived by drinkers.
- ▶ If serving food, use your regular ales in the food menu - for example a golden ale in the batter for fish and chips, or a darker beer in a steak and ale pie

### An Expert's Guide

Your business is an ale shrine - cask ale is your lead selling point, it's what sets you apart. You may even have a few awards framed behind the bar. You're on first-name terms with local brewers and may even have brewed the odd beer yourself. But are there any ideas your peers are putting into action that you haven't thought of?

- ▶ Genuine knowledge and passion allows for greater experimentation with range - use your knowledge to sell a wider range of beers, differentiating your pub from others that sell cask.
- ▶ With more knowledgeable staff looking after your cellar and sales, you don't have to be as involved with the day to day. Use the extra time to think ahead and plan an events strategy that pushes cask throughout the year, e.g. tying in with holidays and quirky commemorative days (Pumpkin ale on Halloween? Dark beers on International Goth Day?)
- ▶ As you are likely to attract interested, regular cask drinkers, increase the frequency of their visits with talks and tastings from meet the brewer events to themed tutored tastings to talks from beer writers or other industry figures. This may even take the form of a 'cask ale club' run by the pub with regular promotions and offers.
- ▶ Introduce beer and food matching evenings. You might get guest chefs, local brewers or industry figures to put the matches together. Hardcore cask drinkers love these events, and they also introduce new trialists to cask, who come along because they're novel and fun.



# Marston's - Go For Gold

Marston's Beer Company

**The gold rush is here, with new beers like New World Pale Ale and Hobgoblin Gold leading the way.**

Despite the continuing fall in the number of pubs in the UK, cask ale sales are still rising - they continued to rise for ten consecutive months up to June 2014, and are up 23% since 2010\*. In fact, in 2013, cask outperformed the ontrade beer market, the 6th consecutive year this has happened.

Part of this is down to the growth of golden beers which are the fastest growing part of this continually growing market.

James Coyle, Deputy MD of Marston's Beer Company said: "It seems that customers crave something light, with refreshing tastes and more exotic, fruitier flavours. Which is where golden beers come in."

Golden ales are an entry point to cask beer in general. The lighter feel and fruitier tastes are helping to shape young palates into more sophisticated, discerning customers who are looking for something that the notoriously fizzy, bland lagers don't provide.

According to the cask report, younger drinkers are drinking cask ale - of the 15% of cask ale drinkers who have tried it for the first time in the last three years, more than 65% of those are in the 18-24 age range, according to the latest Cask Ale Report. With a third of all 18-24 year olds having tried it, and with 75% of women who have tried cask still drinking it, cask ale is only going from strength to strength.

James continues: "We're definitely seeing evidence that lighter ales

attract new ale drinkers into the category, in fact golden beer sales have increased by 17% since 2013 in the ontrade and we're sure this gold rush will continue."

"For this reason we've introduced a new wealth of golden ales to quench the thirst of those looking to step into the realm of cask. We're confident that our new golden additions will appeal to the occasionalist cask ale drinkers who already have the drink in their repertoire but are looking for something new and flavoursome."

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***"Golden beer sales have increased by 17% since 2013 in the ontrade and we're sure this gold rush will continue."***

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With all the heritage of its bigger brother Pedigree, New World Pale Ale was launched only in February this year, yet it's already been well received, selling more than 85,000 pints in cricket grounds alone in its first summer.

If that's not enough, Hobgoblin Gold, which launched November 1st, definitely packs all the punch you'd expect - it's a combination of four hop varieties combined with an infusion of Wheat and barley to produce a perfectly balanced golden beer.

Surely golden beers are a summer thing, for long hot days and cool, breezy evenings in the beer garden?

That's not what the new drinkers think. According to research from the Cask Ale Report, only 15% of drinkers think cask ale is a winter drink, meaning that no matter what the season you can be sure you'll definitely strike gold.



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# Beer Style Guide

## Great British Beer

**Once, it was easy: in your grandfather's day there was mild, bitter and stout (lager was strictly for foreigners). Today a host of different beer styles jostle for room on the bartop, and confused customers are asking busy bar staff: "What is an IPA/a Porter/an American Pale Ale/an Old Ale?" Here, to help you out, is a speedy guide to modern styles of ales.**

### IPA

The letters stand for "India Pale Ale", and the style descends, as the name suggests, from pale beers originally exported to be drunk by British settlers in India in the 18th century. They were extra-hopped, to survive the four-month journey by ship, and the heat, but not (despite what you'll often read) especially strong. IPAs became popular back in Britain from the 1840s, but eventually the name became a synonym for "best bitter". In the United States, however, from the 1980s, craft brewers began making beers with masses of American hops in, giving masses of tropical flavours, which, because they, too, were well hopped, were called IPAs. Today, while some IPAs (eg Greene King's) are still in the British style, many, from new small brewers, are going to be the modern American version.

### Porter and Stout

"What is the difference between porter and stout", you will be asked, and the answer is: "None, really, today." Porter, dark and roasty-flavoured was another beer first brewed in the 18th century, to sustain the thousands of porters in London who carried goods on and off ships and about the streets. Stout was originally the strong version of porter. By the middle of the 20th century, porter, once hugely popular, had effectively disappeared and stout had become much weaker. When porter was revived by craft brewers, it came back with a range of strengths and flavours that pretty much matched those of beers being called stouts.

### American Pale Ale

A rather less in-your-face version of an American IPA, lower in alcohol and hopping levels, but still with the citrus/tropical fruits flavours US IPAs have.

### Golden Ale

Introduced in the early 1980s, golden ales, designed in part to appeal to lager drinkers, are much paler than the usual run of British bitter beers, but generally more assertively hoppy, and slightly stronger, and should generally be served slightly cooler than a bitter would be.

## Old Ale

Once there were ales, comparatively lightly hopped, and when they were young and fresh they were sold “mild”. When they had matured for a few weeks (or months), and picked up more mature flavours, the stronger ales were sold as “old ale”.

## Mild Ale

Originally, mild ales were pale and strong, but lightly hopped. As the 20th century arrived, they became darker and, especially during and after the First World War, when taxes on beer soared, weaker, but still, generally, low in hops. Until the early 1960s, mild was Britain’s favourite beer style. Now rare, and frequently sold as “dark ale” rather than “mild”.

## Burton Ale

Confusingly, although the brewers of Burton upon Trent became most famous for IPAs (India Pale Ale) and pale ales, which their gypsum-impregnated well waters were particularly suited to brewing, the first beers they brewed were strong, comparatively dark and fruity, with a slight sweetness. This style, called Burton Ale, was still popular through to the 1950s, but then almost disappeared, with Young’s Winter Warmer and Marston’s Owd Rodger two of the few survivors. A number of brewers have revived Burton Ale, though it is still too rare.

## Barley Wine

The term “barley wine” is a comparatively modern expression for strong, generally aged beers of 9% or 10% alcohol by volume and above, and the name covers what are, in fact, a variety of different styles of strong beer: some well-hopped, others lower in hopping rate, some dark and others golden.

## Imperial Stout

Imperial stout, or Imperial Russian Stout, is the porter/stout family’s equivalent of barley wine, strong, flavour-packed, tarry beers, exported to the court of the Tsar of Russia, hence the name. The style died out in Britain in the 1990s, but became very popular in the United States, where big flavours have a huge market, and has now been revived again in Britain.

## Wheat Beer

The tax authorities in the 18th century effectively killed Britain’s native wheat beer tradition, since they wanted only (taxed) malted barley used in the mash tun, and modern wheat beers made in the UK are mostly brewed in either the South German tradition, using a yeast that gives very distinct notes of cloves and bananas, or the Belgian tradition, with additives such as coriander and bitter orange peel.

## Saison

A style of Belgian farmhouse ale, originally made to satisfy farm workers, strong, complex and refreshing, often slightly cloudy, with plenty of hops – generally English ones. The style has become popular with both US and UK craft brewers.

## Milk Stout

At the end of the 19th century a fashion grew up for very sweet stouts. Unfortunately these beers would lose their sweetness over time, as yeasts fermented the sugars left in them. The invention of a beer brewed with unfermentable lactic sugar, derived from milk, around 1907 saw the growth of a new style of sweet stouts, of which the best known was Mackeson. A number of craft brewers have now produced draught milk stouts.

## Sour Beers

Once, most beers, if they had been aged for any time, would have had sour notes, derived from micro-organisms such as lactobacilli and Brettanomyces. Drinkers’ tastes gradually changed to want fresher, cleaner beers, but today a few craft beers are happily letting their beers go sour, inspired by the lambic brewers of Belgium, who deliberately allow wild yeasts to ferment their beers. These are not, however, beers for novices.

## Barrel-aged beers

Whisky makers were always happy for their drink to pick up flavours from the casks it was aged in, but brewers worked hard to avoid getting any woody hints in their beers. Today, however, experimental brewmasters are happy to age beers in casks once used by sherry makers, whisky and Bourbon distillers, and even wine makers, for added flavours.

*Martyn Cornell is a journalist and beer historian and author of Amber, Gold and Black, a history of British beer styles. He blogs at [www.zythophile.wordpress.com](http://www.zythophile.wordpress.com)*





## Shepherd Neame's Distinctive Beer Portfolio

Britain's oldest brewer

**Whether you are looking for award-winning ales, internationally celebrated lagers or innovative contemporary brands, Britain's oldest brewer Shepherd Neame offers an unbeatable array of ales and lagers.**

Highlights this year include a high-flying Spitfire consumer and trade promotion and the extension of the contemporary Whitstable Bay Collection with a new Black Oyster Stout.

Based in Faversham, Kent, Shepherd Neame has a reputation as a high-quality brewer of Kentish ales and international lagers brewed under licence, with 95% of the hops used being grown in Kent. Drawing on more than 400 years of brewing craft coupled with 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.

Rigorous attention to delivering the best-quality beers is married with continuous investment, imaginative marketing support and full technical support to ensure Shepherd Neame beers are the brands of choice.

### Flying high with Spitfire

Now proudly displaying the Shepherd Neame Royal Warrant, the brewery's flagship beer Spitfire Premium Ale was originally brewed to commemorate the 50th anniversary of the Battle of Britain.

Brand marketing support in 2015 includes the ultimate Battle of Britain experience: a great new trade and consumer promotion offering the chance to fly in a Spitfire and be a World War II fighter pilot for a day.

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*"Drawing on more than 400 years of brewing craft coupled with 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"*

---

Its tongue-in-cheek advertising featuring popular comedy duo Alexander Armstrong & Ben Miller as their popular RAF Pilot characters makes a return to our TV screens. They also continue to help Spitfire to achieve stand-out as brand ambassadors at key consumer and trade events.

### The quintessential taste of Kent

The brewery's 'local hero' beer in its Kentish heartland, Master Brew Kentish Ale, is sporting a new-look pump clip and bottle label. The new look harks back to the Kentish roots and hop heritage of this distinctive, mid-brown bitter ale, which has all the hoppy aroma you would expect of a beer brewed in the heart of the hop country.

### Something new, something Black

If it's something new you're after, why not try our new Whitstable Bay Black Oyster Stout. A silky keg stout, it's brewed using a unique



## From Soaraway Spifire Promotions to a New Oyster Stout

blend of four coloured malts which impart a rich, complex flavour, balanced by the finest Admiral hops, and finished with a smooth, creamy head.

The newest member of the Whitstable Bay Collection, Black Oyster Stout trades on Whitstable's oyster heritage and the traditional pairing of oysters and stout as a common 18th Century pub snack.

The Whitstable collection, originally released under the Faversham Steam Brewery umbrella brand in 2013, marries contemporary cool with local history and captures the spirit of the coastal town of Whitstable. It includes: Whitstable Bay Pale Ale, Whitstable Bay Blonde Lager and Whitstable Bay Organic Ale.

All are available nationally with stylish metal cask pump clips and elegant chrome keg fonts and attractive stemmed pint glasses marked at two-thirds.

### World-class lagers

Shepherd Neame's portfolio includes world-class lagers from the USA, Japan and Holland, all brewed under licence.

From 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.

Leading US craft beer Samuel Adams is brewed under licence for the Boston Beer Company with the 4.8% abv draught lager

available to the on-trade, available with the iconic Samuel Adams Boston Lager two-thirds of a pint glass. A full-bodied, complex, balanced beer with a smooth finish, Samuel Adams is also available in 330ml and 500ml embossed bottles.

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*"Shepherd Neame has a reputation as a high-quality brewer of Kentish ales and international lagers brewed under licence, with 95% of the hops used being grown in Kent"*

---

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.

### A beer for every month of the year and more!

Alongside our lagers and core ale brands: Spitfire, Bishops Finger, Master Brew and Whitstable Bay, there is now an expanded cask ale calendar offering a choice of 14 ales throughout the year.

The Classic Collection, featuring three ales - a pale ale, a mild and a golden ale – recreates classic beers from historic archive recipes and is available alongside established seasonal favourites and limited edition celebration ales.

Whether it is ales with heritage, contemporary beers or world-class lagers you are looking for, Shepherd Neame's diverse portfolio has the winning combination backed by imaginative marketing and full technical support.



# Incredible Kegs

## Craft Keg

**Adrian Tierney Jones explains that keg is no longer a dirty word among discerning beer drinkers, but nor is it an excuse for laziness in the cellar**

Following the emergence of CAMRA in the early 1970s, the phrase keg beer became synonymous with bad beer: the kind of beer that was highly pasteurised, gassy and filtered to within an inch of its miserable life. Keg was beer as the kind of horror story cask parents told their children to stop them from misbehaving.

Times change and contemporary or craft keg is a different beast. Gone are the days of over pasteurisation when the beer would taste cooked and the excess of carbon dioxide would leave the drinker bloated. Modern craft keg is boldly flavoured, gentler in its carbonation, non-pasteurised and fresh tasting; some beer styles such as highly hopped IPAs and brisk American-style pale ales taste even more accomplished and complete when kegged.

Many breweries, whether regional, micro or self-styled craft have at least one keg offering in their portfolio. It makes great sense, especially as many younger drinkers, especially those weaned on BrewDog's Punk IPA, think nothing of switching backwards and forwards between keg and cask.

Craft keg is yet another example of the great beer revolution currently happening in the UK, but licensees should beware - just like cask craft keg still has to be looked after, treated gently and nurtured. Don't assume it is bullet proof. Although more robust than cask, licensees still need a minimum sales turnover of one container per brand per week to make sure that what they are selling is a fresh product.

The sales figures aren't available to compile a top twenty of keg ale brands, but this compilation offers a selection of styles from a range of brewers, all worthy of a space on the bar for licensees wanting to get in on the keg act

### 13 Guns

Thwaites 5.5%

One of the earliest brews to emerge from Thwaites 'Crafty Dan' micro plant, this is a full-bodied US-style IPA with plenty of citrus and tropical fruit balanced by a firm malt-accented backbone.

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

01254 686868

### Best Bitter

Black Sheep 3.9%

Bitter doesn't always work on keg, but this one does: in the glass this creamy Yorkshire-style ale has a lasting dry and bitter finish. This is one to swig after a walk in the Dales.

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

01765 689227

**Billabong Tiny Rebel 4.6%**

There's an aspect of Down Under about this juicy, fruity beer that goes beyond the name. Styled as an Aussie pale ale, it uses Tasmanian hops to create a bright, easy drinking beer.

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

01633 547378

**Bitter & Twisted Harviestoun 4.2%**

Even though this gorgeous golden ale is famous for winning many awards in cask, it's equally gorgeous in keg with its trademark lychee, passion fruit and lemon notes kept in order by a bitter finish.

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

01259 769100

**Butcombe Blond Premium Butcombe Brewery 4.5%**

This is another brewery that originally made its name with cask, but has also dipped its toes into the keg pool. The result is a refreshing, clean tasting ale.

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

01934 863963

**Diablo India Pale Ale Summer Wine Brewery 6%**

The Citra hop plays a big part in the assertive aromas of this big-flavoured IPA from this popular Yorkshire brewery, which put several of their beers in keg including a Double Black Belgian Rye IPA.

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

01484 665466

**East Coast IPA Greene King 4%**

Session IPA is the beery buzzword of the moment and Greene King's take on the style has plenty of citrus and grainy aromatics on the nose, while the palate is more citrus with a dry, biscuity finish.

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

01284 763222

**Gamma Ray Beavertown 5.4%**

Beavertown is one of London's most exciting breweries and this American-style pale ale hits all the right notes with plenty of tropical fruit, a bracing malt backbone and a long dry bitter finish.

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

0208 525 9884

**Gentleman's Wit Camden Town Brewery 4.3%**

Now for something different from the brewery that majors in well-hopped lagers: this is a spicy Belgian witbeer with a splash of lemony citrus in the centre and a tangy, appetising finish.

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

0207 485 1671

**Hefe Bristol Beer Factory 4.8%**

It's not always available in keg so check with the brewery, but BBF's fabulous take on Bavarian Weissbier would be a star on any bar, especially if paired with a trio of English artisanal cheeses.

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

0117 902 6317

**Henley Gold Lovibonds 4.6%**

Lovibonds' founder Jeff Rosenmeier is another craft keg pioneer and this is a delicately creamy wheat beer with a dry finish that is a wow with seafood.

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

07761 543 987

**Jaipur Thornbridge 5.9%**

Classic new wave IPA with a supermarket aisle's worth of tropical fruit on its nose and palate. Enterprising licensees might want to put cask and keg Jaipur alongside each other and organise a taste-off.

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

01629 641000

**Proper Cool IPA St Austell 5.5%**

St Austell's head brewer Roger Ryman has always been an open-minded soul and this is his kegged version of Proper Job, with a cascade of citrus and tropical fruit and a boisterous bitter finish.

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

0845 241 1122

**Punk IPA BrewDog 5.6%**

Even though BrewDog has its own chain of bars throughout the UK but its assertive beers still go into the rest of the trade. This is its signature IPA, bold and bright and very popular.

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

01358 724924

**Rapture Magic Rock 4.6%**

Big siren-like blasts of hops categorise many of Magic Rock's beers and 'red hop ale' Rapture is no different with its zesty grapefruit aromatics on the nose and a powerful citrus and tropical fruit presence on the palate.

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

01484 649823

**Revelation Dark Star 5.7%**

'For the love of hops' says the pump clip and never a truer phrase was written - from the first surge of tropical fruit aromatics on the nose, through more fruit on the palate and the long dry bitter finish.

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

01403 713085

**Saison à la Provision Burning Sky 6.5%**

Sussex-based Burning Sky was set up by former Dark Star head brewer Mark Tranter. As the name suggests this is a Belgian inspired saison with plenty of complex flavours and great with food.

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

01273 858080

**Shipyard American Pale Ale Marston's 4.5%**

This is Marston's version of a bright and breezy pale ale from Maine's pioneering craft brewery Shipyard. Plenty of citrus notes on the nose and palate and a dry, bittersweet finish make for a refreshing drink.

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

01902 711811

**Whitstable Bay Pale Ale Shepherd Neame 3.9%**

Thirsts are satisfyingly slaked with this bittersweet, grapefruit-accented pale ale that is branded under the Faversham Steam Brewery's Whitstable Bay Collection. For a complete contrast try the silky Black Oyster Stout.

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

01795 597000

**Yakima Red Meantime 4.1%**

Meantime are pioneers of well-crafted keg beers and this amber ale with its contrast between delicate caramel sweetness and citrus fruitiness maintains those founding standards.

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

020 8293 1111



# Heritage brewer offers the best of both worlds

Greene King

**We've always been very proud of our brewing heritage at Greene King. Our ability to brew beers that are exciting but still easy and enjoyable to drink goes right back to our roots. When Benjamin Greene set out in 1799 to brew high quality drinkable beers, he saw them as an antidote to the "black turgid liquids" that typified British pubs at that time. His vision still drives us today as we strive to brew quality, award-winning beers that appeal to many people across all sectors and formats.**

This year has seen some exciting new innovations for Greene King, with Old Hoppy Hen enjoying a record-breaking launch<sup>1</sup> and Greene King East Coast IPA successfully launching more recently. Greene King firmly believes that East Coast IPA will breathe new life into an underperforming keg market, offering a delicious and refreshing mix of American hops and British brewing techniques, topped off with a modern brand image that will bring a wave of new drinkers into the market.

Greene King also remains focused on delivering consistent quality across its core cask range. Our unwavering commitment to quality has ensured that Greene King IPA remains the UK's fastest-selling cask ale<sup>2</sup> and Abbot Ale the UK's number one premium cask ale<sup>3</sup>. Meanwhile, Old Speckled Hen is still the brand that most ale consumers want to see on the bar, enjoying the highest brand awareness and brand loyalty of all premium ale brands<sup>4</sup>.

Belhaven Best is the number one keg ale, with a market share surpassing 38%, and the number one draught ale in Scotland<sup>3</sup>.

Without a doubt, the pub remains the best place to enjoy real ale. According to recent data from CAMRA, 55% of people who regard real ale as a regular drink consume it every week, visiting the pub on average 2-3 times per week and consuming an average of 3.3 pints. As CAMRA says, this backs up the consistent finding that cask ale drinkers visit pubs more often and spend more money when they're there<sup>5</sup>.

Publicans themselves are well and truly spoilt for choice when it comes to selecting the beers to fill their cellars. There are currently 18,000 cask ales available to licensees; a result of the unprecedented growth in brewery numbers across the UK. However, Greene King believes that permanently stocking one or two household names, alongside regularly rotated guest ales, will continue to keep consumers happy and the till ticking over through 2015.

And with the craft revolution now in full swing, Greene King is set to launch five new specialist brews from the St Edmund Brewhouse in 2015 as part of its focus to deliver its most exciting and widest range of cask beers ever.

#### Sources

1 AC Nielsen Total Market MAT value to 13/09/14

2 CGA Brand Index MAT to 09/08/14, brands over 5% distribution

3 CGA Brand Index MAT to 09/08/14

4 Cardinal Brand Tracker 2014

5 CAMRA Omnibus Survey conducted by TNS



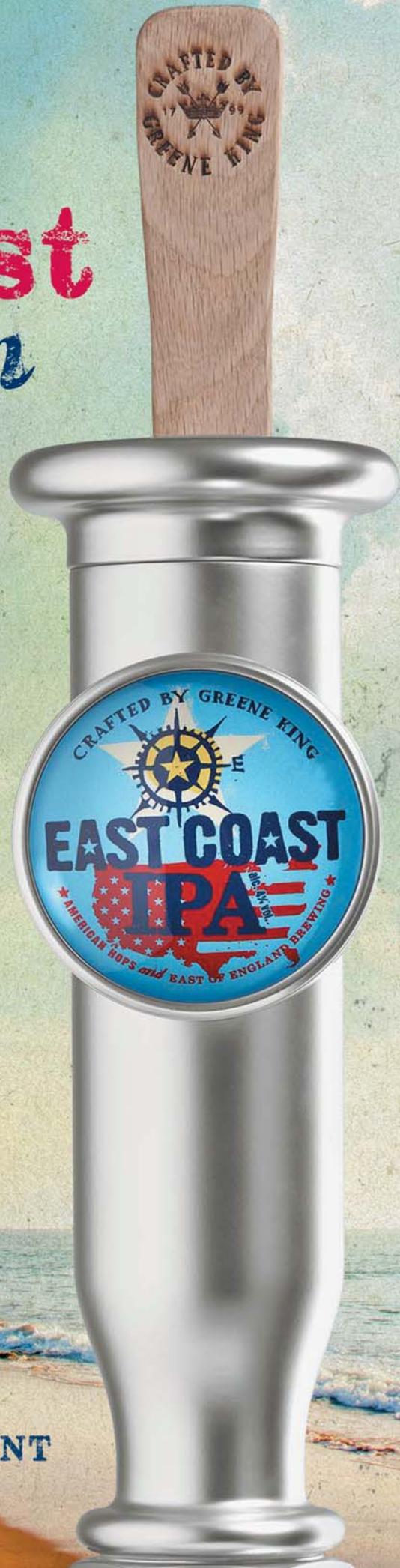
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BURY ST EDMUNDS

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punchy citrus  
aroma of  
American hops  
with the  
easy-drinking  
refreshment  
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**CRAFTED FOR THE MOMENT**

SINCE 1799



Simon Yates

## A Special Relationship



### Craft Collaborations

**Yankee, doodle dandy, some of Britain's most creative brewers have been developing a thirst for collaborations with their American counterparts, says Tim Hampson**

Yes, some of the country's best known brewers are getting crafty and adding some colourful American pizzazz to the bar, showing a generation of new drinkers that you don't have to go to inner city, hipster bars and pay top dollar in order to enjoy the taste of New World hops. Thanks to some of Britain's most innovative brewers, they can now be sourced much closer to home.

#### Marston's and Shipyard

Collaborations add energy and excitement to a beer list explains Simon Yates, master brewer at Marston's Park Brewery in Wolverhampton.

Marston's, through its Ringwood brewery in Hampshire, has a long history of sharing ideas with the Shipyard Brewery, Portland, Maine.

The partnership started when former Ringwood brewer Alan Pugsley, who worked with Ringwood founder, the legendary Peter Austin, moved to the States in 1986 and helped Shipyard develop its recipes while continuing to brew Ringwood favourites Thumper, Double Thumper and Boondoggle.

Pugsley's work has seen him become a prophet of beer, little known in the UK but highly acclaimed across the Atlantic. He went on to work for more than 70 nascent microbreweries and brewpubs in the US, an achievement which saw him dubbed the "Johnny Appleseed of Brewing," by a US trade magazine.

Ringwood was bought by Marston's back in 2007 since when its relationship with the United States has deepened further, and Shipyard collaborations are now a regular feature of its guest beer programme.

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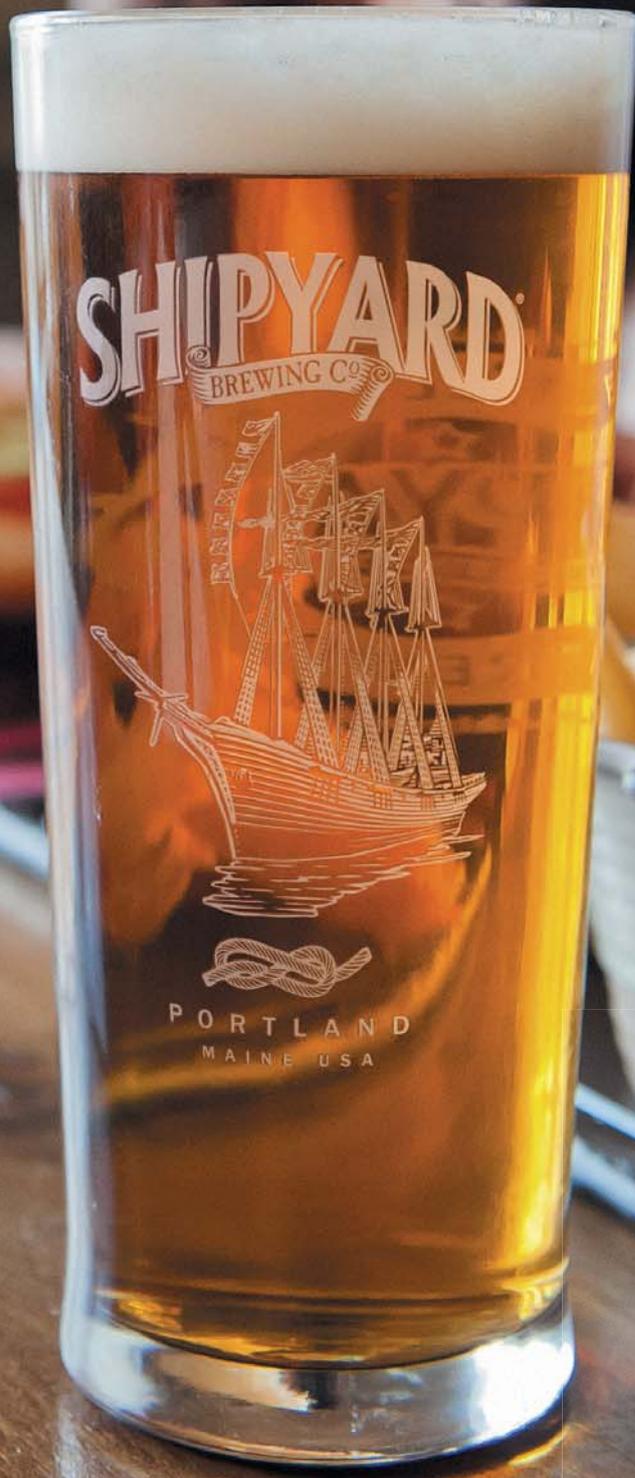
*"Our collaboration with Shipyard is just the beginning of what is set to be a very exciting time for Marston's in terms of new product development"*

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Last year, Marston's extended this transatlantic relationship with the decision that it would brew Shipyard's Pale Ale, a development from Shipyard's Independence Pale Ale, in keg format, on a regular basis.

The dry hopped beer uses a quartet of American hops: the four Cs - Cascade, Centennial, Chinook and Columbus.

The 4.5% ABV beer has also recently been released in a bottle and to show that Atlantic cooperation is not just a one way road, it is now being brewed back in Maine.

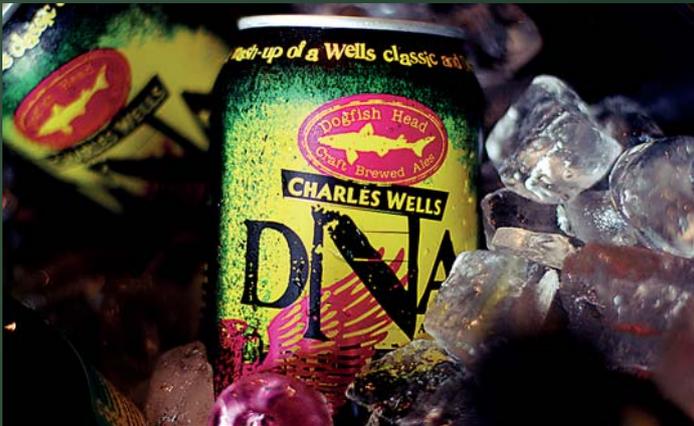


# Perfect with a Maine course

**A** new American style Pale Ale has landed on our shores and is taking the UK by storm. Brewed using four classic American hops: Cascade, Chinook, Columbus and Centennial – it's the perfect premium pint for the growing number of US craft fans. Tasting is believing.

0800 587 0773 | [www.shipyardbeer.co.uk](http://www.shipyardbeer.co.uk)

**SHIPYARD**  
BREWING CO.  
PORTLAND, MAINE  
USA



Shipyards Brewing's founder Fred Forseley is aware of the marketing possibilities of such joint activities. He said: "This collaboration with Marston's enables us to get our beers into the hands of a wider audience."

Marston's sales director James Coyle said collaborations are an important element of craft brewing and are part of a wider programme of working with other brewers and non-British beer styles worldwide.

"The emergence of new world craft beer represents a profitable opportunity to build on the success of the established old world speciality beers of Belgium, Germany and the Czech Republic."

And he believes that the Shipyards deal could be the first of many collaborations around the world and a potential way forward for growing the beer market.

"Our collaboration with Shipyards is just the beginning of what is set to be a very exciting time for Marston's in terms of new product development," said Coyle.

### **Charles Wells and Dogfish Head**

Bedford based Charles Wells has teamed up with Dogfish Head Brewery from Milton, Delaware for its craft beer collaboration. The new beer is a marriage of East Coast, USA and East Anglian, UK brewing traditions.

And after much transatlantic chatter the partnership launched Dogfish Head DNA New World IPA, at 4.5% ABV.

"Whilst there's been a stream of craft beers coming to market, we've taken a new approach to creating a beer that is a true amalgamation of two internationally recognised brands," said Tim Sprake, International Sales and Agency Director of Charles Wells.

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***"We've taken the very DNA of one beer and added it to the brewing process of another. As a result we've produced a beer that is unique and diverse and a little bit special"***

---

"Rather than simply mashing new ingredients together, we've taken a special reduction from 60 Minute IPA, a popular Dogfish Head beer in the USA, and integrated it into our own brewing process. In other words we've taken the very DNA of one beer and added it to the brewing process of another. As a result we've produced a beer that is unique and diverse and a little bit special."

And in the spirit of cooperation, Dogfish is returning the compliment and has used one of Charles Wells' yeasts in one of its beers.

Dogfish Head founder and president Sam Calagione said: "We have great respect for the people and brewing heritage at Charles Wells and it's been really rewarding to work on this project together.

"At Dogfish we use many culinary-inspired ingredients in our brewing process but borrowing the concept of sauce reduction to intensify the complexity of a beer, while established in the world of gourmet chefs, is a new twist in the world of commercial brewing."

Sprake said: “Dogfish Head brings an off-centred approach to the art of brewing and has an incredibly loyal following in the States.

“We believe that by combining the expertise of both companies we have produced a beer like no other that will stimulate interest in both the UK and USA.

“We’re hoping to excite drinkers who may never have drunk ale before by getting them to sample DNA New World IPA and enjoy its great taste and inspire them by this novel approach to brewing.”

## Adnams and Sixpoint

Suffolk brew Adnams has teamed up with Brooklyn, New York brewer Sixpoint and they have now brewed four beers together.

The beers have been sold exclusively through the pubco JD Wetherspoon, an avid supporter of Atlantic cooperation. The two most recent beers produced are Wheat Street and Make It Rain.

Wheat Street is an American wheat beer brewed with a Suffolk twist. It is made to a strength of 5% ABV, and brewed with pale ale malt, malted wheat, and a touch of acidulated malt to give it a tangy edge.

According to Adnams’ head brewer Fergus Fitzgerald, it’s hopped with a blend of Centennial, Amarillo and Citra hops to give a fruity, citrus kick to this refreshing beer.

“We didn’t use our house yeast, instead we went with yeast strain US05 (an American ale yeast) to let the wheat and hops shine through,” said Fitzgerald.



Fergus Fitzgerald

Make It Rain, a 5% ABV beer, is brewed with Munich, CaraHell, Carafoam and Pale ale malt to produce a medium-bodied light brown beer. It is then hopped with Simcoe, Citra and Amarillo to give an assertive bitterness and a fruity, citrus, orange aroma and flavour.

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*“There is a growing interest in the US craft beer market and this initiative combines the best of craft brewing with the traditional British cask-conditioned beer”*

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JD Wetherspoon has seen the value of these Atlantic collaborations and it holds regular beer festivals of the beers produced.

“There is a growing interest in the US craft beer market and this initiative combines the best of craft brewing with the traditional British cask-conditioned beer,” said Gary Holmes, Wetherspoon festival organiser.

“This brewing partnership will provide a great opportunity for Wetherspoon customers to discover this particular speciality beer.”

The initiative has developed out of the pub operator’s twice yearly beer festivals where brewers from all over the world are invited to the UK to make a brew for the event.

“Our collaboration with overseas brewers has proved such a success for our festivals, so we were keen to extend the idea and focus specifically on US craft beer,” explained Holmes.



Belinda Jennings, Adnams Heather McReynolds, Sixpoint





# A Record Year

## St Austell Brewery

### St Austell Brewery celebrates another record breaking year

St Austell Brewery was voted best regional brewer by the UK's publicans for the third year running in the 2014 Publican's Choice Awards. This marks the end of an amazing year during which the Cornish brewery won a raft of top industry awards for its beers. We look back at some of the highlights of 2014 and why St Austell Brewery's light is shining bright.

During 2014 St Austell Brewery's best known and best-selling beer is still Tribute Cornish Pale Ale. The brand continued to experience impressive sales growth in both the on and off trade, bolstered by particularly impressive expansion in Bristol, London and the South East. Tribute Ale's popularity was also affirmed in the Publican's Choice Awards when it won the title of Best Regional Cask Ale Brand. When voting, publicans were asked to take into consideration branding, quality, support, customer demand and consistent quality.

### More than Tribute

However, St Austell is very far from being a one-brand brewery. Proper Job IPA and Korev Cornish Lager are both in the ascendance and these outstanding brands are clear examples of the St Austell team's ability to brew and market a range of diverse, interesting and high quality beers which are well placed to anticipate and meet the ever-changing demands and fashions of the UK beer market.

Proper Job IPA with its citrus American hopped character is now St Austell's second best-selling brand and consistently brings

home the awards and accolades. At the Great British Beer Festival, Proper Job again won CAMRA Champion Bottled Beer Silver; it was awarded Gold at this year's Taste of the West Awards and also voted Cornwall's Best Drink by readers of the Cornwall Today magazine. Proper Job also landed Gold at the SIBA National Championship - Premium Bitters.

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*"These outstanding brands are clear examples of the St Austell team's ability to brew and market a range of diverse, interesting and high quality beers"*

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With such acclaims it is little wonder Proper Job is the most talked about St Austell beer on social media and the web.

### Innovation

St Austell's head brewer Roger Ryman and his team are committed to innovation. In 2014, several new, one-off and less well known brews captured headlines as well as awards. These include 1913 Cornish Stout, which won Gold at the BBI Drinks Competition and Gold at the Taste of the West Awards; Tamar Creek, a Belgian krieb inspired lambic beer made with cherries grown in the Tamar Valley won Silver at the International Beer Challenge while Big Job Double IPA - the 7.2% big brother to Proper Job - picked up three Golds at the International Beer Challenge, the Taste of the West Awards and also at the SIBA South West Awards.

Roger Ryman said: "The number of awards that we have received for our beers this year is a fantastic tribute to the whole brewing team and the values with which we brew our beer."

# THIS IS A



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# Cornish Craft and Creativity

South West Brewing

**Adrian Tierney Jones takes a trip around the dynamic breweries of Cornwall, a county renowned for the consistency of its well loved ale brands but also home to some of Britain's most innovative brewers**

St Austell and Sharp's are the two colossi of Cornish brewing, and their flagship beers appear in pubs and bars throughout Britain.

Sharp's Doom Bar is the nation's best selling cask beer and is a sure-fire hit for the licensee who wants to attract both cask veterans and virgins.

It is a tribute to the singular obsession of Sharp's former head brewer (and now Director of Brewing at Molson Coors) Stuart Howe, who recalls that when he arrived for an interview with the founder of the brewery, Bill Sharp, it was a pint of Doom Bar in the local pub that sealed the deal.

Meanwhile, St Austell's Tribute is a gleaming golden ale shot through with bright citrusy notes - and like Doom Bar it's always a winner on the bar-top. 'Often when I visit a pub I get greeted as the man who created Tribute,' says the brewery's affable head brewer

Roger Ryman, 'rather than the man from St Austell Brewery but I am quite comfortable with this.'

However, the licensee with a clientele that likes to go beer exploring with the same sense of adventure as they would while on holiday in Cornwall, there are plenty of other exciting beers being brewed at these two breweries.

## Sharp's Atlantic Adventure

Sharp's, under the steady hand of its former head brewer (now Director of Brewing) Stuart Howe, is responsible for a variety of sensational bottled, cask and keg beers that are as different from Doom Bar as Cheddar is from chalk. Regulars include the keg lager Cornish Pilsner, the bittersweet session beer Cornish Coaster, the Connoisseur's Collection of beers such as Honey Spiced IPA and the newly launched Atlantic Pale.

According to Howe, "the aromas of New World hops are wonderful. The fragrance entices the drinker with the promise of a juicy beer full of fresh citrus and tropical fruit. Unfortunately for more-sensitive palates these New World hops come with strident bitterness with gives a long pithy linger in the mouth.

At Sharp's, drinkability is the first word on the spec sheet when developing a beer. With Atlantic I wanted to deliver on the promise

of a vibrant fruity beer without the challenging bitterness associated with New World hops'.

The result is a triumph, and this beer with its vibrant citrus hop aroma, juicy bittersweet body and fresh, dry and moreish finish is now one of the brewery's regulars.

*"Some will go on to become major brands,  
others may pass by the wayside  
never to be brewed again, but  
each is produced with the same passion"*

The beer has also been recognised with a variety of awards, with the most recent being a gold medal at the Brussels Beer Challenge; the brewery's Single Brew Reserve and Wolf Rock (another new beer, this one a red IPA) also won awards at the same competition. In fact, 2014 saw Sharp's turn into serial award-winners: the brewery walked away with a dozen medals of various colours at the International Brewing Challenge as well.

### St Austell's Proper Selection

The spirit of exploration is equally alive at St Austell, where head brewer Roger Ryman has long been keen to develop a portfolio of beers for every taste.

Alongside Tribute, Proper Job - Roger's take on US IPA - is also a favourite of the cask connoisseur. It's packed full of tropical fruit thanks to the use of American hops, but its bracing malt backbone adds a welcoming contrast.

For that special beer, perhaps to savour in company with food, Proper Job has a bigger brother, Big Job. This is St Austell's Double IPA, a big 7.4% beast of a beer, with a huge boost of bitterness, plenty of tropical fruit and a long bitter finish. It is certainly not for the unwary but - whether cask-conditioned or in bottle - it's a beer for the connoisseur that might be worth putting on the bar for special occasions.



# LOVE DOOM BAR? THEN TRY ATLANTIC THE NEWEST MEMBER OF THE SHARP'S FAMILY



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## Beyond Bitter

Other recent beers from St Austell have included its 1913 Stout, a Belgian-style Kriek - called Tamar Creek, and a version of that most divisive of beer styles, a Black IPA - called Proper Black. The great thing about them is that both the regular beers and the experimental brews exist side by side.

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*“At the end of the day, beer is something to drink and enjoy - not everything needs to be overly challenging or contemplative”*

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‘Everything we do is about making the best beer that it is possible for us to make,’ says Ryman, ‘be that a cask conditioned pale ale, a brewery conditioned bottled lager, a keg conditioned saison or a barrel aged sour red. The same brewing philosophy transcends all these styles of beer. Some will go on to become major brands, others may pass by the wayside never to be brewed again, but each is produced with the same passion and dedication to make the best beer that we can.’

‘However, cask ale sales drive the growth in our business, and continue to grow. Tribute sales remain healthy but Proper Job is developing fast as our second brand. Cask ale at its best can be some of the best beer in the world, delivering balance and drinkability in a way no other style of beer can. Retailers generally

look for a beer that they know will sell well across the bar, and this is where brands matter.’

## Skinner's Success

Looking at the wide variety of beer styles both these breweries produce you would be forgiven for thinking that all beery bases in Cornwall are pretty well covered. Not so.

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*“Looking at the wide variety of beer styles both these breweries produce you would be forgiven for thinking that all beery bases in Cornwall are pretty well covered. Not so”*

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Skinner's have long been a popular choice, especially for such exemplary beers as Cornish Knocker and Betty Stogs, with the latter winning more awards both locally and nationally than any other Cornish ale.

Heligan Honey - a bitter with honey added at the end of the brewing process to give it a subtle flavour - also walks off with award after award in the speciality beer category, and a recent special edition was yet another award-winner.

Porthleven, CAMRA's champion golden ale for the southwest in the summer of 2014, was a grapefruity, orangey golden ale with a dry, bittersweet finish.

River Cottage English Pale Ale, a 4% cask and bottled beer which was brewed in collaboration with River Cottage and featured Cornish barley and English grown Cascade hops, has also been a success for the brewery.

Cornish beer drinkers with a crystal ball should also expect to predict awards for 7 Hop, a 5% golden ale, which was launched at the Falmouth Beer Festival in October 2014.

## A Safe Harbour

One of the more recent Cornish breweries that licensees might like to consider is Harbour Brewery. Located close to Padstow, where its choice of location was influenced by the quality of the spring water it brews with.

*“Cornwall is an amazing place to be based: it has a slower more relaxed way of life where the beautiful rugged coast has an impact on every aspect of your day. There is honesty to life down here, it’s less pretentious and I think that comes through in our beers”*

Harbour was set up by friends Eddie Lofthouse and Rhys Powell, former members of the Sharp’s brewing team.

This is very much a consciously craft brewery, with sharp graphics and American influenced beers such as Pale Ale No 5, India Pale

Ale and Porter No 6. However, there is no chance of style over substance here.

‘We strive to strike a balance between bold flavours and drinkability,’ says Eddie Lofthouse, ‘at the end of the day, beer is something to drink and enjoy - not everything needs to be overly challenging or contemplative.’

‘As for Cornwall per se it isn’t really particularly important to our brewing ethos, but the lifestyle it offers us as people influences our personalities and therefore our beers.

Cornwall is an amazing place to be based: it has a slower more relaxed way of life where the beautiful rugged coast has an impact on every aspect of your day. There is honesty to life down here, it’s less pretentious and I think that comes through in our beers.’

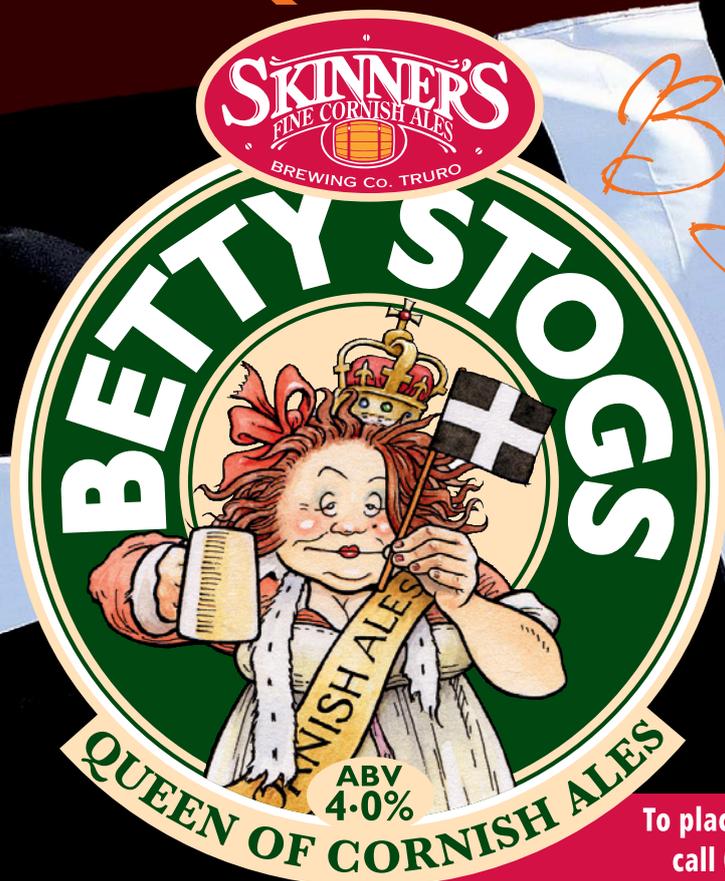
Such is the drive of the Cornish beer scene that the breweries even have their own association, the Cornwall Brewers’ Alliance, which was formed in the summer of 2013.

The membership features both large and small brewers and is an indication of the giant steps Cornwall has taken within the world of beer.

Whether it’s St Austell or Sharp’s, Skinners or Harbour, or the likes of Penpont, Keltek and Rebel Brewing, any licensee wishing to bring the cream of Cornish brewing to their bar-top is spoilt for choice.

Oh, and if you want to know, the Cornish for beer is korev. . .

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## Ahead of the Field

### Cask Master

**Bristol is well blessed with great beer and great pubs, so for a country pub to win CAMRA's local pub of the year two years running, it must have something pretty special. Ted Bruning finds out what keeps The Plough ahead of the field**

There's a great competitive advantage to being the only free house in the area. In theory, at least.

For in a village like Congresbury near Bristol, where just 3,000 residents are blessed with four pubs, even the competitive advantages of being a free house might not be enough to outweigh the simple shortage of customers. So it's not only a matter of what you've got... it's what you do with it.

Nevertheless, when Garry and Charlotte Polledri took over the Plough - the only free house of the four - nine years ago, exploiting the advantage by majoring on real ale seemed the obvious thing to do.

#### Cellar Skills

Not that it was a natural step, since neither of them were cask aficionados. But as Garry's parents were in the pub trade in nearby Bristol, he'd lived and worked in pubs since boyhood; and along the way he had learned the one basic discipline that nobody should be allowed to tap a barrel until they've mastered: cellarmanship.

"The manager at one of the pubs we had was a real stickler," he says. "He drilled the importance of cellar skills into me, especially hygiene, and it's a lesson I've never forgotten. You have to be almost obsessive about it. And the cleaner and tidier you keep it, the easier it becomes.

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*"Along the way he had learned the one basic discipline that nobody should be allowed to tap a barrel until they've mastered: cellarmanship"*

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"To this day only two of our staff are allowed to change barrels, and we have our own system of record-keeping so any of us can tell at a glance what the others have done and when. It's the only way to ensure that your beer is always in the best possible condition."

#### Getting a Reputation

The Polledris started cautiously enough: Charlotte ran the kitchen, producing a menu of cooked-to-order pub food with an emphasis on good-quality ingredients and with a specials board a notch or two further up the gastronomic scale - calves' liver, game pie, pheasant, venison. Garry describes it as "olde worlde", and it was carefully chosen to suit an older (and hence better-off) generation attracted by the Plough's traditional layout of separate small rooms and open fires.



Meanwhile the thoroughly-refurbished bar sported five handpumps - not exactly a thicket of wickets, but more than generous in the context of Congresbury - dispensing ales mainly from West Country micros such as Otter and RCH.

And the package - the traditional layout and atmosphere, the good country cooking, the selection of well-kept real ales - proved a hit not only with the more affluent local market it was aimed at, but with a growing trickle of visitors from further afield as well. Word of mouth was doing its job and people were coming from as far afield as Bristol, 15 miles away.

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*"I list every beer I can get hold of, which is more than 300, and everyone gets to vote for four of them including one strong ale and one dark ale. We had over 700 votes in 2014"*

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The Polledris are not great advertisers but have found themselves becoming not just a well-run local but a destination pub purely on the basis of reputation.

## Learning to Love Ale

"I hadn't been that interested in real ale before," admits Garry, "but because it seemed to be working so well I really started getting into it. I've even brewed my own, but as a hobby, not for sale. But with the number of micros round here now, we have such variety to choose from! And we just keep getting busier and busier."

The five ales have become six, and should have become eight by the time you read this; and apart from Butcombe Bitter ("an

absolute must round here," says Garry) and St Austell Tribute, another big seller, the real ales change constantly.

## Building a Relationship

Garry gets round the chore of deciding what to stock by getting the customers to chose for themselves.

"Every April we have an election," says Garry. "I list every beer I can get hold of, which is more than 300, and everyone gets to vote for four of them including one strong ale and one dark ale. We had over 700 votes in 2014, and it's a great way of building a relationship with your customers."

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*"Word of mouth was doing its job and people were coming from as far afield as Bristol, 15 miles away"*

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"The staff all have to know the stock, even the non-beer drinkers among them, and can direct customers to what might suit their taste. Customers are encouraged to try before they buy, and there's always one experienced member of staff behind the bar who can step in to help the newer members of staff or staff who don't drink beer with suggestions and so on."

The Polledris' secret, then, is really no secret at all: like so many of the most successful publicans, they do the simple things really well. It's this discipline which has made them Bristol & District CAMRA branch's Pub of the Year twice running. "Things are just getting better and better," says Garry.

And how many licensees can say that these days?

# Butcombe Brewery



## Get Involved

**2015 will see the fruits of our #GetInvolved campaign, started in 2014. The idea is simple: pairing the enjoyment of the West Country's favourite beer, Butcombe Bitter, with an active involvement in the West Country's best sports, food & drink events and activities.**

The cornerstone of the #GetInvolved campaign is Butcombe Bitter's new status as the Official Beer of Bristol Rugby, Bristol City and Bristol Rovers. Indeed, Bitter is now available on draught at both Ashton Gate and the Memorial Stadium, alongside our Ashton Press cider, including being available at the fantastic new Fanzone at Ashton Gate. Both Bristol City and Rugby are top of their leagues at the time of writing, fuelled by Butcombe!

2015 will also see the 2nd staging of the Butcombe British Skittles Championships. The Championships comprise of a lengthy qualification process involving thousands of competitors, culminating in an annual gathering of over 850 of the country's best skittlers in September at the finals weekend held at the Riviera Centre in Torquay. The first pints of Butcombe Bitter and keg Brunel Atlantic IPA at the 2014 Championships were served at 8:15AM to the Farkarwee Tribe from Bridgwater!

Other #GetInvolved projects include the following Butcombe-sponsored or organized events: Great Weston Ride (cycling fun-ride); North Somerset Cricket League; the 4th year of the sensational Eat Drink Bristol Fashion food & drink extravaganza in Queen Square; and many more with the hope of more new projects joining the fold.

### New Products:

Expect our most exciting seasonal range in cask yet. Over the past few years, our cask seasonal range has morphed from 4 returning beers available by season to a more dynamic offering that, in 2014, featured 9 different beers available variously and with at least 2 available at once for most months of the year. There were a few

returning favourites, namely our ever-popular Christmas Steps in December and the revelation of 2013, Haka. We also brewed new seasonal beers in the shape of Yeti, 4.0% American-hopped Blond and Crimson King, 4.3% big red beer made with rye malt. On top of this, we debuted our 'Limited Edition' range that kicked off in September with the Belgian-style 5.0% Belle Saison and was followed in October by the cask-conditioned Czech-style pilsner, Bohemia. This is all alongside our 3 permanent beers: Bitter (4.0%), Gold (4.4%) and Rare Breed (3.8%).

At least 2 new seasonal (i.e. available for 2-3 months each) beers are already planned for 2015, starting in the Spring; there will also be many more Limited Edition beers throughout the year. All this alongside Brunel Atlantic IPA, our second permanent keg beer, launched in 2014, that delivers the classic bitterness and robustness of IPAs with the addition of beautifully fruity American hops and all at an ABV that can be enjoyed all night: 4.1%.

### That Winning Feeling:

We rounded off 2014 with a series of wins, starting most importantly at The Lanes, a craft beer and bowling alley in Central Bristol where we triumphed over 15 other local breweries and retained the Bristol Breweries Bowl-Off trophy we had won in 2013! This was all just fun and games of course, but winning is a habit we are loathe to break: Butcombe Gold followed in Bitter's footsteps and advanced to the final of the Great British Beer Festival; Gold also reached the final of the Indy Beer Can Festival, while Crimson King won the Best Bitter category in the JD Wetherspoon Oktoberfest. To crown it all, Butcombe Brewery was named the SIBA Brewery of the Year 2014 at SIBA BEER X in Sheffield and the national Food & Drink Manufacturer of the Year at the Made in The UK awards in Liverpool in September. Here's to more of the same in 2015.

### 2015:

Overall then, we are energized and excited as we enter 2015 with great pubs doing great business and Butcombe continuing to impress in a hugely competitive brewing market.

Keep drinking the Butcombe!

Tom Newell



The victorious Butcombe Bowling team



Drinkers at the Butcombe British Skittles Championships

# # Get Involved



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# Land of Ale and Honey

## South West Brewing

**Adrian Tierney-Jones believes the South West of England, where he has supped many great beers in a great many pubs, is a fabulously fertile place for beer and breweries...and bees**

Back in the late 1970s, when the first microbreweries emerged in England, several set up their mash tuns in this region. Not all have survived, although one - Butcombe - is still going from strength to strength.

The following decades saw the region's beer drinkers served with ales from a variety of breweries, popping up in all manner of places - from seaside hotels to secluded farms and hidden valleys

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*"I want to see a beautiful sheen in my beer that only an unfiltered beer can bring. I don't want to see a sterile, clear beverage that's been filtered or clarified with fish guts"*

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Breweries have come and gone; some have stayed small while others have become well known far beyond the west, and the area remains a fine and sunny place for beer - something that discerning licensees, and their customers, have always known.

## Beer in Good Nick

Dartmoor, home to the brewery of the same name, established in Princetown in 1994. Set in the heart of the moors, close to the forbidding Dartmoor Prison, this is the highest brewery in England. It's most popular beer is the award-winning Jail Ale, subtly fruity and bittersweet, a classic West Country ale.

More recently head brewer Mike Lunney has turned his attention to local ingredients for the golden-brown Three Hares ale, which sees heather honey from Dartmoor bees added to the mix.

During the summer of 2014, the brewery signed an agreement with St Austell, who became their sole wholesale distributor. According to Lunney, 'We felt their expertise in sales, marketing and distribution would help propel our beers to new audiences'.

Exe Valley, one of the longest established Devon breweries, celebrated its 30th birthday in 2014. This 60 barrel a week brewery is renowned for its range of traditional bitters and fine seasonals including the exemplary strong ale Winter Glow, ideal for drinking during the colder months.

Then there is Hanlons, a reboot of O'Hanlons with new owners in a new location - though the same brewing staff and beers maintain the continuity.





renaissance, with plenty of new beer bars opening and Bristol Beer Week, which had its second outing in 2014, created an additional beer buzz. And Bristol's breweries are also on the up.

One of the trailblazers for the Bristol scene is Bristol Beer Factory, which was founded in 2004. The brewery is based in the old fermentation rooms of the long gone Ashton Gate Brewery and part of multi-media centre the Tobacco Factory. When they first started brewing, BBF produced a cautious range of beers, such as a golden ale and best bitter, but it was their production of a milk stout that began the process of setting them apart.

Now the brewery's portfolio includes a Bavarian Weissbier, a saison, a dark robust stout, American-style pale ale and the hop bomb that is Southville Hop.

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*“These days there's a lot more to Wadworth than 6X - other beers to tickle the tonsils with include Swordfish, with its tot of rum in each pint, and the classic winter beer Old Timer”*

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However, as Managing Director Simon Bartlett explains, ‘I want to be thought of as a brewery who spreads the word of great tasting beer of all styles. I want to waken all our customers to these wonderful flavours - not just existing beer geeks who buy online, but the rest of the community in the pubs.’

## Moor Moving

A more recent arrival in the city is Moor Brewing, who moved from the Somerset countryside in 2014. ‘The rural location gave us the

space we needed at first to focus purely on brewing great beer and improving our technique and quality,’ says brewery owner Justin Hawke. ‘But then the rural location became our biggest barrier so we relocated to the city where we had access to a much broader spectrum of people and, equally important, they had access to us.’

Hawke is a great advocate of unfiltered beer, saying, ‘I want to see a beautiful sheen in my beer, that only an unfiltered beer can bring. I don't want to see a sterile, clear beverage that's been filtered or clarified with fish guts. I want to see the goodness in my pint, know that there is some mystery and personality about it.’

Moor beers to look out for and try on the bar include Nor'Hop (one of their best sellers), Illusion and Hoppiness, which is Hawke's favourite beer.

## Well Brewed in Wiltshire

Up the M5 to Wiltshire, whose rolling downs are dotted with pretty rural pubs where a pint of Wadworth 6X is a common and welcome sight.

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*“I want to waken all our customers to these wonderful flavours - not just existing beer geeks who buy online, but the rest of the community in the pubs”*

---

This classic English beer is now over 90 years old but it still retains a place in the heart of the beer lover, as the brewery's Sales & Marketing Director, Paul Sullivan, explains: ‘6X is a navigable brand for consumers who want to get into cask ale. We suggest it as an excellent beer to have on as a permanent to support other regional and local beers for a broad offering which excites cask ale drinkers.’

But these days there's a lot more to Wadworth than 6X - other beers to tickle the tonsils with include Swordfish, with its tot of rum in each pint, and the classic winter beer Old Timer, of which head brewer Brian Yorston says: ‘Think Christmas pudding with chocolate. It's a perfect warming ale to enjoy beside a roaring fire in a cosy pub.’

## Across the Plains

Other notable breweries within marching distance of Salisbury Plain include Hop Back, with its range of “refreshingly hoppy beers” including the famous Summer Lightning and the latest edition, the 4% Citra.

Both Stonehenge Ales and Plain Ales are also becoming known beyond their local areas, as are Melksham based Moles Brewery, who have recently created a new range of beers to complement the market demand for more powerful taste infusions. This move was accompanied by a refreshing new look for all the brewery's beers.

“The new brewery branding is the right thing to do, the business has grown substantially in the last five years, so it was appropriate to review the original branding from when the business was launched in 1981,” comments MD, Roger Catte.

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# Long Live The Revolution

## Great British Brewing

**Roger Protz has to pinch himself to be sure there are now some 1,400 breweries operating in Britain - the biggest number since the 1930s and 40s**

Beer volumes may have been far greater back then but what is undeniably true today is that choice for drinkers has never been better or more diverse.

The first edition of CAMRA's Good Beer Guide, published in 1974, listed just 40 operating brewing companies and almost without exception they produced just two types of beer - Mild and Bitter.

Today all the old beer boundaries have been swept aside as a new generation of passionate brewers offer a range that takes in Golden Ale - and just about every brewery in the land has a Golden Ale these days - recreations of IPA, Porter and Stout and such innovations as beers aged in whisky casks or brewed with herbs, spices, fruit, coffee and chocolate. As I write I hear that Marble Brewery in Manchester has picked up a "beer of the festival award" from Norwich CAMRA for an Earl Grey IPA brewed with the addition of bergamot. Old-school brewers must be scratching their heads in disbelief.

### Britain's Beer Revolution

In our new book *Britain's Beer Revolution*, Adrian Tierney-Jones and I set out to paint a portrait of brewing in modern Britain. We could include only a small selection of breweries but we have attempted to show that beer-makers large and small are responding to a genuine consumer demand for beers with taste and character.

The days have long gone when "consumer demand" was dictated by slick marketing from global brewers. Beer lovers in Britain have moved beyond the advertising. The growing number of books, blogs and websites have made drinkers aware of the vast range of beer styles brewed world-wide and they are asking for - and getting - American-style pale ales bursting with citrus hops and such amazing Belgian styles as spiced wheat, saison, lambic, sour and triple.

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*"It's not just new-wave young brewers who are shaking up and widening beer choice.*

*As Adrian says, "older family brewers have got their mojos back"*

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### Mojo Rising

It's not just new-wave young brewers who are shaking up and widening beer choice. As Adrian says, "older family brewers have got their mojos back". Robinsons of Stockport, founded in 1838 and best known for decades as purveyors of Mild and Bitter, stunned the beer world by going into partnership with heavy metal rock group Iron Maiden to produce Trooper, a modern Golden Ale.

Robinsons opened a new brewhouse in 2013 and the family thought it would take several years to reach full capacity. But every vessel is bursting at the seams to keep up with the demand for Trooper, which follows Iron Maiden on their tours. As managing director Oliver Robinson says, jaw dropping, "We're selling British ale in Brazil!"

Early in 2014, Bateman's brewery in Wainfleet, Lincolnshire, another family brewery dating from Victorian times, and now run by siblings

Jaclyn and Stuart, rebranded their range to give the beers greater appeal to younger drinkers. They increased the strength of their dark mild to 3.6% and renamed it Black & White and then watched sales double, triple and quadruple in a few months.

Elgood's in Wisbech in Cambridgeshire, now run by three sisters from the family, had two redundant copper "cool ships" in the brewhouse where the wort - the sugary extract created by the mashing and boiling process - used to cool prior to fermentation. The vessels had been abandoned because the wort was open to the atmosphere and could be attacked by wild yeasts.

When I suggested they should create a Belgian-style lambic using spontaneous fermentation the family clearly thought someone short of a few marbles had wandered into the brewery. But in 2013 Elgood's launched a new beer, Coolship, using the copper cooling trays and I was present in February when a new batch was produced.

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***"While it's true that the owners of many micros are happy to stay small, others have grown exponentially and are now considerably bigger than many of the older family-run companies"***

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The boiling hot wort gushed into the trays and steam rose as it filled the trays and lapped at the rims. Head brewer Alan Pateman reminded his colleagues to leave all the brewhouse windows open when they left in the evening in order that passing wild yeasts could enter and feed on the sugars in the wort. Coolship has created great interest and is chalking up considerable sales in the United States.

## A New Breed of Brewer

Newer breweries in the past tended to be given the derogatory collective name of "minnow". While it's true that the owners of many micros are happy to stay small, others have grown exponentially & are now considerably bigger than many of the older family-run companies.

Moorhouse's in Burnley started in crowded, ramshackle premises where "temperance" - i.e. non-alcoholic - beer was produced. It now has large new custom-built brewery capable of producing 40,000 barrels a year.

One of the most revered new breweries, Thornbridge in Derbyshire, first brewed in potting sheds in the grounds of Thornbridge Hall. It moved to a multi-functional new brewery near Bakewell with a capacity of 20,000 barrels a year but is planning to expand to keep pace with the ravenous desire for its cask, keg and bottled products. Its Jaipur IPA is regarded as one of the finest new interpretations of the style and has won a cupboard-full of prizes.

In a mad dash around the country putting together the book I discovered Saltaire Brewery in Yorkshire that along with pale ale and bitter produces a Triple Chocoholic made with real chocolate and elderflower and raspberry blonde beers made with the addition of plant and fruit. Nearby, the Elland Brewery has a solid range of bitters and blond beers but has won not only praise but also the

coveted Champion Beer of Britain award from CAMRA for its 1872 Porter, based on the recreation of an authentic 19th-century recipe.

## Scotland Revolts

Scotland is part of the revolution. The country was once famous for malty, lightly hopped "heavies" but smaller brewers are kicking over the traces. Fyne Brewery in the idyllic setting of Loch Fyne started life in farm buildings, has grown and will open bigger plant in 2015. It produces, among other beers, a stunning IPA and a Golden Ale called Jarl that is multi-award winning.

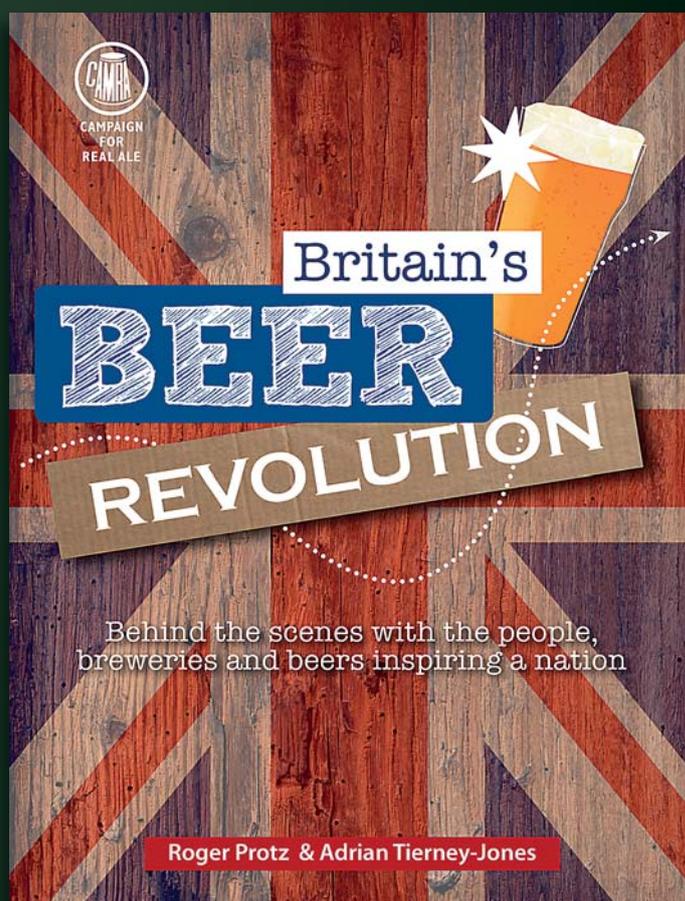
In Loanhead near Edinburgh, Steve Stewart at Stewart Brewing was inspired by working for an American craft brewery, Harpoon, to launch his own company that outgrew its first site within less than a decade. The new brewery is faithful to Scottish traditions with an 80 Shilling Ale and a Scotch Ale but also brews two Golden Ales and an IPA.

And to widen the appreciation of beer, Steve has added a small "kitchen brewery" where both members of the public and students at Heriot-Watt University's school of brewing and distilling to drop in to fashion their own brews.

The world of beer is changing before our eyes and it's demonstrably changing for the better.

*Roger Protz, award winning beer writer, is joint author with Adrian Tierney Jones of Britain's Beer Revolution*

<http://shop.camra.org.uk/books/beerrevolution.html>





# A Case of Craft

## Bottle Jobs

**Whether you run speciality beer bars or just want to dip your toe in the wort, it pays to remember that Britain's craft brewers have got a lot of bottle**

Based on a London brewery's recipe from the 19th century, Kernel's Export Stout is a rich and elegant dark beer that blends hints of vanilla, rich chocolate liqueur and freshly ground coffee beans on the palate and is an ideal accompaniment to a strawberry tart or a vanilla cheesecake. It's a luxury beer and a great example of the highly accomplished beers that come out of this Bermondsey brewery.

Just one thing: it's nearly always in a bottle.

Bottling is big amongst the British craft beer elite. Sure, they have their kegs and their casks but many feel that their boldly flavoured beers are happiest when put into bottle.

Pop into any craft beer bar and you'll see a bewildering number of bottled beers from the new wave of British craft breweries. BrewDog's bars are also well-stocked with bottles, both from the Scottish brewery and from fellow craft breweries.

### An Easy Introduction

For the licensee eager to discover more about the British beer revolution, bottles provide a gentle - and comparatively cheap - introduction to the scene.

Don't be tempted to buy solely on price though - if you serve beer that's tainted or past its best it will defeat the object - but a case or two of craft beer can be had for minimum investment.

Bottles last longer and they're ideal for the wide variety of beer styles available; whether your customer craves a British Limoncello IPA, a Belgian-style saison from East London or simply a sumptuous porter or a delicate pale ale - they can have it all, in a bottle.

There's also the chance to make a bit of an artistic splash with a bottle display - many of the breweries such as Weird Beard, Siren and Partizan have vividly coloured labels that stand out; these guys might not have the big bucks needed for wall-to-wall advertising but their labels are great ambassadors for their brands. Kernel's also attract the eye, albeit for another reason: the bottles are wrapped with strips of brown paper.

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***"For the licensee eager to discover more about the British beer revolution, bottles provide a gentler - and cheaper - introduction to the scene"***

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As well as the labels, a bottle's shape and size can be an eye-catcher. Many of the beers come in 330ml bottles, which help with storage space, though beers like Meantime's IPA and London Porter both go for the 750ml, wire-corked variety. These are excellent for sharing and look handsome on the dining table.

Which brings us to the last, but definitely not least, thing to consider: always offer a clean, stylish glass; a goblet is preferable, branded if possible. These are not beers to be drunk from the bottle; they are designed to be sipped and savoured, not slugged. And it's also rather uncouth...

*Adrian Tierney-Jones is an award winning author of several books about beer, most recently World Bottled Beers and Beer Revolution*

# MEANTIME.



## TIME... FOR BEER TO CHANGE

We believe the **TIME** has come. The **TIME** to stop taking beer for granted. The **TIME** to give drinkers a choice. The **TIME** to realise how craft beer can completely transform your menu.

We believe the **TIME** has come to remember tradition, embrace technology and allow **TIME** (at least six weeks of maturation **TIME** to be precise) in order to create innovative beers that are unmatched in the market today. Recipes that are the perfect partner to a fantastic food menu. And that's why we thought it was **TIME** to show you our range of beers, from Pilsner to Chocolate Porter, we've got it covered.

For more information or to discuss stocking queries, please contact [sales@meantimebrewing.com](mailto:sales@meantimebrewing.com) or call **0208 293 1111**

  [MEANTIMEBREWING.COM](http://MEANTIMEBREWING.COM)





# London's Hopping Mad

## London Beer

**There's a pub in Islington which declares how many miles their beers have travelled to get there. An interesting if somewhat pointless exercise, you might think, until you check some of the distances: 0.5 miles, 2.7 miles, 5.2 miles. None of the beers has come very far, it turns out, because at The Hop & Berry in Liverpool Road they only serve beer that has been made in the capital.**

In an age when you can find beer made as far afield as Australia and Japan on sale in London, it's a feat worth recording - even if it's much, much easier than it used to be. Half-a-dozen years ago, The Hop & Berry would have had to be selling almost exclusively Fullers' beer to have stayed London-only, but these days they can - and do - choose from more than 70 breweries based within greater London.

The city has enjoyed a brewing boom over the past five years, and the cream of this new generation is starting to look for markets beyond the Big Smoke. Leading the charge are Camden Town and Meantime, a pair of keg-only breweries whose products are aimed at mainstream drinkers who are interested in a quality product. Both are unashamedly lager partisans: Camden's flagship beer, Hells, is a breadly, gently-spicy pale lager inspired by Bavarian tradition.

Meantime have been on the march since Nick Miller, formerly of SAB Miller, came on board as CEO in 2011. Before then they made excellent beers for a small but well-informed crowd: now they seem keen to rule the world. They're also at their best when tackling German styles: their Pilsner is a grassy, exceptionally clean-tasting delight while the Friesian Pilsner - an occasional treat, alas - is bursting with assertive bitterness and noble-hop character.

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*"The city has enjoyed a brewing boom over the past five years, and the cream of this new generation is starting to look for markets beyond the Big Smoke"*

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### American Inspiration

It's to the West Coast of America rather than Germany, however, that most of London's new generation look. It's all about hops. The Kernel, based in Bermondsey, started the trend back in 2010; founder and head brewer Evin O'Riordain estimates that 80 per cent of the beers they produce are American-style hop-forward pale ales and IPAs. Nonetheless, connoisseurs swear by their 1890 London Export Stout, as complex as London's brewing scene and full of dried-fruit and espresso punch.

The Kernel's success has inspired a number of newer operations. Two of the best are Beavertown and Fourpure, and both look across the Atlantic for inspiration. They have American head

brewers (John Driebergen at Fourpure, Jenn Merrick at Beavertown) and put their beers in 330ml cans, as is the fashion across the pond at the moment.

The huge world map behind the bar at Fourpure's home close to South Bermondsey Station, which reveals the inspiration behind each of their beers, demonstrates just how wedded they are to the American craft-beer boom. Their Session IPA (another current American trend) is a great example of the style, all pithy dryness and pine.

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*“Sambrook’s are long-established by London standards - they were founded in 2008 - and their beer demonstrates the time-worn merits of British ale: balance and drinkability”*

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Beavertown, meanwhile, are the current toast of London's craft-beer drinking crowd. Founded in 2012 at the back of Duke's Brew and Que, an American BBQ restaurant in De Beauvoir, the brewery has moved twice - firstly to Hackney Wick and, in 2014, to its current home in Tottenham. Beavertown's most feted beer is Gamma Ray, an American pale ale with huge hop aroma and assertive bitterness.

## Real British Ales

Others hew rather closer to British tradition. Sambrook's are long-established by London standards - they were founded in 2008 - and their beer demonstrates the time-worn merits of British ale: balance and drinkability. Even this most level-headed of London brewers, though, has been affected by the new spirit abroad in the capital: they've branched out into keg beers, rather successfully in the case of their Battersea Rye, a soft, spicy drop.

Redemption, founded in 2010, have also been at it for longer than most but have only been bottling their beer for less than 12 months. Particularly recommended are Trinity - a deceptively flavourful 3 per cent cask pale ale - and the award-winning Big Chief, an IPA packed with New Zealand hops that is now available in bottle as well as cask.

Portobello are built along similar lines: high-quality beer brewed to consistent standards. One of their best is Market Porter, a London classic imbued with lots of roasted chocolate character.

## Old Boys, New Beers

So much for the new boys. Fuller's size and tradition means that it's still the brewery the new boys looks up to; in return, the arrival of the new breed appears to have reinvigorated Fuller's. Head brewer John Keeling, for one, has embraced the brewing revival that has created a new market for Fuller's excellent annual Vintage Ales (first brewed in 1997) and cask ales like Wild River, which adds American-hop character to that classic Fuller's flavour. Best of all, though, is ESB, which - on cask - remains one of the world's great beers, with a fullness of flavour that is dominated by an unmistakable marmalade-bittersweet balance.





## Beer Pioneers Continue To Lead The Flock

### Black Sheep Brewery

Since Paul Theakston established Black Sheep Brewery in 1992, the tradition of producing great tasting Yorkshire beers, which put bland competitors in their place, is something of which Black Sheep is proud and the iconic Yorkshire brewery is continuing to drive this passion to new levels.

Yorkshire's biggest brewer of cask ale, Black Sheep has grown in a short time to be known as one of the UK's best loved breweries. Now, with the advent of Black Sheep's microbrewery, there is even greater scope to expand upon core ale and develop new beer styles to satisfy the diverse taste buds of men and women of all drinking ages.

*"We are passionate about maintaining the quality in our beers and will continue to help train our customers and support them"*

The five barrel microbrewery has helped further unlock the power of one of Yorkshire's (and the brewing industry's) most iconic brands. It has already produced Velo, a beer so good it enjoyed

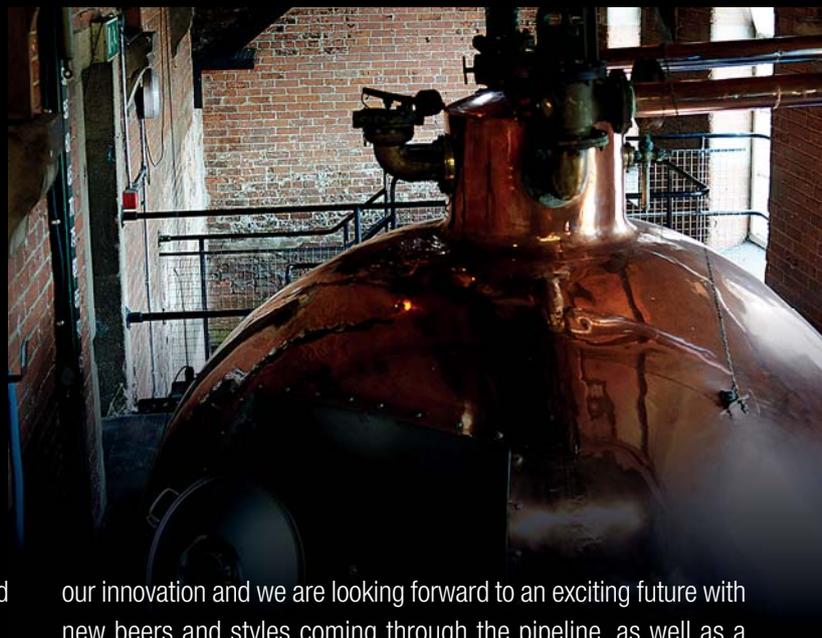
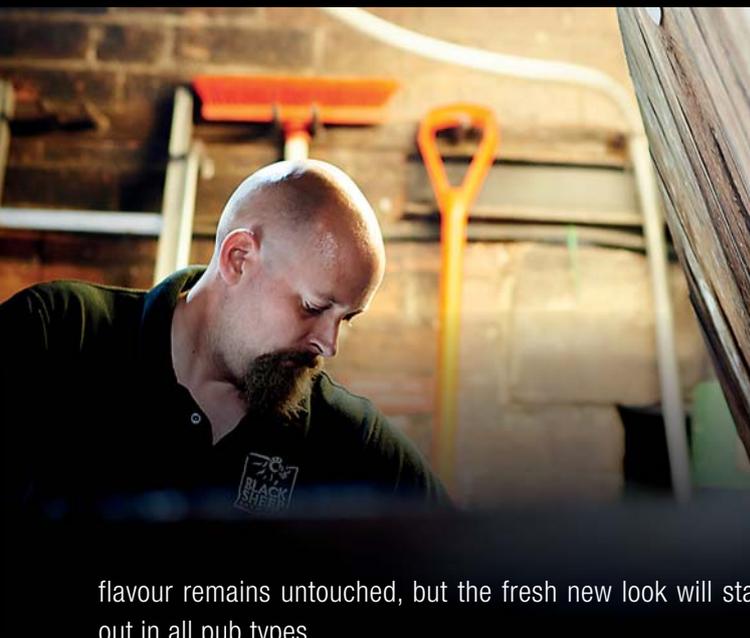
triple the sales of Black Sheep's previous best selling seasonal ale when it was launched to celebrate the sport of cycling and the passing of the Tour de France through Yorkshire in the summer of 2014. This has led to Velo becoming a permanent bottled member of the Black Sheep flock.

Black Sheep was at the forefront of celebrations for the Tour de France as it passed through Masham in front of 15,000 spectators, making it a great showcase for Yorkshire beers, and Velo in particular.

*"The five barrel microbrewery has helped further unlock the power of one of Yorkshire's (and the brewing industry's) most iconic brands"*

Black Sheep Best Bitter, the brewery's flagship on-trade brand and Yorkshire's best selling cask ale, has undergone a major brand refresh this year. The new bold and modern look has broadened the appeal of one of the UK's leading session beers and has been designed to bring in new drinkers as well as continue its strong appeal to current drinkers.

Much loved by ale fans across the UK and a source of great pride to Masham and Yorkshire, the classic Yorkshire bitter



flavour remains untouched, but the fresh new look will stand out in all pub types.

This follows a fresh, clean new look for Black Sheep Ale, Black Sheep's leading bottled beer, which has been well received in bar fridges up and down the country and has resulted in strong sales growth since it launched back in April 2014.

The running of the business has been handed down to Paul's sons, Managing Director Rob and Sales and Marketing Director Jo, the sixth generation of brewers in the Theakston family. Under Rob and Jo's stewardship, Black Sheep is as passionate and driven as ever to keep challenging brewing's "big boys" using the tried and trusted Yorkshire Square fermenting system to offer fantastic alternatives to bland competitors.

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***"Black Sheep Best Bitter, the brewery's flagship on-trade brand and Yorkshire's best selling cask ale, has undergone a major brand refresh this year"***

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Jo said: "We are passionate about maintaining the quality in our beers and will continue to help train our customers and support them in making sure our cask beer is served in the best condition all of the time. Customers have also responded very positively to

our innovation and we are looking forward to an exciting future with new beers and styles coming through the pipeline, as well as a refreshed new look to our core range.

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***"Black Sheep is as passionate and driven as ever to keep challenging brewing's "big boys" using the tried and trusted Yorkshire Square fermenting system to offer fantastic alternatives to bland competitors"***

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"We also know customers have great loyalty to long-standing members of the flock, including Golden Sheep and Black Sheep Best Bitter.

However, there has been a great response to our new beers, as we saw with Velo, and there is lots more creativity to come from our brewing team. 2015's seasonal calendar is set to be even better than 2014 so it is definitely exciting times up here in Masham Yorkshire.

"Brand Yorkshire is on the rise, with the Tour de France leading to huge interest and exposure for the region. Yorkshire has a great tradition in brewing and this will only help us to continue going from strength to strength as we capitalise on this."

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



## Northern Lights & Darks

### North East Brewing

**Leigh Linley is lucky enough to live and drink in God's own country, famous throughout the country for brews of every hue, style and strength**

In such a large market, full of thirsty northerners and tourists, you'd think that the brewers of Yorkshire North-East would be happy to rest on their laurels and simply continue to brew the beers that made them famous. Not so; despite the cliché, we like progress up here, and don't want to stop the wheels turning. There's plenty going on, if you look closely.

Black Sheep Brewery are set to continue the interesting work they've been doing on their pilot plant this year. Producing small-batch brews, the addition of this new bit of kit has enabled the famous Yorkshire brewer to stretch their wings a little, and produce beers of a more modern bent. Last year they were able to offer their interpretations of styles such as spiced white ale and single-hopped pale ales, and will be seeing in the year out with Reaper - a 4.1% abv, thrice-hopped red ale sweetened with the spicy character of Rye. Given how popular Rye is in beer these days, I'm looking forward to this one.

Down the road, Theakston and their new head brewer are also looking to the 'craftier' end of the market with their new kegged,

unpasteurised, cold-filtered beers. The brewers of Lightfoot and Old Peculier premiered both Peculier IPA (5.1% abv IPA) and Barista (a 4.2% abv Stout) in London in October. Hopefully it won't be too long before they give us Yorkshirefolk a chance to taste these new brews!

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***"The brewers of Lightfoot and Old Peculier premiered both Peculier IPA (5.1% abv IPA) and Barista (a 4.2% abv Stout) in London. Hopefully it won't be too long before they give us Yorkshirefolk a chance to taste these new brews!"***

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### Going for Growth

For a number of Yorkshire's smaller brewers, 2015 means expansion - with a means to produce more excellent ales. Summer Wine, Great Heck, Rooster's (Rooster's will be brewing five days a week for the first time in their considerable history) and Leeds Brewery have all increased capacity in the latter stage of 2014, with both Rooster's and Magic Rock investing in canning technology.

The catalyst for Leeds Brewery's growth isn't actually an ale - but a lager. Leodis Lager is now completely rebranded and is fast becoming the lager of choice for any northern pub who want

to offer their customer something a little more local. 'We feel that it provides the opportunity to stock a genuine small-scale, locally produced lager, which will both happily sit alongside and compete with more mainstream brands, whilst at the same time offering a way into the craft keg market for those who want to try something different.

It's been really well received and sales are growing all the time.' Says Sam Moss, Leeds's Co-founder and Managing Director.

*"We like progress up here, and don't want to stop the wheels turning. There's plenty going on, if you look closely"*

## A Bolt from the Blue

Keighley's Timothy Taylor are still celebrating their Champion Beer of Britain win in 2014; or, more specifically, trying to keep Boltmaker in production! The superbly balanced best bitter continues to be a major seller for the brewer, and winning the award at this year's Great British Beer Festival only adds to the demand for this fantastic beer.

Another Yorkshire brewer currently flying the flag for good, ol' fashioned Bitter is Saltaire. They've just won Silver in the World Beer Awards with their Saltaire Pride – a classic, no-nonsense Yorkshire bitter that perfectly balances malt and hop.

It's available all year round, and despite being a moderately recent addition to their impressive beer portfolio, has already secured a permanent position in both cask and bottle.

Ossett Brewery's family of craft brewers are also making headway; The Rat Brewery's beers (brewed at the famous Rat & Ratchet Brewery in Huddersfield) have been excellent in 2014, and I am sure will continue to grow in stature during 2015. Offering luscious imperial stouts, fearsome IPA's and cool wheat beers, they've been flying out of the pumps wherever they've landed.

## Ones to Watch

Firmly filed under the "ones to watch" banner are Little Brew; a brewery moved from the wilds of Camden to York in late summer this year. Stuart Small's first cask batch of Gold – a refreshing golden ale, unsurprisingly – has been receiving excellent feedback, and I'll be keeping an eye on this diminutive brewery in 2015.

*"If it's something different you're after, Wharfe Bank covers such styles as Jasmine Rice Ale, Coffee IPA, Rhubarb Wheat and Coconut Milk Stout"*

Leeds also welcomes Northern Monk, a craft brewery formed in Bradford but now firmly transplanted in the big-sister city. Producing a wide range of kegged and cask beers – from the pithy, refreshing New World IPA to the complex, deep Chennai Export Porter, expect them (and their brand-new brewhouse) to be a popular choice in

## SIBA North East Region Champions 2014

### Standard Milds

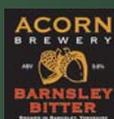
Tikley Brewery Ruby Jane 4.0%



A combination of 7 malts give complex biscuit layers of flavour, with a velvety smooth palate and creamy head

### Standard Bitters

Acorn Brewery Barnsley Bitter 3.8%



Quality Maris Otter malt and English hops give a chestnut colour, a well rounded, rich flavour with lasting bitter finish.

### Best Bitters

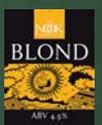
Geeves Brewery ClearCut 4.4%



An extra pale ale with bags of American hops for a real citrus kick. Flavours of pine resin and citrus fruits create this mouth-watering pale ale.

### Premium Bitters

The Nook Brewhouse Blond 4.5%



A golden ale with intense fruit and hop flavours. Brilliantly refreshing citrus notes compliment the biscuity palate

### Strong Bitters

Allendale Brewery APA 5.5%



An American Pale Ale with tropical fruit and citrus aromas, refreshing bitterness with grapefruit, mango and peach in the flavour.

### Premium Strong Beers

Elland Brewery 1872 Porter 6.5%



Packed with a choice selection of some of the world's most remarkable hops, refreshingly bitter, full of citrus and tropical fruit aroma.

### Porters, Strong Milds, Old Ales & Stouts

Brass Castle Brewery Burnout 5.8%



Deep red-brown in colour, initially very dry and dominated by tarry, smoky malt, and some dark fruits in the background.

### Speciality Beers

Slightly Foxed Brewing Co. Flying Fox 4.5%



Clear golden coloured body. Fruity aroma of peach and herbal hops. Blended flavours of mild grapefruit and brown malts.



the north this year. Not that Bradford's lacking – the up-and-coming Bradford Brewery will be opening the doors to their brewpub and tap room in early 2015.

If it's something different you're after, Wharfe Bank are bringing back their popular Characters range for 2015. The range – which features pumpclip art by renowned artist Christine Jopling and covers such styles as Jasmine Rice Ale, Coffee IPA, Rhubarb Wheat and Coconut Milk Stout, amongst others – gives the brewery a chance to offer something a little different alongside such classics as Yorkshire IPA and Tether Blond.

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*“The scientifically-minded quartet have taken a malt-centric approach to beer that’s winning people over in a hop-frantic world”*

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## South Yorkshire's Beer Cities

Barnsley's Acorn Brewery celebrated their 2000<sup>th</sup> brew in 2014 – and look set to combine new flavours with their trusted core range of beers such as Barnsley Bitter, Old Moor Porter and the award-winning Gorlovka. The simply-titled #1 - was their first foray into the Keg beer market, and I'd expect to see more of this from the team, as well as their ever-rotating single-hop range of IPAs.

Sheffield has never been short of beer and Abbeydale released news of an interesting project in autumn this year. The well-known (and loved!) brewer have been ageing batches of their fantastic old ale in white burgundy oak casks and, after some trials, will be releasing the results over the next few months.

Also in Sheffield, Stancill Brewery are busy bringing new brews to their customers. If you like your beer styles 'classic', then these are the brewers for you – I've tasted their Bitter, Mild and Porter - and they're all utterly delicious. Keep an eye out for their lager, too – they cite Joseph Groll (one of the fathers of the Pilsner style) as the main inspiration for their bespoke pilsner – and that's probably the best place to start!

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*“If I could recommend one brewer to discover if you've not done so yet, it would be Tyne Bank. They've bagged awards, plaudits, and successfully re-launched with new branding”*

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## Humberside Striding

Hull's Atom Beers are making strides, too. The scientifically-minded quartet have taken a malt-centric approach to beer that's winning people over in a hop-frantic world. Take, for example, their porter,

# Timothy Taylor's Rewarding Exceptional Taste

**It has been another exciting year for Timothy Taylor's culminating with Boltmaker, a true Yorkshire bitter, being crowned CAMRA's Supreme Champion Beer of the Year at the Great British Beers Festival.**

Earlier in the year saw the installation and commissioning of a new £1/2 million boiler. This completed a £12 million investment programme at Knowle Spring which included new offices, the purchase and development of a transport depot, a cold hop store & effluent treatment plant. In line with company policy, wherever possible, local suppliers were used throughout the 3 year project.

In the Summer Yorkshire welcomed the Grand Depart of the Tour de France and to celebrate the occasion Head Brewer Peter Eells created Le Champion, a French style blonde beer brewed with Alsace Strisselspalt hops and continental malts. Taylor's also took to YouTube for the very first time. The 'tongue in cheek' short film featured Ray Tucker, an amateur cyclist, competing and beating a peloton of professional riders.

The Tour weekend proved to be a huge success, particularly for pubs along the route with a number, including the Woolly Sheep in Skipton, recording record takings. The Woolly Sheep also had success on the awards front being voted Yorkshire's Favourite pub



in the Tourist Board's annual competition and then Best Managed Pub nationally in the Publican Morning Advertiser awards.

Autumn saw the launch of another brew of Havercake (ABV4.7%) and for the third year running, 10p from every pint and bottle sold will be donated to ABF The Soldiers' Charity.

Last but by no means least Tim Dewey has been appointed the company's new Chief Executive Officer. He succeeds Charles Dent who has retired after 22 years in the business. Other board room changes saw Charles Dent take over as Non-Executive Chairman from Nigel Bankes who retired in December.

Dark Alchemy. This 4.9% abv ale contains no hops at all; instead taking bitterness and depth from coriander and cardamom.

Not surprisingly, the result is a complex, flavourful beer that boasts an impressive aroma – and at a drinkable strength, too. Another brewery that's expanding to meet demand, Atom are building an impressive fanbase, too.

## Beyond Yorkshire

Newcastle's Tyne Bank Brewery will be looking to build on an incredibly successful 2014. They may only be three years old, but that's a long time in beer these days! Their monthly specials have certainly drawn the eye this year; encompassing Dunkleweizen, Smoked Porter, Lemongrass pale ale and single-hopped versions of their tasty core range.

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***"If it's something a little different for your beer fridges you're after, you could do worse than Durham Brewery's refreshing line-up of bottled beers"***

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Silver Dollar is one of my favourite northern Pale ales, and I'll be looking out for it on bars across the region, make no mistake. If I could recommend one brewer to discover if you've not done so yet, it would be Tyne Bank. They've bagged awards, plaudits, and successfully re-launched with new branding.

County Durham's Sonnet 43 are another north-eastern brewer who are developing into a fine outfit. With an American-influenced core range that boasts a Steam Beer, IPA, Brown Ale and a (thirst-inducing) Bourbon Milk Stout, they've done a massive amount in the short time they've been brewing in terms of getting their beers on the bar tops across the region.

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***"You'd think that the brewers of Yorkshire North-East would be happy to rest on their laurels...not so"***

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Finally, if it's something a little different for your beer fridges you're after, you could do worse than Durham Brewery's refreshing line-up of bottled beers. Durham Brewery have always had an experimental bent to them, and you can choose from "Raspebery" Saison (5.8% abv), Mango Hefeweizen (5.8% abv), White Stout (7.2% abv) and the delicious Bombay IPA (a 7% abv IPA fermented with Belgian yeast) to give your customers something a little different – yet entirely Northern!

I hope this quick jaunt around the North stoked your thirst – lord knows there's plenty of great beer to go at, for all tastes. Variety. It makes the world go round, you know.

*Leigh Linley is the author of the award-winning Great Yorkshire Beer, he blogs at TheGoodStuff and tweets @LeighGoodStuff*



# A Tale of Two Ale Sellers

## Cask Masters

**Two very different pubs, two very different licensees, one thing in common - cask ale is a key part of what makes them both something special**

Not every pub can be a cask ale Mecca, with 16 handpulls dispensing ales from craft brewers near and far; quite apart from anything else, there simply isn't enough demand. But whether a community local or a food led destination pub, a well balanced range of familiar and more unusual ales is an essential part of a successful pub

To illustrate the point, Ted Bruning talked to the owners of two very different but very successful businesses on Welcome to Yorkshire's Ale Trail.

### A Local's Local

The first, the Huntsman at Thurlstone just west of Barnsley, would probably be dead if it weren't for cask ale. It's not the only pub in the village; it's not especially pretty; it has no car park; there's no Sky Sports; it doesn't do food (except Sunday roasts); and in fact it doesn't even open during the day except on Sundays. In short, it's a real old-fashioned community pub where all you can do is have a drink, converse with your neighbours, and play pool and darts

and other traditional pub games. They don't make them like that anymore, and many of those that survive are on the critical list.

So what makes the Huntsman so special? Lessee Andy Plummer's secret is beer. He regularly stocks those Yorkshire essentials Black Sheep, Tetley, and Landlord, all are good sellers and have a loyal following; in addition he stocks a rotating range of three guest ales, and nearly all come from the 60 micros that flourish within a 20-mile radius.

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*"The quick turnover means they're always good and fresh, but I always clean the line every time I change a barrel. It only takes five minutes, and if people want the beer they're happy to wait!"*

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"It's an ordinary locals' pub," Andy insists. "My sales are almost 100% wet and 80% of that is real ale, but that doesn't mean the crowd here are beer buffs or anoraks. We do get a few tickers in who want a half of everything and then photograph the pump-clips, but mainly it's just people who live in the village.

"There's no denying that the guest beers create a buzz, though. I usually only buy two or three firkins of each and when it's gone it's gone. People aren't obsessive but they're always curious about



what's coming next and like to try them all out. The quick turnover means they're always good and fresh, but I always clean the line every time I change a barrel. It only takes five minutes, and if people want the beer they're happy to wait!"

Winter is the only exception to the quick-change rule: from November to January one of the pumps is reserved for the pub's favourite seasonal warmer, Bradfield's Belgian Blue. "This year I sold 18 firkins within two weeks of it going on," says Andy proudly. Ordinary pub; ordinary village. But quite an extraordinary rate of sale!

## Postcard Perfect

The Bull at West Tanfield near Masham on the other side of the county couldn't be more different. Unlike the Huntsman, it really is pretty: a 17th-century ferryman's cottage with a garden sloping gently down to the River Ure, it's definitely the stuff of postcards. It has a completely different MO, too: its locally renowned dining room specialises in deep-filled pies; it has a decent wine-list; it has five letting bedrooms - in short, where the Huntsman is narrowly focused on its core clientele, the Bull has something for everyone.

As indeed it has to: West Tanfield is a village of just 500 people where the other pub, the Bruce Arms, has gone a wee bit more gastro, so it's up to Gil Richardson at the Bull to pull in the middle market - families, walkers, cyclists, shooting parties - and, of course the locals. The sales mix is therefore incredibly diverse, and the

Bull certainly couldn't be described as a beer pub in the same way as the Huntsman.

Privately leased, the pub is free of tie and its four handpumps have both Black Sheep and Theakston Best Bitters as regulars (Masham is only four miles away, after all) with two changing guests from local micros such as Rudgate, Roosters, and Pennine. And however small a fraction of the annual sales they account for, the cask beers are absolutely central to the success of the pub.

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*"However small a fraction of the annual sales they account for, the cask beers are absolutely central to the success of the pub"*

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"We may have letting rooms and a good dining-room," says Gil, "but the Bull is an old-fashioned traditional pub, not a hotel or a restaurant with a bar. That's what we sell ourselves on. That's what tourists expect when they decide to come here, often from quite a long way away, and that's why the real ales are so important. They are among the things customers expect of a pub like this even if they don't drink cask beer themselves.

"In winter it's different. Wet sales increase to more than 50% of the mix and what the local regulars want is a session with a good choice of well-kept ales. It's a matter of fulfilling expectations. We may not do a huge range like some, but we are still definitely a beer pub."



# New Year, New Beer

**T  
&  
R  
Theakston**

**2015 signals the start of another busy year for the Masham based T&R Theakston Ltd.**

With the arrival of a new head brewer, a new apprentice cooper and a wave of new beers on the back of growing volumes, no one can accuse Theakstons of a lack of enterprise and activity or indeed tradition! Mark Slater, the new Head Brewer arrived last year from St. Peter's Brewery in Bungay having run his own micro-brewery in the US following a classic brewing career in the UK including time at Ushers and Grand-Met.

## Innovation

Mark brings a wealth of experience and expertise, while the Masham brewery lends itself to the development of new and exciting cask and craft keg ales. Mark has already created new seasonal cask ales and has now created two new craft keg ales: Theakston Peculier IPA, a 5.1% twist on a familiar beer style which has already caused a stir, and Theakston Barista Stout, a 4.2% ABV brew created using seven different cereal malts and finest coffee.

These two new craft keg ales will be increasingly available across the UK On trade during the year.

## Tradition

Maintaining tradition is considered very important at Theakstons, after all they will be celebrating their 188th anniversary in 2015. They have recently taken on a new apprentice craft cooper Ashley Thompson who will be trained by current cooper Jonathan Manby. Until now Jonathan was the last full-time brewery craft cooper in the country. With Ashley's arrival there will now be two!

Further inroads into international markets will be made by the



company as the world increasingly turns to the delights of traditional ales. Old Peculier is now available in 18 countries as far apart as Australia, the US and China.

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*"For nearly two centuries we have been brewing here in Masham and in that time the company has experienced many different game-changing moments. We are in one now"*

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## Investment

All these activities have placed additional importance on capacity and flexibility at the Masham Brewery. During recent months a significant investment in fermenting and processing capacity has taken place in order to meet the widening consumer demand for different styles and tastes of beers served in increasingly varied retail environments. All this activity underlines the commitment and confidence at Theakstons for future.

As expressed by Simon Theakston, Executive Director, "For nearly two centuries we have been brewing here in Masham and in that time the company has experienced many different game-changing moments. We are in one now. With the explosion of interest - in the UK and throughout the world - in ales brewed in the traditional manner, with real provenance and authenticity, there has never been a better time to promote our range of existing and new beer styles to growing numbers of interested and appreciative consumers. We have been delighted by the response of our customers to our extended beer range. We are committed to further investment in the brewery this year and future years to ensure our company reputation for beer quality, innovation and consistency remains as good tomorrow and the next day as it has been for the last 188 years."

*“What, no kumquat?” I asked the barman. Both his eyelids remained stubbornly un-batted. “Yes, we have no kumquat today. I take it you are referring to the current transatlantic vogue of adding all kinds of exotic ingredients to perfectly good beer and claiming it as craft.” Bert the barman could be unbearably pompous on occasion. “Well, I’ve heard some of them are actually quite good.” I could almost hear the creak of the thin ice I was venturing on. “A chacun son goût,” he replied disdainfully. (They’re a real cosmopolitan bunch in my little corner of Yorkshire.) I sipped my pint of Theakston’s Best. It hit the spot right away, full-bodied with those subtle citrus and spice flavours from the hops. “My, but that’s good, even without the kumquat.” I thought Bert was about to explode. “Theakston’s have been crafting their ales since 1827. In fact, I’d say they were one of the first craft ale brewers.” “I know, I know! Only kidding about the kumwotsit.” The Theakston’s had pricked my appetite. “You got any crisps?” I asked. “What flavour?” he replied, “Lark’s tongue in aspic or fruit cocktail?” 🍷 🍷 🍷 🍷 🍷 🍷*

*“I carefully examined my pint of Theakston’s. Not a hint of kumquat.”*



**SAVOUR EVERY MOMENT.**



# The Swan Swims to Success

## Cask Master

**Peter Alexander takes a trip to The Swan with Two Necks in Pendleton to find out why it scooped the ultimate prize for any pub that takes pride in their ales**

In the heart of the lovely Ribble Valley in rural Lancashire, Pendleton is picture postcard pretty. The Pendle Witches, nine of whom were tried and executed for witchcraft in 1612, were chained up overnight here on their way to trial in Lancaster. According to local folklore, there was talk of witches still carrying on their macabre trade in Pendleton as recently as the 1920's. There's a bit of dark history there.

No village though is truly complete without a pub and Pendleton has a cracker. The Swan with Two Necks is described in CAMRA's Good Beer Guide as "an amazing establishment". So amazing, that it was named as CAMRA's National Pub of the Year 2014 - the supreme accolade for all pubs. This award is only given after an extensive number of hoops have been jumped through over a year or so. At each stage a different set of judges marks the pub against predetermined criteria. This is a marathon rather than a sprint and any winner has been subject to microscopic scrutiny by many visits done in secret. Any slipping of standards will certainly be rumbled. It is the Holy Grail for publicans.

For the last twenty seven years, this former coaching inn has been run by Steve Dilworth, together with his wife Christine. Formerly a Whitbread house Steve and Christine bought it from Pubmaster in 1998. They run it their way. There is no music. In fact there are no speakers for music. There are no fruit machines - Steve remembers with obvious distaste the pub companies forcing them on him - and just two distinct rooms downstairs, with the bar in one and a small upstairs dining room. It is splendidly homely and decorated with pottery items, nick knacks, old photos, mirrors and framed certificates for local and regional CAMRA awards. They include one as runner up as National Pub of the Year in 2012. Steve clearly has form in the award game.

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*"Cask beer isn't difficult. It just needs care, common sense and to ensure that everything is clean. Different beers act differently, so don't treat all beers the same is one insightful tip. And take your time. Cask beer isn't to be hurried"*

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### The Winning Formula

Steve is an engaging person, but what makes his business a winner? His customers are mostly local, visiting walkers and now, those that know about the award. Winning awards is good for business. "Every day now when we open, there is at least one



person waiting who has come because of it.” In the Swan, trade is around half-in-half wet and dry. “We couldn’t survive without selling food” Steve says, “but this is a pub with food, not restaurants with beer as so many are around here. You are always welcome here for a drink. You aren’t expected to eat. It works for us and marks us out as different and individual.” He believes it to be his absolute responsibility to present his beer as the brewer would like it to be and spends a lot of time in the cellar. He argues strongly that cask beer isn’t difficult. It just needs care, common sense and to ensure that everything is clean. Different beers act differently, so don’t treat all beers the same is one insightful tip. And take your time. Cask beer isn’t to be hurried.

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*“You have to be interested in what you sell...You really do need something for everyone, I don’t like too many beers that are similar on at once”*

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## All About the Beer

On the bar are five handpumped beers, an imported German lager, a real cider and, unusually, a perry. The beers come from all over the country, but at least one at any time is local. Golden Pippin from Skipton is the regular beer and there is always a mild. How does he choose his beer? Steve likes to have at least a couple of local beers on. Milds are chosen on that basis, usually from two or three tried and trusted favourites and other beers by his own knowledge of what sells. He likes certain breweries and uses his experience to decide when to introduce others. “I sometimes enjoy a beer elsewhere” he confides, “so I put it on here.” You have to be interested in what you sell.” Hop forward beers are his own tippie,

but he knows his customers like dark beers too, so there’s often a stout on. Another tip is to ensure balance in what you offer. “You really do need something for everyone. I don’t like too many beers that are similar on at once.”

## Importance of Staff

He praises his wife and staff and points out two of them have worked in the pub almost as long as him. “They are like family really” he says “they drink beer too and like to talk to customers about it. That’s important. You need to get your staff right in this business. That pays dividends.” Steve runs an award winning pub that works for him and his customers. He exudes the warmth and welcoming attitude that you hope for in a pub, but don’t find often enough. If you had to sum up his offer, it is a balanced one that has evolved rather than been devised.

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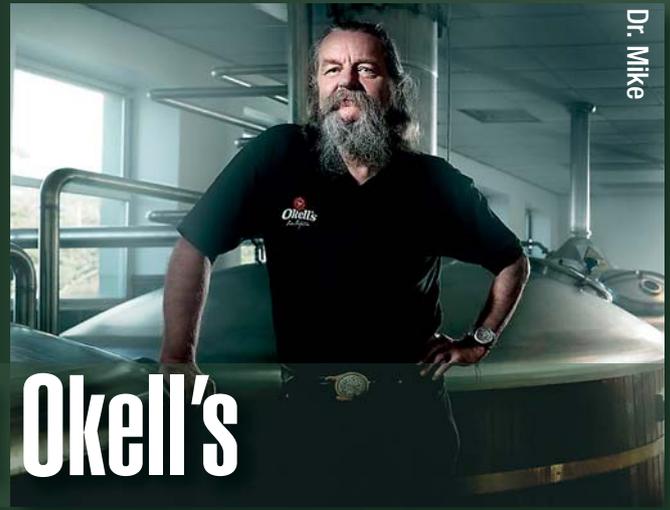
*“They drink beer too and like to talk to customers about it. That’s important. You need to get your staff right in this business”*

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It wouldn’t be unfair to call Steve an old school landlord. At the Swan you get a genuine welcome, good beer, good food (in generous portions) and a pub which is the centre of the community. CAMRA’s Pub of the Year award is for the winners, a confirmation that all their effort has been worthwhile. Attention to detail, value for money and a warm welcome are essential. It goes without saying that the beer should be above reproach in its quality and condition. One damning piece of evidence against one of the accused Witches of Pendle was that she turned a witness’s beer sour. She certainly wouldn’t have been welcome in the Swan with Two Necks.



Dr. 'Pav'



Dr. Mike

## Doctoring the brew at Okell's

### Okell's Brewery

**When Okell's brewery was founded on the Isle of Man in 1850 by Dr. Okell, he could never have imagined that he was also establishing a tradition, not just in brewing, but in brewers.**

For the last three decades, the mantle of 'Head Brewer' has been worn by Dr. Mike Cowbourne. A doctor of biochemistry whose reputation for incredibly complex brews has won both him and Okell's international fame and recognition, Dr. Mike has been a leading light in the resurgence of craft ales. "It was never about Dr. Mike catching up with the market. In reality the market finally caught up with Dr. Mike" explains Okell's Managing Director, Jonathan Thomas.

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*"Beers are complex – it's about a refined palette as much as science but when I taste a beer I can't help but be aware of its biochemical pathway"*

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However, as time inevitably marches on, so our great brewers must slow down the pace a little. As such, over the last two years the search has been on (led by the man himself) for Dr. Mike's heir apparent.

So where do you find a brewer with a similar outlook, ideally a Doctor (for traditions must be cherished) and a willingness to settle down on an Island in the middle of the Irish Sea?

Poland, it would seem. Step forward Dr. Pawel Zarychta, who joined Okell's in June this year. Dr. 'Pav' (as he has become known to work colleagues at Okell's) achieved his PHD at Wroclaw University in 2009. After working freelance in Poland, Pawel joined the high output Cains brewery before joining Dunscair brewery in Bolton in January 2013.

"I was fascinated by Okell's because it has a 'Continental-style' of craft brewing which chimed with my own philosophy. The market is changing and there's a re-awakening of demand for craft beers. Okell's is right at the forefront of this" explains Dr. Pav.

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*"It was never about Dr. Mike catching up with the market. In reality the market finally caught up with Dr. Mike"*

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Nevertheless, moving with his family to the Isle of Man was still a momentous decision for the thirty-five year old.

"I only knew about the Isle of Man because of kippers, not bikes or the TT races! I smoked my own fish in Poland and it is a popular delicacy in Eastern Europe" he says.

## Signature style

So what are his aspirations for Okell's given the traditions and heritage of this 165 year old brewery?

"I will be following Mike's 'signature' style to begin with and Mike is staying with us as a consultant" he explains, "but I will be branching out and creating my own products. Beers are complex – it's about a refined palette as much as science but when I taste a beer I can't help but be aware of its biochemical pathway. Okell's beers are very well balanced in body vs bitterness and my aim is to keep those signature elements firmly in place, while applying my own philosophy of brewing to our new craft beers".

"Soul", "Spirit" and "The best ingredients" are the foundation of Dr. Pav's own philosophy, indicating a healthy respect for the raw materials of a craft beer.

*"I was fascinated by Okell's because it has a 'Continental-style' of craft brewing which chimed with my own philosophy. The market is changing and there's a re-awakening of demand for craft beers"*

"Beer should enjoy a 'special place' in consumers' hearts, just like wine" says Dr. Pav "I want to get feedback from our customers, who are now all over the UK and will hopefully extend to well beyond the British Isles in the near future!"

Okell's managing director, Jonathan Thomas said "We are delighted that Pawel has joined and his early impression of the brewery has excited him, together with the potential opportunities we have for Okells in the mid to long term future".

Dr. Pav is currently settling into the day-to-day role at Okell's as well as adjusting to life on the Isle of Man along with his partner, Marta, plus their pet dog. A keen fan of pubs, the first pub he visited on the Isle of Man was The Glue Pot in Castletown.

"Pubs now aren't just somewhere for a pint – they are meeting places where people actually talk and this shapes the style of beer consumers seek" he says.

*"Okell's beers are very well balanced in body vs bitterness and my aim is to keep those signature elements firmly in place"*

As part of the H&B hospitality group, Okell's enjoys a ready market of over 43 pubs on the Isle of Man together with a further 20 spread across the north of England with their Market Town Taverns chain. "But this is also the perfect taste test for our beers" says Pawel "we get very rapid feedback and genuine sense of what customers are enjoying and requesting"

Along with Pawel's keen interest on steam trains, diving, fishing and likewise keeping extremely fit, Okell's and the Isle of Man would seem to be the perfect spot!

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for the facts





# Mancs, Manx and the Mersey

## North West Brewing

**Peter Alexander is lucky enough to live in an area with a rich brewing heritage, not to mention a wealth of creativity from old and new brewers alike**

There are no big breweries left on Merseyside. Higsons, beloved of many is becoming a distant, but fond memory and Robert Cain, successor in the same brewery, but scarcely in affection, has gone too. Don't think though that you can't drink local on Merseyside, as small and micro brewers have stepped up to the plate. From the Wirral Peninsula to St Helens, there is an astonishing range of locally produced beers which are readily found and devoured in Merseyside pubs.

As you'd expect the flag flies particularly high in Liverpool, itself now a vibrant shopping and commercial destination. No less than six of the region's thirteen breweries are based there. Liverpool Organic, unusually, solely uses organic ingredients to produce a huge range of both cask and bottle conditioned beers and runs a very large public beer festival each year in the magnificent St George's Hall to showcase their own beers and those from elsewhere in the UK. Vying for bar and shelf space are Liverpool One and Liverpool Craft Brewery, both with their own distinct ranges. You can see from the naming theme that they are Liverpoolian and proud of it.

### Beyond the 'Pool

Way out East in Rainford, George Wright is, probably, now the biggest brewer on Merseyside, producing a very solid range of beers from a hi-tec 10,000 barrel brewery. They bottle beer too, both for themselves and others. Look out for their single hop bottlings which are different every month.

Over in the Wirral, the village of Brimstage, deep in the central part, dates back to the time of William the Conqueror, and is home to Brimstage Brewery. Mike McGuigan, formerly of Brakspear and Zerodegrees is Head Brewer and produces a fine range of beer led by the unusually named Trapper's Hat, a recent SIBA North West competition winner, which is gaining quite a following on the peninsula and beyond.

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*"In Birkenhead, grittier and more industrial, you'll find Peerless with their hugely popular Jinja Ninja. With its rat-a-tat-tat of fresh root ginger, chilli and lemon, it is distinctive and different and also award winning"*

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In Birkenhead, grittier and more industrial, you'll find Peerless with their hugely popular Jinja Ninja. With its rat-a-tat-tat of fresh root ginger, chilli and lemon, it is distinctive and different and also award winning. In fact Peerless mopped up five awards in the same SIBA competition.

### Ale from the Isle

As the crow flies, the Isle of Man is around 80 miles from Liverpool. Bushy's (named after an Enid Blyton book) has been around since 1986, owns three tied house and supply many more, but the big player here is Okells, who in addition to their Manx houses, run two pubs in Liverpool, such is the close connection. Mike Cowbourne, Head Brewer, who retires in January after a distinguished brewing career, has overseen the aromatically hoppy and very successful Manx Pale Ale. Okell's Bitter is a Manx interpretation of the classic Fuggles and Golding combo - and jolly good it is too. You can find out more about his successor and the brewery's plans on the previous pages

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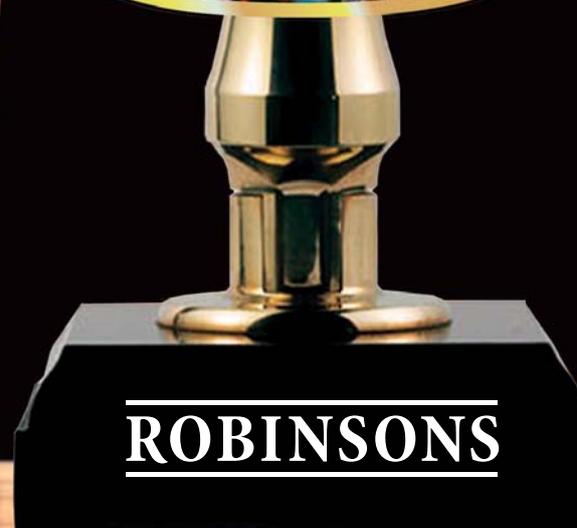
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## Peter's High Five

**Kitty Wilkinson Stout** 4.5%

Big, booming vanilla notes underpin the roasty, chocolate flavour of this mellow, dark brown beer. You have to like vanilla, but if you do, this is the beer for you. Bottles and cask.

**Bon Don Doon** 4.3%

Love the name and love the beer. Pale, refreshing and moreish, the unusual pairing of Columbus and Perle hops, combine to present grapefruit, floral and zesty citrus notes and a very satisfying, dry, grapefruit finish. Bottles and cask.

**Unicorn** 4.3%

A best bitter in every sense of the word "best." Pale, mouthfilling and tart from the unique house yeast and Goldings hops. This beer dates back to 1896 and is still going strong. A Gold Medal winner at the Brewing International awards in 2014. Bottles and cask.

**Dubbel** 6.5%

Dark beer made with Belgian yeast and extra dark candi-syrup to give a smooth, rich drinking experience. Try also their unusual Green Jasmine and Rose and Ginger Wheat. Usually bottles, but watch out for specials in cask.

**Sixex** 6%

Robust Old Ale made with crystal and dark malts to give a rich, strong, smooth beer with roasted, nutty, flavours. Enjoy in a small glass and top up as required. Great with strong cheddar cheese and crackers. Bottles and occasional cask.



## Manchester Micros

Greater Manchester has even more micro brewers, with over forty and rising. It seems, like beery mushrooms, that one springs up almost every minute. Such diversity in brewing means there is huge variety of beers to be found. Wilson Potter in Middleton is one of an increasing number of breweries run by women. Both are former teachers and home brewers, and now having exchanged the chalk face for the mash tun, produce stunning, hop forward beers in both cask and bottle. In Stalybridge, there's Tickety Brew, another relative newcomer, with their fantastically appealing branding and, using Belgian yeast for their beer, offering a unique take on brewing. Their beers are innovative and different and fast gaining a reputation beyond Manchester. You'll likely spot them in some of the better craft bars in London for example. Or how about Ramsbottom Craft, where Matt Holmes produces sunshine in a glass Mango Beach, or the appealingly alliterative Flowery Maori, bursting with New Zealand hops? Broadening the appeal, all beers are suitable for both vegetarians and vegans.

## Family Tradition

It isn't all about new breweries though. Manchester has still got its quartet of family brewers, with their tied houses providing something to suit all tastes. In the Northern part of the city JW Lees and Joseph Holt brew and own pubs over a wide area, while Robinsons sweep out far and wide from its Stockport base. Hydes, now in Salford and in a spanking new brewery, are once again finding their own niche and still own 69 pubs. Robinsons has seen success with their collaboration beers with rock bands Elbow and Iron Maiden, as has Lees with its cheekily advertised Manchester Pale Ale. While food has played its part in their continued success, each brewery in its own way is looking for new opportunities to





## Not Only Here For The Bier

**It's one thing to be renowned far and wide for your selection of world beers, but it's still important to keep your cask ale customers satisfied, as Simon and Emma Harrison at the Bridge Bier Huis in Burnley have found out.**

The Bridge is just too far off the town centre to succeed as a circuit bar but isn't overendowed with chimneypots either, so when the Harrisons took it on 13 years ago they turned it into a destination pub by stocking a selection of more than 60 world beers both bottled and draught.

*"We're known for our world beers but actually cask is just as big a seller, so it's very important to cater to all tastes,"*

But real ale drinkers aren't neglected. A respectable if not extravagant five handpulls carry Moorhouse's Premier session bitter as the only regular; a second beer from the Burnley brewer (Black Cat Special Reserve at 7% abv this Christmas); and an ever-changing selection of session and best bitters from local micros on the other three pumps.

"We're known for our world beers but actually cask is just as big a seller, so it's very important to cater to all tastes," says Simon. "And strangely enough, there isn't that much of a crossover. You get the odd ale drinker who might round off a session with a bottle of something strong, but in the main it's two separate sets of customers."

Many of his world beer drinkers, he says, might drink Stella Artois or Kronenbourg in a more conventional pub. "They're lager drinkers enjoying something a bit special and they tend to go for the lighter beers, such as a Kölsch or a good pilsner like Jever," he says.

The point is that the world beers and cask ales complement rather than cannibalise each other.



enhance their beer range and customer offer. Hydes has its Beer Studio brand producing a range of craft beers to complement their core offerings. Robinsons and Lees have imaginative seasonal lists, including stouts and beers flavoured with plum, berries and exotic Continental, US and New World hops.

In addition to their ale range, Lees, one of the few regional brewers to do so, brews its own Original Lager. Brewed with 100% British malt, Styrian and Saaz hops, no artificial additives, and a longer fermentation and maturation process, in blind tastings Original Lager has outperformed its big brand rivals at a price which is much easier on the pocket.

### The Brewers' View

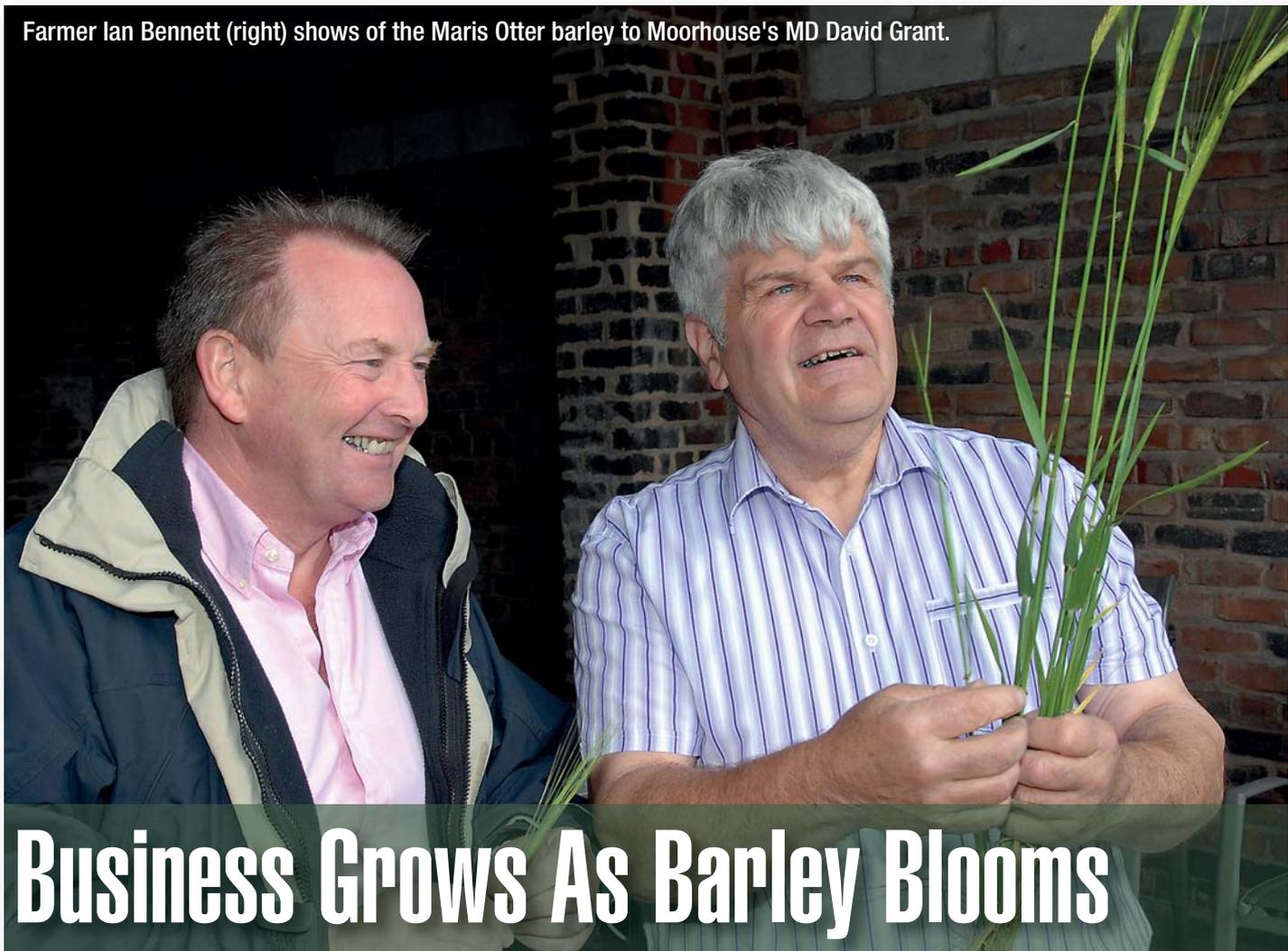
Last words go to the brewers. Back in Merseyside, Mike McGuigan is optimistic about the local brewing scene. "With craft beer bars, quality cask beer pubs, beer bloggers, and hard-working decent breweries producing some great beer, the region's beer scene is in very decent nick."

In Ramsbottom Matt Holmes (an England Croquet International by the way) has recently taken the plunge from part time into full time brewing. He too sees a bright future. "Brewing is becoming increasingly competitive as the numbers of breweries increase. The key to being successful is interesting beers, brewed to consistently high standards. Those who don't won't last the course.

At JW Lees family member Michael Lees-Jones summed it up. "Brewing is exciting from beginning to end - it's not a bad job being Head Brewer"

*Peter Alexander is a beer writer living in the North West of England. He blogs about beer at [www.tandلمانbeerblog.blogspot.com](http://www.tandلمانbeerblog.blogspot.com)*

Farmer Ian Bennett (right) shows of the Maris Otter barley to Moorhouse's MD David Grant.



## Business Grows As Barley Blooms

### PENDLE WITCH BREWER CHAMPIONS MARIS OTTER REVIVAL

**Moorhouse's, the acclaimed 'Pendle Witches' brewer, has revived the cultivation of Britain's 'favourite brewing barley' in the North West as a pledge to future growth.**

With demand spiralling nationally for beers such as Blond Witch, Black Cat and Pride of Pendle the Lancashire brewer has enjoyed almost 13 per cent sales growth while turnover climbs beyond £5m.

And under a strategy of 'growth through quality and provenance' the fast growing brewer convinced a clutch of Lancashire farmers to cultivate the traditional Maris Otter barley to secure supplies for the years ahead.

The variety was developed specifically as malting barley for British cask-conditioned ale in the 1950s. It was a mainstay of cask ale until many arable farmers turned to more easily cultivated and higher yield crops.

But the Moorhouse's initiative - developed with leading malster Muntons – saw farmers in the St Helens and Preston areas successfully harvest their first crop last summer. The Burnley brewer guaranteed a market for the crop to brew the famous 'Pendle Witches' ales as national sales scale new heights.

Farmer Olly Harrison of Water Lane Farm, Prescott, said: "It is good to be growing a crop where we know where we are selling and how it is going to be used."

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*"The Cask Report says cask is good for pubs and we have invested to brew the best cask ale. That's why we are ensuring future supplies of the crucial quality Maris Otter barley"*

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Moorhouse's brands pay tribute to the legend of the witches of the early 17th century that roamed around the landmark Pendle Hill near Burnley and the beers have won more awards than any comparable brewer. Black Cat (3.4%abv) was crowned Champion Beer of Britain at the Great British Beer Festival 2000 and in 2011 was proclaimed the best standard strength ale by the Brewing Industry International Awards (BIA).

### Moorhouse's enjoys business surge in the capital

In 2011 Moorhouse's invested in a £4m plus new complex to treble brewing capacity to become the 'North West's newest regional brewer' and substantial growth has been achieved with a national breakthrough in the face of the still troubled economy.

The award winning beers are now gaining exposure in high



courtesy of the Lancashire Telegraph



profile pubs across the nation's capital as national accounts controller Mark Boardman spearheads a sales push in London and the south east.

Formerly with regional brewer Daniel Thwaites, Mark has developed business with leading pub companies and wholesalers. Meanwhile the sales team has nurtured the free trade accounts in the North of England with regular visits to publicans and sales support.

And monthly specials such as On Yer Bike released in July to mark the Tour de France UK visit and Black Cat Reserve, rolled out in 2014 for the Halloween season, have helped publicans maximise their cask ale business throughout the year.

### **Black Cat magic for Halloween**

Moorhouse's is increasingly known as THE Halloween brewer and offers a selection of blended themed ales to support publicans at a time of year when there is a good opportunity for a business boost before Christmas.

Black Cat Reserve was carefully crafted by head brewer Dan Casaru as stronger seasonal ale to build on the acclaimed attributes of the standard Black Cat (3.4%). It was made generally available as a seasonal special in cask at 4.6per cent ABV, but rising to 7.0 per cent ABV for a limited extra strength and premium priced cask issue and a bottled version. With 'Reserve trade road shows' to support the roll out held at selected accounts in late September the brew was very well received.

As an added bonus - through its Cask Ale Club – each month a choice of 12 quality guest ales are offered alongside Moorhouse's own brands with just one delivery. Moorhouse's is also one of only a handful of brewers in the country to gain the prestigious

Distributor Charter Award from quality watchdog Cask Marque. This recognises that the beers are handled with best practice throughout the supply chain – from brew-house to pub cellar.

Managing director David Grant said: "We have seen a real surge in our sales during the past year as our witch ales beguile southern cask drinkers. With pubs such as the Porterhouse in Covent Garden regularly taking our beers they have gained increased stature on the national stage - and indeed exposure to an international audience in the capital.

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***"Each month a choice of 12 quality guest ales are offered alongside Moorhouse's own brands with just one delivery."***

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"Meanwhile in the heartland the sales team has been busy in the free trade to ensure Moorhouse's ales are regularly on the bar in quality cask outlets throughout the North. Publicans tell us that when our brands go on the bar sales bounce – helping their businesses.

"It's still a very tough market as pubs close and the number of micro-brewers grows unabated, but, while some retrench, we are determined to push forward through a strategy of quality, security of supply, innovation, provenance and sustainability– not price discounting.

"The Cask Report says cask is good for pubs and we have invested to brew the best cask ale. That's why we are ensuring future supplies of the crucial quality Maris Otter barley. This is the best malted barley for cask and underscores to licensees nationwide that cask ale from Lancashire has a great future."



# Lancs, Lakes and Ales

## North West Brewing

**The North West of England is renowned for the stunning beauty of the Lakeland fells; Blackpool's Golden Mile; Luvurly Lancashire Hotpot and Chorley cakes - and some of the nation's finest brewers, says Mark Briggs, a man known for his commitment to Real Ale Up North**

From Coniston to Crewe, from Blackpool to Burnley, the discerning beer drinker is spoilt for choice - no argument.

### Lakes and Ales

If you start your beery tour of the region on the Cumbrian fells, where the Lakeland water meanders its way via Skiddaw and Caldbeck, you'll come to the Jennings Brewery's own well in Cockermouth.

From here the water is drawn and used to brew their many fine ales. Cumberland Ale is their most popular brand - a golden coloured beer at 4%. A malty delight, brewed with English pale ale malt. The award winning Sneck Lifter is another favourite - a strong, warming ale, with caramel sweetness and a subtle spicy finish.

Another of their popular ales, "The World's Biggest Liar" always raises a titter when it appears on the bar. This copper coloured beer, with a biscuity malt flavour, is named after an annual competition at the Bridge Inn, Santon Bridge, Cumbria. Held every November, contestants have five minutes in which to tell the most convincing lie - honest, it's true!

Nestling on the banks of the River Kent, in the village of Staveley, near Kendal, is the Hawkshead Brewery. Ales include the multi-award winning, Windermere Pale. a mighty refreshing, straw coloured quaff. A light citrus aroma, with a big, bitter hopped onslaught - grapefruit in charge for me. Hawkshead are also famous for their Beer Hall which forms part of the brewery complex - its large windows allow visitors to get a close up view of the brewing process

### Lancashire's Local Lads

Head south, and o'er t'border into Lancashire. Aye, there's some quality quaffs brewed here in the Red Rose County.

Thwaites Brewery in Blackburn, founded in 1807, is one, and continues to roll out exceptional beers to this day. Although better known for its popular Wainwright and Original brands, it's their

20-barrel micro-brewery, which opened in 2011, I particularly wish to highlight. Named "Crafty Dan," it constantly produces tasty tipples. The multi-award winning 13 Guns, is perhaps its best known brew. An American style, 5.5% IPA with the "wow" factor - in my opinion. It has a sweet, tropical fruit aroma, and is bursting with big, citrusy flavours. A well balanced brew, with a zesty, moderate hopped finish.

*"An American style, 5.5% IPA with the "wow" factor - in my opinion. It has a sweet, tropical fruit aroma, and is bursting with big, citrusy flavours"*

Their "Signature" range of ales is a personal favourite of mine; ales that are specially brewed each month to celebrate the changing seasons. Des Gallagher of Thwaites said: "Sales are increasing year by year, people are becoming more adventurous. We brewed one with pineapple - "Book 'em Danno," a pineapple infused wheat beer, was an instant hit. As was the strong 5.8% Benny & Hop, which was infused with the herbs and spices used to make Benedictine, a herbal liqueur very popular in East Lancashire"

## Black Cats and Witches

Close beery neighbours, ten miles down the M65, are the acclaimed Red Rose brewer, Moorhouse's. Established in 1865 by William Moorhouse. They still maintain the traditions that were established way back then although they are now housed in a new, swanky, £4million brewery - that also boasts a visitor centre and a spacious public bar area

One of their most successful beers is Black Cat Mild, a flag bearer for the brewery, in my opinion.

Among other awards, it landed CAMRA's "Champion Beer of Britain" in 2000, however, head brewer, Dan Casaru has now brewed a stronger version of the original 3.4% ale. Black Cat Reserve will be a seasonal cask at 4.6%. The beer is smooth and full bodied. Having notes of roasted coffee and chocolate, it's sweet and treacly with a hint of dark fruits (raisin and blackcurrant for me).

*"It landed CAMRA's "Champion Beer of Britain" in 2000, however, head brewer, Dan Casaru has now brewed a stronger version of the original 3.4% ale"*

## A Fishy Tale

On the outskirts of Burnley, lies one of Lancashire's newest breweries. The Worsthorne Brewing Co was established in 2011 by retired policeman, Mick Whittaker. The 5.5 barrel operation has been going from strength to strength since it was founded and they will be expanding production in new and larger premises in 2015, in order to cope with the increasing demand for their range of ales.

## SIBA North West Region Champions 2014

### Standard Milds

Watermill Inn & Brewery      Blackbeard      3.7%



Near black in colour, very light bodied mild with its flavour dominated by malt and a bitter sweet finish.

### Standard Bitters

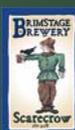
Brewsmith Beer      Brewsmith Bitter      3.9%



A pale full bodied session bitter. Moderate bitterness, with pronounced floral and citrus hop aromas.

### Best Bitters

Brimstage Brewing Co Ltd      Scarecrow      4.2%



Orange marmalade in colour, this well balanced session brew has a distinct citrus fruit bouquet and a bitter finish.

### Premium Bitters

Worsthorne Brewing Co. Ltd      Old Trout      4.5%



A red/brown ale that is beautifully balanced, lightly bittered, and very smooth to drink. Definitely a beer for those who appreciate quality

### Strong Bitters

Peerless Brewing      Knee Buckler      5.2%



Golden IPA style beer. Lots of initial hop bitterness, balanced with malty sweetness with a distinct fruity finish.

### Premium Strong Beers

Frederic Robinson Ltd      Old Tom Strong Ale      8.5%



Dark, rich and warming with a cherry brandy like colour & character. A booming balance of ripe malt, peppery hops & roasted nut & chocolate flavours.

### Porters, Strong Milds, Old Ales & Stouts

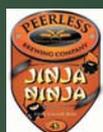
Woodlands Brewing Co      Midnight Stout      4.4%



An exceptional pint with plenty of flavour, smooth, Traditional easy drinking stout with a dry roasted barley flavour.

### Speciality Beers

Peerless Brewing      Jinja Ninja      4.0%



Made with fresh root ginger, chilli and lemon. Before tasting there is a wonderful aroma of fresh ginger followed by a real kick from the ginger aftertaste



One of these ales, Old Trout, landed a prestigious award at SIBA's 2014 Regional Championships. The ale winning the gold medal, in the premium bitters category. Mick said: "I had arrived at the awards a little late and they were just announcing the medal winners. I was flabbergasted. It took me totally by surprise. I was so pleased and honoured to receive such a prestigious award."

Old Trout Bitter is a chestnut coloured ale, and has a pleasant, malty aroma. It's lightly hopped, malty smooth, fruity and a tad sweet with a long, mild bitter aftertaste. A full flavoured, well balanced, 4.5% slurp - it's a delightful beverage.

### **Tops in Ramsbottom**

Another SIBA award winner is perched on the banks of the River Irwell in Ramsbottom, South East Lancashire. Here, fledgling brewer, Brewsmith Beers, have a truly remarkable tale to tell.

The family run, ten barrel capacity operation, only commenced brewing in August 2014 and the SIBA Regional Awards was their first competitive venture, three months later. The results of their debut efforts were quite staggering. Firstly, they landed the gold medal in the Golden Standard Bitter category. Then they topped that, by scooping the ultimate accolade of Gold Overall Champion Cask Ale.

Owner and brewer, James Smith, said: "I was surprised initially with the Golden Standard Bitter award, but I was blown away when the Champion Beer result was announced. It had truly been a whirlwind three months."

Brewsmith Bitter is one of four beers currently being produced. The other tasty triumvirate being: Brewsmith Pale; Brewsmith IPA; and the

richly textured, Brewsmith Oatmeal Stout. No doubt this quality quartet will be very much in demand throughout the region and beyond.

### **Cheshire Cheers**

Moving further south is an innovative microbrewery, based in Warrington. Coach House Brewing Co brews a wide range of fruit and spiced beers, and there is no doubt these types of flavoured ales are growing in demand.

Their Blueberry Bitter is their best seller. A light golden, almost straw coloured, 5% ale. Obvious blueberry aroma. Malty smooth, lightly bittered and fruity - it's a belter. Other flavours include: Raspberry, cherry, banana and ginger nut.

Coach House beers are available throughout the North West and can be found nationally through their association with large pub companies.

### **Go North West**

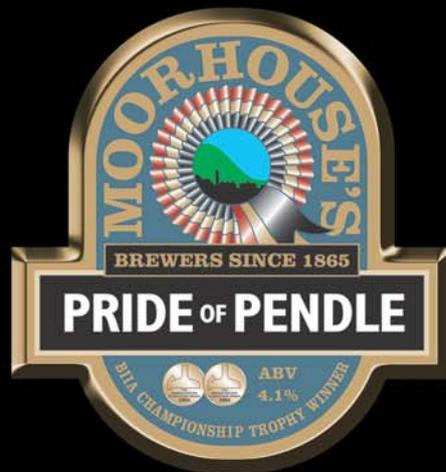
The North West region of England boasts an unlimited choice of first class brewers, old and new, who have a passion and desire to produce only the finest cask conditioned beers.

When you're in this area you certainly never have to trek very far to find a tasty slurp to titillate the taste buds.

And luckily for pubs and their customers in other parts of the country, some of our wonderful beer is also available throughout the whole of the UK

*Mark Briggs is a real ale and pub lover, writes for the Lancashire Telegraph, blogs at [realaleupnorth.blogspot.com](http://realaleupnorth.blogspot.com) and tweets @realaleupnorth*

# The Famous Five



Moorhouse's spellbinding 'Pendle Witch' brands are growing sales year-on-year. Why not grow with us?

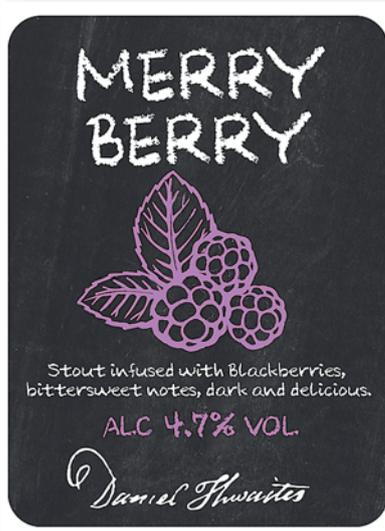
We deliver top quality award winning cask ales - with first class service, customer support and security of supply.

It's not magic, but it is a winning formula for everyone.

## Perfection in a glass

The Brewery, Moorhouse Street, Accrington Road, Burnley, Lancashire, BB11 5EN  
www.moorhouses.co.uk email:info@moorhouses.co.uk





## A Brewer for all Seasons and Seasonals

Thwaites Brewery

**Ale has never been so popular. Be it cask conditioned 'real ale', craft keg, bottle or can, the category is experiencing a renaissance. Grassroots beer aficionados, female drinkers, and younger enthusiasts are all looking for bold flavours and distinctive new blends.**

To keep up with this fast-moving category, leading North West brewer, Thwaites, has produced a comprehensive range to satisfy the variety of demands of the ale market, and 2015 will see its largest ever selection on bars and in pubs.

*"The UK's best-selling golden cask ales, Wainwright and Lancaster Bomber, will spearhead the range"*

The UK's best-selling golden cask ales, Wainwright and Lancaster Bomber, will spearhead the range, and the brewer has promised another exiting calendar of beers in all formats – cask, craft keg, bottle and 330ml can.

"Thwaites is a brewer with a unique offering for a lot of national retailers. We're equipped to offer the capacity and service required,

but also have a credible reputation in the eyes of ale drinkers, where brewing flair is increasingly important," commented Lee Williams, marketing manager at Thwaites.

Excitingly for 2015, the award winning 13 Guns American style IPA will be supported by two new craft beers on draught. POCTA is a 4.3% Czech hopped lager and LIL' BEWDY, a 4.2% pale ale. Both will be available to add interest, as well as tap into the growing sector of lower-strength craft beers.

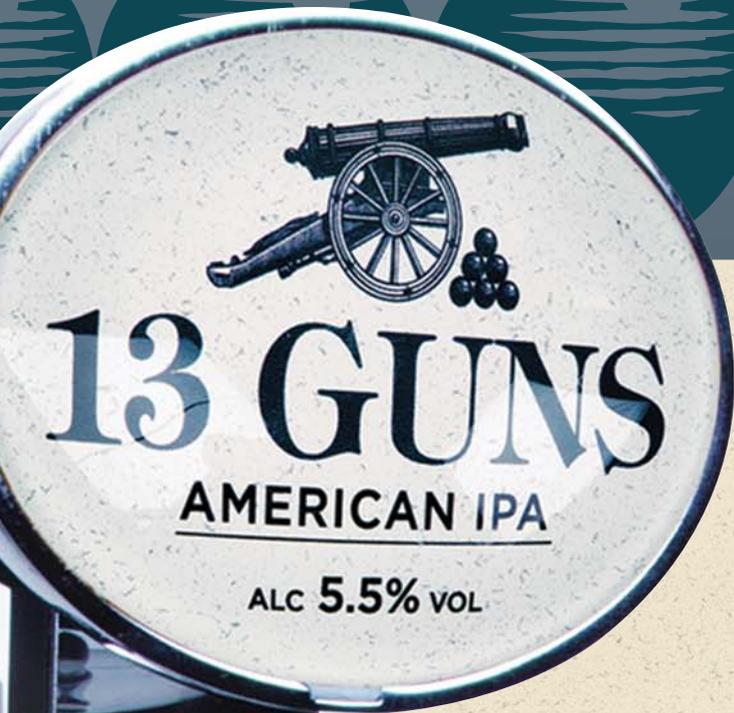
*"We're equipped to offer the capacity and service required, but also have a credible reputation in the eyes of ale drinkers, where brewing flair is increasingly important"*

Completing the line-up for 2015 will be Thwaites' guest and seasonal cask beers – a mix of new beer styles and ales inspired by occasions throughout the year presented with the odd 'tongue in cheek' beer name and idea.

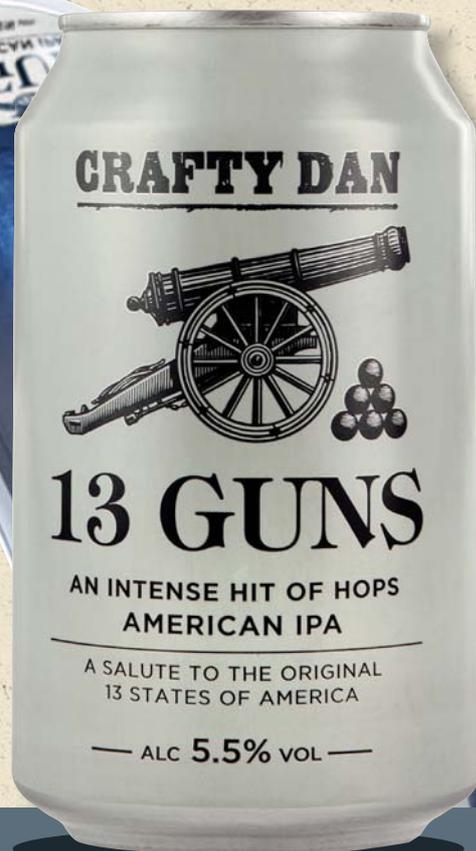
Watch out for Merry Berry, a blackberry infused stout, and Magic Sponge, a cask ale with an actual sponge clip; perfect to mop up the tears or your spilled beer at the end of the football season. Cheers to you all for 2015!

For more information about Thwaites range of cask and craft ales, please visit: [www.danielthwaites.co.uk](http://www.danielthwaites.co.uk)

# Shooting from the hop



- 'Fully loaded' with 5 American hops
- As featured in '1001 Beers You Must Try Before You Die'
- Available - cask, 20ltr 'one-way trip' Petainer keg, 330ml can and bottle

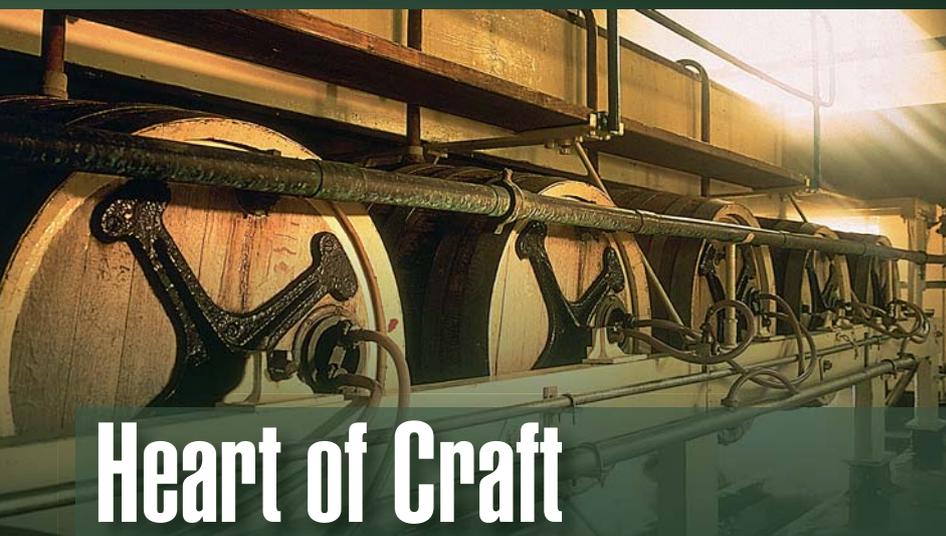


Contact [beerinfo@thwaites.co.uk](mailto:beerinfo@thwaites.co.uk)  
or Sales on 01254 686868



Europe's Best IPA





## Heart of Craft

### Midlands Brewing

**There's a carefully crafted balance of traditional and contemporary at the heart of Midlands' brewers today, says Sally Bairstow**

The region is relishing the challenge to meet the surge in demand for quality beers using experimental brewing techniques alongside exotic hops and flavours, and beers from the heart of England are slipping down a treat nationally as well as locally.

The success of cask ale is driving this surge of creativity; the premium cask ale market is up 5.3%, and increasing consumer demand is prompting brewers to create new styles and flavours to meet new markets.

### Master Brewers of Marston's

Leading the charge is a brewery with a local heritage that dates back well over a century, based in Burton - the spiritual home of beer.

Marston's and their eight master brewers have been busy; experimenting with a variety of hops and flavours they've created a new range of craft beers, the Revisionist series.

To date the Revisionist beers have featured a Wheat beer, a Belgian Saison, a Craft Lager, Rye, Dark IPA, Red and California Common Steam.

James Coyle, deputy Managing Director of Marston's Beer Company, explains: "It's driven by the consumer demand for craft beer. The Revisionist beers were very successful, the Dark IPA and Rye will be available nationally in keg next year. They're appealing to consumers, and the under 35s - you get the refreshment of a lager with the flavour of an ale."

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***"Cask is the USP for British pubs. Consumers don't want their pub experience to replicate what they can have at home. Consumers will pay 50p more for a premium experience, they want their tastebuds to be challenged and stimulated"***

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James points out that draught beer is the real driver for pubs. "Cask is the USP for British pubs. Consumers don't want their pub experience to replicate what they can have at home. Consumers will pay 50p more for a premium experience, they want their tastebuds to be challenged and stimulated. The trade is responding to the consumer demand for different styles and flavours."

2014 also saw the launch of New World Pale Ale in 2014, the first new ale in the Pedigree stable in over 60 years.

"In the cask beer market there's a move towards the golden, hoppier beers," says James, "Some consumers are moving from



premium lager brands to these. Pedigree is such a strong brand, consumers are happy this has a stamp of authority from the brand.”

James believes that in bars with three handpulls, one should be a golden ale.

Golden ales are the fastest growing sub-category in the cask ale market, and Marston's have developed Hobgoblin Gold to satisfy this increasing demand.

“Consumers are looking for choice and it's a delicate balance for companies to build a brand yet keep the brand personality and be true to its values.”

## Project William

It's been quite a year for Everards too. The Leicester brewer was awarded CAMRA's prestigious Bill Squires Award for its work supporting microbrewers, championing cask ale and reviving pubs. It is the first time the award has been presented in 10 years.

Project William was launched in 2007 and has revived 29 pubs in the Midlands to date. Of the 29 pubs, 13 were trading badly, 13 were closed and 18 have gone on to win CAMRA Pub of the Year awards.

*“The pub is the original social network; it's the place where people can enjoy a drink responsibly. A pub should be a nice place to go and enjoy local produce”*

Everards teams up with small, local brewers - 10 so far - finding a suitable pub they can brand as their own and sell a wonderfully varied selection of beers, many of them locally brewed.

As craft beer increases in popularity in the UK, Everards has become a regular stop-off for international brewers invited to the UK to brew beers for JD Wetherspoon's globally-focused beer festivals.

“Through these projects we've been introduced to new ingredients, beer styles and brewers,” says Nick Arthur, Operations Director - Brewing & Sales.

Plans are underway for Everards' next landmark in its 165-year history. A new multi-million pound food and drink business park located at Soar Valley Park, Leicester will include a new craft brewery and offices, over 13 acres, including a nature reserve.

## Titanic Steams Ahead

The first Project William partner was Titanic and the companies now own 4 pubs together. MD Keith Bott has ambitious retail plans, wanting to grow the nine-strong pub estate to 30 outlets by 2020.

As Keith points out “The pub is the original social network; it's the place where people can enjoy a drink responsibly. A pub should be a nice place to go and enjoy local produce.”

One of the old boys in microbrewery terms, Titanic has been around since 1985 and now brews over 2.3 million pints a year. Keith

## SIBA Midlands Region Champions 2014

### Standard Milds

Malt the Brewer Malt Dark Ale 3.9%



A very mellow ale, smooth, decidedly drinkable, surprisingly light and delightful with a cheese board.

### Standard Bitters

Backyard Brewhouse Hoard 3.9%



A golden straw coloured beer with a leafy hop aroma, brewed specially to mark the discovery of the 'Staffordshire Hoard'.

### Best Bitters

Blue Monkey Brewery Right Turn Clyde 4.3%



An Amber Seasonal bitter with an off white head. Aromas of biscuit and toffee with blackberries and hedgerow.

### Premium Bitters

Shiny Brewing Co Affinity 4.6%



They may be considered new kids on the block, but they have produced a highly drinkable hoppy, deliciously dry Pale Ale

### Strong Bitters

Totally Brewed The 4 Hopmen of the Apocalypse 5.2%



Their flagship IPA. Orange blossom and pine aromas with a satisfyingly deep hoppy flavour and a hint of caramel.

### Premium Strong Beers

Flipside Brewery Russian Rouble 7.3%



A strong dark Russian Imperial Stout with rich chocolate and malt flavours. Brewed using traditional English hops.

### Porters, Strong Milds, Old Ales & Stouts

Loose Cannon Brewing Co Porter 5.0%



A robust Porter, with a rich roasted malt aroma, moderately sweet with hints of dark chocolate and a smooth espresso finish.

### Speciality Beers

Grafton Brewing Co Apricot Jungle 4.8%



Made with English Beata hops, giving it unique apricot, honey and almond flavours, finishing with a pleasant bitterness on the palate.



recognises the challenge of increasing competition in the marketplace, and firmly believes the way to succeed is by maintaining the best beer quality through ever-improving production controls. The company has invested a third of a million pounds in the infrastructure of the brewery at Burslem, Stoke on Trent.

“There have been significant works at the brewery future-proofing our business. It’s about ensuring we produce a fresher beer throughout. Works include a new boiler, sample cellars, for visitors to enjoy the beers, and cold storage.”

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*“At the end of the day, you can’t get real ale at home. You’ve worked hard, got your hard-earned cash and a good pint in the pub is the reward time”*

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## Experimental Thornbridge

Ever-increasing demand sums up Thornbridge Brewery’s year as production is up some 35%. From its Bakewell, Derbyshire home, Alex Buchanan explains: “It’s an exciting time, but we won’t get complacent. We mark our 10th year in 2015 and it’s a balance to make sure we have all our favourite beers but do not get stuck in a rut.

“There is a lot going on. Our brewers are busy, they’re experimental. There are all sorts of challenging beers from a Parma Violet porter to a peanut butter brown ale. We are looking at more wood ageing, using cider lees for secondary fermentation, or using bourbon barrels. It’s about offering better quality and better choice.”

## Castle Rocks

Traditional brewing with an innovative twist is at the heart of Nottingham brewer, Castle Rock too.

“We are embracing the competitive nature of the industry,” Lewis Townsend says. Production has gone up 10% a year since 1997. The pub estate is growing (up to 20 now) and Castle Rock is looking beyond its heartland for further growth. Lewis says drinkers enjoying their ales today are a 50/50 split of under 30s and over 30s

“We have to make sure we are contemporary and stay traditional at the same time. It’s an exciting time for British brewers. We are innovating in our brewery, this is reflected in our production of seven core beers and a lot of specials – we are using exotic hops, different flavours and experimenting with the brewing process to offer a more eclectic range.” And at the pumps, Castle Rock has overhauled its branding and livery and redeveloped its website.

## Steamin’ Billy

When Bill Allingham of Steamin’ Billy started brewing he was the 150th licensed brewer, now there are over 1,400.

Brewing out of the Belvoir Brewery in Old Dalby, Bill, brewer and owner of eight pubs in Leicestershire, says: “Brands are more and more important for consumers, customers are more discerning. It’s about a good quality, consistent product, served in a nice glass with good service in a nice environment.

At the end of the day, you can’t get real ale at home. You’ve worked hard, got your hard-earned cash and a good pint in the pub is the reward time.”

He believes guest and craft beers are making more of a difference - with consistent quality and lots of flavour, they are attracting new drinkers, enticing lager drinkers to try real ales.

## Purity Cleans Up

Purity has had a hugely successful 2014, and its brews have delighted judges at major competitions including the World Beer Challenge, the GBBF and SIBA’s brewing awards.

“We are looking forward to winning more awards in 2015 and growing our market further,” says Ian Parkes, marketing manager.

Capacity has tripled at the Purity Brewing Co following the completion of its £1.5million brewery, bringing production to 15,000 brewer’s barrels. 2014 also saw the launch of two new products - Longhorn IPA and Lawless Lager.

Increased capacity, extended product range and breaking into new markets means the Warwickshire craft brewer has grown 24 per cent on last year, according to Ian.

“We now have our first two new keg products and geographically we’ve opened up our market with direct delivery into Bristol and London. We want to grow organically from our Midlands home, and we felt we were ready to move beyond our heartland. We see a synergy with the new keg products and craft ale market.”



Kieran and Conor



# Hearts of Ale

**From traditional community locals to speciality craft beer bars, ale is at the heart of the most successful pubs in the region**

## **Devine Intervention**

At The Huntsman in Cheadle, Staffordshire, the Devine brothers, Kieran and Conor, took over a closed pub that had failed under its former owners.

By putting a firm focus on cask ale, the brothers have created a thriving village local, regularly winning awards and recognition from CAMRA, including being rated as one of the top 10 pubs in the Potteries for real ale.

Conor knows that real ale is what makes a pub unique. "You can't get a pint of real ale in a supermarket to drink at home so it makes sense to make it the feature of our pub. We've been here five and a half years and tried many, many different ales.

There are so many to choose from and we can go to brewers and microbrewers and say this one was popular, we'd like something similar again or something totally different. There are so many different styles and tastes that there is something for everyone."

Marston's Pedigree is always available; in addition there are six guest real ales, at least one from the local Titanic Brewery alongside other independent and local microbrewers.

To boost sales and raise awareness, Camra members enjoy 10p off a pint, brewery tours are organised and The Huntsman hosts an annual beer festival.

## **Odds-on Favourite**

The Horse & Jockey in Stapleford is a CAMRA Pub of the Year finalist for 2014, and is at the epicentre of the microbrewing world in Nottinghamshire, according to Damian McGrath, one of the management team at the Jockey, as it is known locally.

"Real ales are very, very important to us. We really are a traditional pub, no telly, no music - it is about the quality and variety of the beers. Everyone knows that when they come in here.

"There's a wealth of microbreweries around us. We can have between 50 and 100 beers to choose from the different microbrewers. When we get good feedback from customers about what we have on the bar, we can go back to that brewer again."

He explains that the Jockey is all about quality, variety and consistency in a nice environment.

Staff training and knowledge are key. Damian says; "When customers walk in with a "What have you got on today?" our bar staff are able to explain what beers are on, the style and from where, and offer a free taster."

With 10 handpulls on at any one time and 1 or 2 changeovers in a week, over 7 days about 30 different beers will be available.

Another struggling pub under previous management, The Jockey has been run by the new team since 2012, and has picked up county, regional and national awards from Camra, accommodating the discerning drinker in what is a truly traditional ale house. Along with sister pub The Star at Beeston, it's a good bet for lovers of real ale - and a real winner for the owners.



# Pete Brown's Top Twenty

## Mighty Micros

**The trebling in the number of breweries since the millennium presents us with some high quality problems. It's impossible for even the most dedicated beer fan to keep abreast of who's doing what and what's just opened where.**

This list of my twenty favourite microbreweries is therefore deeply flawed, as all such lists must be. My knowledge is incomplete and out of date. It includes brewers who are there because of personal relationships and shared history, and excludes some who have massively impressed me recently but slipped my mind when I was compiling this list. To those gifted brewers, I apologise, even though I won't realise I've forgotten you until about ten minutes after this article goes to print.

This is a different list from the one any other beer writer would give you and a different list from the one I would have made a year ago or a week from now. And that's the beauty of the beer moment we're in: with 1400 breweries to choose from, lists such as this are snapshots, like dipping a glass into a fast-flowing stream.

### Acorn

I'm biased because Acorn is my hometown brewery, but this now-longstanding craft brewery deserves plaudits for reviving the much-missed classic Barnsley Bitter, & for the most ambitious single-hopped ale programme ever undertaken, with the same IPA brewed each month with a different hop. The Gorlovka stout is also amazing.

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

01226 270734

### Beavertown

One of the fastest growing and most exciting London craft brewers, there's an air of ambition, excitement and fun around everything Beavertown does, from the many collaborations with other leading craft brewers around the world to their experimental recipes to their vivid, chaotic designs on their cans.

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

020 8525 9884

### BrewDog

Craft beer would not be in the rude health it is today without these guys agitating, taking a stance and forcing their way into the national consciousness to such an extent that they've grown the field of vision for the entire beer market. Some of their beers are phenomenal, others less so, but they are a force for overwhelming good in brewing.

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

01346 740 770

### Burning Sky

When former-Dark Star brewer Mark Tranter announced his new venture, a frisson of excitement rippled through beer circles. One of our most thoughtful and creative brewers has produced a range of accessible but interesting cask ales to pay the bills while his intricate experiments with wood ageing bear fruit. His interpretations of the Belgian saison style are the best any British brewer has yet produced.

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

01273 858080

### Camden Town

It seems clear now that Camden never intended to stay 'micro' for very long. Their beers combine flavour & diversity with mainstream approachability. Camden Hells was recently judged best lager in the world at an international competition judged only by brewers. Hells, along with Camden Pale Ale and Camden Ink (a nitro stout) are destined to be mainstream brands in the near future.

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

020 7485 1671

### Dark Star

One of the first brewers in the UK to experiment with American hops, at least a decade before the current interest in craft beer. It's possible to occasionally forget Dark Star in the rush of new brewery openings, but to do so would be a terrible mistake. Hophead remains unmatched in its delivery of zingy hop flavour at only 3.8% ABV, and the brewery has much more to offer than this flagship brand.

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

01403 713085

### The Kernel

Kernel founder Evin O'Riordain has gained a reputation as the grand mystic of craft beer; not just because he looks like a druid, but also for his quiet, meditative approach that's at odds with the sometimes brash awesomeness of the craft scene, and the sheer quality of his truly boutique beers – the supply of which can never meet phenomenal demand.

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

020 7231 4516

### Leeds

Being young and ambitious in beer doesn't always mean you have to use bucket-loads of US hops. Leeds Brewery was set up by two guys in their early twenties to fill the gap left by the closure of the Tetley's. They brew beers that the people of Leeds want to drink, and brew them well. Sometimes, success really is that simple.

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

0113 244 5866

### Magic Rock

I met Stuart Ross when he was brewing in the basement of a Sheffield hotel on a kit that was pretty much home made. I wished then that someone would give him a proper brewery. In 2010, business partner Richard Burhouse did. Now Magic Rock is one of the most respected micros in the UK, and Stuart's obsession with recreating West Coast American-style IPAs yields some truly magical results.

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

01484 649823

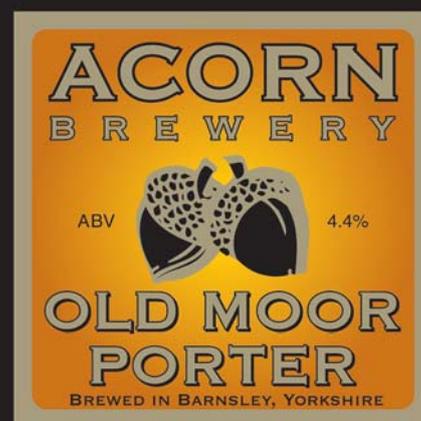
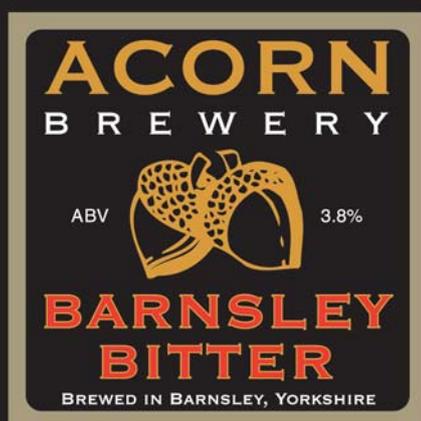
### Marble

This Manchester micro has been around since 1997, when it was created to help bring custom to the Marble Arch Pub. With simple, iconic branding and beers that range from the refreshingly straightforward 'Pint', 'Best' and 'Stout' to eclectic hop-forward pale ales, sour and flavoured beers, they've now achieved national and international recognition.

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

0161 8192694

# BREWED IN



# BARNSELY

## WHERE ELSE .....!

ACORN BREWERY, WOMBWELL, BARNSELY, SOUTH YORKSHIRE S73 8HA TEL: 01226 270734

### Otley

Everything about this South Wales brewery is consummately professional and polished. Otley originally set out to give good beer a fresh, modern image in a market of hackneyed real ale stereotypes. The craft beer market may now have caught up with them in this regard, but their beers are still streets ahead of the pack.

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

01443 480555

### Redemption

Based in Tottenham, North London, Redemption founder Andy Moffat is a brewer's brewer, liked and respected by his peers for his innate decency as much as his excellent beers. Trinity is a standout, a 3% ABV pale ale that suffers no compromise in flavour. But the full range is thoughtful and consistent, covering porters, India Pale Ales and traditional malty bitters.

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

020 8885 5227

### Salopian

This Shropshire-based brewery doesn't rock the boat with its preference for traditional English-style bitters; but it's just so damn good at brewing them. Year in, year out at SIBA awards, brands such as Darwin's Origin and Oracle clean up. If you think of traditional English ale as 'boring brown bitter', this is the brewery that will change your mind.

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

01743 248414

### Siren

This brewery crept up on me slowly. Since 2012, they've been brewing what at first glance looks like the same beers as every other new craft brewer. But then you notice how beautiful and alluring the packaging is, and that prompts you to try the beers, and then you realise there's much more here than just another new kid on the block. A real premium drinking experience.

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

0118 973 0929

### Thornbridge

Along with BrewDog (whose brewer started his career here) Thornbridge has been one of the two breweries that have shaped the British craft brewing scene over the last decade. Brewing a wide range of real ales, popular craft beer favourites and now, difficult-to-master classic beer styles from other great brewing traditions, there is seemingly nothing they can't do.

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

01629 815 999

### Tiny Rebel

Inevitably referred to as the 'Welsh BrewDog' thanks to their brash packaging, there's so much more than imitation to this Newport-based young brewery. The style is softer but still edgy. The beers are varied, combining British, Belgian and American influences. And in their first year in competition, they took bronze, silver and gold in the Champion Beer of Wales competition.

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

01633 547378

### Trumans

Trumans Brewery was one of London's oldest, originally founded in the same year as the Great Fire of London. It closed in 1989, but last year rose from the dead with new owners who managed to secure the old trademarks, the original recipe and even the bespoke Truman's yeast. As well as outrageous luck, there's great skill here that deserves to take Truman's back to the top of the London brewing pile.

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

020 8533 3575

### Waen

This mid-Wales brewery covers all the bases you'd expect in terms of styles brewed, but has a particular specialism it has made its own. Head brewer Sue Hayward loves porters and stouts, and her Chilli Plum Porter and Blackberry Stout have become signature styles, surprising many who thought they didn't like dark beer.

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

01686 627042

### WEST

A traditional Bavarian lager brewery... in the heart of Glasgow? Owner Petra Weitzel came for Germany to Glasgow to go to university, and found the beer so bad she decided to stay and improve it rather than go home. Anyone who believes lager is always inferior to ale only need to taste the WEST range to see how wrong they were.

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

0141 550 0135

### Wild Beer Co

One of the most truly exciting new brewery openings of the last few years. Wild Beer Co always try to add an unusual 'fifth ingredient' to their beers, whether that's wild yeast, barrel ageing, foraged herbs, or a combination of all three. Sour beers aren't for everyone, and Wild Beer Co remain at the experimental edge of craft beer, but they set out their stall with a maturity and elegance that transcends the usual craft beer chatter.

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

01749 838742





## Classic Cask Collection

It's estimated that almost 19,000 different cask ales are brewed every year by over 14000 brewers so it would be impossible to list every single one.

Research has shown that cask ale drinkers prefer to see a balanced selection of trusted classic cask ale brands alongside more exotic or seasonal varieties. This collection of true classics are permanently available and can be stocked with confidence in their quality and consistency - although that's doesn't mean that any not listed here are necessarily unreliable!

**13 Guns** American IPA 5.5%

This intensely hoppy beer from Thwaites' Crafty Dan micro brewery has a rich mouth feel, malty flavours and a soft tropical fruit aroma and taste. Centennial, Citra, Amarillo, Apollo, Chinook and Kohatu hops combine with Pale Ale, Munich, Caramalt and Rye malts in a salute to the original 13 States of America.

Thwaites Brewery 0845 6018 228 [www.thwaites.co.uk](http://www.thwaites.co.uk)

**200** Premium 5.0%

Full bodied, rich and malty, with a distinctive hop character. First brewed in 1994 to celebrate 200 years of brewing and is now the brewery's flagship premium ale.

Palmers 01308 422396 [www.palmersbrewery.com](http://www.palmersbrewery.com)

**6X** Premium 4.3%

The classic premium ale that has made Wadworth famous. Well known and highly respected, 6X is a beacon on the bar for many ale drinkers.

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)

**Adam Henson's Rare Breed** Bitter 3.8%

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)

**Atlantic Pale Ale** Premium 4.2%

The new brew from the home of Doom Bar. A blend of hops-including Centennial, Simcoe & Citra-gives it complexity, carefully balanced by fresh citrus aroma & light candyfloss notes

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

**Banks's Bitter** Bitter 3.8%

Brewed since 1875 Banks's Bitter is a trusted & consistent brand. 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%

Brewed to be easy drinking, Sunbeam is refreshing with a clean long finish. With the citrus hop aroma, the shimmering blonde colour & the rich gooseberry & zesty grapefruit taste it is easy to see why Sunbeam is such a desirable beer.

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)

**Bass Ale** Premium 4.4%

Still brewed to an original recipe using only the finest ingredients & 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)

**Bateman's XXXB** Bitter 4.5%

English tawny pale ale, brewed with pale, chocolate, crystal and wheat malts, blended with spicy Challenger, Styrian and Golding hops, to create a fruity beer with peppery aroma and fruity, biscuity flavour.

Bateman's 01754 880317 [www.bateman.co.uk](http://www.bateman.co.uk)

**Belhaven 80/-** Bitter 4.2%

80 Shilling is Belhaven's classic, hand-pulled, cask-conditioned ale. It has a classic red appearance in the glass, with a rich, smooth texture

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

**Belhaven IPA** Bitter 3.8%

This modern, flavoursome golden beer offers a delightful fusion of malt & fresh hop. Refreshing floral hints combine to produce a crisp clean flavour.

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

**Belhaven St Andrews** Premium 4.9%

A complex but refreshing beer of 'Sweet & 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 strong, zingy citrus ale. Deceptively light in colour, with zesty taste & a lingering hop finish. A well known & respected strong ale

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 and the tang of grapefruit and spicy fruitiness, like the twist of a lemon

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

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. Regional Gold medal winner in SIBA's Best Bitter category.

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

<b>Boltmaker</b>	<b>Bitter</b>	<b>4.0%</b>
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Camra's CBOB for 2014. Well-balanced, genuine Yorkshire Bitter with a full measure of maltiness & hoppy aroma. .

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

<b>Bombardier</b>	<b>Premium</b>	<b>4.3%</b>
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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)

<b>Brakspear Bitter</b>	<b>Bitter</b>	<b>3.4%</b>
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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. Perhaps the greatest beer in the world.

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

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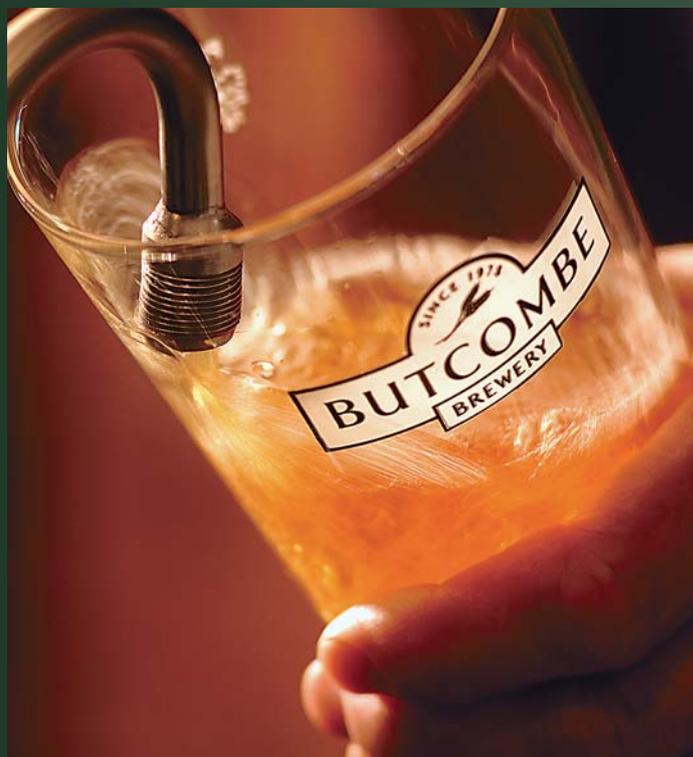
A refreshing golden bitter brimming with character. ....not to mention citrus hops & fruit. A malty fresh vitality gives way to a full bittersweet finish. ....pure Gold!.

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

<b>Chiswick Bitter</b>	<b>Bitter</b>	<b>3.5%</b>
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This award winning ale is named after the part of London which Fuller's Brewery calls home. It has been served at Fuller's pubs since the 1930s and its drinkers love the flowery, refreshing, famous bitter taste. The distinctive hop flavour is derived from the Goldings, Northdown, Challenger and Target Hops.

Fuller, Smith & Turner 020 8996 2000 [www.fullers.co.uk](http://www.fullers.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>Cumbria Way</b>	<b>Bitter</b>	<b>ABV 4.1%</b>
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A full bodied bitter beer with superb mouth feel of rich malt & hops complemented by complex aromas of spicy hop, malt & tart fruit. A long dry finish with citrus fruit notes.

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

<b>Dartmoor Best</b>	<b>Bitter</b>	<b>3.5%</b>
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A beer with a strong regional heritage, this is a superb, easy drinking session ale with rich malt, 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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Golden coloured refreshing, hoppy session beer. Surprisingly tasty for the alcohol level, hops & fruit are evident & are well balanced by the malt.

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



**Directors Premium 4.8%**

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)

**Dizzy Blonde Bitter ABV 3.8%**

Straw coloured Summer Ale with distinctive herbal hop aroma. A light refreshing beer with a clean zesty hop dominated palate complemented by a crisp dry finish

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

**Doom Bar Premium 4.0%**

The UK's number-one cask beer, in both volume and value. Amber in colour, fruity, bitter-sweet balance with a dry finish

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

**Eagle IPA Bitter 3.6%**

Copper coloured beer with a citrus, sweet & grassy nose. It has a dryish bitterness on the palate & is light, crisp & sharp.

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

**ESB Premium 5.5%**

Launched in 1971, seven times winner of the Best Strong Bitter CAMRA. Considered one of the world's greatest beers, a long, satisfying taste is created by the marmalade fruitiness and the unique blend of Northdown, Target, Challenger and Goldings hops.

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 and Chinook add grapefruit flavours to this light refreshing beer.

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

**Ghost Ship Bitter 4.5%**

Inspired by one of Adnams' most haunted pubs. Brewed with a selection of malts, Pale Ale, Rye Crystal & Cara, & a blend of American hop varieties to create some great citrus flavours

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

**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 & fermented in Yorkshire Square vessels.

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

**Greene King IPA IPA 3.6%**

A perfectly balanced ale, characterised by its fresh, hoppy taste & clean, bitter finish. This hoppy taste & aroma come from two varieties of English hops -Challenger & First Gold - which are combined with pale & 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 & Orange citrus tones combine with the floral & 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 & 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 & Boadicea hops to create the chocolaty & spicy tones

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

**Hardys & Hansons** Bitter 3.9%

A brew with an excellent balance of sweetness & bitterness that combines with a subtle hop character. Available in cask only, this is a distinctive beer with a full & satisfying finish

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

**Hartleys XB** Bitter ABV 4.0%

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

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

**Henry's Original IPA** Bitter 3.6%

An outstanding session beer with easy drinking malt led flavours. So good we have put our founder's name - Henry Wadworth - on it.

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

**Hooky** Bitter 3.5%

A multi award winning bitter; subtly balanced, golden and hoppy to the nose, malty on the palate.

Hook Norton 01608 737210 [www.hooky.co.uk](http://www.hooky.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)

**Horizon** Bitter 4.0%

Brewed with pale ale malt & three hop varieties, Horizon is pale gold with citrus & hop aromas. Light, refreshing & best served cool, this is a great beer for those new to ale.

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

**HSB** Ale 4.8%

One of the most decorated ales of its time, HSB has a soft-fruity zest and has delighted drinkers for decades with its smooth, mellow bitterness and silky smooth finish. It is brewed with the finest malts and hops to create a well-balanced character. HSB is still brewed from the same Gales yeast that has given it its famous taste since 1959.

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



**HSD** Premium 5.0%

Hicks Special Draught, named for the brewery's founder Walter Hicks. A full bodied strong Cornish ale, brimming with a kaleidoscope of flavours.

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

**Iron Maiden – Trooper** Golden 4.8%

Richly flavoured classic golden IPA. Full bodied with rich malt character balanced by a long lingeringly hop dominated finish with tangy citric fruit.

Frederic Robinson 0161 480 6571 [www.frederic-robinson.co.uk](http://www.frederic-robinson.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%

A beer with true heritage & provenance. Slightly darker than one would expect, for a bitter with such fullness of flavour. Well balanced & satisfying with a character which belies its 3.5%ABV. Brewed with a variety of dark roasted malts, English pale ale malt & specially formulated brewing sugar to give a biscuit aroma, with a full bodied, robust nutty flavour.

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

**Jennings Cockerhoop** Bitter 4.6%

An award winning ale named after the River Cocker which flows along the banks of the brewery. A golden ale, light in colour with a citrus finish. Extremely drinkable, perfect for those hot summer days.

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



**Jennings Cumberland Ale** Bitter 4.0%

Brewed using traditional methods & using pure Lakeland water drawn from the brewery's own well, Cumberland Ale is an ideal drink for the modern ale drinker. 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)

**Jennings Snecklifter** Bitter 5.1%

A very individual style of beer that has a fullness of flavour created by the chocolate & amber malt. A rich, dark & full bodied ale. Wonderfully warming & full of complex flavours to deliver an intriguing beer of character.

Jennings 01902 711811 [www.marstonsbeercompany.co.uk](http://www.marstonsbeercompany.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 & moreish drink (to quaff effortlessly among friends)

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

**Lancaster Bomber** Premium 4.4%

The beer that asks everyone to show they 'Give a Dam', when it comes to recognising the Flight Crews of the Dambusters & indeed all the Lancaster Bombers that flew. 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 0845 6018 228 [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)

**London Glory** Bitter 4.0%

A rich & fruity beer combining crystal malt with Challenger & 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** Bitter 4.1%

The UK's favourite premium ale has a smooth, distinct malty base taste with well-developed hop flavours. London Pride was the beer choice of 2013 Nobel Prize Winner Professor Higgs and has been brewed since the 1950s. Its well-rounded flavour and history helps bind it to our capital city and the people who love it.

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

**Mad Goose** Bitter 4.2%

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

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

**Manchester Pale Ale** Bitter 3.7%

Burnished gold in colour, with floral aromas, lemon zest and a full mouthfeel, a satisfying beer with a very refreshing finish

JW Lees 0161 643 2487 [www.jwlees.co.uk](http://www.jwlees.co.uk)

**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%

A full flavoured bitter balanced by a malt flavour to give a bright, refreshing beer, using the best Fuggles & 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** Bitter 3.6%

A refreshing, lighter blonde ale with subtle citrus flavours & a delicate bitter aftertaste. It will appeal to drinkers both of traditional bitters, ales & even lagers because it delivers refreshment with flavour.

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 & wonderfully refreshing character. With its pale appearance, strong hoppy taste & higher alcoholic strength, it comprises all the genuine characteristics of a true India Pale Ale.

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

**Marston's Pedigree** Premium 4.5%

Still brewed in the oak casks of the Burton Unions to preserve its individual character, consistent quality & 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 & a dry bitter finish

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

**Master Brew** Bitter 3.7%

Brewed using only the finest Kentish barley & hops, it is Kent's best-selling cask ale. A clean, dry, refreshing, session bitter, with a touch of sweetness, but an assertive & 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%

Dark and refreshing with distinct chocolate malt flavour and smooth hoppy finish. CBOB 2000 and IBA Gold medal winner 2011. IBA Bronze 2013.

Moorhouse's 01282 422864 [www.moorhouses.co.uk](http://www.moorhouses.co.uk)

**Moorhouse's Blond Witch** Blond 4.5%

Apale coloured ale with a rich delicate fruit flavour, dry and refreshing with a hop finish. Fastest growing brand and SIBA award winner.

Moorhouse's 01282 422864 [www.moorhouses.co.uk](http://www.moorhouses.co.uk)

**Moorhouse's Premier** Bitter 3.7%

An amber session bitter. Smooth and creamy with a hoppy finish. IBA 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 with a long dry and extremely satisfying finish. IBA 2004 Gold Winner and 'Champion Cask Ale'

Moorhouse's 01282 422864 [www.moorhouses.co.uk](http://www.moorhouses.co.uk)

**Moorhouse's Pendle Witches Brew** Premium 5.1%

Pendle Witches Brew (5.1%): Full malty flavoured beer with a strong hop after-taste. Runner-up CBOB 1989/90 & 1994/5 and silver medal IBA1996.

Moorhouse's 01282 422864 [www.moorhouses.co.uk](http://www.moorhouses.co.uk)

**Morland Original** Bitter 4.0%

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

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

**Nutty Black** Mild 3.3%

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

Thwaites Brewery 0845 6018 228 [www.thwaites.co.uk](http://www.thwaites.co.uk)

**Okell's IPA** Bitter 4.5%

An extremely light coloured beer with a full bodied taste. The sweetness is offset by a very strong hopping rate, which gives the finished beer an overall roundness with very spicy lemony notes & a fine dry finish to counteract the initial sweetness.

Okell's 01624 699400 [www.okells.co.uk](http://www.okells.co.uk)

**Okell's MPA** Bitter 3.6%

Manx Pale Ale is a very light golden, with aromas of tropical fruit, mango, passion fruit & papaya. Initially sweet flavours of passion fruit & peach leading to an intense dry hop finish

Okell's 01624 699400 [www.okells.co.uk](http://www.okells.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 Speckled Hen Premium 4.5%**

With a full, smooth flavour, the rich amber colour & superb fruity aromas are complemented by a delicious blend of malty tastes. Toffee & malt combine with bitterness on the back of the tongue to give a balanced sweetness, followed by a refreshingly dry finish

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

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

Voted World's Best Ale in the 2009 World Beer Awards & three times Supreme Champion Winter Beer of Britain at CAMRA's National Winter Ales Festival. A smooth, mellow ale with a dark winey colour

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

**Olde Trip Premium 4.3%**

Taking its name from the world famous Ye Olde Trip To Jerusalem, which lays claim to being England's oldest inn, this rich toffee flavoured beer is bursting with fruity character. Perfectly balanced with a clean & bitter finish

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

**Otter Ale Premium 4.5%**

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)

**Otter Amber Bitter 4.0%**

Amber is the perfect mid gravity beer with a well-balanced yet complex flavour. A polished amber colour & lovely blend of spice makes for an unforgettable aroma. You will find bitterness & hints of tropical fruit & spice in the flavour – almost a smidge of ginger.

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

**Otter Bitter Bitter 3.6%**

Otter Bitter is an extremely popular 'session beer'. The taste is not sacrificed by its low gravity. A pale brown beer with a hoppy, fruity aroma & taste with a bitter finish

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

**Oxford Gold Bitter 4.0%**

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

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

**Proper Job IPA 4.5%**

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. 2013 Gold winner in CAMRA's South West Region CBOB

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

**Pure UBU Premium 4.5%**

Pronounced OO-BOO. A distinctive premium amber coloured beer with a spicy & caramelised flavour.

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

**Ram Tam Bitter 4.3%**

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)

**The Rev. James Ale 4.5%**

The Rev. James is brewed to a traditional recipe and has been described as having a flavour not commonly available these days. Full-bodied and warming, The Rev. James is rich in palate, spicy and aromatic with a deeply satisfying finish.

SA Brain 02920 334762 [www.sabrain.com](http://www.sabrain.com)

**Riggwelter Premium 5.9%**

From the Old Norse "rigg" meaning back, & "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.

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

**Ringwood Best** Bitter 3.8%

Brewed in the heart of the New Forest, Best Bitter is a well-rounded beer with a delicious malt flavour balanced by a tangy citrus hoppiness. Brewed with floor-malted Maris Otter barley, Goldings, Progress, Fuggles & 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 it's refreshing, easy drinking style.

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

**Ringwood Boondoggle** Bitter 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)

**Ringwood Fortyniner** Bitter 4.9%

Fortyniner is 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)

**Ringwood Old Thumper** Bitter 5.1%

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

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

**River Cottage** Golden 3.8%

Brewed in collaboration with River Cottage, this English Pale Ale is made with the finest ingredients from the West Country.

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

**Ruddles Best** Bitter 3.7%

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

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

**Ruddles County** Premium 4.3%

Brewed for the established real ale fan. It's strong dark toffee & caramel flavours are combined with the crisp bitterness of the rare Bramling Cross hop.

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



**St Edmund's** Golden 4.2%

A fresh, golden beer with a citrus finish, brewed using pale malt & cascade hops. Crafted for modern tastes using traditional brewing methods, this is the perfect introduction to real beer.

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

**Seafarers** Amber Ale 3.6%

A fresh, golden beer with a citrus finish, brewed using pale malt & cascade hops. Crafted for modern tastes using traditional brewing methods, this is the perfect introduction to real beer.

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

**Sharp's Own** Premium 4.4%

Otherwise known as Original, the first beer ever to be brewed at Sharp's in 1994. Rich roasted & malty notes with some light hop tones. The mouthfeel is one full of malty sweetness with a good measure of hop bitterness.

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

**Sharp's Special** Premium 5.0%

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)

**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)

<b>Spitfire</b>	<b>Premium</b>	<b>4.2%</b>
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First produced in 1990 as a Battle of Britain commemorative brew, Spitfire Premium Kentish Ale is a licensed partner of the RAF & official partner of the Movember health charity. It has a full malt & hop flavour with a well balanced & 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)

<b>Sussex Best</b>	<b>Bitter</b>	<b>4.0%</b>
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A balanced bitter with a prominent hop character. Twice winner of the Champion Best Bitter of Britain title at GBBF.

Harveys 01273 480 217 [www.harveys.co.uk](http://www.harveys.co.uk)

<b>Swordfish</b>	<b>Bitter</b>	<b>5.0%</b>
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A strong version of the classic 6X beer with the addition of Pusser's Navy Rum. Brewed to support the 100 year anniversary of the Fleet Air Arm, but now available all year due to its growing popularity.

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

<b>Tanglefoot</b>	<b>Premium</b>	<b>4.9%</b>
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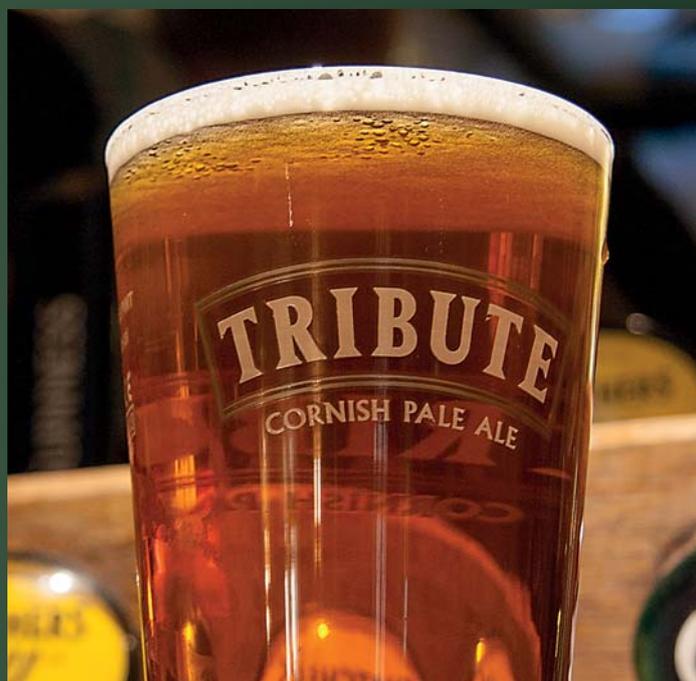
A golden ale with hints of melon and pear and spicy overtones, named for the effect it has on the drinker.

Hall & Woodhouse 01258 452141 [www.hall-woodhouse.co.uk](http://www.hall-woodhouse.co.uk)

<b>Theakston Best</b>	<b>Bitter</b>	<b>3.8%</b>
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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 01765 680000 [www.theakstons.co.uk](http://www.theakstons.co.uk)



<b>Theakston Black Bull</b>	<b>Bitter</b>	<b>3.9%</b>
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A bright, amber bitter, well attenuated to give a crisp, refreshingly dry taste. The late & dry hopping with Golding hops ensures a pronounced citrus fruit flavour & aroma.

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

<b>Theakston Lightfoot</b>	<b>Golden</b>	<b>4.1%</b>
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This is a very pale, straw coloured ale that uses a blend of finest English ale malt, wheat & German & Slovakian hops to create a 'continental blonde' style, flavour & aroma

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

<b>Theakston Old Peculier</b>	<b>Premium</b>	<b>5.6%</b>
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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 & has a large & enthusiastic following all over Britain & around the world

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

<b>Theakston XB</b>	<b>Premium</b>	<b>4.5%</b>
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A premium strength ale, ruby coloured with a rich flavour & full body. The balance between bitterness & fruitiness from the Bramling Cross & Fuggle hops used give XB the distinctively complex aroma, making it the beer to savour

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

<b>Thwaites Original</b>	<b>Bitter</b>	<b>3.6%</b>
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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 0845 6018 228 [www.thwaites.co.uk](http://www.thwaites.co.uk)

<b>Tiger</b>	<b>Bitter</b>	<b>4.2%</b>
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Everards' award winning flagship ale is dry hopped while the use of Crystal Malt adds toffee notes.

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

<b>Tribute</b>	<b>Premium</b>	<b>4.2%</b>
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A Supreme Champion Ale of Cornwall as voted by CAMRA, Tribute is a popular favourite across Cornwall, the South West as well as being a much sought after premium ale throughout the rest of the UK. Made with Fuggle, Styrian Golding & Willamette hops & Maris Otter Pale Cornish Malt, Tribute is a real Cornish ambassador with its distinctive & appealing hoppy palate & citrusy nose. Tribute has been voted the South West's favourite Regional Cask Ale at the Publican's Choice awards in 2012, 2013 & 2014.

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

**Unicorn** Bitter 4.2%

Gold Medal Winner at the Brewing Industry International Awards. A magnificent pale tart & thirst quenching bitter beer. Unicorn has a superb mouth feel of rich malt & hops & complex aromas of golding hops, malt & tart fruit. This award winning beer has a long dry finish with citrus fruit notes.

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

**Wainwright** Premium 4.1%

Awarded World's Best Golden Ale for 2013, Wainwright is inspired by the famous Lakeland writer, Alfred Wainwright. 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 0845 6018 228 [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)

**Whitstable Bay Pale Ale** Bitter 3.9%

From the Faversham Steam Brewery, this is a contemporary beer inspired by the vibrant coastal town of Whitstable, which is renowned for its culture, seafood & beaches. A well-balanced beer, it has been crafted using aromatic Tettnang & Styrian Goldings hops which deliver a fruity, refreshing taste

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

**Wild River** Pale Ale 4.5%

A double hopped pale ale, containing a unique blend of Liberty, Willamette, Cascade and Chinook hops imported from West America. This helps to provide a citrus aroma which picks out grapefruit, orange peel and lemons, generating a wonderful zesty beer bursting with citrus flavour.

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

**Worthington's** Bitter 3.6%

With rich, malty and toffee notes, Worthington's is sweet and lightly hoppy with a distinct fruity aroma. It has a moderate bitterness and soft mouthfeel without the astringency typical of some beers. Owned by Molson Coors but brewed in a microbrewery at the National Brewing Centre in Burton

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

**Wychwood Hobgoblin** Bitter 4.5%

Traditionally craft brewed with Chocolate & Crystal malts & a blend of Styrian, Goldings & Fuggles hops to produce a full-bodied, Ruby beer that delivers a delicious chocolate toffee malt flavour, balanced with a rounded moderate bitterness & on overall fruity, mischievous character.

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



**Wychwood Hobgoblin Gold** Golden 4.2%

A hidden treasure has been unearthed from the Wychwood forest and its as pure and precious as its forefather. A combination of four hop varieties and an infusion of wheat & malted barley resulting in a perfectly balanced golden beer with a huge hop punch.

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

**Wychwood Piledriver** Pale Ale 4.3%

Named in honour of one of rock legends Status Quo's most famous albums this English Pale Ale malt is combined with Dark Crystal and Chocolate malts to provide an ambercolour coupled with a biscuit flavour. English Golding and Cascade hops help further to create a unique aroma and taste.

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

**Young's Bitter** Bitter 3.7%

With 175 years of history, this bitter was the first cask beer to carry the Red Tractor logo. A refreshing ale, golden in colour, with a light, dry palate, a fresh, fruity aroma & a long, satisfying bitter finish

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

**Young's London Gold** Golden 4.0%

A light, golden, full-flavoured beer, a combination of English malted barley and Styrian hops provides a well rounded floral and citrus flavour with hints of fruit, finished off with dry, hoppy bitterness

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

**Young's Special** Bitter 4.5%

Brewed with 100% British ingredients, this award-winning bitter has cult status amongst beer aficionados. A good hop aroma & full round flavour, with a fine balance between malt & hops

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



# Taste the Passion

## Great British Lager

**Adrian Tierney Jones is a great lover of great lager, and he's pleased to report he no longer has to stick to foreign beers in order to indulge his tastes. Great British brewers are now creating great British lagers, brewed with passion and pizzazz**

Lager is the beer that offers no hiding place to the brewer. The most accomplished lagers, whether from Bohemia, Bavaria, Brooklyn or Blighty, are shining and refreshing examples of the character of malt and hops in tandem with long periods of maturation (or lagering). These are not beers into which loads of dark malts or hops are chucked and the words 'IPA this' or 'porter that' are thrown about with merry abandonment; a good lager is the highest calling of a brewer.

### Cornish Gold

St Austell's head brewer Roger Ryman goes further in his assessment of lager. 'There are only two types of lager: good lager made with integrity and provenance, and then there is industrial nonsense. It doesn't matter where it is made, good lager will shine through.'

And he should know. The current rate of sales growth of his exemplary lager, Korev, is in excess of 50% a year. It's been in the on-trade for several years now and is a crisp, refreshing beer, sunlit gold in colour, blessed with a light spritz nose and delicate lemon notes on the palate, all allied with a brisk carbonation and a lingering finish.

'This is a beer for anyone who likes a decent lager or a good refreshing beer,' says Ryman, 'and it sells in all sorts of bars, from traditional local pubs to sports bars and style venues. While we are continuing to concentrate building the Korev brand, we have also produced a 6.5% Cornish bock.'

### Innovation over a Barrel

Ryman is not unique amongst Britain's traditional ale brewers when it comes to lager. The current interest in flavourful beer doesn't just include pale ale, Belgian-style saison, sours and the aforementioned IPA; every brewer worth their salt is dabbling in the world of lager and we're not talking the heavily carbonated 'chemical fizz' of CAMRA legend. Instead, these new wave lagers have been influenced by Bavaria and Bohemia, as well as from across the Atlantic.

There are lagers that are dry hopped or have more hops in them that is usually decent (India Pale Lager is the style buzzword in the US), while Hogs Back has even brewed a lager featuring white chocolate, Montezuma's Chocolate Lager, alongside its Hogstar Lager.

Other regional brewers discovering a love of lager include Marston's, brewers of Revisionist Lager with its lightly spicy, bittersweet orange marmalade notes. Cold conditioned and micro filtered rather than pasteurised, Revisionist Craft Lager was the lovechild of Simon Yates, Master Brewer and developer of Marston's Single Hop seasonal range of cask ales, who wanted to marry 'new world' hop character beers to 'old world' continental lager styles

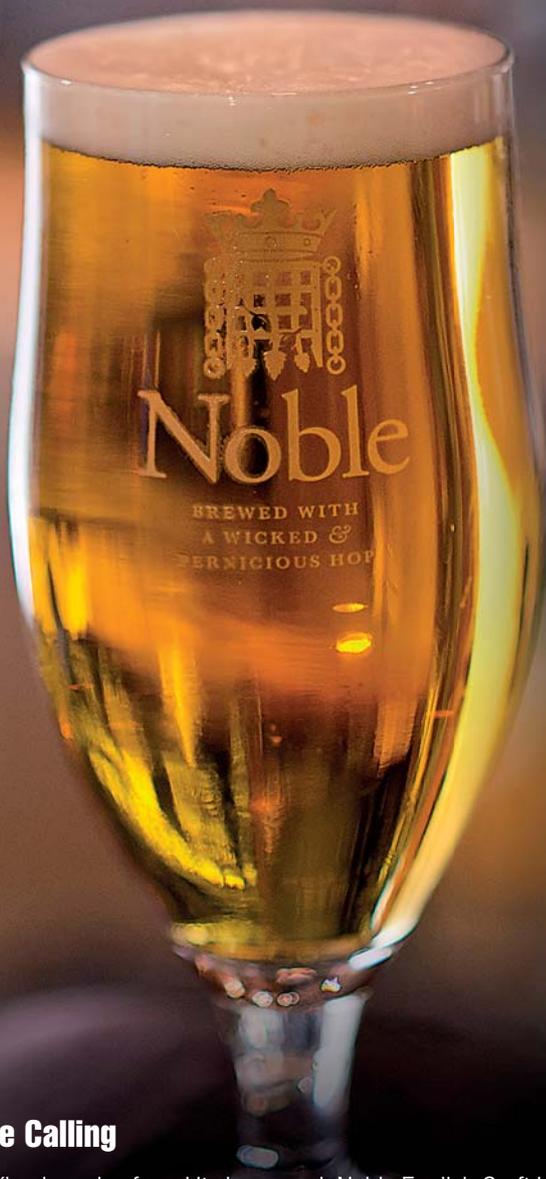
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## A Noble Calling

Greene King has also found its lager soul; Noble English Craft Lager is produced on the brewery's compact micro plant. It used the classic German 'noble' hop Tettnanger and the result is a clean and refreshing beer. It is available in both bottle and keg and ideal for the licensee wishing to demonstrate that there's much more to Greene King than IPA or Abbot.

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***"There are only two types of lager: good lager made with integrity and provenance, and then there is industrial nonsense. It doesn't matter where it is made, good lager will shine through"***

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Then there's Fuller's Frontier, which a spokesman from the brewery describes as 'an exciting step into the world of craft lager. A mix of traditional malts with new world hops gives it a more complex taste, attracting non-lager drinkers to try it and inspiring new tastes in seasoned lager drinkers'

## Old Hands, New Brands

Down in Kent Shepherd Neame has long contract brewed lagers such as Samuel Adams Boston Lager and Oranjeboom, but their own lager is Whitstable Bay Blonde, part of the Whitstable Bay range, which also includes oyster stout and pale ale.

'Consumers want beers with a strong identity and a sense of place and Whitstable Bay perfectly reflects the bohemian nature of its seaside home,' says the brewery's Communications Manager John Humphreys, 'The beer's proving hugely popular with pubs, restaurants and bars because customers demand something fresh, modern and stylish which delivers on taste. It's also a great accompaniment to food.'

## Jack the Lad

Some of the family breweries are producing a lager for the first time in their lives. Over on the Suffolk coast, Adnams' debut is Dry Hopped Lager, which has been created by head brewer Fergus Fitzgerald. This is fruity little number, dry hopped with the Australian variety Galaxy, a process that adds delicate mango and passion fruit notes to the beer.

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***"The current interest in flavourful beer doesn't just include pale ale, Belgian-style saison, sours and the aforementioned IPA; every brewer worth their salt is dabbling in the world of lager"***

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'We wanted to brew a full on lager,' says Fitzgerald, 'but still do something a little bit different to add another layer, which was where the dry hopping with Galaxy came in. It sold really well, so it has become permanent. Initially it was probably more available in "craft beer" bars but it's broadened out a bit as pubs realise that there is room for more interesting keg beers.'

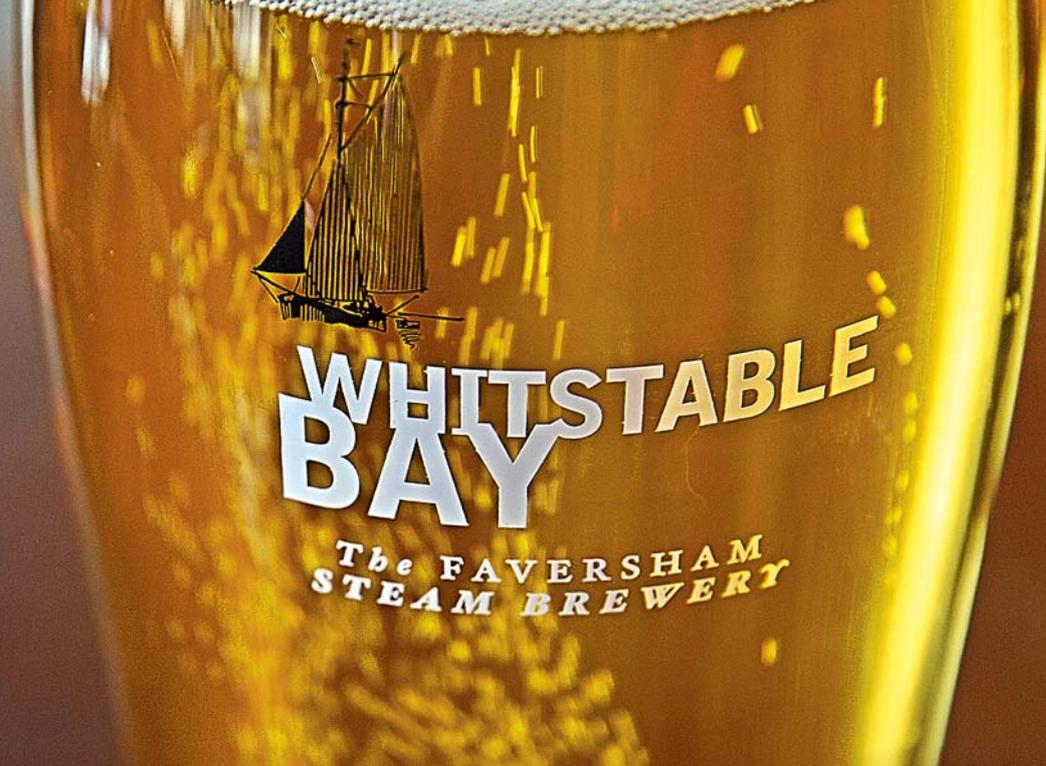
'I believe that alongside the classics there are some great new lagers, both in the classic style but also in some reinterpretations or crossovers. I think the change is a result of new breweries coming in and specialising in lager. We also mustn't forget that lager is still the best selling beer style so there is plenty of opportunity for brewers to do something interesting.'

Even though Sharp's are steadfastly associated with Doom Bar, one of their fastest growing beers is its multi-award winning Cornish Pilsner. First brewed in 2012, when it included thyme (it doesn't now), this is a moreish Pilsner with a delicate Saaz hop fragrance on the nose.

'It has a superb drinkability which is often lacking in "craft" lager offerings,' says the brewery's Stuart Howe, 'and is such steep growth year on year that we struggle to keep up with demand. It has a fragrance that appeals to hop lovers but a lightness and elegance which appeals to all palates so it has "stuck" in almost every bar we have trialled it in, whether they have a "craft", "style" or traditional attitude.'

The spectrum of British lager is wide and full of well-made beers, whether coming from traditional ale breweries or the likes of Glasgow's West, London's Meantime and Camden Town Brewery, which major in the beer style and all its varieties.

The lager lout has finally been replaced by lager love.



# Great British Lager

## Belhaven Craft Pilsner

4.8%

Crisp continental pilsner style lager. Refreshing with a subtle biscuit malt from the 100% Scottish Optic barley

Greene King 01284 763222

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

## Calvors Lagers

3.8-5%

Brewed in small batches on a family farm in Suffolk, there are four varieties, 3Point8, Premium, Amber and Dark, although the last two are not currently available on draught.

Calvors Brewery 01449 711055

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

## Camden Hells

4.6%

Highly regarded range of lagers, including an unfiltered version hazy version that is smoother and more full-bodied thanks to the remaining yeast

Camden Town 020 7485 1671

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

## Cotswold

3.8-5.5%

A range of unpasteurised styles from one of the earliest brewers of British craft lager. Created in the traditions of Bohemia & Bavaria, including a luscious draught Dark lager

Cotswold Brewing Co 01451 824488 [cotswoldbrewingcompany.co.uk](http://cotswoldbrewingcompany.co.uk)

## Curious Brew

4.7%

Brewed for Chapel Down winery by Everards, it is re-fermented using Champagne yeast before adding a "dosage" of the rare and fragrant Nelson Sauvin hop. Cold filtered and unpasturised. Gold medal winner at the International Beer Challenge 2012

Chapel Down 01580 763033

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

## Hogstar

4.5%

Brewed in small batches with special lager malts, 5 different hops and botanical extracts. Cold matured for a minimum of 28 days and never pasteurised, giving it a great depth of flavour and aroma.

Hogsback 01252 783000

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

## Freedom

5.0%

The pioneering British craft lager brewer continues to create a variety of different styles, both permanent and seasonal. The permanent range includes the award winning Organic pale Helles, while the highly acclaimed Pioneer is an English take on an American style Pilsner

Freedom Brewery 01283 840721

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

## Frontier

4.5%

This mixture of new-world hops and old-world brewing techniques brings new and old together, challenging the norm and exploring new tastes. Frontier delivers delicious tastes of citrus, passion fruit and lemon.

Fullers Brewery 020 8996 2000

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

## Jack Brand's Dry Hopped

4.2%

Part of Fergus Fitzgerald's line-up of innovative beers, this is a dry hopped lager made with with Australian Galaxy hops, which gives a more intense hop flavour and aroma. A light, golden beer with refreshing citrus and tropical fruit notes

Adnams Brewery 01502 727200

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

**Korev 4.8%**

Pronounced cor-eff, this is the traditional Cornish word for beer. It took St Austell nearly 160 years to create a lager, and they wanted to make sure it was uniquely Cornish. Crafted by Roger Ryman using the finest lager malt from barley grown in Cornwall, and a trio of hops including Saaz, Korev has a wonderful pale colour, a clean, crisp taste and a delicate, almost honeyed aroma.

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

**Meantime 4.5-4.7%**

The Greenwich brewery is most famous for its bottled beers, but draught lager offerings include London Lager, Brewery Fresh and a Pilsner

Meantime Brewery 020 8293 1111 [www.meantimebrewing.com](http://www.meantimebrewing.com)

**Noble English Craft Lager 5.0%**

Elegant English Craft Lager showcasing the qualities of the Tettnang hop variety to produce a very new lager experience. Crisp, light, aromatic & refreshing

Greene King 01284 763222 [www.greeneking.co.uk](http://www.greeneking.co.uk)

**Outlier 5.2%**

A Blonde style lager which is dry hopped with both Nelson Sauvin and Amarillo; the latter being a highly aromatic hop. This produces a seductive citrus aroma and delivers a complex hoppy and full flavour.

Chevalier Brewing Company 01728 860510 [www.aspall.co.uk](http://www.aspall.co.uk)

**Republika 4.8%**

Brewed with Pilsner malt and Saaz hops and fermented for 3 weeks using yeast brought over from Prague. It is then 'lagered' (stored at below 2C) for a full 6 weeks. The resulting beer is a well-balanced Pilsner style lager with a fresh, clean, crisp, full flavour

Windsor & Eton Brewery 01753 854075 [www.webrew.co.uk](http://www.webrew.co.uk)

**Saint 4.6%**

A premium light, British lager brewed using local ingredients, traditional methods and with the honed skills of experienced craftsmen. Due to the unique brewing process we are able to produce a 4.6% ABV beer at only 99 calories per 330ml bottle. Saint delivers a light, easy drinking lager with no compromise on taste.

Chilli Marketing 0870 2424 608 [www.chilli.uk.com](http://www.chilli.uk.com)

**Revisionist 4.0%**

Crafted with Lager Malt and a hop blend of German Hallertau Magnum & Tradition, Slovenian Styrian and then dry hopped with British Admiral & Boadicea varieties to release more aroma and flavour

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

**Schiehallion 4.8%**

Pronounced "She-hal-i-on", this beer has been winning awards since 1999, when it took the crown as CAMRA's Speciality Beer. Aromas of mango and passionfruit with a taste of honeyed citrus flavour, it is brewed using a blend of 4 hops and both lager and wheat malt, giving it a remarkably smooth but full bodied mouth feel. Available in cask as well as keg

Harviestoun Brewery 01259 769100 [www.harviestounbrewery.co.uk](http://www.harviestounbrewery.co.uk)

**Sharp's Cornish Pilsner 5.2%**

Winner of the best lager in the world medal at the World Beer Awards 2013. Fermented with a genuine Czech yeast & lagered on a bed of Saaz hops to create stunning, zesty herbal notes & a delicious clean, citrus flavour. Clear, refreshing & satisfying, a pale straw colour with a herbal lemon aroma.

Sharps Brewing 01208 862121 [www.sharpsbrewery.co.uk](http://www.sharpsbrewery.co.uk)

**This.Is.Lager 4.7%**

Brewed with 100% malt and 10x the hops of most industrial lagers. Aged for 5 weeks before bottling like a real lager should be, and fermented with a genuine German lager yeast.

BrewDog plc 01358 724 924 [www.brewdog.com](http://www.brewdog.com)

**Thornbridge 4.8-5%**

The award winning brewer of ales has also produced some stunning lagers, like the Vienna style malty "Kill Your Darlings"; Tzara, which is a hybrid Koln style beer, fermented like an ale but matured like a lager; Bayern, a classic Bavarian Pilsner with a distinct noble hop aroma lagered for 10 weeks

Thornbridge Brewery 01629 641 000 [www.thornbridgebrewery.co.uk](http://www.thornbridgebrewery.co.uk)

**West 4-4.9%**

A range of German style lagers brewed to German Purity laws, by a German woman...in Glasgow! A core range, comprising West 4, a premium session lager, and St Mungo, Munich Red and Dunkel all at 4.9%, is complemented by regular seasonal beers

West Brewing Company 01415 500 135 [www.westbeer.com](http://www.westbeer.com)

**Whitstable Bay Blonde 4.5%**

A light, floral, golden lager named after the vibrant coastal town of Whitstable, which is renowned for its culture, seafood and beaches. Featuring an intricate taste profile, distinguished by its unique hop character. Gaining its name from the golden hue of the beer, it offers an enhanced drinking experience through the floral aroma, Brewed with a blend of Kentish, American and Czech hops.

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

# SAINT

PREMIUM LIGHT LAGER



## A BREWING EVOLUTION

Saint is a premium light British lager brewed with the finest quality natural ingredients. Due to the unique brewing process we are able to produce a 4.6% ABV liquid at only 99 calories per 330ml bottle. Saint delivers a lightly carbonated, easy drinking lager with no compromise on taste.



## Made for Each Other

### BEER & FOOD

**Beer is increasingly recognised as being a far better match for food than wine, thanks to its versatility, complexity and palate cleansing qualities.**

Want to run a beer & food event to showcase beer's unique ability to cut, complement and contrast with a wide range of food? Melissa Cole, beer and food expert, shares some tips she's picked up from some of the best in the business

#### Simple Stuff First

Beer Sommelier Annabel Smith insists that simplicity is key, especially when you are just starting out.

"Make sure the foods and beers you use are accessible to everyone, so they can experiment at home with the same matches. I've been to events where they've used some rare cheese only produced 2 weeks every year by one goat in the Alps, or a small batch beer that will never reach more than one off licence in the Outer Hebrides, and I've felt cheated that it's a match I can never hope to replicate again."

She also has advice on how you present beer: "The type of glass is vital: stemmed, goblet, chalice are all preferable to ugly pints and tankards in a dining environment. Small measures are good so the diner can experiment and not feel volume of liquid is an issue.

"A great glass can enhance the value and change the perception of the liquid it holds."

#### Simple Tasting

- ▶ By following these suggestions you can gauge how much appetite there is for this kind of event.
- ▶ Use a mixture of lagers and ales – don't go too esoteric straight out of the gate
- ▶ Engage with a local brewery, try and get the brewer to come along
- ▶ Do something simple like a beer & cheese or beer & chocolate matching
- ▶ Keep it small, no more than 25 guests
- ▶ Make sure your staff have tried all the matches and are knowledgeable about them

#### Stepping It Up

If you've already held a beer and food matching night, or feel that you're ready to dive into something a little more adventurous, then Fuller's head brewer, John Keeling, has some excellent advice.

"Beer and food have been around a lot longer than any fad. There is, however, an element of rediscovery about the wide range of flavours in beers that naturally leads on to marrying them with food. Good matches will always be timeless. I love running events where people have two beers with each course. This makes them work out which beer is best and why. Helping people come to their own conclusions really does enforce how simple it is to get matching right."



### Intermediate Level Tasting

- ▶ Presentation is king here; make sure you've got elegant glassware & well-trained staff
- ▶ Greet guests with an aperitif of high-quality lager or golden ale in a champagne flute
- ▶ Step up to a five course 'canapé' menu
- ▶ Engage with both FoH and BoH staff to offer their thoughts on pairings
- ▶ Choose more esoteric beers & old favourites, pair them off to give two matches per course
- ▶ Get staff to choose their favourites and present to your guests why they love them
- ▶ Provide feedback forms to the guests and take a vote on the best pairing for each course

### Master Level Pairings

This could be the time to get a professional in, there are Beer Academy qualified sommeliers out there, but there are also brewers that are extremely adept at offering their beer and food matching services. Of course, you could do it yourself, but I'd suggest you do at least one event with an established expert first.

If you want to know what a brewer who knows and cares about beer and food matching sounds like, then Stuart Howe, head of craft and innovation at Molson Coors, as well as still brewing at Sharp's, has these thoughts on his range of Connoisseur's Choice, which I consider a good example of beers that go well with food.



### Ninja Level Pairing Perfection

- ▶ It's time to enter the world of small batch, artisan, strong and sensationally challenging beers – DIPAs, sours, barley wines, unusually flavoured brews and imperial stouts
- ▶ Step it up to a full-blown tasting menu
- ▶ Let your chef loose on the beers beforehand
- ▶ Make sure you taste the dish and beer match all the way through, sometimes on a sip and a bite it can work but then as the dish goes on can become either too much or insipid
- ▶ Have your expert on-hand to talk people through it all
- ▶ Don't be afraid to charge the right amount (a recent beer dinner at £75 a ticket sold out in record time)

"I brew three Connoisseurs' Choice beers each year. I use my current favourite ingredients to create beautiful and diverse flavours. The beers must appeal to the most discerning palates, whilst helping anyone who values great flavour in drinks and embraces the diversity of sensations available from beer. The range was always designed to go brilliantly with food, and the proportion that is sold in restaurants has increased year by year.

"When designing the beers, I consider the complementary flavours available from foods rather than trying to brew a beer that fits exactly with a particular dish. Once brewed and tasted normally a perfect match is easy to identify."

I hope this helps you with your beer and food events for the future - let me know how you've got on or ask me for more advice, on Twitter @melissacole



## Going Global

### World Lager

**We know the other man's grass is always greener, but does it also hold true that the other man's beer is always hoppier, more refreshing or just more appealing?**

The sales figures certainly show no sign of UK consumers taste for exotic lagers diminishing. CGA data for the year to May 2014 shows that world lager sales in the on-trade were up a very healthy 7% by volume and an even more impressive 10% by value, to £1,373m. The fact that value growth is outpacing volume indicates that consumers are prepared to pay higher prices for imported brands.

Authenticity plays a big part in this trend, believes Neil Kitching of Cave Direct. The company imports the Paulaner range of beers from Germany, along with its stablemate brands including Hacker-Pschorr and Hopf. "People are looking for provenance and real history, and Germany is definitely thought of as one of the great brewing nations."

The fact that Germans are less reserved than the Brits in celebrating their beer culture also helps. "Pubs are very keen to use a brand like Paulaner to add authenticity, and this year we have seen a big upsurge in interest from pubs running Oktoberfest events." Paulaner beer steins and ceramic fonts are available to add to this authentic feel.

Other brands highlighting the food and drink culture of their home nation include Czech lager Krušovice, which has focused on food matching at trade events.

### The Light and The Dark

Krušovice has taken a cue from fellow Czech brand Budweiser Budvar in offering both golden and dark variants in the UK market.

Also with a darker variant is Krombacher, which spotlights its range in London's beerhall-style Bierschenke venue. With the flagship Krombacher Pils reporting UK volume sales up by 48% in the first nine months of 2014, the brand has launched the Bavarian-style Krombacher Hell, initially as an on-trade exclusive.

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*"People are looking for provenance and real history, and Germany is definitely thought of as one of the great brewing nations."*

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### Cafe Society

SABMiller has taken the approach a step further for its Czech beer brand Kozel. The Via bar in West India Quay has been reinvented as a continental style beer café, featuring a Kozel-branded bar, authentic Czech food benches and even an entrance arch replicating the one at the Kozel brewery.

Nigel Wright, chief operating officer of Via owner TGG, says: "Customers in and around West India Quay were ready for something a bit different. Kozel's image is a perfect fit for the traditional, stripped-down feel we wanted for the site."

Another SABMiller brand, Pilsner Urquell, is served from 880-pint copper tanks at a number of pubs, with weekly refills delivered

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## Euro Stars

Although Germans and Czech brands are doing well, Genna Burchell, brand manager for Spanish brand Estrella Damm at Charles Wells, makes the point that “Spanish and Italian world lagers are the main driver of category growth”.

CGA data shows that Estrella Damm itself accounted for 20% of category growth for world lager in the year to May 2014, despite being listed in only 6% of world lager stockists. Promoted as the ‘Beer from Barcelona’, it is supported by branded POS and glassware as well as a white ceramic font.

These lagers from sunnier climes are also capitalising on the new-found respect for canned beer in trendier circles. These include Portugal’s Sagres brand, sold in cans by JD Wetherspoon, as well as Estrella Damm. Burchell says: “As well as responding to consumer trends, the can has real benefit for outlets and is easy to stack and serve, cools quicker and is great for those events when bottles or glasses aren’t suitable.”

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*“Although Germans and Czech brands are doing well, Spanish and Italian world lagers are the main driver of category growth”*

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## The Craft Effect

John Critchley, commercial director of importer Morgenrot, sums up: “Consumers are showing more of an interest in where and how different beers are made and with what. Lager is still showing the biggest growth within our portfolio, with our Alhambra, Windhoek, Quilmes and Krombacher Pils all having strong years.

“The craft trend isn’t turning people away from lager, it is just making consumers appreciate different styles of lagers and also what a good quality lager with real provenance is.”

Peter Karsten agrees “The rise of craft beer has definitely helped the world beer sector as a whole. Yes, competition has increased which obviously makes it difficult but it is great for consumer choice. Furthermore, it is helping to breed an increasingly adventurous consumer who is looking for real provenance, quality, interesting beer styles and flavour profiles as opposed to just something wet, fizzy and alcoholic. This shift has definitely been one reason for the growth our brands have seen

## World Champions

In the face of so much activity, the major brewers are also putting heavyweight support into maintaining their market share in the world lager sector. AB InBev has major plans for Corona, while Carlsberg UK is promising that world beer will be an “area of focus in response to the exploding demand” during 2015. Carlsberg UK claims an 18 percent share of world beer in the UK market, with San Miguel, the number one draught world lager in the on-trade and Staropramen the best-selling Czech beer. Staropramen has been backed by a training programme for bar staff which focuses on the authentic ‘Prague head’ serve delivered by a bespoke tap on the Staropramen front.

directly from the brewery in Plzen. Pilsner Urquell master brewer, Robert Lobovsky says: “The tanks ensure that the beer is kept at the right temperature and in perfect condition until the time it is poured into the glass.”

## Not The Usual

Not all world lagers take the traditional approach. Belgian brand Vedett has developed links with live music through a ‘Boom Box’ tour of food and drinks festivals, and support for the Bushstock new music festival. Vedett has also extended its successful personalised bottle label promotion to include personalised branded travel card holders.

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*“The craft trend isn’t turning people away from lager, it is just making consumers appreciate different styles of lagers and also what a good quality lager with real provenance is.”*

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## Transatlantic Style

US brewers have a long track record in reinventing European beer styles. Huber, founded in 1845 by German and Swiss immigrants has produced a bock continuously since 1899 - excluding the Prohibition period - and dark lager Huber Bock is now available in the UK through distributor World Beers alongside the lighter Huber Premium.

Director Peter Karsten comments: “We’ve been inundated in the last few months from outlets searching for dark lagers and bocks, possibly due to the increased German interest post World Cup.”

# Welcome to our beach!



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## The First & The Finest

### CZECH BEERS

**While the region's fortunes have been dictated by the shocks of war and political ambition for centuries, the Czech Republic has triumphed as one of the great producers - and consumers - of beer. Simon Jenkins takes whets his whistle on some of the world's first and finest golden beers**

In a radio broadcast before setting out for Munich, Neville Chamberlain washed his hands of the Czech people, dismissing the German invasion as "a quarrel in a far away country between people of whom we know nothing." Not for the first - or last - time in its history, this landlocked state at the crossroads of Central Europe was traded amid the grand themes of geopolitical change.

The timeline of Bohemia and Moravia has been a seismic one since the 30 years war. The states were subsumed into the Austrian Empire in 1804; wedded to Slovakia in the turmoil of 1918; gifted to Hitler in exchange for 'peace in our time' and invaded by the Soviets in 1968 - before 1989's 'Velvet Revolution' and subsequent split with Slovakia finally won the Czech Republic the independence for which it had long yearned.

The region's talent for brewing stretches right back through these seismic centuries. Its first commercial breweries were established around 1,000 years ago, but long before that, wealthy households would brew their own beer.

### Beer fit for a King

In a land where tradition is highly prized, breweries love to emphasise their ancient credentials. The Royal Brewery of Krusovice was established in 1581, when eccentric art lover, armourist, occultist and gastronome King Rudolph II bought the local brewery - hop and barley farms and all.

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*"Krusovice is one of the few Czech beers to remain unpasteurised for export, so a pint here is just the same as a pint in Prague"*

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I'm not sure he ever mashed in; he may have been somewhat pre-occupied with his pastimes of alchemy, astrology and killing Turks - as well as the small matter of being King of Hungary, Croatia and Bohemia, Archduke of Austria and Holy Roman Emperor.

No matter. His legacy is a fine golden lager (5%), easy on the eye, gentle on the nose, and soothing, faintly honeyed, on the palate.

# The Big All And End All Of Budweiser Budvar's New Packaging Design

Within the next few weeks the results of Budvar's radical packaging makeover start making their way into the UK distribution chain. The aim of this project, which began four years ago, is threefold: to make the Czech brewery's portfolio stand out from the rest, to make the different beers in the portfolio visually more easily distinguishable from each other and lastly, but not least, to reflect the brand's values. This exercise represents the biggest rethink of the brand's packaging in 20 years, although there have been minor tweaks along the way the last being in 2005-nine years ago. Changes come slowly to a brewery nurtured on the tradition that good beer, and therefore everything connected with it, takes time. When it does come though it's well thought out and decisive.

## A NEW LABEL BUT NOTHING ESSENTIAL CHANGES

Central to the whole exercise, in which nine design outfits drawn from across Europe took part, is the concept for Budvar's new labels. Stripped of clutter they focus on essentials whilst displaying an aesthetic quality that gives the beer the stand-out quality that defines it with so many drinkers. Each beer now has its own dominant colour to ensure even closer consumer familiarisation with the products within



the portfolio. Gold is for Original, black is for Dark, red on gold for Bud Premier Select and green for Free or alcohol free. All of this is hammered home and underscored by using the letter "B" (for Budvar of course) up first on the names of the beer-so we now have B.Original, B.Dark, B.Free and B.Strong (Bud premier select). In effect we can say with typical modesty it's a touch of marketing genius: a name change has been carried out here without any name change at all. Long standing Budvar fans are mostly unaware of and certainly unfazed by these changes, because they bring none of the discomfort which the new usually does, whilst the way will be opened to recruit more followers. For draught products the same rules apply with new font badges being offered, although one Budvar favourite on the draught side does not appear in a bottle. That is Yeast Beer or Krausened lager. This becomes B Special (it will not be appearing in Northern Ireland!).

## CELEBRATING THE BRAND'S VALUES

An important part of the exercise is to harmonize the visual look of the packaging with what Budvar perceives to be its core

values and to present them in such a way that the consumer will connect with them. These are its uniqueness, a determination to oppose mass taste and not to pander to it, the courage to be a loner, an anti-globalisation approach (Budvar exports to 70 countries but brews only at its one brewery in Southern Bohemia) not to mention a fixation on putting quality and excellence before the bottom line.

## BUT THE INNER-BUDVAR REMAINS THE SAME

Behind the packaging re-design the beer that has been described by Roger Protz as "arguably the finest lager conditioned beer in the world" remains eternally the same. It continues to be created in a 100 day brewing cycle, 90 of them spent quietly maturing. Only the finest local ingredients will continue to be used in its brewing-like whole Saaz hops, Moravian Barley Malt from the famous Hana Valley, spring water from 300 metre deep pure source located under the brewery and a strain of yeast resident since 1895. All will continue to come together, in their new livery, to delight further generations of beer drinkers celebrating a beer style that is one of the great pillars of European beer culture.



**MATURED NATURALLY  
FOR 90 DAYS**

*Budweiser  
Budvar*



Its dark, soporific stablemate Krusovice Cerne - the Czech Republic's biggest dark lager export - is a shade less potent at 3.8%.

Now distributed by Marston's, the two beers are fast gaining a foothold in the UK, with a key selling point that Krusovice is one of the few Czech beers to remain unpasteurized for export, so a pint here is just the same as a pint in Prague.

### A Pint of Distinction

That point of distinction is increasingly important. While lager falls well beyond CAMRA's pale, there is no doubt that the success of the Campaign has also led discerning, inquisitive drinkers to explore a world of lager well beyond the global brands. And in this climate of discovery, one Czech beer in particular has come to symbolise a commitment to quality - Budweiser Budvar.

In 1265 King Ottakar II granted brewing rights to the city of Ceske Budejovice. By the time German emigrant Adolphus Busch established his brewery in St Louis six centuries later, the reputation

of Budejovice was such that he named his beer after the German name for the city, Budweis.

Whatever fine intentions young Adolphus had, the American beer which carries the Budweiser name is no longer comparable to that produced in Budejovice, its recipe now corrupted by the addition of rice and the almost total absence of hop content.

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***"For three months, the beer is stored in giant horizontal tanks, where it matures, softens, ripens and gathers a beautifully balanced malty, fruity, gently bitter taste"***

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So how can it be called Budweiser – when wonderful Budweiser Budvar remains widely available? Again we're back to 1939. As Nazi forces prepared to march on Prague, and amid threats of ruinous court cases, Budvar was strong-armed into an agreement which forbade their use of the words Bud, Budweis and Budweiser from Panama upwards.

The deal still holds. Britain is one of few places where both Czech and American beers carry the name. A court ruling stated:

*"UK consumers are well aware of the difference between Budvar's beers and those of Anheuser-Busch since their taste and prices have always been different."*

Too right. In tastings, 94% of volunteers who tried both preferred the Czech.

### A Quality Czech

So what makes Budweiser Budvar so good? Well, you can start with its adherence to German beer purity laws; its soft water drawn from an ancient well deep below the brewery; its Zatec hops and local Moravian malt.

Then you come to its lagering time. For three months, the beer is stored in giant horizontal tanks, where it matures, softens, ripens and gathers a beautifully balanced malty, fruity, gently bitter taste. This is not merely an investment in time, but an investment in space, equipment and money. For every extra litre of beer they add to daily production, Budvar must add an extra 90 litres of storage capacity.

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***"I'm not sure he ever mashed in; he may have been somewhat pre-occupied with his pastimes of alchemy, astrology and killing Turks"***

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The brewery's goal is for their export beer to taste just as though it had been drawn in the Budejovice cellars. And following suggestions by renowned beer writer Roger Protz, Budvar started exporting an unfiltered, unpasteurised version of their yeast beer – which has really taken off.

Pubs from Sussex to Newcastle are now serving this slightly hazy take on this fabulous beer.



# KRUŠOVICE

1581



## ROYAL CZECH BEER SINCE 1581



In 1581 King Rudolph II, Holy Roman Emperor and King of Bohemia, acquired his very own brewery in the village of Krušovice near Prague, in what is now the Czech Republic. He is the only king ever to have owned his own commercial brewery.

### IMPORTED FROM KRUŠOVICE

The Royal brewery of Krušovice is the only place in the world where Krušovice is brewed according to the traditional recipe and prides itself on existing in the same location in Central Bohemia since 1581.

### KRUŠOVICE IMPERIAL

An award winning and premium golden beer – this very accessible and most refreshing golden pilsner uses Bohemian malt, Czech Saaz hops and local spring water giving it a tasty bitterness and crisp after taste (5% ABV).

According to premium lager drinkers, Krušovice has the fullest, most in-depth flavour profile and is the preferred Czech lager.

For more information on Krušovice or stocking enquiries, please contact Marston's on

**0800 587 0773**



People were initially unsure whether a beer served this way would catch on over here. But pubs renowned for keeping real ales in tip-top condition are doing the same for Budvar: "Given the right distribution, top class technical support and good cellar management, you have a best seller on your hands" says Ian Moss, UK Marketing Controller.

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*"Whatever fine intentions young Adolphus had, the American beer which carries the Budweiser name is no longer comparable to that produced in Budejovice"*

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The addition of Budvar Dark to their draught range, and the innovation of a beer font which creates a further alternative by mixing Dark and Original, has kept Budvar sales strong. A commitment to tradition, to quality, and to fighting the Americans at every turn, has kept Budvar fiercely independent.

### **The Golden Giant**

Even so, production is dwarfed by that of Pilsner Urquell, the world's first golden lager and still the undisputed King of the pilsners, 170 years after Bavarian brewer Josef Groll first perfected the recipe in the town of Plzen.

Previously, Pilsen beer had been second-rate, overshadowed by that of the dark lagers of neighbouring towns - and it took a public protest, in which the brewery's output was poured into the drains

outside the town hall, to turn the tide. Groll's beer was a crisp, golden, bottom-fermented revelation. It still is.

PU has attracted a small sideshow of dissenters who claim it has seen marked changes in character since the end of Communist control. But it remains a wonderful beer, remarkably bitter and refreshing, and a welcome sight for a knowledgeable drinker as they step across the threshold of any pub.

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*"Every Wednesday, a tanker arrives from Plzen to decant thousands of litres of fresh unpasteurized beer straight into the tanks"*

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And - as with Budvar and Krusovice - it's now possible to get the genuine Czech experience of drinking unpasteurised PU too. The Draft House in Seething Lane near Tower Hill has installed four huge Czech copper tanks. Every Wednesday, a tanker arrives from Plzen to decant thousands of litres of fresh unpasteurized beer straight into the tanks. Talk about a unique selling point.

PU also owns the niche Radegast brand from Nosovice, whose motto translates into English as "Life is bitter, thank God."

Kozel is another brand gaining a hold on the drinkers of Britain. Kozel means "goat" in Czech, but whether the beer is quite so popular in Russia, I'm not so sure. In Russian the word means "idiot". The brewery was founded in the 1870s by an industrialist who gloried in the name Frantisek Ringhoffer. A long-time favourite

in Bohemia, the draught beer was introduced into the UK in 2010 by owners SAB Miller. At 4% ABV Kozel is a deal less potent than most Czech beers and its most remarkable quality is its sharp, citric nature. A dark version is available in bottle too.

### Star Performer

The country's second biggest brewer is Staropramen of Prague. Though now owned by Molson Coors, Staro remains true to its traditional brewing methods, though with a lagering time reduced to around four weeks. It is also brewed under licence outside the Czech Republic.

Smooth, soft, malty and full-bodied, yet with a crisp bite as it hits the palate, Staropramen is now a big-hitter in the UK where it is distributed by Carlsberg, and is a welcome sight on the bar for customers who are looking for some genuine alternatives to the big name brands.

### Small Beer, Big Taste

At the other end of the scale, there are several niche brands available over here - although nowhere near as many as you'd find on a highly recommended trip around the bars of Prague.

Bernard, from the town of Humpolec is a finely crafted range of lagers, now under the ownership of Belgian giant Duvel Moortgat; and imported to the UK by Pivovar. Available on draught and in bottles, it is also an unfiltered, unpasteurised beer so should only be kept by careful cellar keepers.

Hobo Craft Czech lager actually hails from Zatec, 40 miles north-west of Prague, and the town which gave its name to the hop of choice for the country's lager producers.

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*"Hobo is served in cans, which may horrify some purists, but the brewery insists this offers better protection from sunlight and oxygen"*

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The production process is fiercely traditional - a double decoction mash and three stages of Saaz hopping in copper kettles, Hobo is fermented in open fermentation 'squares' for 14 days before being transferred into horizontal lagering tanks sunk deep into the rock beneath the brewery and where the temperature remains constantly cold.

Yet the presentation is anything but traditional - Hobo is served in cans, which may horrify some purists, but the brewery insists this offers better protection from sunlight and oxygen. In the US, many brewers in the vanguard of the craft beer revolution are heading down this route.

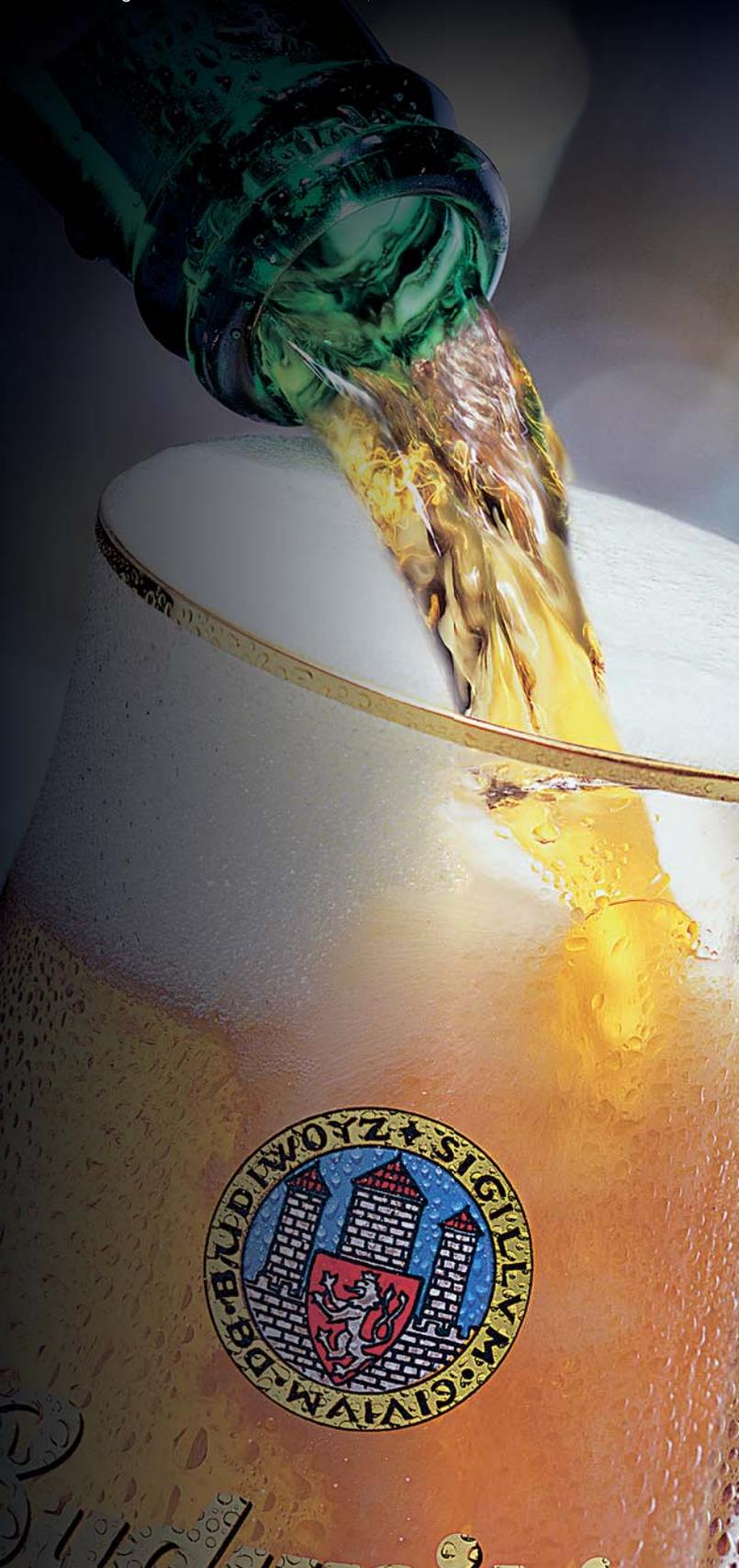
The joys of Czech Beer can now also be shared by those who like to keep their lives organic and gluten-free, thanks to Prague's Research Institute of Brewing and Malting whose new process allows Celia Organic Lager to retain the usual suspects - Czech water, Bohemian malt and Zatec hops - yet with gluten-free

ingredients sourced from organic farms. It's virtually indistinguishable from the inorganic, gluten-laden original.

Visitors to Prague would also be well advised to take in some of the city's many brewpubs, the most famous of which, U-Fleku, has been brewing for at least 500 years. Nearby U-Medvidku, also a stylish hotel, has the distinction of brewing the X-Beer range, which at over 12% ABV is one of the strongest beers in the world.

1,000 years on, beer remains right at the heart of Czech life. Thanks to the wonders of international trade, for many in Britain, Czech beer is a big part of their lives, too.

As Radegast tells us: "Life is bitter, thank God."



# Czech List

**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 of the beers are brewed for consumption in the Czech market but five draught varieties are imported into the UK: Pilsner 4.7%, Light or Svetle 3.8%, Dark or Cerne 5.1%, the extremely rare Unfiltered (Nefiltravano) 5.1% and even rarer Special OX at 5.8%. 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%

Bohemia is well known for its brewing tradition and 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. A premium beer with a hoppy taste and medium bitterness, the draught version is imported exclusively into the UK by JW Lees.

JW Lees 0161 643 2487

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

James Clay 01422 377560

[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)

**Budweiser Budvar Dark** Bottle/Keg 4.7%

A complex dark lager beer with roasted malt character balanced by good hop bitterness, brewed in Budweis by the legendary Budvar company. Reproducing, as closely as possible, Bohemian and Bavarian lagers until the 19th century, it is fermented for at least 90 days. The delicious roasted flavour comes from the use of three types of malt: Munich, caramel and 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 7.5%

Voted the world's best strong lager in the 2013 World Beer Awards, 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".

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)

Matthew Clark 01275 891400

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

<b>Budweiser Budvar NA</b>	<b>Bottle</b>	<b>0.4%</b>
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Brewed since 1992 in the Czech Republic, this is an award winning NA beer. Established 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 with an ABV of 0.4%.

Budweiser Budvar UK 020 7554 8810 [www.budweiserbudvaruk.co.uk](http://www.budweiserbudvaruk.co.uk)

<b>Budweiser Budvar Yeast Beer</b>	<b>Keg</b>	<b>4.1%</b>
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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)

<b>Celia Gluten Free</b>	<b>Bottle</b>	<b>4.5%</b>
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Award winning gluten free beer which still packs the punch of a world class Czech lager, boasting such beautiful characteristics as its golden color, pleasant malty aroma, flavour harmony and refreshing consistency

Nectar Imports 01747 827030 [www.celialager.co.uk](http://www.celialager.co.uk)

<b>Hobo</b>	<b>Can</b>	<b>5.1%</b>
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“A crisp and classic golden Bohemian Pilsner brewed with patience and principles. Laid on a bed of biscuity Moravian malt and spiced with citrusy Saaz hops, it's floral, brisk in bitterness with a gentle rounded sweetness. Deftly balanced; characterful yet quenching; it's kept in a can because, that way, it retains its freshness for longer.”

CASK Liquid Marketin 07944 835356 [www.hobobeerandco.co.uk](http://www.hobobeerandco.co.uk)

<b>Konrad 12</b>	<b>Bottle/Keg</b>	<b>5.2%</b>
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Gold medal winner in the Czech lager style category at the World Beer Awards 2013, and listed in Roger Protz's 300 more beers to try before you die. This is the flagship beer of an independent brewery that was revived in 2000, having been closed by Bass two years earlier. In addition to Konrad 12 the beer range includes 11, 14 and 16 degree - the unit by which Czech beers are measured

Konrad Beer 01483 264 118 [www.pivo-konrad.cz](http://www.pivo-konrad.cz)

<b>Kozel</b>	<b>Keg</b>	<b>4.0%</b>
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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)

<b>Krušovice Imperial</b>	<b>Bottle/Keg</b>	<b>5.0%</b>
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Pronounced kru-sho-vi-tse. An award winning premium golden beer brewed in the same location in the Czech Republic since 1581. A pale gold lager brewed with Bohemian malt, Czech Saaz hops, and spring water it is more full-bodied, more refreshing and has a smoother, crisper after taste than competitors.

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

<b>Krušovice Cerné</b>	<b>Bottle/Keg</b>	<b>3.8%</b>
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Pronounced kru-sho-vi-tse chair-knee. Although a lower abv, Cerné does not compromise on quality, offering an accessible beer with a smooth, full-flavour, and a slight caramel sweetness balanced by a delicate hop bitterness.

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

<b>Pardál</b>	<b>Bottle/Keg</b>	<b>3.8%</b>
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The latest beer from the legendary Budweiser Budvar brewery. The name means Panther in Czech, but it is also used as a colloquialism for 'top bloke', and has swiftly established itself as a top quality session lager in its homeland, already accounting for 18% of Budvar's sales. Lower in alcohol, and a darker colour than Budvar Original as a result of the highly-roasted malts, including caramalt, used in the brew. According to Roger Protz, this beer is closer to the "Vienna Red" style of deep bronze-coloured lagers, than a classic golden Czech lager. It has a honeyed malt and caramel palate with a good underpinning of spicy and floral hops

Budweiser Budvar UK 020 7554 8810 [www.budweiserbudvaruk.co.uk](http://www.budweiserbudvaruk.co.uk)

<b>Pilsner Urquell</b>	<b>Bottle/Keg</b>	<b>4.4%</b>
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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)

<b>Staropramen</b>	<b>Bottle/Keg</b>	<b>5.0%</b>
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The name literally translates as 'Old Spring' and this Czech lager, first brewed in Prague in 1869 is now the best-selling Czech lager in the UK on-trade. Best served with a 'Prague head' which is created using the bespoke tap on the Staropramen tap font, This gives a tight foam head designed to maintain flavour and carbonation all the way to the bottom of the glass

Carlsberg UK 0845 6013 432 [www.carlsberg.co.uk](http://www.carlsberg.co.uk)



## We're Talking German

### Genuine Germans

**The talk about beer that started with craft has at last translated into the language of lager, and as lovers of blonde beers are finally getting a word in, the word on everyone's lips is German**

For forty years, media conversation and debate about beer has been dominated by cask ales and speciality beers. The main lager brands, by and large brewed under licence by giant corporations, are inherently uninteresting, and while attention has always been paid to the fortunes of heroic independent imports, the big pouring brands have been pretty much ignored.

As, indeed, have their drinkers, who have generally been considered as not especially discerning and happy to drink whatever is put before them. As a result the British have historically been deprived of easy, widespread access to premium-quality imported lagers - and in particular, to genuine German beers.

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*"Only now is the lava from the craft beer volcano's five-year eruption beginning to threaten the big brands' domination of the UK lager market"*

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This is despite the fact that marketing surveys show that British drinkers consistently put German lagers, like German cars, at the

top of the quality league table - a third of respondents to a survey carried out for Warsteiner rated German beers the tops - and can be traced right back to the distant days when the Big Six brewers ruled Britannia. In those days German breweries were highly resistant to foreign takeover and weren't much prone to foreign adventures of their own, either. As a result the house lagers in the huge Big Six tied estates mostly had Dutch, Danish, and even Canadian heritage and others were entirely domestic in origin.

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*"Authentic beer today isn't only about handpulls, and the old idea that lager drinkers aren't discerning is being challenged"*

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### All Change

Much has changed since then, of course. But corporate strategies going back to the 1970s laid the foundations of the mainstream lager market of today; and in more recent decades the big brewers' focus on "drive brands" such as Foster's, Kronenbourg and Stella Artois made sure that, in comparison with the increasingly diverse ale market, the lager market was underserved and uninspiring - or to quote Adnams' sales director Max Bond, "severely underpopulated".

But despite the damage inflicted by the likes of George the Hofmeister Bear and other nonsense beers with a fake accent - German beers have always retained a certain cachet. Holsten Pils



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**SOME THINGS  
NEVER CHANGE.  
GOOD.**

*WARSTEINER has been brewing beer with  
uncompromisingly high standards since 1753.*

---

DO IT RIGHT



**WARSTEINER**  
FAMILIENTRADITION  SEIT 1753



and Löwenbrau have both had their moments in the sun; most breweries have had German beers such as Kaltenberg or Furstenberg at the premium end of their portfolios at one time or another; and to this day Beck's is still regarded by consumers as a cut above the rest.

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***“There’s a general perception that Stella sacrificed part of its premium appeal when it started heavily discounting and cut its alcoholic strength from 5.2% to 5% - then to 4.8%. Distributors of German beers believe it’s vital to remain in that BMW/Mercedes bracket if they are to have a long-term future”***

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Only now, though, is the lava from the craft beer volcano’s five-year eruption beginning to threaten the big brands’ domination of the UK lager market. The tastes of the opinion-forming, trend-setting beer-drinker of today are incredibly catholic by traditional standards. The CAMRA-oriented beer-buff might enjoy world beers of many styles as much as cask and bottle-conditioned ales but would turn up a dainty nose at keg and can and indeed at all but a few lagers; to the new, younger, more eclectic consumers such distinctions are meaningless, even precious. Combine that with the gradual loosening of the tie in key sectors of the on-trade - and the equally gradual internationalisation of the German brewing industry - and the opportunity for genuine imported German lagers in the UK becomes clear.



## Opportunity Knocks

One brand particularly well-placed to answer the demand is Warsteiner. Imported by Thwaites of Blackburn, it starts the race with the advantage of established distribution through the brewery’s own tied estate, direct-delivered free trade, and wholesale channels.

It’s well-known enough to have a good reputation, but not so well-known as to be considered everyday or boring. It has recorded considerable growth in both on and off trades in the last two-three years, and the brewery’s Des Gallagher puts it down to consumers who may be experimental but are discerning with it.

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***“In the last six years the consumer has changed. People used to stick to their usual brands; now there’s a younger audience who’ll drink across categories and are equally familiar with wheat beer, Trappist, cask, pilsner”***

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“Warsteiner is a family brewery with nine generations behind it, and provenance like that is very important to the modern consumer,” he says. “Authentic beer today isn’t only about handpulls, and the old idea that lager drinkers aren’t discerning is being challenged.

“In the last six years the consumer has changed. People used to stick to their usual brands; now there’s a younger audience who’ll

drink across categories and are equally familiar with wheat beer, Trappist, cask, pilsner. And it's a brand's provenance that matters, whether it's an American craft beer, an iconic cask ale, or an imported lager."

## Independent Demand

But if tastes are both broadening and deepening among younger beer-drinkers, it's the dynamism of the independent bar trade that is keeping up the momentum.

Will Evans of Cave Direct, importer and distributor of Paulaner, says: "It's the trade that is the real driving force behind the changes of the last five years. The mainstream brands have been around for a long time and have started to be seen as the norm.

Our accounts started demanding beers with quality and genuine provenance, that weren't brewed under licence, and the process is continuing to accelerate.

*"They know that they have to create some excitement to get consumers to leave home in the evening. It's what has happened in the coffee market, in craft-distilled spirits, in premium mixers; in the meantime the lager market has been severely underpopulated"*

"Paulaner sales grew by 20% in the last full year and are currently growing by 35%, and it's the trailblazing sectors of the trade, not the high street chains, that are leading the way."

Opinion, though, is divided on where the market goes next. Is there a future for imported German beers in the mainstream pub trade, or does it lie mainly in the hands of specialists?

There's a certain amount of caution here, and for good reason. There's a general perception that Stella sacrificed much of its premium appeal when it started heavily discounting and cut its alcoholic strength from 5.2% to 5% - then to 4.8%. Distributors of German beers believe it's vital to remain in that BMW/Mercedes bracket if they are to have a long-term future; but once launched into the volume markets, will the pressure to compromise prove irresistible?

"We have to keep our brands in the right area," says Will Evans. "We don't want to go to the trade on price. We want to maintain aspirational status, which is why the independent sector is right for us at the moment."

On the other hand, John Critchley of Morgenrot believes that while many of the craft beers in his company's range probably don't belong in the mainstream pub sector, Krombacher will have far wider appeal. "It can and will move into the broader pub trade," he says confidently. "We trialled it in Wetherspoon, which gave us huge exposure and put us into all kind of outlets.

"We have to maintain a price-point, and the wholesale price is more in line with Peroni than with Stella. But it's not just about price, it's about exclusivity, and our accounts get a good rate of sale."



**No.1**  
PREMIUM  
BEER BRAND  
IN GERMANY

# Krombacher

ORIGINAL IMPORT FROM GERMANY

Family owned and operated for generations, Krombacher beer is only brewed in the pristine village of Krombach, Germany according to the purity law of 1516. Krombacher beer is only brewed with the unique Felsquellwasser (mountain spring water) from around the brewery area.

High quality point-of-sale material and a tailor made support package including the exclusive Krombacher glassware are available to all new stockists. To find out more about becoming part of the Krombacher family, please contact one of Krombacher's UK importers.



**Morgenrot Group**  
Tel 0845 070 4310  
enquiries@morgenrot.co.uk

**Oakham Ales**  
Tel 01733 370500  
info@oakhamales.co.uk

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**info@krombacher.co.uk** [www.krombacher.co.uk](http://www.krombacher.co.uk)



## A Better Offer

Max Bond, sales director at Adnams which imports and distributes the Bitburger range, is even more bullish. “The big lease companies are beginning to show interest in German beers now,” he says. “They have got to have craft ranges because everyone knows that that is what is going on.

“The good operators who already have a strong cask offering will have to have a good keg offering as well. They know that they have to create some excitement to get consumers to leave home in the evening.

It’s what has happened in the coffee market, in craft-distilled spirits, and in premium mixers with brands such as Fevertree and Fentiman’s; in the meantime the lager market has been severely underpopulated.”

It may very well be that in the future a three-font line up of lagers will be as common in pubs as the session-best-premium line-up of handpulls, with the third font being reserved for a German.

In the meantime the independent importers are concentrating on introducing a wave of follow-up brands to keep up with the independent trade’s demand for variety.

Cave Direct, for instance, also handles the Hacker-Pschorr family; Thwaites complements Warsteiner with König Ludwig wheat and dark beers; Morgenrot has just added draught Hell, a 5% Munich-style lager, to its line-up of Krombacher Pils, Weizen, and Dunkel; and Adnams has beers from König from Duisburg and Kostritzer from the former East Germany alongside Bitburger in its portfolio.

“Kostritzer has the kind of story bar-owners and consumers like -

in fact not one but two stories,” says Max Bond. “It’s from what used to be the GDR, which is a talking-point in itself, but its beers also hark back to an older tradition of brewing which had all but died out in the West.”

One of these antique styles is Schwarzbier, or black beer, closer in character to Bohemian black lagers than to West German dunkels; Kostritzer has been brewing its variant since at least 1543, making it perhaps the oldest-documented beer in Europe. But perhaps even more exciting to the British pubgoer, who is used to rows of handpulls dispensing cask-conditioned ale, is Kellerbier.

Unpasteurised, unfiltered, and capable of being served on a handpull, Kellerbiers are in effect “real” lagers, and they’re causing something of a stir in the more experimental and innovative quarters of the on-trade.

“We’ve just started bringing Kostritzer Kellerbier into London and it’s going down really well in the newer style of beer bars,” says Max. “It’s 5.4% abv but it carries only a light carbonation, and it’s great tasting. It’s got a great story too.”

The tremendous number of different German beers slowly creeping into the country is beginning to generate its own demand, as such trends sometimes do, among consumers eager for new things and licensees equally eager to keep them satisfied. “Bar owners ring us up and ask: ‘What else have you got?’” says Des Gallagher.

But how long must the rest of us, far distant from the cosmopolitan ferment of the big cities, wait before they can catch up with what these cutting-edge pioneers are doing? Only three out of 10 pubs nationwide currently stock a world beer, says Des, so there’s still an awful lot of potential for further growth.

# Bitburger

CRAFTED SINCE 1817



## PREMIUM GERMAN PILSNER 4.8% ABV

In accordance with the German Purity Law, Bitburger is brewed with only the very best ingredients to create an elegant pilsner with delicate herbal aromas, a nutty, honey-like character and the perfect balance of bitter and sweet.

In a crowded UK lager market, consumers are seeking beers with a distinctive flavour and genuine heritage - Bitburger offers both.



To find out more about Bitburger or to enquire about stocking please call 01502 727272 or email [info@adnams.co.uk](mailto:info@adnams.co.uk)  [@bitburgeruk](https://twitter.com/bitburgeruk)



## Quality and Style

**It counts for the vast majority consumed both here and in the fatherland, but there's much more to German beer than blond lagers. Peter Alexander offers a beginner's guide to common German Beer Styles.**

Germany has a huge reputation for quality lager beers, due in part, to its ancient beer purity law, the *Rheinheitsgebot*, which allows beer to be brewed using only malt, yeast, water and hops as ingredients. Some say it is far too staid and boring, due to, you've guessed it, that pesky old purity law, which forbids adding fruit say, or coffee, or brewing sugars, or actually anything but the sacred four ingredients. It wasn't always pale lager beer in Germany though. The blond, crisp, clean lagers, for which Germans have become so famous have been around scarcely more than 160 years and it is only in the last 40, they have become all conquering.

Let's start with pale lager and then we'll look at what else this vast brewing nation produces.

### Pils

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*"Hops shine all the way, from first to last sip, in this bitter, dry and distinctive lager"*

---

Most people when they think of German beer think of pale, straw coloured, moderately bitter, lager beer known in Germany as Pils.

And they'd be right. Blonde beers of around five percent alcohol, account for more than two thirds of beer sales in Germany and vary from the soft, malty beers of Bavaria known as *Helles*, to the much more bitter drier, beers of the North.

Good examples, widely available in the UK, would include *Krombacher* with its sweet malt nose, touches of lemon, grass and a crisp bitter finish. Or you could try *Jever* from Friesland in the North. Hops shine all the way, from first to last sip, in this bitter, dry and distinctive lager.

For the sweeter, softer, slightly stronger Southern German style, comes *Augustiner Edelelstoff*, a favourite in its Munich home and worth seeking out for its delicate balance and sheer drinkability.

### Kölsch

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*"Delicate and slightly fruity and definitely not a pils, Kölsch is to Cologne what Alt is to Dusseldorf"*

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A pale, straw coloured beer of 4.8%. Delicate and slightly fruity and definitely not a pils, Kölsch is to Cologne what Alt is to Dusseldorf.

Try the subtle *Früh*, or *Gaffel* and *Reissdorf* which are more hop forward. Sip from a narrow tall glass and top up frequently.

Serve at fridge temperature.

# Made in Munich, Bavaria



Seit  
**PAULANER**  
*Feinste Münchener*



Seit

1634

**PAULANER**  
**Münchner Hell**  
MUNICH LAGER



**GUT, BESSER, PAULANER.**

## Paulaner Munich Lager

Available on draught in 50l kegs and by the bottle in 20x500ml and 24x330ml nrb cases

To arrange a draught installation and receive a free glassware and POS kit, or to find out about stocking the Paulaner bottle range, please contact:

**Cave Direct Beer Merchants**

01622 710339 - [info@cavedirect.com](mailto:info@cavedirect.com)





## Wheat Beer

*“These refreshing beers contain live yeast cells - hence the cloudy appearance - and served highly carbonated, they have a distinctive aromatic, clove, banana and bubble gum taste from the yeast and spiciness from the minimum of 50% wheat malt added to the usual barley”*

In Germany the fastest growing style is wheat beer, known as weissbier (white beer) or hefeweizen - literally “yeast wheat” due to its opaque, turbid appearance.

These refreshing beers contain live yeast cells - hence the cloudy appearance - and served highly carbonated, they have a distinctive aromatic, clove, banana and bubble gum taste from the yeast and spiciness from the minimum of 50% wheat malt added to the usual barley.

Wheat beer comes in both pale and dark forms. Both are readily available in the UK and very few disappoint. Erdinger is the best seller and has just introduced Urweisse on draught to the UK.

Other good examples are the classic Schneider Original from Bavaria, slightly darker than many, but with less sweetness and a rather full, mouthfilling body. Wiehanstefan famous for teaching

brewing, is paler, sweeter, lighter and bang in the middle of the style. These are great thirst quenchers on a hot day, or try with sausages or pork at any time.

## Alt Beer

*“Copper to dark coloured and top fermented like a British ale, it is cold conditioned like a lager to give a clean tasting, malty, flavoursome beer”*

Alt means “old” in German and is a stronghold of Düsseldorf, where a number of brewpubs specialise in the style which is so ubiquitous that when you order a beer in Düsseldorf, alt is what you get. Copper to dark coloured and top fermented like a British ale, it is cold conditioned like a lager to give a clean tasting, malty, flavoursome beer. If you can get it, Uerige Alt is fantastic, but Diebels is more readily found. Mix it with cola for a “Diesel” like the Germans do.” Yes. Really.

## Rauchbier

*“Expect it to taste like liquefied smoky bacon. Like Marmite, you’ll love it or hate it, but it certainly is different”*

Gaining a cult following in craft bars, smoked beer is made, a little like some malt whiskies, with malt smoked over beechwood. Schlenkerla from the brewing city of Bamberg is best known and, well, best. Expect it to taste like liquefied smoky bacon. Like Marmite, you’ll love it or hate it, but it certainly is different and a taste worth acquiring.

## Strong Beers

*“Pale or dark and weighing in at between 7 & 13 percent, there is one for every occasion”*

Think of these as the barley wines of Germany. With a monastic heritage, some are seasonal and some brewed all year round. Pale or dark and weighing in at between 7 and 13 percent, there is one for every occasion.

Try Schneider Aventinus, for a punchy strong wheat beer, or Kloster Andechs Doppelbock which lives up to the old German assertion that beer is “liquid bread.” No need for food with these rich beers, but given their strength, you’d be well advised to have something to eat beforehand.

Pale, dark, strong, smoky, spicy and hoppy - whatever your taste in beer, Germany has a beer and a beer style to suit. Great with food or just to drink on their own, German beers are easily obtained from many specialist distributors, in bottle and many in keg form too. They add a touch of difference to both retailer and customer.

Try some.

# Köstritzer

# KELLERBIER

ALC 5.4% VOL.

**NOW AVAILABLE!**

A NEW UNFILTERED AND CELLAR AGED BEER TRADITIONALLY BREWED IN BAD KÖSTRITZ, GERMANY. BREWED USING ONLY THE HIGHEST QUALITY ROASTED MALTS, KÖSTRITZER KELLERBIER IS THEN AGED TO CREATE A FULL-BODIED BEER WITH A LIGHT SPICY FLAVOUR.



## Köstritzer

## KELLERBIER

UNFILTERED GOLDEN BEER

ALC 5.4% VOL.

BREWED IN BAD KOSTRITZ, GERMANY

TO FIND OUT MORE ABOUT KOSTRITZER KELLERBIER OR  
TO ENQUIRE ABOUT STOCKING PLEASE CALL 01502 727272  
OR EMAIL [INFO@ADNAMS.CO.UK](mailto:INFO@ADNAMS.CO.UK)



# ERDINGER *Weißbräu*

A world-famous private brewery



*The World's Most Popular Wheat Beer* **ERDINGER** *Weißbier*

# A cause for celebration amongst Weissbier fans!

ERDINGER Weissbräu is making available its URWEISSE beer in the UK.

The traditional recipe used to brew URWEISSE has been one of ERDINGER's great secrets, handed down from generation to generation of the brewery's head brewers and dating back to its foundation in 1886. The resulting beer has a particularly pleasant spicy aroma, distinctive yeast flavour and an unmistakable top-beer profile. URWEISSE is especially well suited to hearty – whether stew, roasts, or steak, it adds real flavour to these dishes, and is the perfect accompaniment.

ERDINGER Urweisse is crafted with specially selected wheat and barley malt, a unique top fermenting yeast strain and aromatic hops. This results in a premium tasting beer that cannot help but capture your attention with its dark golden colour and full flavour.

URWEISSE is brewed to 4.9% ABV and is available in a traditional 500ml bottle with old-style design, as well as in 30 litre kegs. The wooden bar dispenser helps portray the feeling of Bavaria, tradition, and a great beer. The mouth-blown, special glass gives a further hint of this age-old, wheat beer recipe.

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 drop of ERDINGER's speciality beers.

Recognising the wider appeal of exceptional beers, ERDINGER Weissbräu was the first wheat beer brewery to offer its products outside Bavaria and soon became popular all over Germany. 10 years later, Bavaria's wheat beer "cultural heritage" was made available throughout the world and today ERDINGER Weissbier is considered the ultimate wheat beer experience in over 90 countries.

The brewery still sticks rigidly to the Bavarian Purity Law of 1516 and uses only water, hops, yeast, wheat malt and barley malt in the brewing process. By employing only traditional brewing methods but with cutting-edge production equipment and facilities, ERDINGER will never compromise the quality of the brand and the most popular wheat beer – not just in Germany, but the world!





# Genuine Germans

**Augustiner** Munich Helles 5.2%

Since 1328 Augustiner beer had been brewed within the monastery of the Augustinian Brotherhood near the cathedral of Munich. The Helles is the classic Munich beer, a light lager style beer, very crisp and soft with notes of citrus and hops with a slightly sweet finish.

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Beck's** Pilsner 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.

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

**Benediktiner** Wheat Beer 5.4%

Benediktiner is an amber-coloured wheat beer which boasts a unique fruity tingly character with a balanced hoppy bitterness.

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

**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.

Adnams 01502 727200 [www.adnams.co.uk](http://www.adnams.co.uk)  
Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**DAB** Dortmund Lager 5.0%

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)

**Dortmunder Union** Pilsner 5.0%

First brewed in 1873, in the city of Dortmund in Germany's industrial Ruhr Valley, this light golden beer became very popular with the workers of the industrial movement and was responsible for Dortmund Union becoming Germany's largest Brewery.

LWC Drinks 0845 402 5125 [www.dortmunder.co.uk](http://www.dortmunder.co.uk)

**Eichbaum** Range 4-5.3%

One of the leading brewers of Baden Württemberg in Southern Germany, where lagers are traditionally less strongly hopped and taste a little sweeter than those from other regions. Also available are wheat beers in both golden and dunkel, and Apostel Bräu, a malty pilsner

Morgenrot Group 0845 070 4310 [www.morgenrot.co.uk](http://www.morgenrot.co.uk)

**Erdinger Weissbier**      **Wheat Beer**      **5.3-7.3%**

The world's biggest wheat beer brewer only brews wheat beers. A wide range of variants available in the U.K. - 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.

Matthew Clark 01275 891 400      [www.matthewclark.co.uk](http://www.matthewclark.co.uk)  
James Clay & Sons 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)  
Nectar Imports 01747 840100      [www.nectar.net](http://www.nectar.net)

**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%**

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.

Branded Drinks 0870 066 0947      [www.brandeddrinks.co.uk](http://www.brandeddrinks.co.uk)

**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)

**Hofbräu**      **Helles**      **5.1%**

More than any other, Hofbräu Original embodies the special atmosphere of the beer-making capital of Munich. Exported to the four corners of the globe, its refreshing, bitter flavour has become famous worldwide.

James Clay 01422 377560      [www.jamesclay.co.uk](http://www.jamesclay.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)

**Kloster Andechs**      **Range**      **5.5%**

The brewery's infrastructure at the Holy Mountain ("Heiliger Berg") is not aligned to profit maximisation, but to preserving the monastic identity. The monastery beers brewed in Andechs are the culmination of centuries old Benedictine brewing tradition and ultra modern brewing technology.

Cave Direct 01622 710339      [www.cavedirect.com](http://www.cavedirect.com)

**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 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.

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

**No.1**  
PREMIUM  
BEER BRAND  
IN GERMANY



# Krombacher

ORIGINAL IMPORT FROM GERMANY





**Köstritzer Kellerbier 5.4%**

Unfiltered and cellar-aged beer from one of Germany's oldest breweries in Bad Köstritz, which dates back to 1543. Traditionally brewed using only the highest quality roasted malts, then aged to create a full-bodied beer with a light spicy flavour.

Adnams 01502 727200

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

**Köstritzer Schwarzbier 4.8%**

A characterful, smooth, full-bodied dark lager from one of Germany's oldest breweries in Bad Köstritz, which dates back to 1543. Interesting and unique and much more complex than a standard lager, with subtle tones of malt and chocolate.

Adnams 01502 727200

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

**Krombacher Hell Helles 5.0%**

The new golden Krombacher Hell is ideal for those preferring a full-bodied beer. It's the subtle touch of hops and the special malt varieties that make Krombacher Hell so special and ensure that it is less bitter and has a pleasant maltiness.

Morgenrot Group 0845 070 4310  
Oakham Ales 01733 370500

[www.morgenrot.co.uk](http://www.morgenrot.co.uk)  
[www.oakhamales.com](http://www.oakhamales.com)

**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.

Matthew Clark 01275 891 400  
Morgenrot Group 0845 070 4310  
Oakham Ales 01733 370500

[www.matthewclark.co.uk](http://www.matthewclark.co.uk)  
[www.morgenrot.co.uk](http://www.morgenrot.co.uk)  
[www.oakhamales.com](http://www.oakhamales.com)

**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  
Oakham Ales 01733 370500

[www.morgenrot.co.uk](http://www.morgenrot.co.uk)  
[www.oakhamales.com](http://www.oakhamales.com)

**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  
Oakham Ales 01733 370500

[www.morgenrot.co.uk](http://www.morgenrot.co.uk)  
[www.oakhamales.com](http://www.oakhamales.com)

**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)

**Licher Weizen Wheat Beer 5.4%**

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

**Lowenbrau Munich Helles 5.0%**

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.

AB InBev 01582 391166

[www.ab-inbev.com](http://www.ab-inbev.com)

**Maisel's**                      **Wheat Beer**      **0-5.2%**

Ranked among the best of the Bavarian Wheat beers, and available in Non-alcoholic, Hell and Dunkel varieties.

Vertical Drinks 0113 345 8835                      [www.verticaldrinks.com](http://www.verticaldrinks.com)

**Paulaner Hefe Weiss**                      **Wheat Beer**      **5.5%**

Unfiltered, cloudy wheat beer in both golden and Dunkel variants. 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)

**Paulaner Munich Dunkel**                      **Dark Lager**      **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 Original**                      **Munich Helles**      **4.9%**

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)

**Paulaner Salvator**                      **Doppelbock**      **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)

**Schlenkerla**                      **Rauchbier**      **5.1%**

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 Martzen and a Wheat

James Clay 01422 377560                      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Schneider Weisse**                      **Wheat Beer**      **5.2-8.0%**

Schneider Blondes at 5.2% (renamed from Weizenhell) has a light honey-colouring and a clove-like aroma, and is available on draught. The Original Weisse is 5.4%, while the more exclusive Aventinus at 8% is sweeter with a taste of chocolate

James Clay 01422 377560                      [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Thurn & Taxis Roggen Beer**                      **Rye Beer**      **5.3%**

This warm dark rye beer is an incomparable taste experience, a unique speciality, spicy with a slight hint of pumpernickel.

Cave Direct 01622 710339                      [www.cavedirect.com](http://www.cavedirect.com)

**Veltins**                      **Pilsner**      **4.8%**

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.

Westside Drinks 020 8996 2000                      [www.westsidedrinks.com](http://www.westsidedrinks.com)

**Warsteiner**                      **Pilsner**      **4.8%**

Brewed with passion since 1753, WARSTEINER Premium Verum is a Pilsener-style beer with a perfectly-balanced taste, and 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)

**Weihenstephan**                      **Wheat Beer**      **5.4%**

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)

**Wernesgruner**                      **Pilsner**      **4.9%**

A golden yellow pilsner with a light hoppy taste and fresh sparkling character.

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





# The Taste of Success

## World Beers

**As a nation, the British have always been up for something a bit spicy, and quite frankly, we're only getting worse, says John Porter**

Indian and Chinese food have been a mainstay of the restaurant scene for many decades, and more recently there has been an explosion in restaurant styles and a greater focus on menu authenticity.

The fiery piri-piri pepper, which took centuries to work its way from its native Africa via Goa to Portugal, has colonised our high streets in a few short years, thanks to the success of Nando's and its imitators.

Wasabi has gone from being a culinary curiosity to a mainstream flavour thanks to the influence of Japanese restaurants such as Wagamama and Iitsu, while office workers once content with a cheese and tomato sandwich now break up their working day with a spicy lunchtime burrito from a Mexican takeaway.

From Cajun spices to cayenne pepper, the list goes on. The bottom line is that year by year, average levels of heat and spice found in dishes served in the UK's restaurant increase, and it would be a brave menu consultant who tried to forecast the point where our palates can take no more.

### Getting Down From The Table

One consequence of this trend is that the beers developed to help diners deal with all this fiery fare become more familiar over time, to the point where in many cases customers in pubs and bars are as happy to drink them in their own right as they are to match them with a meal.

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*"Office workers once content with a cheese and tomato sandwich now break up their working day with a spicy lunchtime burrito from a Mexican takeaway"*

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And it's not just the hot stuff that's driving this trend; a cornucopia of cuisines from Pizza and Pasta to Sushi and Tapas are all giving discerning drinkers a taste for their beer partners.

The big success story is SABMiller's Peroni brand. Originally sold in the UK in the Pizza Express chain, Peroni Nastro Azzurro was successfully transplanted into the mainstream of the on-trade. On draught, the brand commands a premium thanks to a marketing campaign which emphasises its quality and Italian heritage.

Reflecting Peroni's gastronomic roots, in October 2014 SABMiller introduced the Alta, a 750ml sharing bottle designed for occasions



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when the beer is served with food, and supported by new stemmed glassware designed to look good on the dining table.

### Turning Japanese

Japanese beers Asahi and Kirin Ichiban have both successfully made the jump into the mainstream, helped by distribution deals with Shepherd Neame and Charles Wells respectively, as well as the growth in popularity of Japanese cuisine. Sarah Mahoney, brand manager for Kirin Ichiban says: "In addition to the standard Kirin Ichiban in draught and 330ml and 500ml bottles, we've also launched a frozen version of the beer in the UK, which has been extremely popular. We provide selected outlets with a special dispenser to serve Kirin Frozen, which adds a whipped top frozen at minus 5 degrees to the beer, to keep the pint extra cold for around 30 minutes longer than usual, so every sip is as refreshing as the first".

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*"An upturn in interest in the food and drink of Central and South America seen after the 2014 World Cup in Brazil will continue through the Olympics and beyond"*

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### From Bhaji to Bar

First developed as a less gassy lager to accompany an Indian meal, Cobra is also now as much about the bar as the bhaji. CGA figures

show the brand in 14% growth in the year to March 2014, with Molson Coors own social media research showing that a third of Cobra drinkers enjoy it without a dining experience.

One advantage of brands with restaurant roots, says Tony Gibbons, director of sales at Molson Coors, is that "these beers also provide great scope for food pairing, offering publicans the opportunity to upsell.

To capitalise on this, we would recommend offering beer matching options on food menus to provide the customer with expert guidance with their choice at the bar, and also to boost drink sales."

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*"Although imported beers are increasingly enjoyed alone, emphasising links with food remains an important selling tool.*

*"Basic food and drink matching suggestions are not only good for sales but are good for the customer too"*

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John Critchley, commercial director of Morgenrot, importer of brands such as Spain's Alhambra and Quilmes from Argentina, agrees that although imported beers are increasingly enjoyed alone, emphasising links with food remains an important selling tool. "Basic food and drink matching suggestions are not only good for sales but are good for the customer too.





## It's a Wonderful World

### World Craft

**The world's in a right old mess - well, to qualify that, the ontrade market for world beers is in a right old mess. Well, to qualify that still further, it's not exactly in a mess. It's just suddenly become... interesting**

Once upon a time, world beers - mostly Belgian, but also Czech and German with a handful of American, Australian and Asian goodies thrown in - were mostly found in the off-trade, generally in wonderfully eccentric little indies but sometimes in posher wine merchants and even, very occasionally, in supermarkets. In the on-trade there were a handful of pubs and bars that specialised in them, and the appropriate brands were served in ethnic restaurants.

It was a pretty cosy state of affairs: hardcore aficionados could generally source world beers for home consumption, often on the internet. But publicans, apart from the few specialists, didn't have to wrestle with the difficulties of a fragmented supply chain, unfamiliar beer styles, and customers who, irritatingly, knew the subject better than they did.

### All Change Please

Times have changed. In the last five years younger and more style-conscious drinkers have developed a taste for beer. And perhaps because these newcomers to the market haven't been influenced by the cask-driven CAMRA ethos, their tastes are incredibly diverse and eclectic. They aren't constrained by familiar categorisations such as world beer, speciality beer, traditional ale and so on: it's all craft beer now.

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*"Licensees can't expect to remain relevant to modern consumers just by picking a couple of hot-looking new labels off a list"*

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Other rules are being broken: there's no north-south divide here - the beer bars of Manchester's Northern Quarter were hip when Hoxton was still a derelict post-industrial wasteland; Leeds and Bristol were ahead of London in bringing better beer to discerning drinkers; Burnley in Lancashire is home to one of the earliest beer houses; and country pubs - whether in rural Exmoor, or Berkshire's commuter belt - have found their customers are just as keen to sup something special as any urban hipster.

## In The Can

And the consensus that cans are bad, bottles are good has been challenged too. Led by American craft breweries, and enhanced by eye-catching art and design, this development taps into environmental concerns as well as being a style issue; it's early days but quality beer drunk out of cans has certainly caught on in top end bars and is no longer associated purely with 'tinnies' of industrial fizz.

Pabst Blue Ribbon, just relaunched in the UK by Pierhead, is one of the brands benefiting from this trend. "Everybody wants it in cans," says Pierhead's Sam Johnson. "Canned beer is on the up. Canning technology has improved dramatically - there's no tinny flavour and in one respect at least cans are better than bottles - there's no risk of lightstrike.

Everybody is into beer and appreciating its complexities and subtlety. It's no longer a poor man's drink and cans don't have the stigma they used to."

## Good News

Much has changed, but some things remain constant. As the economy improves, consumers prefer to go out than drink at home, and they expect to find their favourite beers in their favourite bars; so the wider on-trade - not just specialist bars - is of necessity getting more experimental and innovative in what it wants to stock. It's all good news for importers and distributors of craft beers - and, as they explain, it can be good news for you too... provided you do it right.

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***"It can be good news for you too... provided you do it right. Choice is all well and good but without the right approach to quality and, above all, service, it just degenerates into bewilderment"***

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Choice is all well and good, of course, but without the right approach to quality and, above all, service, it just degenerates into bewilderment.

"Until about 5-6 years ago there was a very definite distinction between consumers who were and weren't interested in world beers, but nowadays the lines are blurring," says Neil Kitching of Cave Direct. "It started with Belgian beers, but today's consumer is more into discovery and the Belgians have been left behind to an extent by the paler, hoppier American and British beers.

"As consumers get more mature they come back to Belgian beer: they want the back story, which the Belgians have. But US beers stand up. They are brewed well. They used to go for very high ABVs and IBUs, but now they are getting back to session strength and a better balance, which is good. You can only drink one or two hoppy or sour beers in an evening and then you're done. Lagers, golden ales, and blond beers are what people are going for."

## Style and Substance

Morgenrot's John Critchley agrees - but points out that "craft" beer doesn't necessarily come from small brewers, and that genuine consumer preference comes before street cred.

"People are looking for more options, more choice, than just the mainstream brands," he says. "But the lines between international lager, premium lager, and craft lager have become very blurred.

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***"Everybody is into beer and appreciating its complexities and subtlety. It's no longer a poor man's drink and cans don't have the stigma they used to."***

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"We're doing well with Alhambra, which is actually a San Miguel brand. Sales grew 28% for the 4.6% abv lager last year, and the Reserva at 6.4% abv is doing very well wherever it's placed - sales were up 29% last year. Shoreditch is supposedly more interested in local beers like Camden Hells and UK craft lagers. But Alhambra is doing quite well there in premium bars and restaurants. It's got the style, but it's got substance as well."

## Know Your Customers

Independent importers and distributors might be expected to be encouraging of mainstream licensees who want to experiment with world/craft beers. In fact, though, they generally err on the side of caution: "know your customers!" is a maxim that comes up repeatedly in conversation.

The advantages of capitalising on craft beers are all there: they're expensive, so the gross profit is commensurately higher; they're potential traffic-builders that can create incremental business; and





because you need only start off with a few cases, the initial risk is not great. But it's a fast-moving and fickle market that could be very hard to keep on top of.

"Brewers are getting younger, more charismatic, and more experimental," says Sam Johnson. "How far can they go? Fruit and chocolate are passé. You can't just order a lager: it's got to be a coriander helles; and some beer menus are longer than wine lists."

## Quality Counts

The key point everyone agrees on is that you have to choose your range carefully, there is a lot of choice, but a lot of what's on offer could end up hogging precious chiller space and gathering dust in the cellar.

"It's vital that the brands which are stocked can arouse interest, work with the food offering and help the up-sell" says Peter Karsten. "Our recently launched Amazon craft beers from Brazil which recently starred in the International Beer Challenge with Gold and Bronze awards, Huber and Lazy Mutt from USA, plus Lion Stout, all offer a point of difference, interesting back stories, but most of all quality."

Import trade veteran, the eponymous James Clay, is also somewhat sceptical about the astonishing proliferation of beer brands over recent years and warns that licensees can't expect to remain relevant to modern consumers just by picking a couple of hot-looking new labels off a list.

"What you want is stable brands, not ones that come and go like wine in a supermarket," he says. "You find a particularly good pint at a very good price one week, and next week it's not there."

"What you don't want to do is take pot luck. Don't just buy by category: make one bad choice and you can never come back to that category. You have to understand the importance of quality. Consumers expect publicans to immerse themselves in the modern

beer world - a beer world where choice is expected, that embraces complex flavours and true provenance. They want you to be an expert they can trust."

## Commitment and Conversation

And the decision to venture into the new world of beer, once taken, has to be accompanied by a commitment to a new style of service. Bottled beers have to be displayed, for a start - not easy when your chiller cabinets are already stuffed to bursting. Many licensees have found, though, that printed beer menus with ABVs and tasting notes become talking points in themselves, especially when backed up by a chalk board for "specials" or even, like the John O'Gaunt, a beer book kept on a lectern on the bar.

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*"People are looking for more options, more choice, than just the mainstream brands, but the lines between international lager, premium lager, and craft lager have become very blurred"*

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Then there's presentation. The right glassware really is key here - it just adds that touch of class, especially when accompanied by the kind of paper coaster you get in Belgian and French cafes as a little extra flourish. And it needs to be clean, but definitely not warm from the glasswasher!

And finally, and perhaps hardest of all to achieve, is knowledge - "knowledge of beer styles in general and of the brands you stock in particular, and knowledge that you share with the staff and that staff can share with the customers".

"There will have to be a certain amount of explanation," says Sam Johnson, "and explanation can turn into conversation."

And conversation, as you know, turns into friendship; and friendship turns into regular custom.



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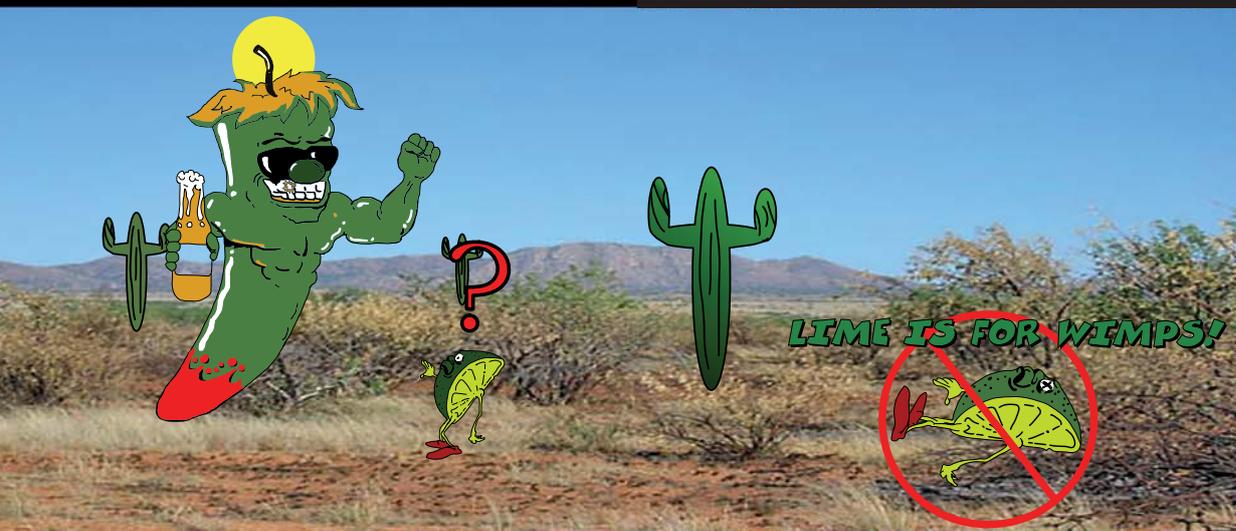


It's "Game Over" for Mass Produced Beer!!

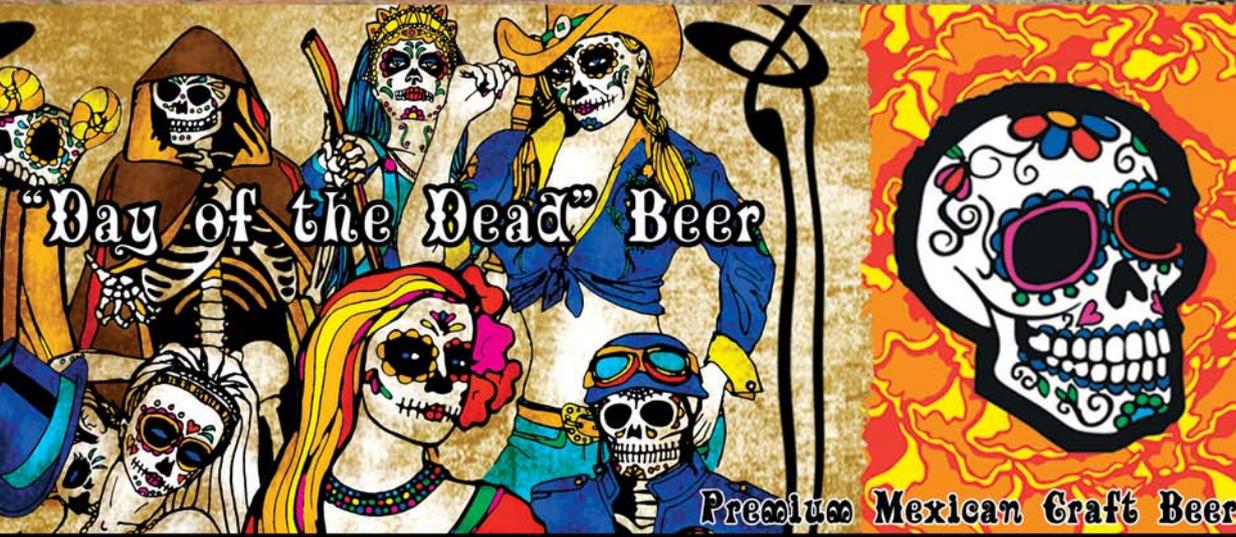


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## A Specialist Subject

### World Craft

**People - or quite a lot of people, anyway - like weird beer. There's no disputing that now, not even for Ted Bruning**

Between liking a product and buying a product however, there's an obstacle: you have to be able to get hold of it. A trend can only really begin when a retailer utters the immortal line: "You're the fiftieth person I've told today - there's no demand for it"; but then thinks: "Hang on a minute..."

As far as world beers go, there have for decades been oases such as the White Horse in Parson's Green, West London, the Wellington in Bedford, and Den Engel in Leek that have offered huge ranges of specialist beers to connoisseurs. They've cropped up in some unlikely places, and often the decision to take the plunge into world beers has been the salvation of an otherwise unpromising pub.

### Beer at The Bridge

A perfect example is the Bridge Bier Huis just off Burnley town centre. When Simon and Emma Harrison took it on 13 years ago, Bar Mambo (as the Bridge was briefly called) was a failed circuit venue, being just too far from what Simon calls "the Saturday night idiot run" and down a steep little hill to boot (idiots don't do hills, apparently). "A lot of my mates predicted that no-one would ever come down that hill, so we knew we had to make it into a destination pub," says Simon.

"Burnley's quite a big town and we knew that an awful lot of people were going into Manchester to drink in the Northern Quarter, so we thought we could save them the trip and bring the Northern Quarter here."

*"These are some very discerning people we're talking about. Nothing is too extreme for them, but they won't put up with any rubbish. It's not just a pose - these people know their beer!"*

And it worked. To go through the whole list of British, American, and Continental beers in bottles, kegs and casks stocked at the Bridge would be tedious - there are, after all, more than 60 of them.

Customers are kept up to speed on the ever-changing range via chalkboards and detailed beer menus - both are essential sales and marketing tools, advises Simon - and prices at up to £4.50 for the strongest beers may be lower than in the Northern Quarter but maintain a respectable margin without frightening people off.

Over the years the Bridge has become a landmark with a very reliable regular trade. "On a busy Friday night maybe 80% of customers will be regulars," says Simon.

"They come from as far as Skipton 20 miles away, and that's all been achieved through word of mouth."

## Multiple Choice

But while those individual flag-bearers for world beers have achieved a great deal in establishing standards and methods of service and maintaining the viability of the supply chain, they haven't been directly responsible for the current ferment of on-trade activity on the world/speciality/craft beer front. That honour, says Pierhead's Sam Johnson, goes to the plethora of small multiples currently springing up all over the country – an assessment with which Martin Harley of the six-strong London Village Inns chain agrees.

One of Martin's biggest headaches is keeping up with his customers' demand for ever more esoteric brands – "BrewDog is too mainstream for some of them now!" he says – and it's not just variety they're after, but quality.

"These are some very discerning people we're talking about," he says. "Nothing is too extreme for them, but they won't put up with any rubbish. It's not just a pose – these people know their beer!"

Martin had run the famous Wrestlers in Highgate for several years before deciding to expand. Apart from the Crown & Anchor in Brixton all of them are in North London; two are freehold and the other four are pubco leases.

## Get Out of the Pub

Martin says it was stepping back from the day-to-day business of running the Wrestlers that inspired him to go so wholeheartedly into world beers.

"It's not that the multiple licensee is necessarily any more astute or more entrepreneurial than the single-site operator," he says. "It's that when you're not working 16 hours a day in the pub itself you get a chance to see the wider picture. You can tour the competition and see what they're up to – what they're stocking, how much they're charging, what they're doing right, what they're doing wrong. You can research the market – both the customers and the suppliers. You can keep abreast of trends as they develop rather than always having to play catch-up."

And all licensees, he urges, should try to spend more time out of their own pubs and in the competition's!

## Showing Off

Like Simon, Martin emphasises the importance of the beer menu and specials board. One facing per brand is plenty in the chiller cabinet, he says – in a multi-beer pub the counter should be too busy for customers to be able to choose by browsing the bar-back. A well-trained and enthusiastic staff is absolutely critical; and Continental-style table service is well worth considering.

And in selecting the range, it's important to keep a good number of non-threatening "portal beers" that less hardcore customers will have heard of – especially well-established American pale beers such as Sierra Nevada, Brooklyn, and Goose Island – alongside the more avant-garde brands.

London Village Inns has rentalised some parts of its tie agreements – not a course of action Martin recommends if all you're after is paying open market price for your Foster's, but an essential investment if you want a big portfolio of cutting edge beers that will bring in the trade.

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*"One facing per brand is plenty in the chiller cabinet, he says – in a multi-beer pub the counter should be too busy for customers to be able to choose by browsing the bar-back"*

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## Bell Bottles

And that's exactly what Andy Potter has done at the Bell, his Enterprise Inns lease in Walthamstow.

Now Walthamstow has never been a byword for metropolitan sophistication, but as property prices continue to rocket it has acquired a population who, in cheaper days, would have bought houses in Stoke Newington. Aspirational young professionals and, yes, pretty sophisticated in their tastes. Andy has therefore rentalised part of his tie to free the Bell on bottled beers, installed a range of 25-30 British, American, and Continental beers and drawn up the obligatory beer menu.

It helps that Sandor Toth, the manager of the pub, used to work at the White Horse in Parson's Green and so has oodles of product knowledge which he can share with his customers and pass on to his staff

"We already had a good ale trade because of our cask range," says Sandor. "But I have been genuinely surprised by the widespread interest there is in beer these days – and by the volume of sales we've achieved."

"They have definitely brought new people in, and it's been a big success."



Sandor Toth



# Swan's Song of Beer

## Beer Pioneer

**Adrian Tierney Jones pays a visit to the Suffolk country pub recently bought by Mark Dorber, a true beer pioneer since his time at that famous beer paradise, the White Horse in Parsons Green, West London.**

Under Mark's tutelage what was once a down-at-heel boozier became an inspirational centre of artisanal beers from the UK and around the world, in the company of magnificent food and beer pairings. He left London in 2006, and since then, along with wife Sophie, has worked his magic at the Anchor Inn in Walberswick, Suffolk. Having put the Adnam's pub firmly on the beer and food map, the couple have now taken their own pub, the Swan, located in the village of Stratford St Mary outside Colchester.

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*"The challenge is to get the balance right when considering the stocking of boldly flavoured beers, whether in bottle, keg or cask"*

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This is a classic old inn with a black-and-white semi-timbered frontage, the kind of place tourists stop outside and take snaps of to show the folks back home - there's a long history of people who like it. Even royalty - George II is known to have enjoyed himself here on his way back to London in the 18th century. Inside, it's

low-beamed and stone-floored, with a couple of comfortable bars and a dining room.

### The Beer Range

Three cask beer hand-pumps stand at the bar, which is not unusual for a country pub. Popular beers include perennial favourites for the regular quaffers of ale, such as Timothy Taylor's Landlord, one of the pub's best sellers.

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*"I have also made sure that we have a highly knowledgeable team and they have all done Beer Academy courses"*

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But these stalwarts are joined by a quartet of craft keg beers that might feature the likes of Kernel, Beavertown, Budvar, Lagunitas, Brooklyn, Schneider or one of Adnam's specials.

As if that's not enough to tempt the beery adventurer the fridges are home to well over 100 bottled beers from across the globe - whether it's a lean and ascetic West Flemish Red, a deep and darkly mysterious imperial stout from across the Atlantic or a monastic brew from deep in the Wallonian woods, chances are you'll find it here.

Any licensee wanting to turn their pub into a haven for interesting beers could pick up a few tips by making their way here, especially if they're not based in a mighty metropolis.

## Rotation

Converting the Swan into a beery destination has been achieved through the skills and experience of Mark, alongside the efforts of the team he has assembled.

Stratford St Mary is not exactly London and the village isn't home to swarms of hipsters and geeks eager to tick off the latest craft keg imports. This has meant that the challenge is to get the balance right when considering the stocking of boldly flavoured beers, whether in bottle, keg or cask.

'With craft keg you have to consider the fact that some might not have their handles turned for a month,' he says, 'so it's no good having four or five that people rarely drink.' He mentions a cult beer such as Pliny the Elder, a keg of which would run out over an evening in Clerkenwell, but would certainly hang around a bit longer in a sleepy Suffolk village.

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***"The greatest disrespect a cellarman can show a beer is rushing to get it to the bar, time is the great ingredient in the art of keeping cask beer"***

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He continues: 'It is much better to rotate on the basis of one at a time. People around here want a thirst-quencher and also price is becoming important.'

As the pub's reputation builds and volumes increase, more beers can be added but it would backfire if you started with too many beers

## Education

So how does Mark do it? First of all there's educating the staff on their roles as ambassadors who can explain the delights of artisanal beer to someone whose normal tittle is a pint of ale.

'I have also made sure that we have a highly knowledgeable team and they have all done Beer Academy courses. They also taste beers with me and I keep them on their toes. I also find that it's a good idea that the selection should cover particular beer styles and their various interpretations.'

Given his reputation as one of the finest cellarman going this education is also about getting the serving of both cask and keg correct.

Ed Razzell is the man at the bar, trained by Mark to his exacting cellaring standards. Whether it's cask or keg, he is aware that there are no short cuts when you want your pub's beer selection to be world class.

'The greatest disrespect a cellarman can show a beer is rushing to get it to the bar,' says Ed, 'time is the great ingredient in the art of keeping cask beer. Cleanliness is key for cask as well as keg. For the latter it's about keeping connectors clean and maintaining ultra clean lines and tap heads.'

## Beer & Food Pairings

As well as being enlightened by the knowledgeable team, which is led by Mark's sister Jane, who formerly worked at the White Horse, beer novices are introduced to the delights of beer and food pairing. 'These pairings are one of the main ways we educate people,' says Mark.

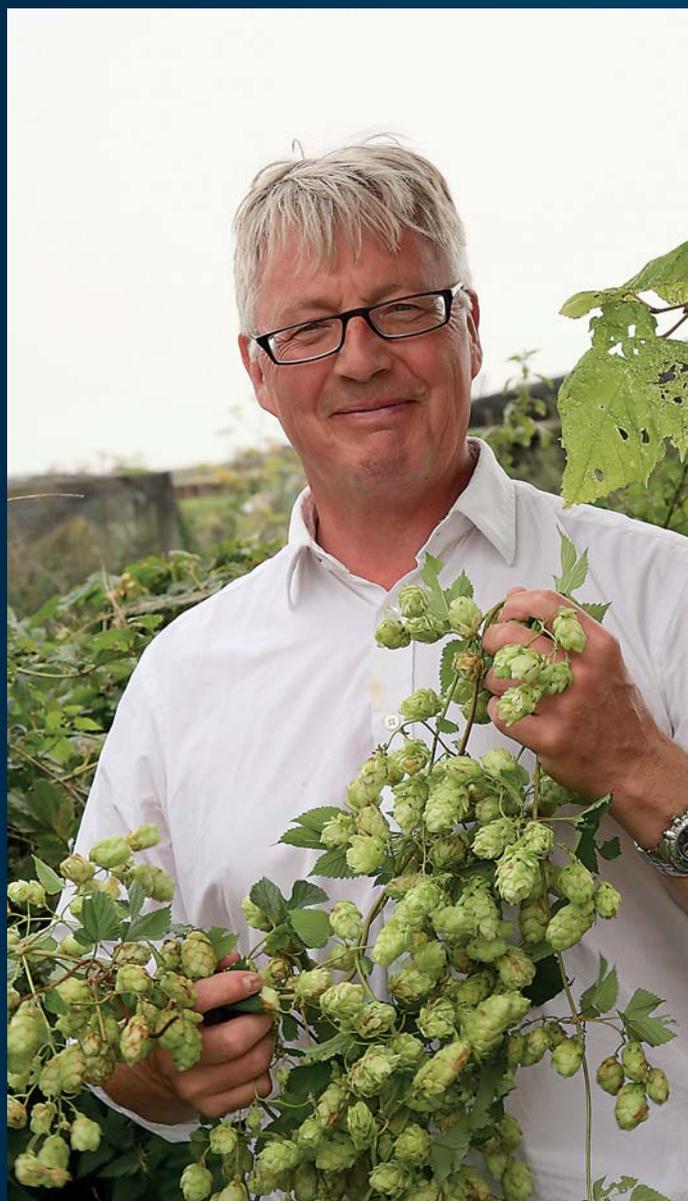
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***"As well as being enlightened by the knowledgeable team, led by Dorber's sister Jane, beer novices are introduced to the delights of beer and food pairing"***

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To that end, taking a glimpse at a sample menu, you will find pigs' head croquette with parsley, caper and raisin salad paired with Williams' Fraoch Heather Ale or the classic West Flemish Red Duchesse de Bourgogne accompanying a stuffed pigeon with mash. Suppliers are local and high quality and game is common during the season.

Everything, whether it is beer, food or wine, is carefully sourced and continuously tasted and as a result the Swan has developed a seriously tasty reputation.





## Bring Out The Belgians

### Belgian Craft

**John Brice, the owner and operator of two pubs renowned for their stock of Belgian beers, shares a few tips on how to bring out the best of the Belgians in any pub or bar**

People in bars love to talk about beer. If you know just a little about Belgian beers you can strike up a conversation with ease. It's just like angling - you've got them hooked.

#### Something for Everyone

The great thing about bottled Belgian beers is that there are so many styles, flavours, tastes and strengths to suit every type of drinker. You've just got to find the right one.

From the most popular wheat beers to the sour taste of a naturally fermented gueuze, fruit flavours, doubles, triples and quads - the list goes on and on.

If you are trying to get someone interested in sampling one, first find out what they normally like to drink. If it's a light citrus style ale, then suggest a wheat beer. Make sure you pour it properly, explaining that the yeast is an important ingredient.

Pour most of the contents into a glass and then swirl the rest around the bottom of the bottle before pouring it into the rest of the drink while demonstrating how it becomes cloudy.

#### Tempting Fruit

Belgium's fruit beers can also be used to introduce people who don't normally drink beer to its delights. If their usual tippie is wine or cider, tempt them with a kriek (cherry) or framboise (strawberry). There are so many different varieities - you'll be surprised how many will like them and then go on to try others.

If your customer likes a stout or a mild, there are plenty of rich, tasty ales on the market - especially some of the Trappist varieties.

Newcomers to Belgian beers love to hear the stories of monks brewing beer or how difficult and rare it is to produce a naturally fermented ale.

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***"Prepare a card listing all your Belgian beers. Each time someone tries one, tick it off and offer a prize when they have all been consumed. Obviously this has to be done during a number of visits!"***

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The internet is a perfect tool for your research. Just go to the Orval website for the story of the fish and the ring. Or the mystery of Westvleteren where visitors are not allowed into the brewery to see the monks at work. Or the charms of Chimay which encourages visitors, and you can sample the monastery's cheeses too.



# Duvel

## SERIOUSLY BELGIAN BEER



BEER BREWED CAREFULLY, TO BE CONSUMED WITH CARE.

## Trappist Tales

There are 10 Trappist breweries in the world - seven in Belgium and one each in Holland, Austria and the USA - and they are packed with wonderful stories.

Then there is the Cantillon Brewery in Brussels on which I'm convinced Heath Robinson based his drawings. It brews mostly sour naturally fermented ales which people either love or hate.

### A Glass of its Own

Belgian brewers work hard to create their liquids but they lavish just as much care and attention on the glasses they are served in.

Probably the most famous is Kwak which is the shape of a yard of ale glass and is held in a wooden frame so that it doesn't topple over when you're not drinking from it.

There's a coconut shell for a coconut beer, another is a ceramic pot with finger and thumb holes to pick it up properly.

The Karmelite Triple glass is a work of art but there are many others which will draw gasps of admiration from drinkers.

### Talking Points

There is so much to talk about before you even get the taste of the liquid near your lips. Then the world opens before you in a fascinating range of flavours and styles.

A quick trip to Bruges or Brussels is a superb way to start your education. You will find plenty of people to help you learn.

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*"Newcomers to Belgian beers love to hear the stories of monks brewing beer or how difficult and rare it is to produce a naturally fermented ale"*

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### A Belgian Dozen

If you want to dip your toe in the water to experiment with selling Belgian beers, and see if they will work in your own pub, a small range of about a dozen would give you a varied collection of styles to suit most palates for a very small initial investment.

It also means you can research the stories behind them and get the conversations going on the other side of the bar.

### Go By The Book

If you want to learn quickly and easily, then look no further than a CAMRA book on the subject. It's called Good Beer Guide Belgium written by Tim Webb and Joe Stange - both experts on the subject.

Their latest book is the seventh edition and was published as recently as March 2014. It explains the definitions of the different styles of beers, which is vital for you to learn so that you can talk to customers with knowledge and confidence.

It also lists all the breweries and describes the different ales they produce. If you decide to visit Belgium, it will point you to the best bars in the country.





## Start Simply

When you come to putting a stock list together, don't be put off by some of the more common brands. Chimay, Duvel and Leffe may be well known to some people but customers will still be excited by the fact that you now stock them.

Add a few fruit beers and then choose a couple with interesting glasses. You can always add more as you get more confident with your story telling.

## Rewarding Offers

You can also create a loyalty deal. Prepare a card listing all your Belgian beers. Each time someone tries one, tick it off and offer a prize when they have all been consumed. Obviously this has to be done during a number of visits!

## Cooking & Pairing

If you sell food, then cooking with Belgian beers and pairing them with bottles on your menu is the next stage in your promotion programme. Your kitchen team will look upon this as a challenge, and enjoy the chance to experiment and learn.

There are plenty of recipe suggestions on the internet. There are also many good books on the subject. Most of them suggest the beers you should pair with a dish.

## Ask For Assistance

Good wholesalers of Belgian beer will have someone on their team who will point you in the right direction. They should also be able to help you with free glasses and other promotional material. Everything helps.

## Take a Trip

If your sales of Belgian beer start to really take off, then think about a trip to Belgium for your customers. If you are in the southeast of the country, then a coach trip to Bruges is a real possibility. The Channel Tunnel gives you a better chance of avoiding delays and the journey from Calais is only an hour and a quarter.

If a coach journey is not feasible, you can try a flight to one of the major cities from your regional airport. You will be surprised at the amount of interest this will create.

## Get The Knowledge

You will be surprised how quickly your knowledge will improve and customers will come back to you with new information, stories and suggestions.

Your confidence will grow and before long you will be writing your own book on the subject...



CAMRA's Good Beer Guide Belgium is an indispensable companion for anyone wanting to learn more about the subject

[www.camra.org.uk/good-beer-guide-around-the-world](http://www.camra.org.uk/good-beer-guide-around-the-world)

# Chimay Beers And Cheeses: Tradition And Flavours



## Trappist Beers

### Brewed In The Abbey Since 1862

In 1850, the usually peaceful Scourmont plateau, near the town of Chimay in Belgium, was transformed into a hive of activity.

In fact, the Trappist monks began building a Cistercian abbey and working and living off the land. In 1862, they brewed their own beer for the first time in accordance with the ancient monastic tradition.

They used the natural fresh water from their land and a natural process involving top-fermentation followed by refermentation in the bottle.

Chimay is an authentic Trappist beer which means that it is brewed in a Trappist monastery under the control and responsibility of the monastic community and where the majority of the revenues are dedicated to providing social assistance. Only ten beers in the world, six of which are in Belgium, are entitled to carry the "Trappist" label. You can find more information on [www.trappist.com](http://www.trappist.com).

- ▶ **CHIMAY RED – 7%:** The Chimay Red, labelled "Première" in 75 cl bottles, is the oldest of the Chimay beers. Its coppery colour and fruity taste makes this dark beer particularly tasty.
- ▶ **CHIMAY TRIPLE – 8%:** The Chimay, labelled "Cinq Cents" in 75 cl bottles, is golden in colour, and succeeds remarkably in blending mellowness and bitterness.
- ▶ **CHIMAY BLUE – 9%:** The famous Chimay Blue, labelled "Grande Resreve" in 75 cl bottles, is a dark beer with a powerful aroma, a complex taste and ages very well.

- ▶ **CHIMAY GOLD – 4.8%:** New on the market This fresh beer previously reserved for the monastic community, their guests and their colleagues, is now yours to savour, with its refreshing aromas of hops and spices.

### Chimay Trappist Cheeses:

#### A Tradition Dating Back To 1876

In 1876, the Trappist monks of Scourmont discovered the secrets of making this semi-soft cheese using their farm's fine milk and aged in the vaulted cellars of the Abbey.

Each cheese is made from carefully selected milk produced within a radius of around thirty kilometres. Thanks to the tender grass from these pure pastures, the region's farms produce milk of an incredibly high quality.

### Chimay Trappist Beers And Cheeses: A Perfect Match

For more than 150 years, Chimay's expertise has been introducing you to authentic, quality products. Today, Chimay brings you its "Twinning" experience to help you appreciate its products like never before - the opportunity to enjoy beers accompanied by cheeses for the perfect combination of flavours.

### Chimay Beers And Cheeses

Route Charlemagne 8 et 3 – B-6464 Chimay

Tel.: +32 (0)60.21 03 11 (Beers) / +32 (0)60.21 04 50 (Cheeses)

Fax: +32 (0)60.21 34 22 - Email: [marketing@chimay.com](mailto:marketing@chimay.com)

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



In 1862, the monks of Chimay began to brew their first beer according to the monastic traditions of natural brewing and top fermentation followed by refermentation in the bottle. Later on, having acquired 50 pure bred Friesian cows, the monks began making butter. In 1876, Brother Benedict went to France to learn how to make a semi-soft cheese: the Chimay "trappist" cheese was born!

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



A true trappist product bears this label



# Better the Duvel You Know



## Belgian Beer Styles

**It's a fascinating subject, and whether you decide to stock just one or two Belgian beers, or a whole range, if you and your staff get to know them you'll sell more**

It's also important to let your customers know what you've got - make sure that the brands you stock are clearly displayed, and not just at the bar. If a group or even a couple come in, the chances are that only one of them will go to the bar straight away. A blackboard is the simplest option, but posters or menu cards for the tables will let people know what you stock

Every Belgian beer has its own specially designed glass, which adds to the prestige and helps to justify the premium price that they command. They are also extremely eye-catching and will tempt people to try the beer

Sampling is another powerful sales tool. Suggest food matches or organise a formal or informal tasting session. You can make an event of it, and sell tickets - but make it properly promoted and try to get someone who knows at least the basics about the beers to present it. Your first stop for assistance should be your supplier - it's their business to help you sell more beer, so ask for practical and promotional support.

### Know your Achel from your Duvel

Belgian beers conjure up a world of monks, monasteries and mysterious brewing practises, intriguing beers drunk by discerning drinkers. This is very much part of their appeal, the mystique makes them feel like a real discovery. Each brand has its own heritage, its own history - take the trouble to learn a little about the ones you stock to help your customers appreciate them and you'll be rewarded with increased sales.

### 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 /Oud Bruin/ Old 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/Gueze

Dating back 5000 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

### 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

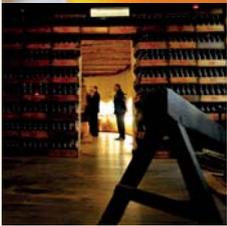
Wheat or white beers, brewed using at least 25% wheat grain, and using other ingredients such as coriander and orange peel, unlike Bavarian wheat beers.

# PALM Belgian Craft Brewers

offers the UK On-Trade the broadest and most authentic Belgian craft beer portfolio

## BREWERY PALM

*Steenhuffel*



## BREWERY RODENBACH

*Roeselare*



## BREWERY DE GOUDEN BOOM

*Brugge*



## BREWERY BOON

*Lembek*



## MICRO BREWERY DE HOORN

*Steenhuffel*



PALM Belgian Craft Brewers occupies a unique position in the beer sector as it is the only brewery group in the world brewing authentic Belgian beers using four ancient methods of fermentation at three specialist, historical sites in Belgium.

- Brewers of highly-respected beers in their segment such as PALM, ESTAMINET & RODENBACH Rosso;
- Awarded numerous Gold Medals with RODENBACH Grand Cru & RODENBACH Vintage;
- Nationwide distribution with quality distributors;
- A wide range of products available (kegs/bottles/cans/gift packs);

Find out how PALM Belgian Craft Brewers UK can drive your sales. Contact Andy Bennett: 07538 714747.





## Belgian Beauties

**Achel** **Trappist** **8%**

Launched in 2001, Achel Blonde has rekindled this Trappist monastery's proud brewing heritage, which had been dormant for some 75 years. Pours golden orange with a slight yeast haze. Overall, more akin to a saison than a traditional Trappist golden triple.

Cave Direct 01622 710339  
James Clay 01422 377560

[www.cavedirect.co](http://www.cavedirect.co)  
[www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**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.com](http://www.morgenrot.com)

**Bacchus** **Fruit** **5-5.8%**

Brewed by Van Honesbrouck in Belgium. Light and refreshing with a spritzy tartness, these fruit beers come in Framboise and Kriek varieties.

James Clay 01422 377560

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

**Barbar** **Strong Ale** **8%**

Brewed by Van Honesbrouck in Belgium. Light and refreshing with a spritzy tartness, these fruit beers come in Framboise and Kriek varieties.

James Clay 01422 377560

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

**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)

**Blanche de Brussels** **Witbier** **4.5%**

Definitive example of a Belgian Wit Beer. Unfiltered and with wheat forming 40% of the grist, the beer has a mellow, hazy light yellow appearance set off by a luxuriant snow white head. Coriander & orange peel are prevelant in both the aroma & taste, lending the beer a spicy, zesty edge. Available in bottles and 30l kegs

Cave Direct 01622 710339  
James Clay 01422 377560

[www.cavedirect.com](http://www.cavedirect.com)  
[www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Blanche de Namur** **Witbier** **4.5%**

Blanche of Namur was the daughter of John, Count of Namur. 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. Blanche de Namur Rose has the same unique flavour with the addition of pure raspberry.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Boon Oude 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 07538 714747 [www.palmbreweries.com](http://www.palmbreweries.com)  
Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**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.

PALM UK 07538 714747 [www.palmbreweries.com](http://www.palmbreweries.com)  
Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Brugse Zot Blonde 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. Available in bottles and 30l kegs

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Brugse Zot Brune 7.5%**

A deep russet brown body contrasts with a firm creamy head. Upfront full malt sweetness is accented with bitter chocolate and dark fruits, with a rewarding bitter hop finish. If you want a high quality Belgian dark beer, you need look no further. Available in 30l kegs

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Cantillon Fruit/Gueuze 5.0%**

Traditional family brewer noted for authentic lambic and gueuze beers; sour, tart and highly respected by connoisseurs.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Celis Witbiew 5.0%**

A white wheat top-fermented beer with a touch of fruit and herbs. Ideally served cold, it gets a blurred white appearance and a surprising light taste.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Chimay Blue Trappist 9.0%**

The Chimay Blue, which when sold in 75 cl bottles has the name of "Grande Réserve", is a dark beer with a powerful aroma, a complex taste and ages very well. Ideally served at cellar temperature. Bottle 33cl or 75cl

Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
Fullers Brewery 0208 996 2190 [www.fullers.co.uk](http://www.fullers.co.uk)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Chimay Gold Trappist 4.8%**

Previously reserved for the monastic community, their guests and their colleagues, Chimay Gold is a highly fermented Trappist beer whose touch of hops and spicy aromas never fails to delight all who taste it. Ideally served chilled. Bottle 33cl -Keg 20L

Fullers Brewery 0208 996 2190 [www.fullers.co.uk](http://www.fullers.co.uk)  
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)

**Chimay Red Trappist 7.0%**

The Chimay Red which, when sold in 75 cl bottles, is named "Première", is the original Chimay beer. It has a wonderful copper colour and a very fruity, mellow taste. Ideally served at cellar temperature. Bottle 33cl or 75cl - Keg 20L

Fullers Brewery 0208 996 2190 [www.fullers.co.uk](http://www.fullers.co.uk)  
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 Triple Trappist 8.0%**

The Chimay Triple, which is the brewery's most recent creation, is labelled "Cinq Cents" in 75cl bottles. It is golden in colour, and succeeds remarkably in blending mellowness and bitterness. Ideally served chilled. Bottle 33cl or 75cl -Keg 20L

Fullers Brewery 0208 996 2190 [www.fullers.co.uk](http://www.fullers.co.uk)  
Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.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 3740 8479 [www.dekoninck.com](http://www.dekoninck.com)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)  
Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.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.

Cave Direct 01622 710339      www.cavedirect.com  
James Clay 01422 377560      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

**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 3740 8479      www.duvel.be  
Cave Direct 01622 710339      www.cavedirect.com  
James Clay 01422 377560      www.jamesclay.co.uk  
Matthew Clark 01275 891 400      www.matthewclark.co.uk

**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 3740 8479      www.duvel.be  
James Clay 01422 377560      www.jamesclay.co.uk  
Matthew Clark 01275 891 400      www.matthewclark.co.uk

**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 07538 714747      www.palmbreweries.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%, Chocolat 4.2%, Strawberry 3.6%, Raspberry 3.6%, Honey 4.5%

Cave Direct 01622 710339      www.cavedirect.com  
James Clay 01422 377560      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

**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

**Hoegaarden      Witbier      4.9%**

Respecting the unique brewing process and carefully mixing the finest natural ingredients including coriander and orange peel is the only way to obtain the intriguing character and surprisingly refreshing taste, light and slightly sweet and sour and with subtle citrus notes. It is unfiltered giving it that familiar cloudy appearance.

Matthew Clark 01275 891 400      www.matthewclark.co.uk

**Karmeliet Tripel      Abbey      8.4%**

Belgian Abbey Tripel 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




**Poperinges Hommelbier Strong Ale 7.5%**

Brewed by the independent van Eecke family brewery from Watou, West Flanders, Hommel is brewed only a stone's throw from France. The intense bitter taste comes from the local hops - this area is Belgium's biggest hop growing area.

Cave Direct 01622 710339  
James Clay 01422 377560

www.cavedirect.com  
www.jamesclay.co.uk

**Rocheport Trappist 7.5-11.3%**

Top-fermented, bottle-conditioned beers brewed at the Abbaye Notre Dame de Saint Remy in Rocheport, Belgium.

Cave Direct 01622 710339  
James Clay 01422 377560

www.cavedirect.com  
www.jamesclay.co.uk

**Rodenbach Flanders Red 4-7%**

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 07538 714747  
Cave Direct 01622 710339  
James Clay 01422 377560

www.palmbreweries.com  
www.cavedirect.com  
www.jamesclay.co.uk

**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

**St Bernadus Abbey 10%**

A traditional abbey ale, brewed in the classic style of Belgium's Trappist monks.

Cave Direct 01622 710339  
James Clay 01422 377560

www.cavedirect.com  
www.jamesclay.co.uk

**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  
Matthew Clark 01275 891 400

www.st-stefanus.com  
www.matthewclark.co.uk

**Saison Dupont Saison 6.5%**

Considered as the classic among the Belgian saison beers, coppery blond with fine aromas and a strong bitterness transform this beer into a thirst-quenchener with no equal. Refermentation in the bottle results into a complex and particular aromatic beer.

James Clay 01422 377560

www.jamesclay.co.uk

**Mort Subite Lambic Fruit/Gueze 4.5%**

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

**OMER Strong Ale 8.0%**

Traditional Blond is a top fermented beer with a secondary fermentation in the bottle, brewed according to an original recipe, using malted barley from the Loire and three varieties of aromatic hops. A full flavoured beer with a fruity aroma and a subtle bitterness

James Clay 01422 377560

www.jamesclay.co.uk

**Orval Trappist 6.2%**

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 its skittle shaped bottle.

cave Direct 01622 710339

www.cavedirect.com

**PALM Ale 4.8-6%**

The best selling ale in Belgium, from a family run brewery that dates back to at least 1686. Ale in style, amber in colour, PALM beers are 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 07538 714747  
Cave Direct 01622 710339

www.palmbreweries.com  
www.cavedirect.com

**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 07538 714747

[www.palmbreweries.com](http://www.palmbreweries.com)**Straffe Hendrik Triple Strong Ale 9%**

The last authentic Tripel Style Beer brewed in Bruges. Revived in 2008 it is being brewed according to the original recipe with a combination of 6 different kinds of malt creating a rich bitter ale

Cave Direct 01622 710339  
James Clay 01422 377560[www.cavedirect.com](http://www.cavedirect.com)  
[www.jamesclay.co.uk](http://www.jamesclay.co.uk)**Timmermans Lambic/Fruit 4-5.5%**

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)**Troubador Strong Ale 6.5%**

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)**Vedett Extra Blond Pils 5.2%**

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 3740 8479  
Cave Direct 01622 710339  
James Clay 01422 377560  
Matthew Clark 01275 891 400[www.vedett.comXXX](http://www.vedett.comXXX)  
[www.cavedirect.com](http://www.cavedirect.com)  
[www.jamesclay.co.uk](http://www.jamesclay.co.uk)  
[www.matthewclark.co.uk](http://www.matthewclark.co.uk)**Vedett Extra IPA IPA 5.5%**

This beer's delightful aroma is very clearly linked to the use of different hop varieties and hop extracts. This is predominantly manifested in the harmonious marriage of fruity notes of subtropical citrus on the one hand and more floral, green and fresh aromas on the other. The taste has a pronounced but mild bitterness which increases in intensity, revealing hints of grapefruit in the finish. This gives the beer an unparalleled drinkability and thirst-quenching character, fuelled by velvety, malty undertones, before giving rise to sweeter caramel notes. Vedett IPA has a superb finish with a long-lasting, dry aftertaste that continues to tantalise the taste buds. The beer's pure, fresh character in terms of both taste and aroma make it a truly divine beer!

Duvel Moortgat 020 3740 8479  
James Clay 01422 377560  
Matthew Clark 01275 891 400[www.vedett.com](http://www.vedett.com)  
[www.jamesclay.co.uk](http://www.jamesclay.co.uk)  
[www.matthewclark.co.uk](http://www.matthewclark.co.uk)**Vedett Extra White Witbier 4.7%**

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 3740 8479  
Cave Direct 01622 710339  
Matthew Clark 01275 891 400[www.vedett.com](http://www.vedett.com)  
[www.cavedirect.com](http://www.cavedirect.com)  
[www.matthewclark.co.uk](http://www.matthewclark.co.uk)**Westmalle Trappist 7.0-9.5%**

The Trappist Abbey of Westmalle, near Antwerp, has been brewing beer for over 150 years and is regarded as being responsible for the increasing popularity of Trappist beers. They make only two beers for commercial purposes: Dubbel (7%) 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 Tripel (9.5%) a clear, golden yellow beer with a fruity aroma & nuanced hop scent; an exceptional beer with finesse and elegance.

Cave Direct 01622 710339  
James Clay 01422 377560[www.cavedirect.com](http://www.cavedirect.com)  
[www.jamesclay.co.uk](http://www.jamesclay.co.uk)**Witcap Stimulo Strong Ale 6.0%**

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)



# An INNformal Style

## Beer Pioneer

**Overpubbed. To some entrepreneurs, that translates as: "Look for your next opportunity somewhere else." To others it means: "Okay, so there are too many pubs here. But are they all doing the right things?" Mark Genders, owner of the INNformal Pub Co, is firmly in the second category**

With his £100,000 microbrewery newly established at the Five Bells at Wickham in Berkshire and on the hunt for expansion opportunities, Mark took a good hard look at the John O'Gaunt in nearby Hungerford when its 20-year free-of-tie lease fell vacant in early 2013. An attractive late Georgian posting house, it had just had a £200,000 refit. It had plenty of space, including the old stableyard, and an excellent location in the middle of town.

Promising. But there was a drawback. Hungerford's small population - just shy of 6,000, according to the 2011 census - was already served by over a dozen pubs and two clubs: a very generous ratio indeed by modern standards. So Mark checked out the opposition.

"Some of them were what you might call rough pubs, others were pretty middle of the road," he says. "But they were all tied, even the one competing free house, and none of them were really focused on their beer."

## A Focus on Beer

So Mark decided that the John O'Gaunt should become Hungerford's specialist beerhouse. There'd be food - a good no-nonsense menu featuring pub favourites, Mediterranean-influenced dishes, and a few more upmarket selections, at all price points - but no TV, no Sky Sports, and no juke-box or gaming machines.

And there'd be beer: a really eye-catching range that would be bound to bring the town's more discerning pubgoers running. But even here there was a major consideration to be taken into account.

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*"Exotic and unfamiliar beers don't necessarily sell themselves, and the staff have to be able to encourage hesitant customers and to tell the beers' stories"*

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"I couldn't afford to do anything that would draw custom from the Five Bells, which is only four miles away," he explains. "And the Five Bells is the cask beer pub. I have 13 handpumps there, and I run Brewery Experience days where people can come for a day out and formulate their own beer recipes for weddings and so forth. Wickham only has 600 residents, not nearly enough to sustain the pub on their own, so I couldn't let the John O'Gaunt compete with it."

The John O'Gaunt therefore makes do with a measly six handpumps dispensing an ever-changing range of real ales from

regionals and micros. But what it lacks in cask it makes up for in bottle, with a choice of 60-70 world beers always available. Of those around half are Belgian; but for the rest Mark really does try to maintain as eclectic a range as possible.

“We’ve got American, Australian, German, Thai – as good a mix as we can get,” he says. But it’s not straightforward. “It takes about 10 suppliers to make sure we can maintain the diversity,” he says. “James Clay are pretty good, and we’ve got Nectar not far away in Wiltshire, but I do seem to spend a lot of time on the phone to various importers and distributors!”

## Train for Success

Staff training is also essential. Exotic and unfamiliar beers don’t necessarily sell themselves, and the staff have to be able to encourage hesitant customers and to tell the beers’ stories.

“It’s really soul-destroying when the staff don’t know the stock or are unenthusiastic about it,” he says. “I’ve seen landlords who’ve done their best to put on a varied range of exciting beers only to be let down by staff who just aren’t engaged.

“The staff need both the knowledge and the enthusiasm to be able to answer all the customers’ questions, but they have to do more than that. They also have to be able to point people towards beers they think they’ll appreciate, and to make the whole experience the basis of a relationship.”

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*“If you want customers to pay wine prices  
for beer you have to make them  
understand that this stuff is  
as special and precious as fine wine”*

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The relationships struck up in this way allow the staff to explain another key point, as well: the prices Mark has to charge for his hard-won bottles of ambrosia.

“When you’re talking about Belgian beers of 9-10% ABV it can come to £8 a bottle,” he says. “Hungerford may be affluent by national standards, but even so! So if you want customers to pay wine prices for beer you have to make them understand that this stuff is as special and precious as fine wine. You can drink yourself silly on Trappist beer if you really want to, but that’s hardly the point.”

## Beer by the Book

A Beer Academy-trained sommelier himself, Mark communicates his love of beer to his staff with weekly training and tasting sessions; and he communicates it to his customers via the Beer Book, a beer menu in a custom-made engraved wooden cover that sits on its own lectern on the bar and has become something of an institution.

The reward of all this ingenuity and hard work is repeat custom and a good travelling trade.

“We have a core of about 15-20 real regulars who come in every

day, or almost every day, and another 150-odd who come in at least once a week and who we’ve come to know by name,” he says. “That’s pretty good in a town this size, and it means we’re also getting a reputation much further afield.

“There are a lot of discerning and sophisticated consumers in this part of the world, and the way to stay on top is to make sure they’re never disappointed.”





# Those Crafty Americans

## US Craft Beer

**Overhopped, overpriced and over here? asks John Porter. The UK's booming craft beer industry might be forgiven for viewing the imported US variety with the same deep suspicion that British males directed at GIs turning up at a village dance in 1942.**

Overhopped and overpriced may be a matter of taste and opinion, but over here they definitely are, and in ever-increasing numbers. Figures from trade body the Brewers Association show that US craft brewers increased their overall exports by 49% in 2013, with the UK behind Canada and Sweden as the third largest export market globally. Craft shipments to the UK grew by 7.8% in 2013, a figure which is certain to have grown during 2014.

Given that the typically higher ABVs of US craft beers attract more duty, and the logistical costs of importing them add further to the price, why are so many UK consumers choosing imported beers over the more competitively priced domestic craft variety?

Andreas Fält, the Brewers Association's craft beer ambassador, believe that provenance is an important part of the appeal. "I think the more mainstream bars are catching up to what the specialist bars have known for years – people will spend a bit more for products that are authentic. Consumers understand that imports are more expensive than local beers."

## Finborough's Fine Beers

Jeff Bell, owner of the Finborough Arms in West London believes that going to the source of the current craft beer boom is important to consumers learning to navigate the category. "I think customers are aware that much of the craft beer explosion happening in the UK has been led by the independent breweries coming out of the US."

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*"Mainstream bars are catching up to what the specialist bars have known for years – people will spend a bit more for products that are authentic"*

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The Finborough always has at least one US beer on draught, from a core range of Lagunitas IPA, Dominion Hop Mountain and Dominion Oak Barrel Stout. "They're three distinctively different beers, all with a particular appeal," says Bell. "The Hop Mountain has a maltier edge, while Las Iguanitas is a straight-up 'hop bomb'."

The pub also sells beers from London craft brewers such as Portobello and Fourpure. "They're local, which customers like, and alongside them we offer the original American breweries that inspired them. It adds more credibility to our offer."

With the beers all weighing in at around 6% ABV, the Finborough Arms sells them in two-thirds of a pint glasses at £3.90. "I take

**NOW  
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HOPPIER**



**CHARLES WELLS**

**DNA**

Alc. 4.5% Vol.

**New World IPA**

Our original intention for DNA was for it to be an accessible craft beer, with the perfect balance of malt and hops, inviting for craft novices and wily vets alike, without being overly challenging.

Turns out that our drinkers are into hops more than we originally thought and so in response, we're pleased to say that from Autumn 2014, we've bumped up new harvest hops in the maturation stage. And we've added a bit more crystal malt to bring body and complexity to the middle.

Sam Calagione, President and Founder of Dogfish Head says, "We have enjoyed working with the Wells team, tweaking and evolving the DNA recipe towards a more amplified expression of both malt and hops."

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Want to stock DNA?  
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Or call us on  
01234 279 298



## What is DNA beer?

An Anglo-American mash-up of a Wells classic and a reduction of Dogfish Head's 60 minute IPA.

### How & where is it brewed?

Dogfish Head's 60 minute IPA is brewed in Delaware USA, reduced down to a "beer sauce" and sent over to the Charles Wells brewery in Bedford, UK, where it is added to the Wells beer to become DNA.

### Tasting Note:

A toasty, nutty start before an explosion of new world hop character with notes of tropical fruit.

### Hops:

Challenger (UK), Galaxy (AUS)  
& Simcoe (USA)

### Barley:

English Maris Otter  
& Crystal

ABV: 4.5%  
IBU: 33

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a slight margin hit, but it's not only an attractive price point, it's also a responsible serve. If customers are in a round and their friends are drinking pints of lager, they're consuming the same amount of alcohol."

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*"I think customers are aware that much of the craft beer explosion happening in the UK has been led by the independent breweries coming out of the US"*

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In terms of customer resistance to a smaller serve, Bell's experience is that "when they realise the ABV and know they're getting a genuine, fresh American craft beer on tap, they're getting good value."

### **A Special Relationship**

The move into the mainstream for US craft beers is being escalated by the number of UK cask brewers forming distribution partnerships, seemingly with no sense of irony at the notion that these US brewers have made their name by replicating UK beer styles in the first place.

AB InBev UK and Greene King announced a deal in July 2014 that sees Greene King become national distributor for the well known US Goose Island brand, while Adnams has distributed Lagunitas IPA since April 2013.

Fuller's now distributes the Sierra Nevada range through its recently formed Westside Drinks arm. George MacNicol, marketing manager

at Westside Drinks, says: "It's all about offering an entry point into the market. Most consumers wouldn't jump in at the deep end with a UK craft beer, but will start with something mainstream from Meantime or Camden Town, and you get the same thing with Sierra Nevada Pale Ale.

"It's been around for over a decade in the UK and has played an important part in building up the reputation of US craft beers here."

Charles Wells, which launched Wells DNA New World IPA in May 2013 in collaboration with Dogfish Head, has now agreed a distribution partnership with the Delaware-based brewer which will initially see Dogfish Head 60 Minute IPA available to the on-trade in bottle, with other Dogfish Head beers likely to follow.

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*"They're local, which customers like, and alongside them we offer the original American breweries that inspired them. It adds more credibility to our offer"*

---

Emily Hudson, marketing manager at Charles Wells said: "At 6% ABV, it's fairly moderate in strength compared to some of the more extreme brews that are coming out of the US, but it still has been approached responsibly.

"We know from our experience that the key to providing a good range of beers, from a traditional low ABV IPA to a stronger, hoppier craft ale is trade education to ensure that bar staff understand the style and strength of the beer and can discuss it confidently with customers."

## British Influence

Sam Calagione, founder of Dogfish Head, both acknowledges the debt that US brewers owe to the UK, and believes this wave of transatlantic alliances is good news for craft beer drinkers on both sides of the Pond. "The chance to work with a brewery that's been doing IPAs as long as Charles Wells has is something we're excited about. We would certainly never claim that American IPA is its own style. The style is IPA, and the style is British. The interpretation that Americans bring to it has a lot to do with our hop varieties," as well, he says as US brewers' tendency to let the ABV of their beers creep up.

*"We would certainly never claim that American IPA is its own style. The style is IPA, and the style is British. The interpretation that Americans bring to it has a lot to do with our hop varieties"*

For Dogfish Head, at least, the driver of its UK entry is the opportunity to create new brewing collaborations rather than simply to sell more of its beer. "Even in America, we really don't look at it in the context of 'market share'. Breweries of the size of Dogfish Head or Sierra Nevada account for less than 1% of the market in the US. But because we don't have anyone working full time for us in the UK, we thought it would be a great idea to find a brewery that we believe in, a family-owned brewery like ourselves, that takes a long term view of nurturing brands."

Calagione would also like to see more respect shown by some elements of the British craft community for the classic British interpretations of the brewers' art. While the US and UK craft beer markets are "both exploding and vibrant, I feel the craft beer community in the UK has a limited amount of respect for their traditions. In the US, we see cask beer as very much a part of the craft beer world."

## The German Connection

It is, of course, not just British styles that are emulated by US brewers. Huber, the USA's second oldest brewery, was founded in 1845 by German and Swiss immigrants who specialised in brewing European style beers using traditional German techniques and principles.

*"It's not only an attractive price point, it's also a responsible serve. If customers are in a round and their friends are drinking pints of lager, they're consuming the same amount of alcohol"*

Huber has produced a Bock continuously since 1899, and the 5.5% ABV dark lager is now available in the UK. Peter Karsten of distributor World Beers says: "We felt the timing was perfect to unleash this absolute beauty on the UK market. With the casual dining, diner and the American craft beer trends continuing to boost interest, we think the Huber Bock can be a big hit."

# Huber Cool

since 1845



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## Head of Steam

The importance of staff knowledge is also emphasised by Simon Ritson, general manager of the Head of Steam in Durham. Alongside an established specialism in Belgian beers, over the past two years the pub has built a complementary range from US brewers.

*“Fonts showcase US brewers such as Stone, Odell, Ska, Left Handed, Fordham and Dominion. ‘Customers took to the beers quickly, and a lot of that was to do with staff knowledge and staff enthusiasm’”*

With a permanent font devoted to the range from Brooklyn Brewery, two more fonts showcase US brewers such as Stone, Odell, Ska, Left Handed, Fordham and Dominion. “Customers took to the beers quickly, and a lot of that was to do with staff knowledge and staff enthusiasm. We had 22 months with 0% staff turnover, so everyone here really knows their beer,” says Ritson.

The wholesale cost of a beer with established UK distribution such as Fordham Rams Head IPA means a selling price of £5 a pint, which is “viewed as a reasonable price point for an imported beer.” For beers especially imported by the bar, higher costs mean a higher retail price. Ritson’s solution is to create an ‘event’ around their arrival

“I won’t put a beer on draught unless I have a proper tap handle, proper glassware and a decent badge. A great example was

Stone Ruation IPA. A 20 litre keg worked out at almost £5 a pint cost price.

“When it came we didn’t have a tap handle, so I wouldn’t put it on. By the time we served it, customers were desperate for the beer, even when I told them it would be £10 a pint. I had enough people who were going to buy just one pint to make it worthwhile, and it sold out over a period of about six hours. “

## Heathwick Beer Experience

Specialist importer Heathwick is building on its success with beers from the Fordham and Dominion breweries with the launch in the UK of ranges from US craft brewers Saugatuck Brewing Company of Douglas, Michigan and the TailGate Brewery of Nashville, Tennessee.

*“The key to providing a good range of beers is education, to ensure that bar staff understand the style and strength of the beer and can discuss it confidently with customers”*

The full range is being promoted to the trade as the Heathwick Beer Experience, backed by brand support which encourages consumers to rethink their perceptions of beer, and experiment with flavours, styles and even beer cocktails. Marketing support includes branded glassware, tasting notes, food matches and pump clips for draught brands.

The expansion was spearheaded by the UK debut of Saugatuck Neapolitan Stout, offered as a seasonal beer for autumn and winter.

The 6% ABV beer, available in 355ml bottles and keg, blends a dry stout character with the rich strawberry, vanilla and chocolate flavour notes of Neapolitan ice cream to create a new take on a classic milk stout.

Graham Richardson, general manager of Heathwick, said: "Neapolitan Stout is a fantastic way to launch our expanded range and the Heathwick Beer Experience. As well as having a distinctive flavour, it's won several awards in the US, so there's interest in trying it from both bar owners and their customers.

"When we initially launched the Fordham and Dominion beers in to the UK, our core customers were US-style restaurant brands that were looking to serve authentic beers, and specialist craft beer bars.



*"Brand support encourages consumers to rethink their perceptions of beer, and experiment with flavours, styles and even beer cocktails"*

"As US cask beers find a more diverse audience, the market is broadening, with increased interest in sessionable US beers such as Fordham Copperhead Ale, as well as Saugatuck Oval Beach Blonde and Amber ESB, which have become permanent additions to our range. There will, of course, also always be room for 'specials and seasonals', such as Neapolitan Stout."

### Can the Can?

From TailGate Brewery, named for the US tailgating parties held in the parking lots of sports and music arenas, Heathwick is offering Black Top Blonde and Session IPA, both at 5% ABV and offered in 355ml cans.

Richardson added: "Cans clearly already have an appeal in some styles of operation, and as consumers get more used to seeing them in the on-trade, the flexibility they offer in terms of storage and use of fridge space will become apparent to more operators. With formats including bottle, keg and can, we can help any style of operation meet consumer interest in the US craft beer scene."

*"Good beer is good beer, whether it comes from a can, a cask or a keg"*

The introduction of a range of three canned beers from Sixpoint Brewery of Brooklyn by JD Wetherspoon in February 2014 has given a boost to the argument that the format can work in the on-trade, despite reservation in some quarters that consumers don't see beer from a can as a premium serve.

Andreas Fält agrees that canned beer still has a psychological barrier to overcome. He says: "I think cans are going to be niche for a couple more years, but the fact that more UK craft brewers are canning will raise awareness. Good beer is good beer, whether it comes from a can, a cask or a keg."





# Craft Brew Alliance

## US Craft Beer

**Pub and bar operators can access a portfolio of some of the best-selling and most popular US craft beers through the Craft Brew Alliance, distributed in the UK by Cave Direct Beer Merchants.**

The Alliance brings together three US breweries which started as independents, but have now turned informal distribution support into a formal agreement. By sharing brewing facilities and utilising distribution routes throughout the USA, they can make their beers more widely available. They are:

- ▶ Kona Brewing Co from Kona Island, Hawaii, founded in 1994, with Longboard Lager available on draught and bottle, Big Wave and Fire Rock Pale Ale in bottles;
- ▶ Redhook Brewing Co of Woodinville, Washington State, founded in 1981, with Longhammer IPA available in both draught and bottle;
- ▶ Widmer Brothers Brewing Co from Portland, Oregon, founded in 1984, with permanent bottled beers Alchemy Pale Ale and Upheaval IPA.

Neil Kitching, of Cave Direct, says: "These are all classic American recipes. Longhammer IPA, has a more rounded and sessionable profile for such a high ABV beer, compared to most American IPAs, which tend to go for a hoppier profile. Kona Big Wave is a Golden ale that has a huge tropical hit from the Galaxy and Citra hops which, with the branding, instantly takes you to a beach in Hawaii.

"Widmer are the big brothers of the three breweries and the guys who started a lot of the microbrewery revolution in America. They are known for using a range of ingredients and making very premium beers."

Special and season beers will be offered alongside the permanents. "You have to offer variety," says Neil, "While the range does well in the trend-setting craft beer bars around the country, we are also working with independent pubs and small groups looking for a stepping stone away from mass produced product to craft beer. By stocking these beers on a permanent basis rather than taking the rotating approach of the top-end craft beer pubs, they get the benefits of both sales volumes and PoS support."

Along with branded glassware, Cave Direct supplies wall plaques, key rings, posters, tap Handles and full technical support for the range, as well as more specialist items from the US brewers such as neon signs and Kona's branded surfboards.

Neil adds: "The US brings a different dimension to the craft beer market in the UK. While the beer styles originated over in Europe, US brewers have taken them over there and given them their own twist. In most cases, that includes the hoppy character which a lot of beer drinkers are now seeking out in the UK. Most importantly the beer has to be as fresh as the brewer intended and we strive to get it over the water and into the bars as quickly as possible to ensure it is top quality when being enjoyed in the UK.

"People now like to discover more about a brewery in order to get both the background and a sense of ownership of the beers, and in that context these brands definitely stand out."

# Dear Mainland, HAPPY HOUR IS 23 HOURS TOO SHORT.

KONA - REDHOOK - WIDMER  
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**Kona Brewing:** Featuring  
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24 x 355ml bottles, and certainly making  
waves, the amazing tropical **Big Wave  
Golden Ale** available in 24 x 355ml bottles.



**Redhook:** Presenting **Long Hammer**  
- their much vaunted India Pale Ale,  
available in 24 x 355ml bottles and in 30L  
kegs.



**Widmer Brothers:** We have **Alchemy  
Pale Ale** and **Upheaval IPA** available in  
24 x 355ml bottles, along  
with a constantly  
rotating range of  
their classic brews.



Brought to you by, **Cave Direct Beer Merchants**

To arrange a draught installation and to find out about stocking the **Craft Brew Alliance** range,  
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# All American Heroes

## Anchor Brewery

B C D

With its roots in California's Gold Rush, the Anchor Brewery is an American icon, and a pioneer in the UK. Their signature beer, Anchor Steam, is one of San Francisco's most famous exports. The word "steam" once denoted any beer brewed on the West Coast of America under primitive conditions and without ice, but is now a trademark of Anchor. Other beers include Liberty Ale, the first modern American IPA brewed since prohibition, Breckles Brown, California Lager and a truly remarkable Porter which uses specially roasted malts, a top-fermenting yeast and fresh whole hops.

Matthew Clark 01275 891 400  
James Clay 01422 377560

[www.matthewclark.co.uk](http://www.matthewclark.co.uk)  
[www.jamesclay.co.uk](http://www.jamesclay.co.uk)

## Blue Moon Brewing Company

B D

Founded in 1995 in Denver, Colorado by Keith Villa, who had studied brewing in Belgium and wanted to recreate the Wit beers he had enjoyed there. The Belgian-style Wheat Ale, originally brewed as Bellysilde Belgian White, is the only one of the brewery's beers available in the UK. This unfiltered beer has a distinctive slightly sweet orange taste and is made from a combination of malted barley, white wheat, and oats. Recommended to be served with a slice of orange to enhance the orange flavour - and catch the eye

Matthew Clark 01275 891 400  
Molson Coors 0845 6000888

[www.matthewclark.co.uk](http://www.matthewclark.co.uk)  
[www.molsoncoors.com](http://www.molsoncoors.com)

## Brooklyn Brewery

B C D

A brewery that retains its craft credentials despite being a global phenomenon. Brewmaster is Garrett Oliver, author of the Oxford Companion to Beer and one of the world's leading brewing experts. The best known beer is the award winning Brooklyn Lager, which is dry hopped and has a superb balance of sweet malt and crisp bitter hops. Also available in the UK are a choice of IPA's (6.9-8.4%) and a Brown Ale (5.6%), as well as the luscious Black Chocolate Stout (10%), and a variety of other specials.

Matthew Clark 01275 891 400  
James Clay 01422 377560

[www.matthewclark.co.uk](http://www.matthewclark.co.uk)  
[www.jamesclay.co.uk](http://www.jamesclay.co.uk)

## Dogfish Head Brewery

B

Once the smallest commercial brewery in America, by 2002 they had moved the entire operation into a 100,000-square-foot converted cannery, and Dogfish Head is still growing; today nearly 20 styles of beer are sold in over 25 US states. Now they are breaking into the UK market, so British drinkers can discover why international beer writer Michael Jackson called Dogfish Head "America's most interesting and adventurous small brewery." The first to land here is 60 Minute IPA, a continuously hopped beer - more than 60 hop additions over a 60-minute boil. With a slew of great Northwest hops, this is a powerful but balanced East Coast IPA with a lot of citrusy hop character; and at 6% it's the session beer for hardcore enthusiasts!

Charles Wells 01234 272766

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

**Dominion Brewing Company****B D 4.5-10%**

Part of the Coastal Brewing Co, which incorporates sister brewery Fordham, Dominion Beers are craft beer lover's Holy Grail. Imported to the UK since late 2011, most beers are available in both bottle and keg. Their year round range includes: Hop Mountain which takes the revered Nelson Sauvin hop to whole other level (6%) and Oak Barrel Stout with vanilla and oak chip influences (6%). Seasonals include Beach House Pilsner (5%), Cherry Blossom Lager (5%), Gigi Farmhouse Ale (7.2%), Octoberfest Maerzen Lager (5.7%) and World Cup Gold winner Candi Belgium Tripel (10%). Perfect for food pairing, these superior beers also come with decorative tap handles for draft, stemmed glassware and Heathwick's (the importer) American Craft Beer Experience campaign.

Heathwick 01264854152

[www.fordhamanddominion.co.uk](http://www.fordhamanddominion.co.uk)**Flying Dog Brewery****B C D**

Founded in 1990 this Colorado brewery has links with Hunter S Thompson and labels designed by Ralph Steadman. As well as having cult status they are also renowned for their beers.. Snake Dog IPA (7.1%) with its intense citrus fruit aroma, is the brewery's hop monster. Also: Easy IPA (4.7%); Doggie Style (5.5%) a classic American pale ale, Gonzo Imperial Porter (9.2%) and the 20th anniversary brew Raging Bitch (8.3%) - an American IPA brewed with Belgian yeast.

Matthew Clark 01275 891 400  
James Clay 01422 377560[www.matthewclark.co.uk](http://www.matthewclark.co.uk)  
[www.jamesclay.co.uk](http://www.jamesclay.co.uk)**Fordham Brewing Company****B D 4.5-7.5%**

Part of the Coastal Brewing Co, which incorporates sister brewery Dominion, Fordham has a distinctive brand style that resembles tattoo art & offers a diverse range of craft brews. Imported to the UK since late 2011, beers are available in both bottle & keg. Range includes: Gypsy Lager (5%), Copperhead Amber Ale (5%), Route 1 Session IPA (4.5%) and West Coast style IPA Rams Head (7.5%). Seasonals include Wisteria Wheat (5%) and Spiced Harvest (pumpkin) Ale (6.5%) Renowned for their complex yet balanced flavours, these superior beers are supported by artistic bottle labels with food pairing suggestions, unique tap handles for draft, stemmed glassware & Heathwick's American Craft Beer Experience campaign

Heathwick 01264854152

[www.fordhamanddominion.co.uk](http://www.fordhamanddominion.co.uk)**Founders Brewery****B D 4.7-8.5%**

Founders Brewery is group of passionate beer enthusiasts whose beers include the robust yet silky black Founders Porter (6.5%); All Day IPA (4.7%) brewed with a complex array of malts, grains and hops - balanced for optimal aromatics and a clean finish; Dirty Bastard (8.5%)- so good it's almost wrong - brewed with seven varieties of imported malts, a big smoky beer that lives up to its name .

James Clay 01422 377560  
Matthew Clark 01275 891 400[www.jamesclay.co.uk](http://www.jamesclay.co.uk)  
[www.matthewclark.co.uk](http://www.matthewclark.co.uk)**Goose Island****4.2-7%**

American craft brewer producing a range of bottled ales and wheat beers, both permanent and seasonal. They are probably best known for Goose Island IPA (5.9%) which is quite simply a hop lover's dream, but the range available in the UK also includes the award winning 312 Urban Wheat (4.2%) and Goose Island Honkers (4.3%). Inspired by visits to English country pubs, Honker's Ale combines a fruity hop aroma with a rich malt middle to create a perfectly balanced beer.

Greene King 0845 600 1799  
Matthew Clark 01275 891 400[www.greeneking.co.uk](http://www.greeneking.co.uk)  
[www.matthewclark.co.uk](http://www.matthewclark.co.uk)**Huber Brewery****B 4.8-5.5%**

Huber's been around a long time, a real testament to its quality. Still brewed in the oldest brewery in Wisconsin, in the USA's Midwest & the second oldest in the USA. German & Swiss immigrants founded the Huber Brewery in 1845. Traditional techniques are still used today & in line with German tradition there are no artificial additives or colourings. Huber is now the 11th largest brewery in the USA. Huber Premium Lager & Bock have quickly established themselves in the American -burger joint & casual dining sectors & are now looking to target the additional pubs, bars & restaurants. Huber Premium Lager has a mild, malty aroma with some floral hoppy notes & a fruity finish, while the Bock offers hints of coffee & cocoa on the palate with a creamy rich finish.

World Beers 01279 600044

[www.world-beers.co.uk](http://www.world-beers.co.uk)**Kona Brewery****B D 4.4-5.9%**

Kona has been brewing since 1994 on Hawaii. Starting life as a simple brew pub, it quickly grew into a restaurant and bar with separate brewery. The growth and popularity of their year round beers led to more expansion and the beers can now be enjoyed around the world. They are a very environmentally conscious brewery producing around 60% of their own power from onsite solar panels. Range includes Longboard Island Lager 4.6% a smooth refreshing lager, Big Wave golden Ale 4.4% is a lighter bodied golden ale with a tropical hop aroma and flavour, and Fire Rock Pale Ale 5.9% is crisp, refreshing "Hawaiian-style" pale ale.

Cave Direct 01622 710339

[www.cavedirect.com](http://www.cavedirect.com)**Lagunitas****B D 6.2%**

One of America's fastest growing brewers, Lagunitas (pronounced lah-goo-KNEE-tuss) started life in a kitchen 20 years ago. The renowned IPA which is the brewery's main product, started life as a seasonal beer but is now a huge seller in the USA, leading the brewer to set up a second brewhouse. This extra capacity means it will become more easily available in the UK, initially just the IPA and a seasonal brew, but a second permanent one is planned for the future.

Adnams 01502 727200

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



#### Left Hand Brewing

B D 4.7-8.5%

The Left Hand way is a healthy dose of all things balanced, keeping your right brain feeling good and the left brain knowing it's all good. They believe the same to be true with craft beer, everyday striving for that perfect balance between malt and hops, from their lightest to their darkest beers, allowing a unique flavour experience in every bottle and every keg. The range includes a thick creamy Milk Stout (6.0%), available on draft as well as bottles; Left Hand Polestar (5.5%) - a zesty German-style pilsner, and Left Hand Black Jack Porter (6.8%) with a slight malt sweetness.

James Clay 01422 377560

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

#### Minhas Craft Brewery

B 5%

Set up in 2006, and owned by the Minhas family who are 1st generation Canadians, initially originating from India. The brewery produces over 12 beer brands and believes that a beer style is not exclusive to a certain country. To this end, the brewery produces beers often in homage to famous styles or periods. Lazy Mutt farmhouse ale is one example. Launched in the UK in September 2014 and created to honour the soldiers who fought in WW1 in the Flanders area of Belgium. Lazy Mutt (5%) is an unfiltered light wheat ale - traditionally made by farmers for their field hands. A sweet & sourness makes this beer an excellent stand-alone craft wheat ale as well as proving a popular combination with meat dishes highlighted at its successful launch at Meatopia in 2014

World Beers 01279 600044

[www.world-beers.co.uk](http://www.world-beers.co.uk)

#### Odell

B 4.8-7.0%

Founded in 1989, Odell Brewing was started by Doug Odell, his wife Wynne, and his sister Corkie. Today, the culture of family and collaboration still thrives, fostering a brewery full of beer-centric people. It is this passion for beer that inspires Odell Brewing to create quality, hand-crafted, innovative brews, as dedicated today as they were when they started out brewing in Doug Odell's kitchen, still sharing a passion for delicious beer, they are known for a selection of pale ales and porters, including their flagship 90 Shilling - a refreshing and irresistibly smooth and delicious medium-bodied amber ale.

Vertical Drinks 0113 345 8835

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

#### Point

B 4.73-5.65%

The Stevens Point Brewery is steeped in a history that has transcended the trials of the Civil War, the Great Depression and Prohibition. More than 150 years later, the Stevens Point Brewery continues to successfully brew quality beer, just as the brewery's founders, Frank Wahle and George Ruder, did in 1857. Today the range includes a Vienna-style Amber Lager (4.7%), copper in colour with a pleasant hop aroma. Hand-crafted using a blend of caramel and two-row malted barley, it is perfectly balanced with authentic German hops, smooth and refreshing with a crisp clean finish. Also available is the bold hoppy IPA (5.6%), fresh and fruity with a golden-orange colour. Dry-hopped using a complex blend of Magnum, Perle, and Cascade hops. Point, well made.

Matthew Clark 01275 891 400

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

**Red Hook Brewery****B D C 6.2%**

Redhook was born out of the energy & spirit of the early 80's in the heart of Seattle. While the term didn't exist at the time, Redhook became one of America's first "craft" breweries. From a modest start in a former transmission shop in the Seattle neighbourhood of Ballard, to the current breweries in Woodinville, Washington and Portsmouth, New Hampshire, Redhook has become one of America's most recognized craft breweries. Longhammer IPA 6.2%, the signature IPA from Redhook, is a full on multi dimensional, well rounded IPA. A beer with great drinkability keeping you reaching for more every time.

Cave Direct 01622 710339

[www.cavedirect.com](http://www.cavedirect.com)**Samuel Adams****B D 4.8%**

Samuel Adams Boston Lager helped lead the American beer revolution, reviving a passion for full-bodied brews that are robust and rich with character. Since 1984, Samuel Adams Boston Lager has used only the finest hand-selected ingredients to create this perfectly balanced, complex and full-bodied original brew.

Matthew Clark 01275 891 400

[www.matthewclark.co.uk](http://www.matthewclark.co.uk)**Saugatuck Brewing Company****B 5-6%**

Keep an eye out for this one! Newly imported to the UK, Saugatuck is an award winning American craft brewery that produces one of the world's most magical milk stouts – the Neapolitan (6%) available in keg and bottle on a seasonal basis. Delivering exactly what the name promises - individual flavours of chocolate, vanilla and strawberry that blows the mind. Year round, and currently available in bottle, their nutty ESB Amber Ale (5.5%) and balanced Oval Beach Blonde Ale (5%) makes a great alternative to conventional lager and convincing converter. Saugatuck forms part of the importer's, Heathwick, American Craft Beer Experience.

Heathwick 01264854152

[www.sbrewing.com](http://www.sbrewing.com)**Sierra Nevada brewing Company****B D 5.6%**

Internationally recognised for its fragrant yet spicy Pale Ale, but in recent years, many different types of brews have been produced to expert standards. Hop usage is the key feature of this Californian brewery - the year round beer Torpedo even draws its name from the steel device used to introduce its Magnum, Crystal and Citra hops into the brew. Having started as a homebrew outfit in the 1970s, Sierra Nevada is about to open a brand new brewery in North Carolina to truly show how the beers and the brand has grown. Their commitment to innovation remains, despite the success

Matthew Clark 01275 891 400

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

Vertical Drinks 0113 345 8835

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

Westside Drinks 020 8996 2000

[www.westsidedrinks.co.uk](http://www.westsidedrinks.co.uk)**Tailgate Beers****C 5.0%**

Newly imported to the UK, Tailgate beer is the official beer for tailgating - which, in case you are wondering, is the American pastime of barbecuing and generally partying from the back of a truck at sports or music events. And like all things American, it's catching on in the UK. These award winning and easy drinking craft beers in a can are brewed with fun in mind and ideal for outside or indoor drinking. The Blacktop Blonde is their flagship American blonde ale (5%) and is complemented by their more hoppy Session IPA (5%). Imported by Heathwick, Tailgate also forms part of the Heathwick American Craft Beer Experience.

Heathwick 01264854152

[www.tailgatebeer.com](http://www.tailgatebeer.com)**Widmer Brothers Brewery****B 5.8 - 7.0%**

Founded in 1984 in Portland, Oregon, Widmer still retain a strong brewing tradition. One of the 1st craft brewers in a state now renowned for having many craft breweries and some of the best in the world. They've grown to be a leader in the craft beer scene and are known for their forward thinking recipes and collaborations. Alchemy hops are a blend of choice hops from the Pacific Northwest, hand-selected by their brewers each year. This secret blend is the backbone of all the Widmer beers. The artful, complex Upheaval IPA 7.0% has grassy hops giving way to a massive tropical burst of flavours. The perfectly balanced, perfectly hopped ale, Alchemy Pale Ale 5.8% has a bright, distinct hop character balanced with hints of caramel and a remarkably smooth finish.

Cave Direct 01622 710339

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



# Up From Down Under

## Antipodean Craft

**The Thinking Drinkers have been drinking and thinking about the craft beers from Down Under that are at last turning up over here. Ben McFarland likes a tinnie if the liquid is good, but when it comes to beers from the antipodes, bottles are definitely better**

It's easy to poke fun at beers from Down Under. They've been the butt of British beer drinker's jokes for years. "Why is Australian beer served cold? So you can tell it from urine" is one such gag.

"People who drink Australian beer don't like the taste of beer, they just like to pee a lot" is another.

And then there's an even ruder one involving having hanky panky in a canoe - Google it if you must (other search engines are available).

Even Michael Jackson, the late and great beer writer, got in on the act - once famously putting forward the theory that "the more macho, muscular and tanned a society, the blander its beers. See the Deep South and Australia".

## The Light Side

Like all clichés, you'll find no small amount of truth in this one. Traditionally, the market leading beers of Australia and New Zealand have been light lagers not overly furnished with complex flavours but great for refreshment and rolling across your head after a long day of flaming galahs, driving UHTs about, prosecuting dingoes and putting various food stuffs on the grill of a BBQ.

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*"Over the last year or so, batches of beer from Australian and Kiwi craft breweries such as 4 Pines, Matilda Bay, the Yeastie Boys and Bridge Road have made their way over here"*

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But, then again, so are the beers that dominate the mainstreams markets in England, American and all over Europe. Truth is, the majority of people like drinking unchallenging beer and the incredible commercial success of Foster's (and it's various off-shoots) in the UK is proof of this.

Whatever you think of the beer (and every craft brewer concedes it's very difficult to consistently brew such a 'delicate' beer), you've got to doff your cork covered cap in the direction of those who market it.

## Marketing Genius

Following an ambitious series of adverts that flagged up its Australian 'craft' heritage, Foster's returned to its "Good Call" campaign starring Brad and Dan, two archetypal laid back Australians, who advise young men on their various 'problems'.

The long-running campaign recently won top prize at the 2014 IPA (Institute of Practitioners of Advertising) Effectiveness Awards. The IPA reported that the campaign generated more revenue return than any other beer advertising campaign of the last 35 years. For every £1 spent, the adverts returned £32 - and drove nearly 70% of Foster's sales growth in the three years to September 2013, moving Foster's from third to first place in the off-trade lager market.

*"Traditionally, the market leading beers of Australia and New Zealand have been light lagers not overly furnished with complex flavours but great for refreshment and rolling across your head after a long day of flaming galahs"*

But don't be fooled by the Foster's hype for it is brewed in Britain and, back in its homeland, the beer barely scrapes the barrel of consumer consciousness. And for the growing number of drinkers more concerned with what goes on in the mash-tun than the marketing department, Foster's is unlikely to feature in their repertoire.

Lion, the major player in the Australian and New Zealand markets, has also established a solid foothold in the UK courtesy of Madison Drinks which distributes well-established brands such as Hahn, Steinlager, Tooheys, James Boag's from Tasmania, Steinlager and Mac's Gold from New Zealand.

## Give a XXXX for Craft Beer

For those outlets that couldn't give a XXXX for the mainstream Aussie brands, there is nevertheless a wealth of premium Antipodean brews to choose from. Among the artisan alternatives, the Coopers range of ales is extremely well-placed to cater for 'craft' leaning consumers.

While other big Australian breweries have jumped on the bottom-fermenting bandwagon, Coopers of Adelaide has steadfastly kept hailing the bottle-conditioned ale in style and, in doing so, provided inspiration for the legion of new wave breweries in Australia. The beer that Coopers is built on is the Sparkling Ale, a deep auburn coloured cloudy beer with lots of sediment brewed using a top fermentation that founder Thomas Cooper, a Yorkshireman, implemented in 1862.

Beer boffins get awfully excited about Original Pale Ale, 4.5% - brewed in the "Burton-on-Trent" style - and Coopers Vintage Ale, 7.5%, a strong ale packed with cooked plum and toffee-like flavours, and balanced by hints of sour cherry and chicory which gets better the longer you leave it laid down in the cellar.

*"The beer that Coopers is built on is the Sparkling Ale, a deep auburn coloured cloudy beer with lots of sediment brewed using a top fermentation that founder Thomas Cooper, a Yorkshireman, implemented in 1862"*

Coopers kept the door of distinction ajar for more than a century in Australia and, in addition to the influence of better beers from abroad, helped inspire a craft brewing movement which, having begun in the mid-1980s, is now flourishing with more than 150 breweries firing up their coppers - and many of these can be found among the vines in Australia's major wine regions.





## Meet the Micros

While distance and cost makes it unfeasible for many microbrewers to dispatch their beers half way around the world, a growing number of smaller 'craft' brewers have arrived on these shores via boutique importers and distributors.

Over the last year or so, batches of beer from Australian and Kiwi craft breweries such as 4 Pines, Matilda Bay, the Yeastie Boys and Bridge Road have made their way over here. While, at the beginning of 2013, Camden Town Brewery in North London, founded by Australian ex-pat Jasper Cuppaidge, began bringing in the flagship beer from the highly regarded Stone & Wood Brewery based in Byron Bay.

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***"The quartet of beers it's bringing into the UK include a Bohemian Pilsner that goes wonderfully with Fish & Chips - or Fush and Chups as they say over there"***

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Stone & Wood's fantastically fresh and floral Pacific Pale Ale, brewed with Galaxy hops from Tasmania, has been stocked in bottled form by the Byron Hamburger chain of restaurants while a crop of craft beer bars in London took it on draught.

Similar in style, yet now owned by Lion, is the pale ale produced by the Little Creatures Beer Company. Brewed using Chinook and Cascade hops grown in the USA, it has gained a strong following among beer connoisseurs in the UK and it'll be interesting to see what happens to it in 2015 as it continues under the wing of a bigger brewer.

## The Kiwi Connection

Yet it's rival beer business Heineken UK that is responsible for the biggest Antipodean arrival on the British 'craft' beer scene in 2014. In the autumn of last year, it unveiled a range of beers from the Monteith's Brewery in New Zealand which it intends to slide under the noses of venues looking to broaden their beer horizons.

Originally established by Stewart Monteith to slake the rasping thirst of gold miners back in 1868, Monteith's hails itself as the oldest brewery in New Zealand and twists on European styles using Kiwi hops and other indigenous ingredients.

The quartet of beers it's bringing into the UK include a Bohemian Pilsner that goes wonderfully with Fish & Chips - or Fush and Chups as they say over there, a Pale Ale brewed with the Southern Cross hop; an accessible India Pale Ale made with a blend of Motueka - citrusy with touches of tropical fruit - and Cascade, the archetypal aromatic IPA hop from America. And, finally, a food friendly Summer Ale that showcases three kiwi hops alongside ginger and natural New Zealand Rata Honey.

Whether they're backed by major breweries or arriving under their own steam, the number of beers coming into the UK from New Zealand and Australia is on the increase and many of them are liquid proof that the passé perception of Antipodean brews, as being bland and boring, is no longer fair dinkum.

*Ben McFarland is the beery half of the Thinking Drinkers. Tom Sandham is the other half. Visit them at [www.thinkingdrinkers.com](http://www.thinkingdrinkers.com) It'll change your life*

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# Message in a Bottle

## World Bottle Beers

**The term 'world beer' has been greatly abused, coined with the very useful aim of separating genuine 'foreign-brewed' beers from pseudo-foreign beers brewed in the UK, says Jeff Evans**

It is sadly no guarantor of quality. Any beer produced beyond our shores falls into the definition, whether it is a watery lager produced in a factory somewhere in the tropics or an ultra-complex strong ale brewed by monks in deepest Belgium.

As a marketing device for big companies, it may work; for licensees struggling to make sense of an ever-changing beer scene, it fails miserably. If you think lobbing a few bottles of a tasteless golden liquid with an exotic name into the fridge is going to bring you new, discerning custom, think again. But it really is not difficult to hitch a ride on a beer bandwagon that is rolling faster than ever. You just need to sort the wheat from the chaff.

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*"If you think lobbing a few bottles of a tasteless golden liquid with an exotic name into the fridge is going to bring you new, discerning custom, think again"*

---

International bottled beer is a big draw these days and, as a young and affluent clientele immerses itself ever more deeply into beer culture, many breweries, pub companies & licensees are responding.

## The Call of the Cooler

No matter how many handpulls and keg fonts sit on top of a counter, it is often a well-stocked cooler cabinet that catches the beer lover's eye. In switched-on establishments, it's not uncommon to watch eager punters press their noses against the glass like kids at a sweet-shop window, pulling together a mental wishlist of bottles to try.

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*"No matter how many handpulls and keg fonts sit on top of a counter, it is often a well-stocked cooler cabinet that catches the eye"*

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Some of these beers are tried-and-tested stalwarts. A selection of Belgian Trappist and Abbey Ales, for instance, sets the benchmark for quality. Chimay's Red, White and Blue trio, Orval and Westmalle's Dubbel and Tripel are often at the core of the offering, alongside other Belgian beers, from the ever-reliable strong blond Duvel to the sour-beers Rodenbach and Duchesse de Bourgogne. But Belgium is not simply a brewing museum. The beer scene is rapidly evolving there, resulting in brand extensions to old favourites such as Delirium Tremens and Gouden Carolus, plus a host of exciting new breweries and beers. Among the pick are De Ranke, noted for hoppy beers such as XX Bitter, and Brasserie de la Senne, whose Taras Boulba and Stoutierik are rapidly becoming international favourites.

Having long charmed us from afar, American craft breweries are increasingly working their magic over here, too. Familiar names such as Anchor, Sierra Nevada and Brooklyn remain very valid

choices but there's a buzz of excitement around breweries such as Odell, Flying Dog, Stone, Left Hand and North Coast, whose beers are easy to source, and smaller American brewers are also now shipping to the UK, with names such as Heretic, Ruhstaller and Calicraft piquing the public's imagination.

US brewers have inspired the world and they justly hold pride of place in the best selections of beers, alongside examples - well-known and more obscure - from the other great brewing heartlands.

## Euro Stars

From the Czech Republic it is now easy to obtain stunning lagers such as Bernard and erná Hora, to stand alongside the always reliable Budvar and Pilsner Urquell. Similarly, from Germany, trusted lager and wheat beer names such as Augustiner, Veltins and Schneider are now joined by outstanding offerings from the likes of Kloster Andechs, Weltenburger and Hopf. But wider Europe is having a say too, and there is no more sought-after name than Mikeller.

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***"Italy had no small breweries twenty years ago. It now has more than 800 and their beers are full of imagination and character, often packaged in tall, shapely bottles"***

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Mikkel Borg Bjergsø is a Danish former teacher who uses other people's breweries to create extraordinary beers such as the coffee-infused Beer Geek Breakfast. There's always something new and intriguing from this maverick 'gypsy' brewer whose work is rivalled by Norway's Nøgne Ø, which turns out a particularly fine range of beers, including an impressive Porter and an equally good Imperial Brown Ale. In the Netherlands, De Molen is one of several breweries to catch the eye of the beer connoisseur. Lief & Leed, for example, is a sour ale that takes no prisoners but it's just one of dozens of fascinating beers the business - only ten years old - now produces.

## The North South Divide

Traditionally, Europe has been a continent divided into beer and wine zones. The cooler north favoured cereal production and therefore was home to beer, while the warmer, vine-friendly south lent itself to wine. Today, however, in countries such as Italy, Spain and Greece, beer is turning the tables.

Italy, to cite the most striking example, had no small breweries twenty years ago. It now has more than 800 and their beers are full of imagination and character, often packaged in tall, shapely bottles. In a country where style and 'looking good' are part and parcel of everyday life, this is perhaps not surprising, but there are also sound marketing reasons for dressing up beer in a country where wine is king.

One of the first brewers on the scene was Birrificio Italiano, near Milan. It remains at the forefront through classy creations like the strong ale Amber Shock, the aromatic lager Bibock and the widely-acclaimed Tipopils. Brewers such as Birra del Borgo with its ReAle,

Toccalmatto with its American pale ale Re Hop and Ducato with its golden lager ViaEmilia are way up there, too. The most discussed Italian producer, however, is Teo Musso, an off-the-wall brewer who plays music to his fermenting beer to encourage the yeast. Among his creations are the spiced wheat beer Wayan and Xyauyù, a deliberately oxidised ale that has Madeira wine notes.

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***"The most discussed Italian producer, however, is Teo Musso, an off-the-wall brewer who plays music to his fermenting beer to encourage the yeast"***

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## Talking Points

All these beers - plus offerings from further afield such as Renaissance beers from New Zealand, Amazon from Brazil, Day of the Dead from Mexico and Hitachino Nest from Japan - make great talking points for customers. Even price adds to the attraction. Some large bottles retail for £25 or more, and punters - certainly in affluent areas of the country - do not balk at such extravagance.

The message in a bottle is that the beer world has changed, and hugely for the better. The combination of an adventurous clientele, increasingly exotic imports and aspirational prices means that bar owners, today, are brilliantly served. They neglect the 'world beer' market at their peril.

*Jeff Evans is the author of the Good Bottled Beer Guide and the host of [www.insidebeer.com](http://www.insidebeer.com)*



# World Class Beers

**Åbro** Sweden B 5.1%

An award winning lager from an independent, family-owned brewery whose roots stretch back to 1856. Brewed to German Purity standards using a blend of Spalt Select, Taurus and Perle hops, it has a hint of spiciness, while the sweetness of the Pilsner and Munich malts cuts through the hops' bitterness

Chilli Marketing 0870 2424 608

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

**Alhambra Especial** Spain B/D 5.4 %

Like all the Alhambra beers, this elegantly presented premium lager benefits from finest ingredients used in the brewing process including water from the Sierra Nevada snow-capped mountains. A deep golden colour, it is smooth, bold & rich in both texture & flavour with fruity & honeyed malt undertones

Morgenrot Group 0845 070 4310

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

**Alhambra Premium Lager** Spain B/D 4.6 %

Founded in Granada in 1925, the Alhambra brewery is named for the city's magnificent Palace. 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 a hint of citrus.

Morgenrot Group 0845 070 4310

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

**Alhambra Reserva** Spain B 6.4%

Regarded as a connoisseur's lager, Reserva 1925 is developed over a low fermentation period of 35 days. This full-bodied, amber delight has a malted, caramel-like aroma with earthy tones and a bittersweet herbal finish. Presented in a sleek, embossed ultra stylish bottle, it is just as at home in style bar, pub or restaurant.

Morgenrot Group 0845 070 4310

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

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 and inexperienced of palates.

Morgenrot Group 0845 070 4310

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

**Amazon Bacuri** Brazil 4.1%

Voted Best Craft Brewery in Brazil 2013, this fruit beer, brewed with Bacuri - a wild citrus unique to the Amazon Rainforest - offers a vibrant, slightly herbal aroma on the nose with a flavour profile filled with refreshing lemon and lime notes. Bronze medallist at the 2014 International Beer Challenge.

World Beers 01279 600044

[www.world-beers.co.uk](http://www.world-beers.co.uk)

**Amazon Forest Pilsen**      **Brazil**      **4.1%**

The Amazon Brewery has a reputation for producing unique, high quality beers; many of which are made with exotic fruits hand-picked from the banks of the Amazon and surrounding rainforest. Brewed adhering to German brewing principles with Mount Hood & Tettnanger hops to offer a distinctively smooth, full-bodied beer with a typical Germanic hopped-finish. The beer won a gold at the 2014 International Beer Challenge.

World Beers 01279 600044

[www.world-beers.co.uk](http://www.world-beers.co.uk)**Ambar Especial**      **Spain**      **B 5.2%**

Brewed since 1900, traditional methods combined with state of the art technology create a beer with 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 & aromatic hops lend the beer its characteristic fresh bitterness.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)**Bachata**      **Cuba**      **B 5.3%**

A premium beer, flavoured with genuine Cuban rum produced from natural sugar cane and aged in oak casks for seven years. This quality and attention to detail helps deliver a well-balanced full flavour providing crisp lager refreshment with subtle vanilla and citrus twangs.

Morgenrot Group 0845 070 4310

[www.morgenrot.co.uk](http://www.morgenrot.co.uk)**Bellerose**      **France**      **B/D 6.5%**

This award winning beer is a hybrid of a French 'Bière de Garde' and an IPA. With distinctive citrus and lychee aromas, it has a hoppy, but refreshing aftertaste.

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)**Beer Laos**      **Laos**      **B 5%**

Laos' picturesque capital, Vientiane is home to this clean, crisp barley and rice lager beer, which is fast gaining cult status way beyond its homeland. Sipping a Beer Lao on the banks of the Mekong river is said to be on many a Western travellers' 'must do' list when visiting this fascinating country.

Cave Direct 01622 710339

[www.cavedirect.com](http://www.cavedirect.com)**Birra Moretti**      **Italy**      **B/D 4.6/4.8%**

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)

Matthew Clark 01275 891400

[www.matthewclark.co.uk](http://www.matthewclark.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)**Casablanca**      **Morocco**      **B 5.0%**

The leading domestic and export brand of the Brasseries du Maroc and Morocco, this is a bottom (or cold) fermentation lager type beer matured for 35 days before bottling for a richer and smoother tasting experience. Casablanca has a perfect balance of malt sweetness with a clean 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 Australia B 4.5-7.5%**

Australia's sole remaining independent and family owned brewery, represents a masterful fusion of modern innovation and Coopers brewing tradition and enjoys an international reputation as a brewer of distinction. To this method of natural brewing Coopers apply the finest Australian natural ingredients; malt, hops, cane sugar, water and yeast. These ingredients are artfully blended without the use of any chemical additives or preservatives.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)  
Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Corona Extra Mexico B 4.5%**

First brewed in 1925, this Mexican best seller is a pale amber pilsener type beer. Served with a wedge of lime or lemon in the bottle neck it is a refreshing taste of summer.

AB InBev 01582 391166 [www.coronaextra.co.uk](http://www.coronaextra.co.uk)

**Crocodile Sweden B 5.2%**

Kronleins Brewery has been a family business since 1836 and is today the oldest beer brewing family in Sweden. Using Pilsner malt, Perle & Tettnanger hops, corn and barley this beer is truly a perfect thirst quencher. Hoppy and lightly malted, its flavours are clean and dry, with a nice bite to the finish - truly a premium beer in every sense.

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.

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

**Cubanero Fuerte Cuba B 5.4%**

Also brewed by Cerveceria Bucanero this strong and full-flavoured, beer is made from the most natural and freshest ingredients, with superior malt and blended with just a touch of Cuba's finest sugars. 100% original Cuban beer. Full flavoured with subtle malt undertones whilst maintaining refreshing sweet notes.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Cusquena Peru 5.0%**

(CUS-KEN-YA) Brewed using the finest natural ingredients, including 100% malt, Saaz hops & pure glacial melt water from 18,000 ft high in the Peruvian Andes. Genuinely brewed at source for nearly a century, in accordance with German purity laws, this exceptional award winning lager is intensely crisp with a rich, yet clean refreshing aftertaste.

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)

**Day of the Dead Mexico B 5.5%**

For 3000 Years the Aztecs honored their dead in an annual celebration. Ceremonies included using parts of the skeleton, most commonly the skull. Today this festive Holiday is a celebration of life. Day of the Dead beers are made by Cerveceria Mexicali to celebrate life and honor the traditions of this great holiday. Six beers make up the portfolio: Blonde Ale (5.3%) is a golden beer of excellent balance, with medium body, mild caramel sweetness and a soft pleasant bitterness. Amber Ale (5.5%) is a nice copper colour with a creamy head - a rich pleasant ale perfectly balanced between soft toffee and caramel. Pale Ale (4.7%) is amber in colour with medium body, pleasant floral aroma with a distinctive bitterness and great character. IPA (6.8%) is a copper coloured, full bodied beer with rich malt tones perfectly balanced between a smooth and delicate sweetness and just the right amount of bitterness, and great hop and floral aromas. Porter (4.6%) is a deep brown colour with red highlights. A full bodied beer with rich roasted malt and chocolate notes. It finishes with good hop, creamy toffee and caramel followed by delicate coffee notes finishing with a smooth chocolate aftertaste. Hefeweizen (5.4%) is a golden wheat beer with a delicate balance of banana esters and clove, an excellent medium body and moderate bitterness.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)



**Dixie** US/UK B 4.5%

The Dixie brewing company history can be traced back to 1907, where it was originally brewed in New Orleans. Sadly when hurricane Katrina hit in 2005 the brewery was tragically destroyed. The Cypress wood vats where Dixie was fermented were unsavable so today Dixie is craft brewed in the UK in line with the original recipe using Cypress wood chippings during the brewing process to replicate the authentic taste.

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)

**Eggenberger** Austria B 5-14%

A famous Austrian brewery on the site of an old Benedictine monastery, where commercial brewing existed at least as far back as 1681. An eclectic mix of beers are produced, such as MacQueen's Nessie (made with Scottish whisky malt), Urbock 23 and Samichlaus (one of the rarest beers in the world) and the brewery's pils, Hopfenkonig, which is lagered for 12 weeks

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)  
Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.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. A pilsner style beer, it has been brewed in Barcelona since 1876 and is the flagship beer of S.A. Damm, which also brews a gluten-free beer - Daura - and a craft beer - Inedit Damm, created by El Bulli chef, Ferran Adria.

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)  
James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Estrella Galicia** Spain B 4.7%

From the fourth generation family owned brewery in La Coruna, northern Spain, this is a refreshing beer with a characteristic flavour, crafted using traditional methods.

PLB Group 01342 318 282 [www.plb.co.uk](http://www.plb.co.uk)

**Hitachino Nest** Japan B 5.5-7.5%

A range of craft beers renowned in Japan and in the last few years becoming known and respected worldwide. Recognised by their signature 'owl' logo, the beers combine European beer-making technology with traditional Japanese brewing techniques; a wide range of craft beers are available: White Ale, Amber Ale, an IPA and a Red Rice Ale.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Huber Bock** US B 5.5%

Huber is proud to be the only brewery in the US to have produced a Bock continuously since 1899 (with the exception of prohibition of course!). One of their most acclaimed and revered beers, the Bock offers hints of coffee and cocoa on the palate and provides robust roasted malt flavours with a silky mouth-feel and a creamy rich finish. Silver medallist World Beer Awards 2014.

World Beers 01279 600044 [www.world-beers.co.uk](http://www.world-beers.co.uk)

**Huber Premium** US B C 4.8%

This high class lager is still brewed in the same time honoured tradition using the finest malted barley from crops grown locally, combined with the finest Pacific hops. This meticulous selection accounts for the fresh, clean taste of this thirst quenching beer. It has a mild, malty aroma with some floral hoppy notes and, unusually for an American beer, a fruity finish.

World Beers 01279 600044 [www.world-beers.co.uk](http://www.world-beers.co.uk)





**James Boags Premium Australia B 5.0%**

In 1853 James Boag began 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. Its flavours are clean and dry, with a clean, dry flavour

Pierhead 01322 662377 [www.pierhead.uk.com](http://www.pierhead.uk.com)  
Matthew Clark 01275 891400 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Kirin Ichiban Japan B/D 5.0%**

This super-premium beer is brewed under license in the UK by Wells & Young, according to the legendary and demanding Shibori process - the world's most expensive brewing method, using only the sweet, flavoursome liquid from a single pressing of the finest ingredients

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)

**La Trappe Holland B 5.5-10%**

La Trappe is the only Trappist brewery not in Belgium, and was founded in 1880 by monks seeking refuge from France. 100 years later the friars regained control of the brewery and today brew a range of beers. Dubbel (7%) a deep red-brown colour with a soft aromatic, caramel-like character, a little bit sweet in taste with a fresh aftertaste, Triple (8%) a remarkably strong beer that owes its notably spicy character to the coriander undertones. Golden blond colour and a fruity, bitter sweet taste) Quadruple (10%) spends extra time fermenting in the cellars in oak barrels which is where it takes on the unique scent and flavour that is comparable to wood aged red wine. The beer has a beautiful amber colour with a warm taste full and well balanced, a little bit sweet but pleasantly bitter) and Witte (5.5%) the first and only Trappist white beer in the world. Unfiltered and brewed with very aromatic varieties of hops and mainly wheat malt.

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)  
Cave Direct 01622 710339 [www.cavedirect.com](http://www.cavedirect.com)

**Lindeboom Holland B 5.0%**

Since 1870 Lindeboom, one of the few still fully independent family breweries in the Netherlands, brews beer in the traditional way with attention to the flavour of each single brew. A mostly bitter mix of herbal hops and malt with a nose of sweetcorn. This is a high quality, very drinkable fruity beer with a dry, lime-like hoppiness to finish

James Clay 01422 377560 [www.jamesclay.co.uk](http://www.jamesclay.co.uk)

**Lazy Mutt US B 5%**

A bottle-conditioned, pale-coloured ale which offers notes of citrus on the palate followed by a sweet malty finish with a hint of corn. First brewed as a tribute to American & Canadian soldiers who died in World War I in Flanders, the style is a take on the traditional, refreshing ales brewed in Flanders for centuries and drunk by the farm hands and those who worked the fields. Awarded a Bronze medal in the WBC 2008.

World Beers 01279 600044 [www.world-beers.co.uk](http://www.world-beers.co.uk)

**Lion Sri Lanka B 4.8-7.5%**

Lion Brewery was established by Scottish explorer Samuel Baker in 1849. The brewery uses age-old recipes and crystal clear spring water to produce the finest brews which are the perfect accompaniment to spicy foods. Lion lager is crisp, smooth with floral notes and offers a refreshing, lingering finish - hailed as one of the "300 beers to try before you die", according to renowned beer connoisseur, Roger Protz. Deep dark Lion Stout is a multi-award winner - most recently Gold at the World Beer Awards 2014; 99% rating on Ratebeer.com and one of Michael Jackson's favourites.

World Beers 01279 600044 [www.world-beers.co.uk](http://www.world-beers.co.uk)



**Lone Star US 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, the official beer of Real 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)

**Menebrea 1846 Italy B D 4.8-5.0%**

Award-winning beer brewed on the same site, made in the same way, by the same family, with the same ingredients, passion & care since 1846. Additive free, it's the only Italian lager still brewed using a completely natural "slow fermentation" process. Bionda is a pale lager with a marked floral fruitiness coming through from the aromatic yeasts used in its production - aged 45 days in Slovenian oak. Ambrata (5%), a Maerzen style lager is also available in bottles

C&C Group 0141 552 6552 [www.menabrea.co.uk](http://www.menabrea.co.uk)

**Meteor Blonde France B 4.6% D 5.0%**

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%**

Available in Golden - with aromas of sweet malt, lightly floral and hoppy. The flavor reflects its hop bitterness; slightly sweet and just a perfect balance of two row barley malt, Chinook, Mt. Hood and Peerless hops that culminate to a very clean and semi-dry finish - and Dark - a real 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)

**Monteiths New Zealand B 4-5.2%**

Since 1868 the Monteiths brewery has been producing its family of beers to exacting standards, using only the best raw materials. The uniqueness of their brews is largely due to the combination of brewing process, ingredients and the approach of the brewers - all Monteiths beers are batch brewed and slavishly adhere to the quirks and characteristics of original styles. Pacific Pale Ale (4.6%) a blend of US and New Zealand



hops, filtered to give it a clear straw appearance. Beginning with a zesty citrus aroma, this pale ale has a full malt flavour and crisp finish; IPA (5.5%), Cascade and New Zealand hops combine to create an IPA with a Kiwi twist, a fruity aroma with a dose of bitterness to drive home the hop flavour; Bohemian Pilsner (5.0%) a crisp Eastern European style lager with thick hop bitterness and smooth malty character; Summer Ale (5.0%) a refreshing spiced, bright gold beer with a real flavoursome zest

Heineken International 077831 644320

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

**Moosehead Lager**      **Canada**      **B 5.0%**

Brewed with a century old commitment to quality and excellence, Moosehead products are unrivalled for their distinctive flavour and individuality. Moosehead Lager is a golden colour, light in body and highly refreshing. Made from an age-old yeast culture & brewed longer to impart its unique flavour, with a fine balance between malt sweetness and hop bitterness. Moosehead Pale Ale is brewed with premium 2-row barley malt and traditional top fermentation process to produce flavourful, smooth ale with a clean finish. The yeast strain used for Moosehead Pale Ale is over 100 years old. With its inherent strength, distinctive taste and clean European character.

Pierhead 01322 662377

[www.pierhead.uk.com](http://www.pierhead.uk.com)

**Moritz**      **Spain**      **B 5.4%**

Barcelona in a glass! - With a proud heritage dating back over 150 years and sporting its iconic stylish branding, Moritz truly captures the vibrancy of this great Catalan city. Light, golden, very crisp and easy drinking - it's liquid sunshine!

Cave Direct 01622 710339

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

**Nøgne Ø**      **Norway**      **B 6-7.5%**

An innovative brewer of bottle-conditioned ales ranging from a light and hoppy Pale Ale to a dark rich imperial stout the way a Russian Tsar would have liked it. The range also consists of an IPA, a Brown Ale, a Porter and a Saison, all in 500ml bottles

James Clay 01422 377560

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

**Pabst Blue Ribbon**      **US**      **B 4.7%**

An American style Premium lager crafted with a hefty infusion of 6row barley carefully balanced with domestic hops blended with an imported Yugoslavian variety to create a truly unique flavour. Fermented with pure culture yeast and aged at high gravity. PBR is cellared and finished to a smooth robust likeness of a fine Pilsner. Pabst as a 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)

**Palma Cristal Cuba B 4.9%**

The authentic Cuban beer, brewed with the highest quality ingredients. Its personality and truly refreshing taste has made it the favourite and most popular beer in Cuba. Each bottle is stamped with the Royal Palm tree, the national tree, which symbolizes the authenticity of this fine beer. Brewed with top quality malt & natural water from a deep spring source making it crisp, light and refreshing with a revitalizing light hop flavour.

Pierhead 01322 662377  
Matthew Clark 01275 891400

[www.pierhead.uk.com](http://www.pierhead.uk.com)  
[www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**Palma Louca Brazil B 4.5%**

Authentic imported pilsner lager from the carnival capital of the world. Produced using the finest malt and a lower carbonation of 'fizz' which delivers an easy drinking beer.

PLB Group 01342 318 282

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

**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.uk](http://www.morgenrot.co.uk)

**Peroni Gran Riserva Italy B 6.6%**

A full flavoured lager brewed from Saaz hops and Prisma barley malt.

James Clay 01422 377560  
Matthew Clark 01275 891400

[www.jamesclay.co.uk](http://www.jamesclay.co.uk)  
[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 Argentina 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  
Matthew Clark 01275 891400

[www.morgenrot.co.uk](http://www.morgenrot.co.uk)  
[www.matthewclark.co.uk](http://www.matthewclark.co.uk)

**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%**

Brewed using traditional methods with water, malt, cereals that have not been malted and the finest hops. No additives or preservatives are used in its brewing. Light and golden in colour, moderately rich with a dry and pleasant refreshing taste. The Sagres brand was born in 1940 as a prestige beer, to represent Sociedade Central de Cervejas at the Portuguese World Exhibition inaugurated in May 1940.

Heineken International 0791 956 6100  
Matthew Clark 01275 891400

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

**Sleemans Pale Ale Canada B D 4.8%**

Sleeman is Canada's foremost craft brewery with an exceptional brewing pedigree for "notoriously good" beers and a back story like no other. Family-run, with over 200 years of brewing expertise it can list piracy of the high seas and bootlegging for Al Capone as part of its heritage. The IPA is 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.uk](http://www.morgenrot.co.uk)

**Sleemans Honey Brown Canada B D 4.8%**

The Sleeman's history with beer can be traced back to the 18th Century when the then Slyman family, who were pirates on the Cornish coast, changed their name and opened a brewery and a string of pubs. In 1834, a new generation immigrated to Canada, resulting in entrepreneur John H Sleeman opening his first brewery in St Catharines, Ontario two years later. The Honey Brown Ale is 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.uk](http://www.morgenrot.co.uk)



**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.uk](http://www.morgenrot.co.uk)

**Sleemans Original Draft Lager Canada**      **B 5%**

An America pale lager with a distinctive floral hop aroma and a distinctive finish.

Morgenrot Group 0845 070 4310      [www.morgenrot.co.uk](http://www.morgenrot.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)

**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)

**Viru**      **Estonia**      **5%**

A fresh easy - drinking brew that is both pleasant and well balanced with a light hoppy flavour and a gentle note of vanilla. Crisp and clean with consistent maltiness. Viru's award winning, unique octahedral bottle is based on the medieval towers found in the centre of Tallinn and the colours of the label are those of the Estonian flag

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

Casa Julia Plc 01376 320269      [www.casajulia.co.uk](http://www.casajulia.co.uk)

**Windhoek**      **Namibia**      **4%**

Hailing from the Wilderness of Namibia, the thirst-quenching beer is named after the country's capital city, and is made adhering to German brewing principles and using the finest, carefully selected German barley and hops. While it is brewed with a low ABV of 4%, the beer is 'high in taste' and retains character due to the extra malt used in the brewing process.

Morgenrot Group 0845 070 4310      [www.morgenrot.co.uk](http://www.morgenrot.co.uk)

**Xingu**      **Brazil**      **B 4.6%**

Light and Dark, smooth as Silk. The UK's only authentic Brazilian black beer. The name Xingu (pronounced 'shin-goo') comes from the name of a tributary of the Amazon River.

PLB Group 01342 318 282      [www.plb.co.uk](http://www.plb.co.uk)

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# Craft, Style and Substance

## Cider Market

**Nigel Huddleston talks apples - and other fruit - with the key players to see what's next for this exciting sector**

The cider revolution that began with a pint of over-ice Magners rolls on, growing in variety and quality, with premium producers in every segment of the market.

In short, whatever the style - up tempo metro, retro, gastro or trad - there's really no point in stocking sub-standard cider.

No other drinks category has developed with quite the same level of complexity as cider over the past few years. The juiciest slice of the cider pie is without doubt fruit and flavoured ciders, where innovation continues to create interest, while an emphasis on presentation and stylish serves keeps the leading brands in the hands of the young and cool.

### A Matter of Taste

But it's not just flavours in favour: there's a growing interest in craft keg ciders, mirroring current trends in craft beer; bag-in-box delivers a taste of rural, still cider authenticity; world ciders allow drinkers to explore products from across the globe; bottled craft (and even ice) ciders offer super-premium prices and big mark-ups - extending the cider occasion deep into gastronomic food matching and wine territory.

Geoff Bradman, head of UK sales at Westons, says: "Cider outperforms most of the drinks market; the whole sector is very

buoyant and very positive. The big change over time has been that cider has definitely become a part of the drinking repertoire of many more people.

"The category has divided up and some areas are still showing really good growth while others are less stellar. Packaged fruit cider continues to do very well and there's a cycle of innovation around the big players like Rekorderlig and Kopparberg. They're refreshing their portfolios quite regularly and doing really well as a result.

"Draught cider is doing OK too, but mainly in the premium or mainstream-premium areas of the marketplace."

---

*"In beer, people are looking for heritage, a back story and traditional production methods - and people who are drinking cider are following that trend."*

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### Quality at a Premium

Geoff cites brands such as Westons own recent launch Mortimer's Orchard - alongside Aspsall, Stowford Press and Thatcher's Gold - as examples of premium brands that are making their mark.

Top end ciders were up 11% (volume) and 15% (value) in the year to September 2014, according to CGA's figures. Mainstream draught cider is feeling the squeeze as a result, Geoff argues.

"The pub operator is looking for more premium products across cider and the whole drinks industry," he says.

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Justin Wylde, cider category manager at Matthew Clark, agrees that it is the premium brands are driving the growth of the sector.

“Premium is definitely one of the trends of the last 12 months, and that is being driven by world and speciality products, just as it is in beer,” he says.

“In beer, people are looking for heritage, a back story and traditional production methods - and people who are drinking cider are following that trend.”

### Rising to the Challenge

Andy Turner, category and trade marketing director at Heineken UK, acknowledges that the diversity of the market has made things “more challenging” for Strongbow, but believes that NPD will help it stay ahead of the game.

*“If you look back 15 years ago, wine in a pub meant Blue Nun and Liebfraumilch, but now many pubs have a huge selection. It’s been a similar trajectory in cider”*

“We’ve seen the continuation of category expansion in a similar way to wine over the years,” he says. “If you look back 15 years ago, wine in a pub meant Blue Nun and Liebfraumilch, but now many pubs have a huge selection.

“It’s been a similar trajectory in cider. It’s great for us as the biggest cider manufacturer in the business.

“The whole category is extremely healthy, but clearly in a market that was so dominated by Strongbow it does present challenges for us. But we are innovating and bringing new brands into the portfolio which is exciting.”

Heineken now offers five varieties of Bulmers, and the successful launch of Strongbow Dark Fruit on draught in 2014 was soon followed up by Citrus Edge.

And in one of the highest profile launches of the year, the company entered the world bottled fruit cider market with a flourish.

The New Zealand brand Old Mout, available in Kiwi & Lime, Passionfruit & Apple and Summer Berries flavours, is firmly positioned at the premium end of the flavour spectrum.

*“Licensees should ensure they drive consumer interest by creating excitement about their world cider range through product sampling events and promotions.”*

“Kopparberg was originally super-cool but has gradually become more mainstream, and then Rekorderlig came in as the new super-cool brand,” says Andy. “The life cycle of brands in that segment is relatively short and there’s an opportunity to be the next super-cool brand.”

### Bearing Fruit

Fruit cider was up a further 17% in volume and 18% in value in the year to September 2014, according to CGA. But despite draught cider accounting for over 60% of cider sales in pubs, it remains a very small portion of the vibrant fruit cider sector.

### A challenge or an opportunity?

“Consumers see it as a packaged arena,” Geoff at Westons argues. “Where flavoured has been on draught it hasn’t captured the imagination of consumers.”

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But Heineken's Andy counters that Strongbow Dark Fruit has gone on tap in 4,500 outlets since its launch in March, indicating that there is definitely a thirst for draught fruit products.

Linsey Adams, Customer Marketing Manager at Chilli Marketing, whose Rekorderlig brand is currently the fastest growing draught cider in the category, agrees that there is a demand if the product is right. This has been borne out by the fact that the Rekorderlig draught family has rapidly grown, by an incredible 452%, to be worth £7.2 million already.

Some more traditional British cider makers are also staking a claim in draught fruit. Aspall has launched Isabel's Berry, made with redcurrants and raspberries.

"Fruit cider appears to struggle to gain traction over the bar on draught dispense," acknowledges Henry, partner at the family-owned firm, "but early trials indicate that Isabel's Berry could be a more viable option."

## In The Bag

While flavours continue to prosper there is also a surge in interest in craft, still ciders, where bag-in-box draught dispense can help pub and bar operators to deliver a bit of farm gate authenticity to their customers.

Justin Wylde at Matthew Clark says: "Because of the traditional production methods used people see bag-in-box as having that heritage.

"If you look at venues like The Stable in Bristol it has 20 different bag-in-box ciders available at any one time and it means people can go in there and try something new all the time."

Weston's makes the leading brand in the still cider segment with Old Rosie but, says Geoff Bradman: "It's not solely Weston's brands that are seeing success. Still cider has captured the public's imagination and a plethora of new products are making their way on to the market from a lot of cider makers."

In particular, bag-in-box offers a way for the legions of local and artisanal producers to gain listings.

"Smaller cider makers can make a bag-in-box but don't have to worry about being able to scale up or down according to demand," says Geoff. "They can simply sell through what they make and don't have to worry about keggings or bottling."

"It's an on-trade exclusive so it really does add value to the proposition for licensees."

C&C Group, best known as owners of the Magners brand, is also looking to develop this area, with a range of three bag-in-box ciders - Somerset Snuffler, Somerset Tree Shaker and Natch Special - and the unique Shepton Cider Hog. This is a table top cooler that holds a 3 litre bag of Somerset Snuffler, giving licensees a chance to deliver a shared serve with a bit of theatre and fun.

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***"Kopparberg was originally super-cool but has gradually become more mainstream, and then Rekorderlig came in as the new super-cool brand. The life cycle of brands in that segment is relatively short and there's an opportunity to be the next super-cool brand."***

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## Craft on Tap

Another key area of growth is coming from craft keg, a segment of the market that is sharing chrome tap fixtures with successful craft beer brands.

Apsall has launched Temple Moon into the still craft cider market, which is designed to complement the company's other brands. As Henry Chevallier Guild says: "We have found that Temple Moon does not cannibalise Aspall Draught sales when they are both on draught dispense."

"Mortimer's Orchard and Apsall are both showing good growth in draught," says Justin at Matthew Clark, though Geoff at Weston's says the company is keeping a rein on Mortimer's Orchard's distribution.

"It's a discerning product and we are committed to getting the right mix of brand, outlet and consumer where we put it in, so that everybody wins," says Geoff.

"It's an on-trade exclusive so it really does add value to the proposition for licensees."

C&C Group has also got its eye on this part of the market with the development of artisan bottled ciders - Chaplin & Cork's Somerset Reserve and Somerset Gold are pure juice ciders sold through its Shepton Mallet Cider Mill division.

# REKORDERLIG CIDER

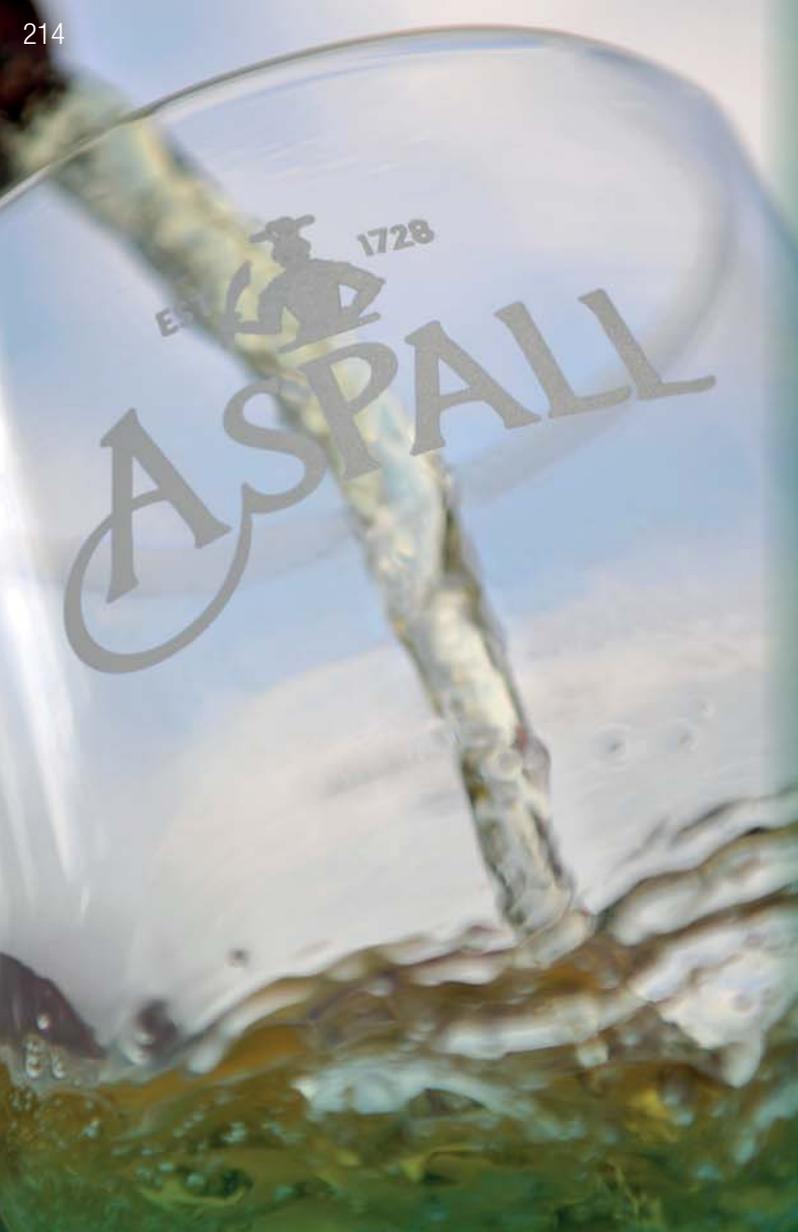


## BEAUTIFULLY SWEDISH

Made using the purest spring water from Vimmerby in Sweden, Rekorderlig is a premium cider available in a range of innovative flavours.

Rekorderlig is the fastest growing packaged cider brand in the UK on trade, contributing £104m value sales in the past year alone.\*

\*CGA brand index to 14/06/14.



Head of customer marketing Ed Shoebridge at C&C says: “As consumers become increasingly educated in the category, the demand for more niche, traditional and craft ciders is growing.”

### Faraway Trees

A desire to explore is feeding into growth in international brands, way beyond just those from Sweden, according to Justin Wylde at Matthew Clark.

“We are starting to see more countries that have produced cider for a long time coming into the UK market,” says Justin. “People are looking further afield for different ciders - they are expecting to see that sort of product on offer, challenging mainstream and flavoured cider.”

He reports particular interest in Woodchuck, the C&C owned US brand and the Irish craft cider Orpen’s. “Orpen’s has been a real star for us in our business. We’re also seeing world class ciders come on to the market from the likes of Italy and Spain,” says Justin. “A couple of years ago people wouldn’t have looked at those countries as cider producers.”

Another US brand from the C&C stable, Hornsby’s - drunk chilled and straight from its 33cl bottle - is one of the company’s star performers. As well as the Crisp Apple ‘Classic American’ it also

provides a couple of players in the fruit cider category, with Strawberry & Lime being joined last summer by superfruit Blueberry.

“World ciders are as much about the experience as the flavour,” says Ed Shoebridge. “Licensees should ensure they drive consumer interest by creating excitement about their world cider range through product sampling events and promotions.”

### Future Proof

So, still plenty to cheer in cider in 2014, but what lies ahead in 2015? It’s still a fertile sector, so probably plenty more of the same – innovation and premiumisation.

Chilli’s Linsey Adams is in no doubt “As innovation is more of a cause than a consequence of cider’s success, there’s no reason why cider won’t be able to maintain the growth it has shown in recent years.”

“New and limited edition variants have outperformed traditional ones, and as long as brands continue to push the boundaries of the sector then it should continue to thrive.”

She also believes that developing new serves is key to the success and longevity of the brand.

“Consumer habits have changed; cider is now a drink that can be enjoyed all year round. Since Rekorderlig’s pioneering Winter Cider variant was introduced, it has played a key part in the brand’s continued success, and has opened the door for yet more growth in the sector. The option to serve the drink warm or on ice gives customers yet more choice and helps drive sales”

Rob Calder, head of marketing at Kopparberg, says his company is also putting more focus on serves rather than flavour rotation.

“We want to avoid the flavour conveyor belt and focus on the proven winners, so we’ve introduced new garnishes to complement the more niche flavours in our range. Elderflower and lime is in significant growth year-on-year and we recommend it is served with a slice of cucumber, to enhance the fresh summer flavour.”

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***“Younger consumers easily have their heads turned by the next big thing and when that comes along, fruit cider will not perhaps maintain the shine it has had in recent years.”***

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### The Big Apple

According to many in the industry, the big news could be about getting back to basics - and focusing on apples.

“There’s definitely a resurgence in apples and we don’t want to get carried away with flavours,” says Andy Turner at Heineken. “We take the cultivation of apples very seriously and recognise that people want traditional well-made cider.”

Aspall’s Henry also believes things could swing back in favour of the fruit that provides the essence of cider.

"It is interesting to see in markets such as Australia that there has been a massive slowdown in fruit consumption as other brands, and particularly ciders made only from apples, come onto the market," he says.

"Younger consumers will easily have their heads turned by the next big thing and when that comes along, fruit cider will not perhaps maintain the shine it has had in recent years."

Despite experimenting with fruit ciders in recent years, Thatchers' MD Martin Thatcher sees the products of its extensive apple orchards providing the main platform for growth.

"Our focus has always been on producing premium apple ciders and we firmly believe this is where the future of the category continues to lie," Martin says.

"We will continue to innovate and look at new styles of apple cider, and maintain the premium quality that we stand for."

Magners recently revamped its Berry variety as Orchard Berries, but C&C's Ed Shoebridge is also backing apple.

"While NPD is helping drive growth, the category remains supported by a strong backbone in apple.

Apple cider currently holds 68 per cent of the total cider market," he notes.

There could also be a continued swing back to cider on tap and away from the fridge.

Draught cider as a whole has been starting to steal back share from packaged.

"In previous years we've seen growth coming from packaged cider and draught in decline," says Andy Turner at Heineken, "but draught has come back into growth."

Thatchers reports a 7% increase in sales of its Gold on draught over the last year. "Draught is still the dominant way of serving cider in pubs, satisfying the majority of drinkers," says Martin Thatcher.

"As cider continues to grow in popularity, we would like to see landlords free up bar space for a wider range of ciders, and they will see sales justify the move."

## The Bottom Line

Whatever the micro trends, the headline news is that cider is continuing to move in the right direction, and that the growth in premium styles makes it a profitable sector that, properly managed, can boost the bottom line of ontrade businesses.

Producers are optimistic that things will continue to get better. "As the economy improves, consumers are becoming more comfortable with the idea of treating themselves and others by splashing out on affordable luxuries," says Ed Shoebridge at Magners.

"This treat mentality is a concept we have become familiar with and in 2015 we expect to see a surge in consumers willing to trade up when it comes to their cider choice."

# PERFECTLY PICKED CIDERS



**With so many different premium ciders on the market, now is a good time to review your range.**

Ciders from outside the UK continue to grow in popularity, and this has been reflected in our **new range** with the introduction of Woodchuck from the US, Montano from Italy and **Orpens** from Ireland. There is also a wide range of UK ciders continuing the great cider producing tradition, plus for something different we have ice cider from Canada and Calvados from Normandy.

Along with an excellent range of packaged and draught ciders, consumers are also keen to try more traditional formats like bag in box.



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## Aspall: Quality is our Core Value

### Aspall Cyder

**Aspall's family cyder-making business was established nearly 300 years ago by Clement Chevallier who planted the orchards at Aspall in Suffolk. Today the Eighth Generation of the Chevallier family live and work amongst the orchards.**

Although Aspall's production methods have moved with the times, the cyder is still pressed, fermented and blended and bottled on site in Suffolk to the same exacting standards set by founder Clement. Brothers Barry and Henry Chevallier Guild run the business today and each batch of cyder is tasted by the family ensuring that the cyder that reaches licensees is always the best quality available.

'The soul of the business is about making sure we never step away from our core values in terms of quality of the ingredients and the human input' says Henry Chevallier Guild.

Aspall have launched a major brand refresh to their cyder range which enhances its position as a premium cyder and gives it better stand out on the bar and in the fridge.

The new packaging reflects the heritage and authenticity of the extraordinary brand so meeting consumer demand for products with a genuine provenance.

The launch of a new shorter more lightweight bottle supports the

demand from the trade for a premium cyder for the fridge. Six Aspall cyders are now available in this new bottle including Draught Cyder, Premier Cru, Harry Sparrow, Perronelle's Blush and two new cyders Isabel's Berry and Clement's Four.

Isabel's Berry named after Barry and Henry's Great Grandmother, Isabel, is a refreshing cyder with redcurrant and raspberry juice. It's sweet with good acid balance, and a lingering aftertaste of redcurrant and raspberry.

Clement's Four, named after founder Clement, is a lower alcohol cyder with gentle fruit and fragrant wood overtones, and the aroma of spring flowers.

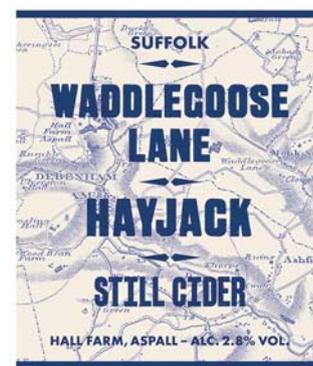
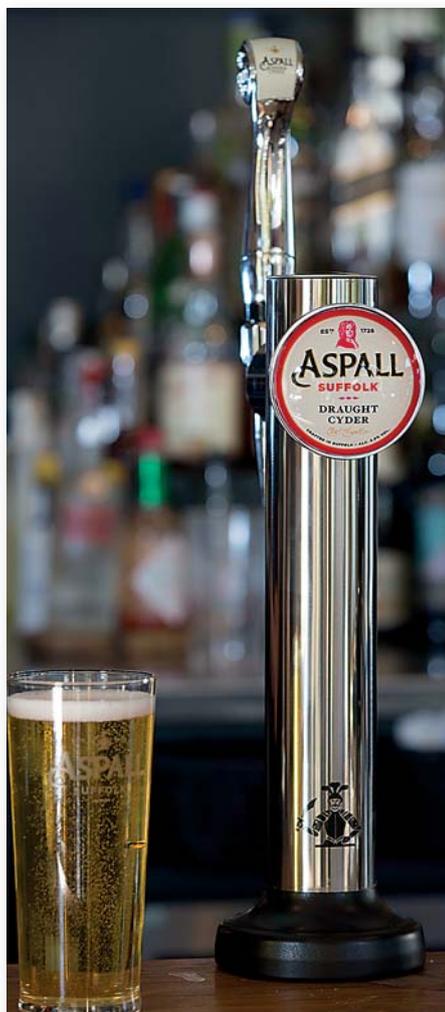
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***"Aspall have launched a major brand refresh to their cyder range which enhances its position as a premium cyder"***

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New to the trade this year, Cyderkyn is a recreation of style of a still cyder commonly found in Ale Houses of 17th, 18th and 19th century England. Uncarbonated and available in a 20l bag-in-box, it has a clean aroma of fresh green apples and toffee, a light to medium body that is slightly sweet though with a dry finish.

Temple Moon is a crisp light thirst quenching still cyder with a beautiful floral aroma and a pleasing fresh apple tasting finish. Pale to mid-straw in colour with a light opaque cloudiness, it has a light



slightly sweet palate and a lingering fresh apple finish. Uniquely Temple Moon is available in keg to achieve perfect serve through draught dispense.

Aspall prides itself on supporting its trade customers and has expanded its team of brand ambassadors this year to focus on direct support to outlets. Alongside offering extensive brand training on delivering the perfect serve and brand knowledge to support customer engagement, Aspall also offers "value adding" consumer-based events to stockists which drive footfall and volume. These fun events include meet the brewer nights; food and cyder pairing events, Cyder versus wine events, and themed menu activations. These events are often a great way to demonstrate the opportunity of serving premium cyder such as Aspall Premier Cru and Isabel's Berry within high-end, food-led outlets.

In autumn 2014 Aspall launched four new ciders under a new brand - the first in the company's history. The new range, Waddle Goose Lane, started out life as a limited edition cider for last year's JD Wetherspoon cider festival and was so popular it quickly sold out.

The products are labelled as produced by, "Hall Farm, Aspall" and the brand takes its name from a small lane that lies just outside the cidemaker's Suffolk property.

"Our perception is that there is a gap in the market between premium and mainstream ciders that this new brand can fill," explained Henry Chevallier Guild.

"This will take us into parts of the market we were never able to play in before, not least the myriad of beer and cider festivals that take place upanddown the country."

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***"Aspall prides itself on supporting its trade customers and has expanded its team of brand ambassadors this year to focus on direct support to outlets"***

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The range is created in the distinct East Coast Aspall style and includes two sparkling products in both keg and bottle.

Deben Draught (4.6%) is a premium medium apple cider. Fresh crisp with mouth filling mousse and lingering finish.

Three Berry (3.8%) blended with Hedgerow fruits, raspberries, black currants and blueberries. A premium fruit cyder with a clean fruit aroma and moreish crisp fruit taste.

The Waddle Goose Lane range also includes four bag-in-box ciders all named in the Suffolk dialect after birds found in the lane.

Hayjack (2.8% abv), Spadger (4.5% abv), Woodsprite (5.8% abv) and King Harry (7.4% abv) all available in printed 20ltr BIB's.

For all outlets from top-end bars, high street food-led outlets or rural pubs, Aspall can provide customers with a premium range, quality cyder and exceptional customer support.

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



# It's A Quality Issue

## Craft Cider

**Pete Brown is passionate about quality cider, and believes that producers and licensees should make the case for craft**

If someone asked you for a cider, and you didn't have any, what would you recommend they drink instead? What do you think cider most closely resembles? Where does it sit in relation to other products?

You're thinking lager, right? It's served from fonts on the bar or bottles in the fridge that are next to lager. It's pale and fizzy, roughly the same ABV. And with some of the lower-end mainstream brands, there really isn't much difference in how they (don't) taste.

So it might surprise you to know that analysis of what products people switch between most often reveals that cider has a far bigger overlap with wine than it does any other drink.

### Just Like Wine

But you shouldn't be surprised - not really. Cider is made by pressing the juice out of fruit, just like wine. It has a flavour spectrum of sweet to dry, just like white wine, and is full-bodied or light thanks to high or low tannin, just like red wine. It is not brewed like beer, it is made, like wine. And when we think of who drinks it, it's no surprise that cider is drunk by both men and women, unlike beer, which is still overwhelmingly male.

### Lessons From America

In the United States, the cider boom started from scratch. Most people didn't even know what the product was – since prohibition, 'cider' has meant fresh, unpasteurised apple juice, and manufacturers have had to reclaim the term. This blank slate meant getting cider going again was a tough job, but also meant there were no preconceptions, that manufacturers could create the image, style and product however they wished. And so you get mainstream, commercial 'six-pack cider' that resembles cider how we know it, and then you get 750ml bottles of cider being presented on restaurant wine lists. Carbonated, filtered and clear, yet complex, multi-layered and flavourful, these ciders talk about the blend of apples that gives them flavour, the places they were made, their roots, and what meals they match with.

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*“Carbonated, filtered and clear, yet complex, multi-layered and flavourful, these ciders talk about the blend of apples that gives them flavour, the places they were made, their roots, and what meals they match with”*

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The Americans don't refer to this segment of the market as craft cider - it's too early for them to do that when they're still trying to establish a cider market in the first place. But the parallels with the craft beer movement are obvious.

We do have craft cider in the UK. It's just that we don't call it that. There's a strong argument to suggest that we should.

## The Scrumpy Problem

The problem for premium, good, tasty cider in the UK is that it is so misunderstood. If you want a top-end cider, most people will direct you to farmhouse scrumpy. It's made from 100% apple juice or thereabouts, using a very traditional process, by small artisanal brewers.

*"Cider packaged in bag-in-boxes on the back bar, kept at room temperature, served cloudy and dank-looking into unbranded pint glasses, hardly looks like a premium product"*

But there are problems with this. Scrumpy is possibly the most unpretentious drink there is. Cider packaged in bag-in-boxes on the back bar, kept at room temperature, served cloudy and dank-looking into unbranded pint glasses, hardly looks like a premium product. Many of the names of these ciders deliberately reinforce the drink's country bumpkin personality, or use dodgy humour that should have been left behind in the 1970s.

Beyond such dodgy service and image credentials, some of these products are truly the best ciders in the world, incomparable with anything else. Others taste like paint stripper.

*"There'll be information about the varieties of apple used, the blending and maturation process, just like you'd expect with grapes in wine or hops in craft beer"*

When some of cider's most influential and hardcore fans insist 'the rougher it is, the better it is,' there's no useful yardstick. CAMRA isn't much help, applying a definition almost identical to real ale to a product that is entirely different and therefore needs to be judged by different criteria.

So a lot of scrumpy is magnificent, and a lot of it is awful. Likewise, there are bottled, filtered and carbonated products that are awful, and some that are the best ciders ever tasted.

## Creative Juices

Various factors unite the good stuff. Invariably, it has a high juice content - at least 65%, usually closer to a hundred, compared to the 35-50% juice content of most commercial ciders. High juice content doesn't guarantee great cider, as some of the painstripper demonstrates, but it certainly helps.

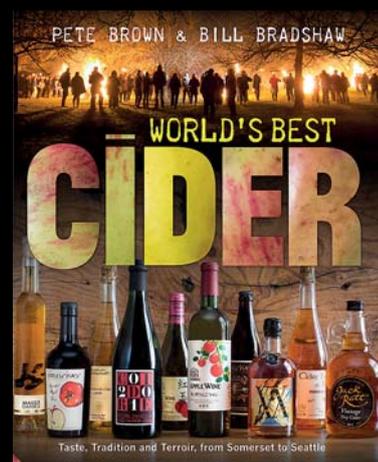
It's rare this juice will have been concentrated for shipping from abroad, much more likely that the cider will have been made from locally grown apples. And fairly high up the list of communication priorities, there'll be information about the varieties of apple used, the blending and maturation process, just like you'd expect with grapes in wine or hops in craft beer.

Cider may be booming, but its Achilles Heel is that it's still not seen by drinkers as a premium, quality drink worth paying more for. As fruit variants proliferate to the point of boredom or bewilderment,

*"Some of these products are truly the best ciders in the world, incomparable with anything else. Others taste like paint stripper"*

it's essential for the survival of the whole cider category that a premium, craft segment gets established - that brands that are already there, from Aspell and the better Thatcher's and Weston's products through to smaller producers like Sheppy's, Heck's, Perry's, Oliver's, Sandford Orchards, Dunkerton's, Henney's and many more, are presented as cider's alternative to craft beer, and at the same time prove that cider can trade licks with wine just as much as it can beer.

*Pete Brown is a writer, consultant and broadcaster specialising in beer, pubs and cider and the author of World's Best Cider*





# Westons: Premium Ciders for all Occasions

## The Heritage Brand

**Cider has become one of the most popular alcoholic drinks categories in the world. It continues to outperform the total drinks market and is still the only alcoholic drinks category showing on-trade growth\*.**

These are just three good reasons why licensees need to get their cider offering right to provide what the customer wants and grow customer loyalty, while also making the most from this profitable category.

While it was the mainstream over-ice brands that reinvigorated the market, cider growth is now coming from two distinct areas. Fruit flavoured ciders are growing the packaged category, however it is the authenticity, provenance and heritage of many of the more premium brands that is the driving force behind the draught cider market. Now that half of all customers have added cider to their regular drinks repertoire, these customers are now much more willing to explore, experiment and premiumise their choices and the more premium draught cider brands have benefitted as a result.

### **Stowford Press: the No. 3 draught on-trade cider brand**

Westons produces brand leading ciders in the traditional premium sector and Stowford Press is now the No. 3 draught on-trade cider brand. Stowford Press suits a wide range of outlets due to its taste profile. At 4.5% abv it is an easy-drinking sessionable cider, it is slowly matured for six months which gives it a little extra character

and this delivers excellent taste and refreshment which distinguishes it from other brands.

Stowford Press has also benefitted from heavyweight advertising and sponsorship deals including TV advertising, sponsorship of England Cricket and Gloucester Rugby. Customer recognition is therefore huge with customers actively seeking out the brand as they trade up from more mainstream cider brands. Its new livery, point of sale and glassware has also driven additional customer interest and impressive growth rates are set to continue.

### **Westons traditional range: delivering on heritage, authenticity and taste**

Westons also produces a market leading range of seven traditional ciders to satisfy a growing customer interest in premium English ciders which are authentic and maintain traditional cider making techniques. These include Wyld Wood, Old Rosie, Rosie's Pig, Henry Westons Family Reserve and Henry Westons Country Perry plus two additional seasonal ciders, Westons Twist Raspberry and Henry Westons Mulled Cider, all of which are available on draught. These traditional ciders resonate with customers' continued interest in heritage brands and also deliver exceptional taste and quality.

For more good reasons why Westons' brands could benefit your pub, get in touch with our Sales Support Team on 015312 660100 to find out which brands could work for you. With a brand for all occasions it's more than likely we can provide what your customers are looking for and help you make the most of this growing category.

www.westons-cider.co.uk 01531 660233  
enquiries@westons-cider.co.uk

@Stowford\_Press /StowfordPress

for the facts... [drinkaware.co.uk](http://drinkaware.co.uk)

The UK's  
3rd largest  
draught cider,  
growing at  
9.2% MAT\*



# Wait

No rush. Don't be hurried. Wait till you're ready. It's what we do at Westons. We wait until our Stowford Press cider has had all the time it needs to develop the flavours and taste of our truly unique cider. So take a moment and enjoy your Stowford Press in your time, the way it should be.

**REFRESHED, NEW CONTEMPORARY BRANDING**

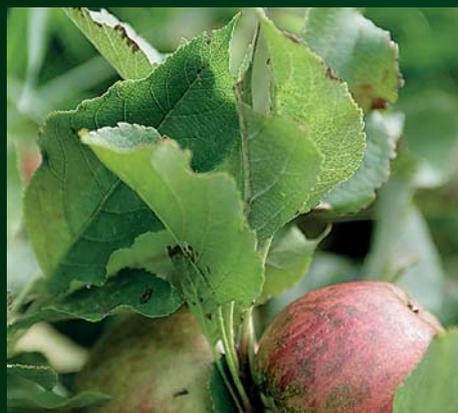
**£2.5 MILLION ATL SUPPORT**

**SLOWLY MATURED FOR A LITTLE EXTRA**

*Character*



\*CGA Strategy Brand Index MAT HL'S 14/06/2014



# The Cider Decider

## **Addlestones Cider**

**B D 5.0%**

A naturally cloudy, premium cider, rich & 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

Shepton Mallet Cider Mill 0845 6015959 [www.sheptoncider.co.uk](http://www.sheptoncider.co.uk)

## **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 & dry, with a slight bite. Light & refreshing, & may be slightly carbonated through natural conditioning. ....Totally Scrumptious!

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

## **Aspall Clement's Four Suffolk Cyder**

**B 4.0%**

Gentle fruit with fragrant wood overtones, and the aroma of spring flowers. An excellent accompaniment to a Greek mezze or Spanish tapas.

Aspall 01728 860510 [www.aspall.co.uk](http://www.aspall.co.uk)

## **Aspall Cyderkyn Suffolk Cyder**

**D 3.8%**

A clean aroma of fresh green apples and toffee, give this uncarbonated boxed cyder a light to medium body. Slightly sweet with a dry finish.

Aspall 01728 860510

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

## **Aspall Draught Suffolk Cyder**

**B D 5.5%**

Medium dry cyder with a delicate flavour of fresh pressed apples. Has a growing presence in pubs across the country &, as a premium draught cyder, appeals to customers who want a drink with quality & authenticity in abundance. A perfect accompaniment to food, proving highly popular in restaurants & food led establishments.

Aspall 01728 860510

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

## **Aspall Harry Sparrow Classic English Cyder**

**B D 4.6%**

A tribute to the cyder maker at Aspall for over 50 years from the 1920s. Designed to sit alongside Aspall Draught Suffolk Cyder, it reflects the traditional cyders which Harry Sparrow used to enjoy making & drinking in the mid 20th Century. Available in both draught format & 500ml bottles & exclusive to the on-trade.

Aspall 01728 860510

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

**Aspall Imperial Cyder B 8.2%**

Based on an original Aspall family recipe dating back to 1921, when it was awarded the Daily Mail Imperial Fruit Award. The recipe uses an exclusive blend of the highest quality bittersweet & culinary apples from the previous year's harvest with added muscovado sugar to aid the fermentation.

Aspall 01728 860510 [www.aspall.co.uk](http://www.aspall.co.uk)

**Aspall Isabel's Berry Suffolk Cyder B 3.8%**

A tribute to Great Grandma Isabel - warm, generous, deeply proud of Suffolk, and often to be found in the walled garden tending her berry plants and bushes. Sweet with good acid balance, and a lingering aftertaste of redcurrant and raspberry. Perfect with fresh fruit salads, gooseberry crumble, summer pudding, cherry clafoutis, and White Stilton.

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 apple varieties deliver a unique flavour profile.

Aspall 01728 860510 [www.aspall.co.uk](http://www.aspall.co.uk)

**Aspall Perronelle's Blush Suffolk Cyder B 4.0%**

A twist on the classic Kir Royale replacing champagne & Crème de Cassis with cyder & blackberry juice. Its flavour is redolent of traditional English blackberry & apple pie.

Aspall 01728 860510 [www.aspall.co.uk](http://www.aspall.co.uk)

**Aspall Premier Cru Suffolk Cyder B 7.0%**

Aspall's flagship cyder - an award winning, dry, crisp & refreshing cyder produced in Suffolk. The combination of premium packaging & exceptional taste makes it an ideal accompaniment to food.

Aspall 01728 860510 [www.aspall.co.uk](http://www.aspall.co.uk)

**Aspall Temple Moon Suffolk Cyder D 5.8%**

A crisp light thirst quenching still cyder with a beautiful floral aroma and a pleasing fresh apple tasting finish. Pale to mid-straw in colour, it has a light slightly sweet palate. Excellent with light, delicate fish dishes such as seafood.

Aspall 01728 860510 [www.aspall.co.uk](http://www.aspall.co.uk)

**Avalon B 5.5%**

Produced by Spanish cider makers Trabanco - now in their 4th generation, Avalon is a brilliant pale yellow Sidra (Spanish Cider) with a smooth style and a slow release of fine, slow bubbles forming an attractive and a persistent lacy head. The clean aromas of green apple shine through with hints of balsam. The fruit has a wonderful balance between crispness and sweetness that makes it refreshingly cool.

Morgenrot 0845 070 4310 [www.morgenrot.co.uk](http://www.morgenrot.co.uk)

**Bolee D'Armorique B 5.0%**

An authentic traditional cidre, Breton made with 100% apples. Orchard aromas are in abundance from opening, lightly sparkling with a clean, refreshing & subtle dry finish.

Casa Julia 01376 320269 [www.casajulia.co.uk](http://www.casajulia.co.uk)

**Brothers B D 4-7%**

The distinctive font dispenses pear cider, with syrups added to create Strawberry, Toffee Apple & Tutti Frutti flavours. The range also includes all 3 flavours in bottles, as well Ginger Bittersweet Apple & the original 7% Festival. 2013 saw Perro Loco (5.5%), described as 'cider cut with flavours of lemon, tequila and real cactus syrup' added to the portfolio.

Brothers 01749 333456 [www.brotherscider.co.uk](http://www.brotherscider.co.uk)

**Bulmers B 2.8-4.5%**

A modern 'serve over ice' medium sweet cider in 1 pint bottles: Bulmer's Original, Bulmers Pear, Black Cherry, Crushed Red berries & Lime, Pressed Red Grape. Low alcohol (2.8%) Indian Summer & Five Fruit Harvest are also available.

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

**Carling British Cider B 4.5%**

From the brewers of the No 1 British lager, this offers a refreshingly crisp taste with just a hint of sweetness. Also available in a Cherry flavoured variant

Molson Coors 01283 511 000 [www.carling.com/cider](http://www.carling.com/cider)

**Chaplin & Cork B 5.2-6.8%**

Initially made for secret personal use, master cider makers Bob Chaplin and Bob Cork had a simple passion, to make a cider to surpass all others. Using only fresh juice from the finest quality English apples, they pressed and crafted an exquisite range of ciders, and disguised them as Batch 417. The secret didn't last long now available to all. Somerset Gold is a medium cider, intense yet well balanced with a bitter sweet character and Somerset Reserve is a medium dry cider, clear and bright, with a rich and well rounded taste.

Shepton Mallet Cider Mill 0845 6015959 [www.sheptoncider.co.uk](http://www.sheptoncider.co.uk)

**Cornish Orchard B D 4-7.2%**

An award-winning portfolio which includes Gold, Blush, Pear, Heritage, Vintage and Farmhouse Cider, all made from fresh cider and dessert apples, and pressed and blended at Westnorth Manor Farm in Cornwall.

Westside Drinks 020 8996 2000 [www.cornishorchards.co.uk](http://www.cornishorchards.co.uk)

**Gaymer's Ciders B 4-4.5%**

Their Crisp Apple Cider, (4.5%) is made from English apples and cold filtered for a clean, refreshing taste, retaining its distinctive qualities when served ice cold. Also available are: Juicy Pear Cider (4.5%), Pear Cider with Raspberry (4%), Pear Cider with Cherry & Apple (4%).

Gaymers 020 7784 2060 [www.gaymers.co.uk](http://www.gaymers.co.uk)

**GL****B 4.0%**

Much loved cider of three counties (Herefordshire, Worcestershire, and Gloucestershire) and its popularity is spreading quickly across the UK. Bright amber, medium sweet cider with an ABV of 4%.

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Henry Westons****B 4.5-8.2%**

Henry Westons ciders are made using Herefordshire's finest apples, and faithful to the art of cider making established by Henry Weston himself back in 1880. Traditional and steeped in heritage, this range of 500ml bottled ciders includes Henry Westons Medium Sweet (4.5%) - light-bodied with characteristic fruity sweetness, Henry Westons Extra Dry (6.0%) - sparkling, dry and crisp on the palate making it reminiscent of Champagne Henry Westons Medium Dry (6.5%) - mellow in taste with oak character, Henry Westons Vintage Perry (7.4%) - sparkling perry with subtle fruit flavours, and Henry Westons Vintage (8.2%) - a distinguished special reserve, medium-dry sparkling cider, which is also available in 330ml bottles, Henry Westons Mulled Cider (4%), a still cider infused with mulling spices, delicious served warm.

H. Weston &amp; Sons Ltd 01531 660233

[www.westons-cider.co.uk](http://www.westons-cider.co.uk)**Hornsby's****B 4.5%**

A classic and crisp cider from George Hornsby Smooth with soft carbonation, best served the American way - Ice cold and straight from the bottle. Crisp Apple, Strawberry & Lime and Blueberry flavours are also available

Shepton Mallet Cider Mill 0845 6015959

[www.sheptoncider.co.uk](http://www.sheptoncider.co.uk)**Jacques****B 5.5%**

Sparkling fruit cider available in 750ml & 440 ml bottles. Served over ice, Jacques has become a firm favourite with wine drinkers looking for a stylish drink with lighter & more refreshing qualities.

Heineken 08457 101010

[www.heineken.co.uk](http://www.heineken.co.uk)**Kopparberg****B 4-4.5%**

Fermented using an original Swedish recipe that dates back to 1930, using naturally occurring soft water sourced close to our town & the finest quality pears. Other flavours are Elderflower & Lime, Mixed Fruit, Strawberry & Lime and Cloudberry, as well as Naked Apple which is less sweet. Alcohol free versions of Mixed Fruit and Pear are also available

Kopparberg 028 90 668901

[www.kopparberg.co.uk](http://www.kopparberg.co.uk)**Lazy Jacks****B 4.7%**

This American style cloudy cider is made with only the finest apple juice and naturally fermented, with no over-processing and absolutely none of the really good stuff taken out. All that lovely cloudiness makes for a drink that's bursting with enough apples to quench even the most sun-baked of thirsts.

Halewood International 0151 480 8800

[www.lazyjackscider.com](http://www.lazyjackscider.com)**Magners Golden Draught****D 4.5%**

Produced with the same craft, care & dedication but differs from bottled Magners as it is made using a higher proportion of the smaller, harder Dabinett & Michelin apples. This produces a crisper, less sweet taste which is perfect for draught cider. Served extra cold so there's no need for ice..

Magners GB 0141-552 655

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



### Magners Original Irish Cider **B D 4.5%**

The Original and best selling pint bottle cider, a premium, traditional brand of Irish cider. A blend of seventeen varieties of fresh culinary, dessert & cider apples are used. Patiently matured in vats close to the orchards of the Tipperary countryside, it has a crisp, refreshing flavour & a natural authentic character. Also available in Pear & Orchard Berries

Magners GB 0141-552 655 [www.magners.co.uk](http://www.magners.co.uk)

### Mortimers Orchard **D 5%**

A cider of noble lineage with an ancient and pure pedigree, that exudes authenticity. The care and precision taken over the craft of Mortimer's Orchard is reflected in its crisp, rich and refreshing flavour. An expertly balanced, premium English cider presented in a confident contemporary style.

H. Weston & Sons Ltd 01531 660233 [www.westons-cider.co.uk](http://www.westons-cider.co.uk)

### Old Mout **B 4%**

A unique flavoured cider, born in the little country with the big attitude. Old Mout (rhymes with fruit) was dreamed up in New Zealand's Moutere Valley, over 65 years ago, but only landed in the UK in 2014. The fruit cider with Kiwi spirit is available in 3 flavours: Kiwi & Lime, Passionfruit & Apple and Summer Berries

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

### Old Rosie Cloudy Cider **D 7.3%**

Award winning Old Rosie, 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)

### Orpens **B 5.3%**

A single vintage Irish cider made from carefully selected Irish apples, fermented as separate batches and blended together to create the signature style. The result is a layered cider with medium intensity, clean, crisp finish.

Matthew Clark 0344 822 3910 [www.matthewclark.co.uk](http://www.matthewclark.co.uk)

### Rekorderlig **B D 4-4.5%**

Adding over £104m value sales to the category in the past year Rekorderlig is the fastest growing packaged cider family in the UK on trade. Rekorderlig is a cider for all seasons and has been at the forefront of de-seasonalising cider with its category leading approach to NPD, attracting new consumers to the category by extending the typical cider consumption occasions. Last summer saw the successful launch of Apple and Guava and back for its 5<sup>th</sup> year the popular winter variant, which can be served hot or cold was reintroduced. In the flavoured cider market, consumers are driven by premiumisation and innovation, which is at the heart of what Rekorderlig stands for. Cider has been reborn in the UK and cider consumers have changed. They are gender neutral, experimental, like to try new things and seek quality, which is why Rekorderlig appeals so much.

Chilli Marketing 0870 242 46 08 [www.chilli.uk.com](http://www.chilli.uk.com)

### Rosies Pig **B 4.8%**

An easy drinking traditional, cloudy, medium-dry cider blended to give a fresh apple flavour with hints of citrus & spice

H. Weston & Sons Ltd 01531 660233 [www.westons-cider.co.uk](http://www.westons-cider.co.uk)

### 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 & 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)

### Somerset Snuffler **D 4.8%**

Made using the best apples from the county, this is a bright and golden amber cider with a full fruity character.

Shepton Mallet Cider Mill 0845 601 5959 [www.sheptoncider.co.uk](http://www.sheptoncider.co.uk)

### Somersby Cold Filtered **D 4.5%**

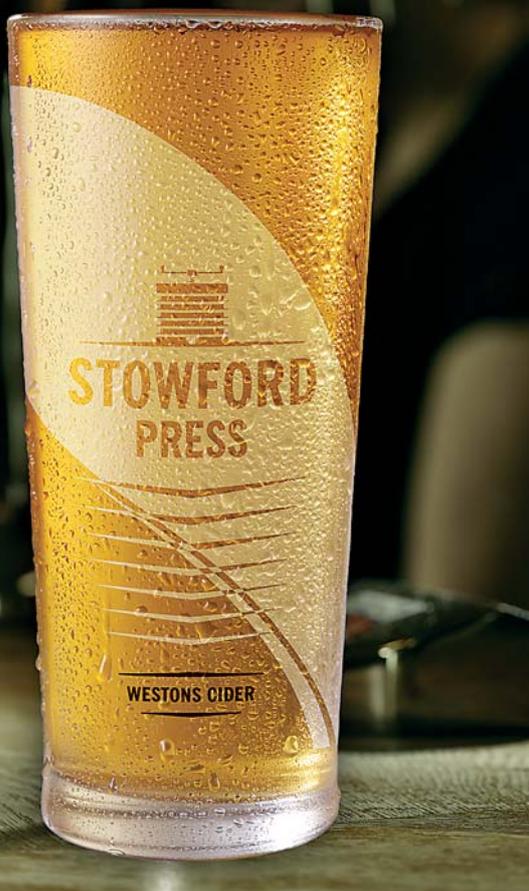
A well balanced medium cider made with no artificial sweeteners or flavours

Carlsberg 01604 668866 [www.somersbycider.co.uk](http://www.somersbycider.co.uk)

### Stella Artois Cidre **B 4.5%**

A premium crafted Belgium cider, with a distinctive, crisp & refreshing taste. A luscious cider with full flavours of red apple & peachy, apricot hints, complimented in the background with a subtle flavour of spicy oranges & an almond flowery character. This gives a clean, refreshing, crisp & 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 Press

B-D 4.5%

The leading brand from H Weston an authentic and traditional tasting cider, made using only the finest bittersweet apples truly medium dry cider taste. The cider proudly maintains its Herefordshire roots, and it is the coupling of the traditional approach with contemporary modern techniques that make Stowford Press so popular. Recently described by Pete Brown as 'the best of the mainstream ciders' at the International Cider Challenge Awards, where it won a bronze medal.

H. Weston & Sons Ltd 01531 660233 [www.westons-cider.co.uk](http://www.westons-cider.co.uk)

### Strongbow

D B 4-4 8%

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 & helped the brand to tap into the buoyant 'cold sector. Now they have added, Pear, Dark fruit and Citrus Edge to their range.

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 & the golden age of traditional Hereford cider making. Pressed & blended from the finest Herefordshire bittersweet cider apples including Dabinett & Michelin varieties the result is a characteristically fresh, crisp, fruity cider, with a high degree of complexity & depth of character.

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

### Thatchers

B D 4-7.4%

In 1904 William Thatcher first began cider-making at the family farm in Somerset, and 110 years later it is still a family business, making a range of well respected crafted premium ciders, both on draught and in bottles. Thatchers Gold (4.8%) is the flagship brand and is available on draught - as are 4 other varieties: Heritage (4.9%), Cheddar Valley, Green Goblin (both 6%). Cheddar Valley and Heritage are also supplied in 20l 'bag in box' format, while bottled ciders include a high strength Vintage, Single Varieties such as Cox's, Prince William and Katy as well as Pear (4.5%) and Mixed Fruit (4%).

Thatchers Cider Co 01934 822862 [www.thatcherscider.co.uk](http://www.thatcherscider.co.uk)

### Waddle Goose Lane Range

D 2.8 -7.4%

A four bag-in-box range of ciders all named in the Suffolk dialect after birds found in the lane. Includes Woodsprite (5.8% abv) a medium-dry cyder, with a clean, light, appley aroma and floral overtones, slightly sweet, with a tangy dry finish. The other three in the range are Hayjack (2.8% abv), Spadger (4.5% abv), and King Harry (7.4% abv) all available in printed 20ltr BIB's.

Aspall 01728 860510 [www.aspall.co.uk](http://www.aspall.co.uk)

### Westons Perry

B 7.4%

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](http://www.westons-cider.co.uk)

### Westons Twist Raspberry

D 4.0%

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www.tuttsclumpcider.co.uk

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www.virtualorchard.co.uk

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www.casselscider.co.uk

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www.butfordorganics.co.uk

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www.rougholdwife.com

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## Now For Something Completely Different

### Inspirational Spirits

**Nigel Huddleston talks to those in the know, and discovers that spirit drinkers in pubs and bars are a fussy lot after all**

After years - if not decades - of appearing to be satisfied with generic vodka and tonic or rum and coke bar calls, they've suddenly got all particular about which brand they want, and how they want it served.

The trend is the result of a rebooted spirits market populated by creative bartenders, boutique producers and knowledgeable younger adult consumers. There's simply more choice to be had - and more people who want to exercise their right to make a choice.

The optic has given way to the measured pour and back bars that were once home to darts, notepads and the racing pages of the red-tops now host dozens of attractively-packaged, quirkily-named spirits to tempt drinkers with a taste for something different.

Big brands have been forced to bring new product development more readily to market: Diageo with David Beckham's Haig Club single grain whisky, Belgian-inspired Baileys Chocolat Luxe and Smirnoff Gold, cinnamon-flavoured with flakes of gold floating in it; Bacardi Brown-Forman Brands with Oakheart, a spiced version of its main rum brand, and spin-offs of Jack Daniel's, honey-flavoured to recruit new consumers and the premium Gentleman Jack to keep existing ones happy as they get older;

Maxxium with colourful riffs on its best selling malt, The Macallan, a trail of Famous Grouse specials, including the smoky Black Grouse, and cherry, honey and maple twists on Jim Beam bourbon.

Jim Grierson, ontrade sales director at Maxxium UK, says: "Flavoured spirits remain popular, bourbons in particular. Spirits like Red Stag by Jim Beam and Jim Beam Honey offer pubs and bars the ability to tap into the bourbon trend and give classic cocktails a twist.

"These bourbons can be used to create long mixed drinks that are easy to make and add complexity to a simple cocktail because of their flavour intensity."

---

*"Conversations about new products, where they are from, and how they can be served are all great ways to create a connection between staff and customers, ensuring they keep coming back for more"*

---

### Opportunity Knocks

New drinks, new serves, innovation and activity can all be seen as a challenge, but they also represent a tremendous opportunity - proactive operators can make their pubs and bars places where new things are discovered, savoured and discussed. And conversations about new products, where they

are from, and how they can be served are all great ways to create a connection between staff and customers, ensuring they keep coming back for more

But like any opportunity, care is needed to ensure you make the most of it.

The training team at Bacardi Brown-Forman Brands (BBFB) advocates “trickling in” new products, perhaps one a month. “It’s important to remember that training is essential with the introduction of any new brand,”

“The 3 Point Rule is a tried and tested method: everyone must learn 3 things about everything they sell, including the country of origin, how it’s made, and how best to serve it.”

Niche producers have been doing as much as, if not more than, the big players to reinvent the spirits market. Gin has been at the forefront of things with artisanal production set-ups, weird back stories and/or botanicals in gin from the likes of the Botanist, Portobello Road, Monkey 47 and Warner Edwards, but other categories have also seen the rule book ripped up.

Selfridges’ influential spirits buyer and former bartender Dawn Davies has tipped Duppy Share to be “the Hendrick’s of rum” while Vestal has introduced the notion of vintage to vodka, albeit with potatoes, not grapes.

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*“There’s a rise in demand for Negronis and Americanos, which often appear complicated to make, yet are remarkably simple for many bars to reproduce”*

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## Consumer is King

While brand owners can shape tastes, and bartenders influence them, some ontrade spirit drinking trends are consumer-led. The Aperol spritzer is one such trend that’s really taken hold in upmarket pubs and bars and the beer and spirit chaser is another that brand owners are trying to tap into as it spreads like wildfire.

Mast-Jagermeister UK hopes the beer with a spirit chaser is one way it can move on from the greatest consumer-led trend of the times - the Jagerbomb.

Though Jagermeister hasn’t courted the energy drink mix, its popularity has certainly helped it to the number 3 spot in the ontrade spirits market that it enjoys today.

“The chaser is something that could work around specific occasions such as Oktoberfest or Halloween,” says Jonathan Dennys, customer marketing and insights manager at the brand’s UK operation. “If you look at Oktoberfest in Germany, it’s very much about brewing a special beer and having a specific spirit that goes with it.”

Jagermeister is also working around “bottle-to-table” drinking in the ontrade, with promotions for outlets to sell 10 miniature bottles in an ice bucket for a set price of around £20.

“There’s definitely an appetite for those sorts of shared experiences and serves rather than that whole bottle-of-vodka-with-a-sparkler-sticking-out thing,” says Dennys.

## Beyond the Bomb

The brand is also drip-feeding its first range extension into the UK trade. Jagermeister Spiced has the cinnamon and vanilla notes ramped up and is being positioned as a seasonal winter warmer.

“It can be drunk like a whisky or brandy with ice in a tumbler or in cocktails,” says Dennys. “It’s already been sold in the US and Germany and will only be in limited volumes initially in the UK, but if it turns out to be a success we may look to do more with it in 2015.”

For the main Jagermeister brand, the company has been focusing on the ice cold shot serve in a bid to avoid being typecast as the drink of the Bomb. “We’ve got 4,000 freezer tap machines in the trade which deliver a perfect shot serve at -18°C,” says Dennys. “At least 65% of shot sales are incremental business for bars so it’s good for takings. The machines also increase visibility in the outlet.”

It’s also working with venues with a bespoke Root 56, a long mix with ginger beer, lime juice and slice of cucumber. The name is a reference to the number of ingredients, including roots that go into it.





## Keeping it Classic

Jagermeister and others are demonstrating the importance of versatility for spirits brands, but some categories, such as gin, demand a tighter focus on classic serves.

“To be successful you’ve either got to be versatile or very single-minded,” says Curteis at Proximo, Boodles’ Gin distributor.

“Versatility is a sign of quality and one of the major trends is the blurring of boundaries between categories. But while there are a lot of classic gin cocktails making their way on to menus, you have to recognise that most people will drink it in a gin and tonic.”

But even with the G&T, Boodles shows its versatility.

“One of the key characteristics of the botanicals in Boodles is that there is no citrus,” says Curteis. “We leave that down to the consumer. When we’re doing sampling we offer them a choice of lemon, lime, orange or grapefruit as a garnish. Many people choose grapefruit because it’s seen as something a bit different.”

## Call of the Cocktail

The training team at BBFB believes that while classic bar calls, such as JD and cola and Southern Comfort and lemonade, remain popular there’s a rise in demand for Negronis and Americanos, which often appear complicated to make yet are remarkably simple for many bars to reproduce.

There has also been an increase in consumers requesting Manhattans, Old Fashioneds and Whiskey Sours as people look for exciting drink alternatives.

Pitcher-style sharing drinks are another great way of creating a stir. Many cocktails can be prepared this way, but a Punch is the most obvious choice to get started with

“Punch is a popular option as a group serve,” says Maxxium’s Grierson. “A Courvoisier Punch, for example, demonstrates the mixability of Cognac and shows how versatile the spirit can be.”

Whichever route a pub or bar takes, it’s important that the cocktail and mixed drink offer is communicated strongly to consumers to make the most of the sales opportunity.

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*“Using premium brands in a simple list will definitely encourage consumers to spend more on great tasting drinks. Cocktails offer great margins. By using premium spirits in cocktails, licencees have the opportunity to encourage customers to trade up.”*

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Grierson at Maxxium says: “Ensuring the visibility of an interesting drinks and cocktails list at the bar will encourage customers to try something new.

“Young adult drinkers are interested in sophisticated cocktails or long mixed drinks with complex flavours that they can relate to.

“Using premium brands in a simple list will definitely encourage consumers to spend more on great tasting drinks. Cocktails offer great margins. By using premium spirits in cocktails, licencees have the opportunity to encourage customers to trade up.”

## Interesting Times

With so many new products on the market and interesting ways to serve them, these are exciting times for the ontrade spirits market.

BFBB says: “Spirits are still seen as a relatively inexpensive treat in comparison to other larger priced items like electronic goods or holidays, and consumers are prepared to pay more for premium spirits that can be savoured and enjoyed.

“While their number of visits to ontrade venues may have declined slightly, when people do go out they are placing an increased importance on provenance and willing to pay slightly more for brands that offer perceived premium value.”

With all the creativity and excitement on offer behind bars today, it looks like last orders may have been called for the old-fashioned vodka & slimline or rum & coke bar call.

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# Rum's The Word

## Fantastic Rums

**It's the spirit of the moment; aged, dark, gold and spiced rums are being savoured for their flavours as well as getting mixed up in a rumbustious range of cocktails. Take some advice from the tiki gods, says Lucy Britner, and join the rum rebellion**

Once considered the 'forgotten spirit', despite its rich history, rum simply wasn't the go-to drink for consumers in the pub - with the exception of the ubiquitous Bacardi and its faithful partner Coke. The only time anyone drank it on TV was if they had some Caribbean heritage - take a bow Patrick from Eastenders.

Now, rum is on everyone's lips.

The advent of spiced rum has played a major part in rekindling interest in rums of all hues and styles, giving the spirit a new image, and attracting new drinkers with a sense of style and adventure.

Spiced rum alone is now worth £129m to the ontrade, according to Sailor Jerry brand manager Riana Gallagher of William Grant. She says there are now "1.7 million spiced rum drinkers in the UK".

### Liquid Gold

Gold/spiced rum is generally perceived as a more premium proposition to white rum, according to Matt Crompton, CGA Strategy senior account manager.

CGA carried out a study of the top 51 most influential bars in London and 93% of them stocked a golden/spiced rum brand compared to only 60% stocking a white rum (CGA Influencers Report 2014).

Crompton says that gold and spiced rum are currently "riding a huge wave of popularity in the total ontrade with the category increasing volumes year on year by +9%". To put that growth into some perspective, total spirits volumes are currently declining by -3% over the same time period, according to CGA's figures.

"This category growth is being driven by a combination of the current category leaders and smaller, more premium brands," explains Crompton.

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***"You need a diversification of styles and regions. At minimum a dry white Cuban rum, a golden Jamaican or Bajan rum, a dark full-bodied rum and a spiced rum should cover your basic needs"***

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### Follow the Tiki Trail

The rise of the tiki bar throughout city centres has certainly helped rum prosper, believes Crompton. "Trends which started here are now beginning to proliferate through to more mainstream, local/community outlets. With many outlets looking to differentiate their drinks offer, golden/spiced rum offers a popular alternative to white rum."

One of the UK's top tiki bars, Trailer Happiness has been plying its special brand of cocktail-lounge-with-a-tiki-twist since 2003, making its Notting Hill basement bar a veteran in London terms.

Jamie Kimber, bartender at Trailer Happiness, says the overall quality of gold and spiced rums has improved, leading drinkers to appreciate the category more.

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## ***Jerry & Ginger Beer***

*1 part Sailor Jerry Spiced*

*3 parts ginger beer*

*2 lime wedges*

*Known by many as the 'Jerry Mule', this old-school classic is as tasty as it is simple.*

### ***Method***

*Fill a glass with ice and squeeze in two wedges of lime. Throw in a measure of Sailor Jerry and top with ginger beer.*

*If you can't get your hands on ginger beer, ginger ale will make a 'Jerry Buck' instead.*

"Brands have worked on improving the image of their products. Quality aged rums can nowadays be served as a replacement for an after dinner Cognac. Some, such as El Dorado 15, can rival Scotch whisky in terms of depth and complexity.

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***"On average, mainstream cocktail stockists sell 36% more spirits than non-cocktail stocking equivalents. Cocktails don't mean complications. Did you know rum and cola is a cocktail called the Cuba Libre?"***

---

"Spiced rums have also risen in quality, rather than being bland examples of this style of rum. Rums like Chairman's Reserve Spiced, and Element 8 Spiced offer complex and interesting flavours, that can not only be enjoyed neat or as a mixer, but they also work in some amazing and complex cocktails."

But Kimber is quick to point out that things don't have to be complex and building a decent rum offer is actually pretty simple.

"Look at what is currently being stocked and see what styles of rum are missing. There is no point in stocking only dry, white Spanish-style rums. You need a diversification of styles and regions. At minimum a dry white Cuban rum, a golden Jamaican or Bajan rum, a dark full-bodied rum and a spiced rum should cover your basic needs."

An interesting way of introducing your customers to the variety of different rums is to stock a few from the same producer. Plantation's range of rums, for example, come from several Caribbean countries,

encompassing a broad range of styles, allowing you to compare rums from the likes of Jamaica, Barbados, Trinidad, Guatemala and Nicaragua. Or focus on how aging and casks can influence flavour by stocking a few from a premium producer like El Dorado, an award winning range of rums from Guyana with a unique heritage dating back 3 centuries. There are over 20 different varieties, from superb aged sipping rums for the connoisseur - to versatile yet sophisticated mixing rums for use in cocktails

## **Getting Creative**

Once you've covered your rum bases, it's time to get creative.

"A wider trend in the ontrade, which has impacted rum in this channel, is the growing popularity of cocktails," says Ian Peart, ontrade channel director for spirits at Pernod Ricard UK, which is home to the Havana Club brand.

"On average, mainstream cocktail stockists sell 36% more spirits than non-cocktail stocking equivalents," he adds.

"Cocktails don't have to mean complications. Did you know rum and cola is a cocktail called the Cuba Libre? Upgrading a Cuba Libre from using white rum to Havana Club Especial for example, will bring a "more authentic taste to the cocktail and can generate additional profit for the licensee," believes Pernod's Peart.

To make one, simply combine a few drops of lime or lemon juice with 50 ml of Havana Club Añejo Especial (or similar) and 100 ml of cola in a highball with ice.

"Who doesn't enjoy a Cuba Libre or a Dark & Stormy (dark rum and ginger beer)?" asks Trailer's Kimber.

## **Build on Mojito's Magic**

He also recommends that if you want to keep preparation time down, then built drinks, such as the Mojito, are the way forward.

The Mojito is a classic combination of rum, lime, mint, sugar and sparkling water, built in the glass, rather than shaken. While it might be a tried-and-tested recipe, there are a few twists.

Dan Bolton, managing director of Hi-Spirits, which distributes the Ron Abuelo brand and RedLeg spiced rum brand, says it's important to understand the flavours you're working with.

"RedLeg is infused with ginger and vanilla. As a rule, spiced rums work best in simple serves which complement the rum's flavours without confusing the customer's taste buds."

Step forward the Ginger Mojito - it's the same as a Mojito but lengthened with ginger beer instead of sparkling water.

## **The Spice Route**

Following the spice route, Sailor Jerry's ontrade serves are split into "Shots and Rocks, Jerry & Beer and Fancy Ass Cocktails". Brand ambassador EmmaLi Stenhouse is on hand to talk licensees through key serves, including Jerry & Ginger (fairly self-explanatory) and A Shave & A Haircut: 25ml Sailor Jerry Spiced, 50ml cola and topped with 100 ml stout.

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for the facts about alcohol

Sailor Jerry Spiced Rum 40% ABV © 2013 William Grant & Sons Limited.  
A spirit drink of spiced Caribbean Rum blended with natural spices.



### **Backyard Lemonade**

*2 parts Sailor Jerry  
Spiced  
4 parts fresh (still)  
lemonade*

#### **Method**

*Build in a rocks-  
filled highball glass.*

*Garnish with a  
lemon wedge.*

*Add 1 part iced tea  
to make a  
“Backyard Tea”*



### **Wray n Ting**

*35ml Wray &  
Nephew Overproof  
Rum*

*15ml fresh lime  
juice*

*Top up with ting*

#### **Method**

*Build all the  
ingredients into a  
glass filled with ice.*

*Garnish with a  
lime*



### **Mojito**

*2 teaspoons of sugar  
Juice of Half a Lime  
2 mint sprigs  
2 parts of sparkling  
water*

*1 part rum  
4 ice cubes*

#### **Method**

*In a tall glass, add 2  
teaspoons of sugar, the  
juice of half a lime, 2  
mint sprigs and 2 parts  
of sparkling water*

*Muddle gently. Add the  
rum and the ice cubes.*

“Cocktails are hugely important for the ontrade, particularly in pubs and clubs,” adds Riana Gallagher at William Grant’s.

Sailor Jerry is one of the sector’s biggest success stories, having virtually created the category in the first place. The brand has managed to retain its cult status despite its mainstream popularity, and this has been achieved in part by maintaining its connections with the daddy of old-school tattooing.

As Riana explains “Sailor Jerry Spiced Rum was developed to continue the legacy of Norman ‘Sailor Jerry’ Collins and was inspired by his era, when goods were made by hand and people had a stronger sense of pride in their work”

---

***“If you want to keep preparation time down,  
then built drinks, such as the Mojito - a  
classic combination of rum, lime, mint, sugar  
and sparkling water - are the way forward”***

---

A clothing collaboration with other cult icons also helps to keep the brand at the cutting edge - and in 2014 the brand teamed up with global rock & style icon, Iggy Pop to release ‘The Flash Collection by Iggy Pop’

The Collection’s standout piece is a blue-black 50’s style denim vest emblazoned with an iconic Sailor Jerry anchor along with the phrase “Death Shall Triumph,” - an expression found in several Sailor Jerry flash designs

Another monster success in this sector is the black spiced rum Kraken. Named for a mythical beast said to lurk in the Caribbean sea, the brand has captured the imagination of rum lovers looking for something unusual.

Head of marketing at Proximo, Rob Curties says the brand is “flying”. He adds: “We’ve achieved lots of new distribution but also very strong rates-of-sale.”

As well as the brand’s distinctive colour and packaging, Curties thinks it’s the rum’s versatility that really hits home.

“It works in a premium cocktail and some people order it as a shot, though that’s not anything we push. It’s also just as good as an alternative to American whiskey in long drinks or as a substitute for sipping rums.”

Other big hitters in the gold/spiced rum field are the best selling Captain Morgan, Havana Club, Bacardi Oakheart and Brugal Añejo - ones to watch include Lamb’s Spiced, trading on its very British Navy parent, and Rebellion, with its spirit of...um...rebellion!

### **Into the Dark**

Rum’s darker side is also enjoying a renaissance in popularity, as drinkers get a taste for more depth and complexity in their spirits. From bestsellers like Captain Morgan and Lamb’s Navy, to premium and super premium such as El Dorado, Elements 8, Goslings and Pussers, there are dark rums to sip, shake and stir at all price points.

At bar and bowling concept All-Star Lanes, bartenders have used Ron Abuelo to create Caribbean-style cocktails. While the five year old is at the gold end of the spectrum, the older Ron Abuelos are on the dark side - marking another important part of the category, as consumers continue to explore the search for premium, aged examples. The latest All Star Lanes cocktail menu features Trader Vic's Mai Tai, made with Ron Abuelo 7 year old. "We've had a lot of good customer feedback, and sales of the Mai Tai have climbed," says group bar executive Alex McNeil.

*"The Zombie is the venue's biggest selling drink. It accounts for about a third of our take, which is bonkers! It's the most expensive cocktail on the menu at £8.50, due to how much rum is in it"*

## Zombie Invasion

There is one cocktail that uses just about all rum types, and it is currently the hottest cocktail around: "Rum is a staple ingredient in the Zombie," says CGA's Crompton of the increasingly popular drink. And where better to explore the Zombie than at dive bar The Liars Club in Manchester. Lyndon Higginson, "captain" at The Liars Club, says the Zombie is the venue's biggest selling drink. "It accounts for about a third of our take, which is bonkers! It's the most expensive

cocktail on the menu at £8.50, due to how much rum is in it."

A key reason why punters are limited to just two at Higginson's bar!

The drink was 'invented' in the 30s to kill off a hangover and it typically contains white rum, gold rum, dark rum and overproof rum.

## Roll With the Punches

One of the easiest ways for a pub to get rolling with cocktails is by promoting a Punch.

Pitchers are popular for parties or nights out with friends, and if made up in advance and kept chilled are a really simple option. Of course most built drinks can be adapted to pitchers, but punch is the most traditional, and rum is at the heart of most great punches.

There are plenty of recipes to inspire you but you can create your own, changing with the days or the seasons.

The old West Indies rhyme is a great rule of thumb 'One of sour, two of sweet, three of strong, four of weak.'

So mix it up in those proportions with say, 1 part freshly squeezed limes, 2 parts fruit syrup, 3 parts rum(s) of your choice, and top it up with 4 parts of fruit juice - serve chilled over ice, with fruit garnishes and perhaps a sprinkling of grated nutmeg

If you need any inspiration, perhaps it's time to don your Hawaiian shirt and take a look at what the tiki gods have to offer.

Cheers - or huli pau

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The 2013 International Wine & Spirits Competition awarded El Dorado 8 year old the trophy for 'Best Rum in the World', which our 15 year old rum has won seven times previously. Demerara Distillers were also honoured with the trophy for 'Best Spirits Producer' for the Americas & Caribbean Region for the 3rd time.



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El Dorado Rums are distributed exclusively in the U.K by Love Drinks LTD. [www.lovedrinks.com](http://www.lovedrinks.com) [info@lovedrinks.co.uk](mailto:info@lovedrinks.co.uk) 020 7501 9630

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J Wray & Nephew 020 7378 8858

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**Bacardi** Puerto Rico 35-40%

The world renowned family company was founded in Cuba in 1862. The range includes the 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. Bacardi Gold, matured in American oak barrels for a longer period to add colour without caramel. Bacardi 8 year old "anejo" (aged), the smoothest and most complex of the range. The most recent addition is Oakheart, a smooth spiced version with a hint of smokiness from the barrels.

Bacardi Brown-Forman Brands 01962 762450

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

**Brugal Rums** Dominican Republic 38-40%

Carefully hand-crafted to a time honoured family process. Established in 1888 and the only rum brand that is distilled, matured and bottled in the Dominican Republic. The best selling rum in the Caribbean, and 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 430 500

[www.brugal-rum.com](http://www.brugal-rum.com)

**Chairman's Reserve** St Lucia 40%

A blend of double distilled pot still & column still rums, aged for up to 5 years in bourbon barrels. Dark amber with a nose rich with sweet honeyed fruit and spicy vanilla from the oak. Spiced and White rums are also available.

Emporia Brands Ltd 01483 458700

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

**Diplomático** Venezuela 40-43%

An award winning range of rums from Venezuela one of the great rum-producing nations. With a total of 7 stills (3 pot and 4 column) they have been producing top-quality spirits for over 45 years. New to the family is Blanco, a very unique white rum. Due to Venezuelan law rum cannot be bottled until it is 2 years old and in this case some of the rums are aged up to 6 years. It is then filtered 5 to 6 times removing all colour and creating a very refined smooth white rum. Perfect for mixing in Daiquiri's and Mojito's. Range also includes Añejo, Reserva, Reserva Exclusiva and Vintage 2000.

Speciality Brands 020 8838 9367

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

**The Duppy Share** Barbados/Jamaica 40%

Caribbean legend has it that dark duppy spirits swoop between the islands stealing the best share of the rum. Spirit masters, skilled in the fine art of blending, the duppies take only the best. This is the duppy share. A balanced and versatile blend of premium rums from Jamaica and Barbados.

Westbourne Drinks Co 020 7751 1727

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

<b>El Dorado</b>	<b>Guyana</b>	<b>40%</b>
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Multi award winning range of genuine Demerara rums with true age statements. From a charcoal filtered, cask aged 3yr old white rum to an incredibly rare 25yr old, the family includes a versatile, golden 5yr old made using the world's only wooden Coffey still, an 8yr old with tremendous depth that is perfect for sipping or mixing into luxurious cocktails, and a stunning 12yr old packed with aromas of sugar, honey, banana, toffee, raisin and sultanas.

Love Drinks 0207 501 9630 [www.lovedrinks.co.uk](http://www.lovedrinks.co.uk)

<b>Elements 8</b>	<b>St Lucia</b>	<b>40%</b>
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The name refers to the 8 elements necessary for luxury rum production - environment, cane, water, yeast, distillation, tropical ageing, hand blending, filtration -and essentially describes the craftsmanship that goes in to rum making. Produced in St. Lucia from hand selected sugar cane grown in Guyana. There are 3 rums in the range: Gold, Platinum and a Barrel Infused Spiced Rum

Mangrove 0208 551 4966 [www.mangroveuk.com](http://www.mangroveuk.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 spirit of Cuba, the brand's range includes a 3 year old white rum, Havana Club Especial (5 year old), 7 and 15 yr old variants, 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 tremendous cult following, named after mythical Norwegian sea monsters made famous by the movie Pirates of the Caribbean. Strong, rich and smooth it can be enjoyed as a sipping rum, in cocktails or mixed with ginger or cola

Proximo Spirits 020 7489 6410 [www.krakenrum.com](http://www.krakenrum.com)

<b>Lamb's Navy</b>	<b>Caribbean</b>	<b>40%</b>
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1849, when Alfred Lamb blended no 18 superior rums from Barbados, Jamaica, Trinidad and Guyana. Relaunched in 2013 with a campaign that celebrates contemporary 'True British Characters' from designers and tattoo artists to sporting heroes

Halewood International 0845 6000 666 [www.lambsnavyrum.com](http://www.lambsnavyrum.com)

<b>Lamb's Spiced</b>	<b>Caribbean</b>	<b>30%</b>
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Made with 100% Caribbean Rum, this spiced rum is smooth and versatile, making it suitable as a base for a range of cocktails, and perfect as a mixer with cola.

Halewood International 0845 6000 666 [www.lambsspicedrum.com](http://www.lambsspicedrum.com)

<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.

Global Brands 01246 216000 [www.globalbrands.co.uk](http://www.globalbrands.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 020 7022 8973 [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.

Instil Drinks 020 7449 1685 [www.plantationrum.com](http://www.plantationrum.com)

<b>Pusser's Rum</b>	<b>Caribbean</b>	<b>40%</b>
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The only rum blended in exact accordance with the Royal Navy specification - last used when it discontinued its daily ration on July 31, 1970, ending a tradition that lasted over 300 years. 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.pussersrum.com](http://www.pussersrum.com)

<b>RedLeg Rum</b>	<b>Jamaica</b>	<b>37.5%</b>
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Premium Caribbean rum, infused with Jamaican Vanilla, ginger and spices, then left to rest in old oak barrels until it emerges as a smooth tasting rum with a hint of sweet spice.

Hi Spirits 01932 252 100 [www.redlegrum.com](http://www.redlegrum.com)

<b>Ron Abuelo</b>	<b>Panama</b>	<b>40%</b>
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The secret weapon is their incredible stock of mature rum. For decades, Ron Abuelo has provided quality aged rums for a wide range of well-respected international brands.

Hi Spirits 01932 252 100 [www.ronabuelopanama.com](http://www.ronabuelopanama.com)

<b>Sailor Jerry</b>	<b>Caribbean</b>	<b>40%</b>
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The father of old school tattooing, Norman "Sailor Jerry" Collins was an innovator and a true independent spirit whose work is still revered today. A master craftsman, his artistry and integrity remain timeless as does the rum that bears his signature.

William Grant 01256 748100 [www.williamgrant.com](http://www.williamgrant.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.

William Grant 01256 748100 [www.williamgrant.com](http://www.williamgrant.com)

<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)



## The Be at One Goes On

### Movers & Shakers

**On paper the B@1 story looks like an ontrade fairy tale. Laura Foster talks to Operations Director Andrew Stones to see if they all live happily ever after**

Once upon a time three former TGI Fridays bartenders club together, take out some personal loans, and open their first bar in Battersea Rise, eventually growing the company into the mainstay it is today: a chain of 23 bars with an annual turnover of £22m and 280 full-time employees.

The reality of this dream, however, is a story of hard graft, and the strong company vision of founders Leigh Miller, Rhys Oldfield and Steve Locke, with an emphasis on rigorous training and exacting standards, regardless of how big the company gets.

Operations director Andrew Stones joined the team in 2011, and has been instrumental in the growth and running of the company ever since. He shares his thoughts on what makes B@1 tick.

#### Consistency Counts

One of the biggest issues facing bars and pubs is that of consistency: offering a

tasty product that is served the same way every time. It is the holy grail of cocktail-making - excluding good hosting skills, of course.

For B@1, offering a huge drinks menu of 150 cocktails to hordes of customers at 23 sites, achieving consistency might seem an impossible ask. But the company prides itself on its standards, and has rigorous checks in place to achieve them.

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*"We do not penalise managers for drinks wastage, we would never want a guest to receive a drink that wasn't to spec"*

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'Our commitment to recruiting the best bartenders and giving them great training is second-to-none,' explains Andrew. 'The training lasts between 8 and 10 weeks, including three weeks of tutored training either in a bar with an in-store trainer or classroom where they learn the technical skills of bartending such as free pour, fruit cutting and bar-backing. They have to learn 150 cocktail specs and then get to work in the bars while supervised by a trainer at all times until certified.'

'Once qualified, the bartenders still have to know all the specs. Every bartender has a weekly spot test which they have to pass to ensure their knowledge is 100%. The ops team visit each bar at least once a week and sample drinks; they are also supported by a central training team and the in-store trainers who support the managers in delivering perfect drinks'



Andrew Stones

The company's ethos is that it would rather lose some money in order to deliver on its standards. 'We do not penalise managers for drinks wastage, we would never want a guest to receive a drink that wasn't to spec.'

Andrew admits that it is more of a challenge to maintain consistency as the company expands "but we have strengthened the central team to ensure that we continue to deliver the consistency our guests expect."

## Hip Sips

So what does this mammoth drinks list consist of?

A quarter of the menu is made up of classics, the rest are original drinks. The physical menu is clearly laid out for customers to navigate easily, with separate pages dedicated to different spirits categories, as well as sections for ice-cream cocktails, sparkling drinks, shooters, 'something different' and the top 12 drinks.

'We change the menu every six months and I oversee the process,' he explains. 'We review sales reports and assess current trends and work with our bartenders, training team and brand ambassadors to develop the menu.'

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***"The trusty trio of the Mojito, Strawberry Daiquiri and Cosmopolitan have been taken over by the Cuban Zombie, the Porn Star Martini and the English Fizz"***

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Andrew sees customers getting more adventurous in their drinking habits, which is evidenced in the company's three most popular drinks. In the past these were the trusty trio of the Mojito, Strawberry Daiquiri and Cosmopolitan, but they have been taken over by the Cuban Zombie (a Zombie recipe made with Havana Club rums), the Porn Star Martini and the English Fizz (an original drink that is a gin-based twist on a Mojito with elderflower liqueur and cucumber syrup thrown in for good measure).

Andrew has his eye on some interesting new trends. 'We are currently working on some "healthier" cocktails to add to our menu,' he says

Prices are relatively high with cocktails ranging between £7 and £9.50. The blow to customer's pockets is cushioned, however, with two forms of promotion: the straightforward happy hour, where 2-for-1 drinks are offered each evening for two or three hours; and the Appi Hour, which is accessed through a mobile app that offers two drinks for £9.50. 'We wanted to have a loyalty system that was easy and accessible for our guests,' says Andrew. 'The Appi Hour was born out of this desire and makes up 6% of our revenue.'

## Broadening Horizons

When it came to expanding the company beyond its initial Battersea Rise bar, the first steps were tentative and limited to the confines of London, with branches opening in Richmond, Covent Garden, Soho and Shoreditch to name but a few.

It wasn't until 2013, 15 years after the company launched, that B@1 expanded outside of the capital, with its first bar opening in Reading, having taken over the independently owned Sahara bar.

'We had wanted to trade outside London for some time, but needed to build up a strong central support team first,' Stones says. 'Two years ago we felt ready, so started the search for sites. Reading was ideal as it's only 45 minutes from London, so we could easily support it and take the learnings from that site.'

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***"We wanted to have a loyalty system that was easy and accessible for our guests. The Appi Hour was born out of this desire"***

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So far Be at One has limited itself to the South West of England, and followed the same model of taking over already successful bars, which could be viewed as a polarising tactic amongst local communities. Stones, however, insists that business has been good at these branches: 'We've been well received in Reading and Bristol, as well as Milton Keynes and Brighton. We have more than doubled the average revenue of the bars we bought, so guests seem to have taken our style of drinks and service very much to heart.'

With a sure foothold established in the South West, Andrew says Be at One will continue to open branches in the region, and then turn its attention to the North West 'with a target of eight openings in the next 12 months'.

'We've identified 120 potential locations for B@1 in the UK,' he cheerily announces. With an expansion plan like that, it's almost certain that a B@1 will be coming to a high street near you very soon.

Laura Foster is assistant editor of Imbibe magazine





# Damn Fine Drams

## Malt Whiskies

**Claire Dodd believes we're entering a brave new age in the wonderful world of malt whisky. An age where taste and flavour, not age statements, are king**

From celebrity endorsements to minimalist bottle designs, the whisky category as a whole is undergoing something of a facelift. And malt whisky is leading the charge.

According to CGA data from William Grant & Sons' Market Report, whisky is the third largest spirits category in the on-trade. In straight up cash terms, whisky as a whole delivers £8,500 in sales per outlet per year, or the equivalent of 60 bottles.

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*"Bartenders are exploring whisky more and taking time to choose expressions and brands that complement other ingredients perfectly to create simple, neat serves that accentuate the whisky's profile,"*

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And Malt whisky has added the most value to the whisky category over the past two years, growing by over £40m. With malt volumes up 22.7% in volume in the 12 months to April, it's the fastest growing spirits category in the on-trade. In short, it's becoming somewhat fashionable and widening its appeal far beyond its traditional consumer base.

### A Rich and Varied Heritage

Of course the rich heritage and staggering flavour profiles found in malt whisky have long been appreciated by large numbers of whisky

lovers. It's just that now that whisky lover might look somewhat different than they used to. Just over 8,000 venues had added malt to their product range in the last 12 months, according to William Grant, whose brands include the Balvenie and Glenfiddich.

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*"Sleek packaging designs and experimental liquids are helping malts appeal to a new customer base. And with whisky commanding a decent price, and the most popular serve being neat, that's good news for licensees"*

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"Malt is growing, especially in the UK market, and especially among a new generation of drinkers who through the help of the on-trade, and the on-trade using whisky in cocktails etc, are realising that whisky is just as approachable and versatile as any other spirit," says Georgie Bell, brand ambassador for Diageo's single malt brand, Mortlach, which underwent a redesign in 2014 to give it a clear glass, square bottle. The Rare Old has an RRP of £55.

### The Craft Connection

Just as craft brewing has helped cask ale shed the rather unfair image of being for those in cardigans and advancing years, sleek packaging designs and experimental liquids are helping malts to appeal to a new customer base. And with whisky commanding a decent price, and the most popular serve being neat, that's good news for licensees.

So why the shift? As the popularity of whisky has increased globally, drinks makers faced with depleted aged stock are having to move away from age statements as an indicator of quality.

# INTRODUCING THE MACALLAN 1824 SERIES



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Experimentation with wood and no-age statement liquids are at the centre of current innovation.

Rather than un-aged, a no-age statement whisky means that the length of time the whisky has been aged for is not revealed. These whiskies shift the focus to a specific flavour profile or character, something which is much more understandable to new drinkers.

Talisker Storm launched last year, kick starting a wave of innovation. Hyped by Diageo as its “boldest whisky to date”. Made from liquids of different ages from both rejuvenated and refill casks the focus is on the distillery character.

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***“We’re seeing a lot more descriptive words on the bottles, not just numbers, but all of these flavours popping out that make it much more exciting and give the consumer a lot more guidance”***

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Laphroaig also added a no-aged line with Select. The liquid is selected from Laphroaig Quarter Cask, PX Cask, Laphroaig 10 Year Old and Triple Wood, which uses European oak casks. It has been finished with a final maturation in new American Oak casks.

Fellow Maxxium brand The Macallan launched not one, but four no-age statement liquids as part of its 1824 Series.

Each - Gold, Amber, Sienna and Ruby - focus on the brands’ signature oak sherry cask finish, with different colours and tastes

achieved by exploring the full range of stock available, rather than sticking to just one age.

“With the new whiskies coming to market, it’s becoming a lot more accessible and we’re pushing down the boundaries,” says Bell. “So we’re seeing a lot more descriptive words on the bottles, not just numbers, but all of these flavours popping out that make it much more exciting and give the consumer a lot more guidance.

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***“Just as craft brewing has helped cask ale shed the rather unfair image of being for those in cardigans and advancing years, sleek packaging designs and experimental liquids are helping malts to appeal to a new customer base”***

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“There’s a nod to tradition with everything we’re doing, but we really are entering the modern age of whisky. Everything at the moment is about dispelling myths and opening up the category.”

## **Mixed Messages**

Cocktail serves – from a simple whisky and ginger to a more complex Old Fashioned – are helping to pull people in, says Sarah Harding, Glenfiddich senior brand manager. The final of its Malt Mastermind cocktail competition, which encourages cocktail experimentation, took place in November.

“Bartenders are exploring whisky more and taking time to choose expressions and brands that complement other ingredients perfectly to create simple, neat serves that accentuate the whisky’s profile,” she says. “But for consumers who are unsure of how to drink whisky, it is important to present a clear offering of long drinks and cocktails.

## Making Malts Work

Accessibility it seems is still a stumbling block. So what else can you do to prevent expensive stock from sitting on your top shelf, gathering dust, and waiting for an impulse, end of the evening order? Bell recommends organising your menu not by ages or locations such as Speyside, but flavour descriptors. “I think that will make it more appealing and more understandable,” she says. “Help consumers translate it, otherwise they see too many names and numbers and think ‘I’ll order a glass of wine instead’.”

Malts may be leading the field at the moment, but it is facing a challenger for the whisky pound, one that illustrates the potential of the whole category. With the backing of Golden Balls himself, and packaged in a square blue glass bottle that looks more like an aftershave than a drink, David Beckham’s Haig Club single grain whisky is gearing up to win over even more new drinkers to the world of whisky.

The future’s bright, the future’s Golden.



### Claire Dodd’s Top 10 Must Stock Malts

#### Laphroig 10 YO

This peat monster of a brand doesn’t hold back. Beyond the burst of smoke, there’s layers of toffeed nuts and cream, vanilla notes to enjoy. A good gateway to some of the more intense Laphroig offerings.

#### Glenfiddich 12 YO

It’s one of the best-selling malts on the planet for a reason. Matured in US bourbon barrels and Spanish sherry oak casks, it scores points for being accessible without holding back on flavour.

#### Glenmorangie 10 YO

This ten-year-old single malt gets a sweetness from aging in a range of ex-bourbon casks. The finished dram is mellow, creamy and perfect for those just starting to explore malts.

#### Highland Park 12 YO

Don’t be fooled by the delicate nose, this is one intensely smoky Scotch. Its thick and complex flavours linger, releasing a hint of honey on the finish.

#### Talisker Storm

One of Diageo’s first forays into no-age statement Scotch, it’s had a warm reception from drinkers and critics. Mellow, but spicy with a cloying smokiness and a long, sweet finish; there’s a lot going on here.

#### Balvenie 14 Year Old Caribbean Cask

Wood is the other fertile area of experimentation alongside no-age statements. This whisky has been matured for 14 years in traditional oak casks before being transferred to Caribbean rum casks.

#### Lagavulin 16 YO

Whether a smoke or vanilla lover, you can’t go wrong with this classic. Yes, it packs a big peaty punch, but it’s still smooth and approachable.

#### The Glenlivet 18 YO

It’s the second best-selling single malt Scotch in the world, and a multi- IWSC award winner. Made using American and European Oak, first and second fill, it has spice and slight tropical fruit notes.

#### The Macallan Sienna - 1824 Series

The third darkest expression in Macallan’s no-age statement range, sherry matured 1824 Series, it offers a more intense experience than its lighter coloured counter parts. Expect orange peel, giving way to dried fruits and winter spices.

#### Dalmore 12 YO

A signature dram from Dalmore, this whisky is initially matured for nine years in American white oak ex-bourbon casks, with half then maturing in bourbon barrels, and the rest in 30 year old Matusalem Oloroso sherry casks.



# United Tastes of America

## US Whiskey

**Honey has never tasted so sweet for the American whiskey industry - and there are pots of growth at the premium end too, finds Lucy Britner**

Innovation at the premium end of the US Whiskey market has piqued the interest and imagination of bartenders and consumers alike, while the introduction of flavoured versions has attracted new drinkers to the category - honey has certainly not shrunk the profits!

CGA Strategy's senior account manager Matt Crompton says "Although in volume decline in GB pubs, there are still plenty of pockets of growth within the American whiskey category.

"The category decline is driven by standard brands yet premium varietals are actually in year on year volume growth (+11%). Flavoured variants have also proved very successful over the past year with innovation in the category rife. Honey, cinnamon and cherry flavours have all launched and this type of NPD has managed to bring new consumers into the category."

2013 saw the launch of Jack Daniel's Tennessee Honey and since then, it has grown to be worth £22.4m in the ontrade, according to distributor Brown-Forman. At the premium end of the scale, Jack Daniel's Single Barrel has seen value sales growth of 63%.

### Do Us A Flavour

Brown-Forman's UK trade marketing manager, Crispin Stephens, believes flavour innovation has drawn new people to the category: "With whiskey traditionally viewed as a spirit for an older audience

and seen as less accessible than white spirits, the introduction of new brand extensions, such as Jack Daniel's Tennessee Honey has successfully drawn non-whiskey drinkers into the fold and broadened the category appeal."

Janice McIntosh Maxxium's UK marketing controller for Jim Beam, agrees. Beam was first off the starting blocks with the cherry flavoured Red Stag in 2011 and since then it has launched Jim Beam Honey and Jim Beam Maple. "These flavoured bourbons are versatile, giving operators flexibility when serving classic drinks and allowing them to create a unique twist," adds McIntosh.

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*"With whiskey traditionally viewed as a spirit for an older audience the introduction of new brand extensions, such as Jack Daniel's Tennessee Honey has successfully drawn non-whiskey drinkers into the fold"*

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### Whiskey in The Bar

Behind the bar, specialist operators at The Whiskey Jar in Manchester and The Woods Bar in Bristol have also found that flavours appeal to non-whiskey drinkers. The Woods Bar manager James Hall says flavours bridge the gap between non-whiskey drinkers and whiskey fans. He rates Red Stag and also Evan Williams Cherry Reserve - just a couple of his 50-strong line-up of American whiskies.

Up in Manchester, The Whiskey Jar stocks between 30 and 50 American whiskies. The pub's AGM, Mikey Alker, says flavours have

# JACK DANIEL'S

The Family



- Voted Best Whiskey Brand of the Year in the 2014 Publican's Choice Awards
  - 70% of American Whiskies sold are from the Jack Daniel's Family\*
- Jack Daniel's Tennessee Honey is the No.1 spirits launch over the last 5 years
  - Trade up to Gentleman Jack growing + 44% volume\*\*

## WELCOME TO THE FAMILY.



Enjoy those family moments responsibly with Jack Daniel's. for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

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\*CGA Data MAT Value to 19.414 \*\*KMP Report - CGA Data 16.8.14



become more popular both in shots and as a cocktail ingredient. "They're easy to mix," he says.

Flavours can be used to add an extra dimension to the classics, or they can inspire completely new creations.

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***"Food menus throughout the trade now feature a plethora of burgers, dogs and ribs, and this has helped push American whiskey into the spotlight"***

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When it comes to cocktails, the Mad Men appeal hasn't waned and The Wood's Bar's Hall says he sells approximately 30 Old Fashioneds a week. They range between £7.50 and £14.50, depending on the whiskey and the house pour is Buffalo Trace - which flows out of the building at a rate of 12 bottles a week.

In Manchester, the Old Fashioned is also the most popular cocktail and Wild Turkey 81 is the house pour, averaging 20 bottles of week. Alker also makes his own raisin-infused whiskey, using Wild Turkey 101.

This trend hasn't gone unnoticed in the Hi-Spirits camp. Managing director Dan Bolton says there's "far more to the category" than the sweet flavours on offer. "A lot of bars are making their own flavoured whiskey by infusing the unaged Buffalo Trace White Dog spirit with their own flavours. We've seen dark fruits, herbs and chestnuts among many others. . ."

## Good With Food

The rise of American food has also helped the category, according to CGA's Crompton. "Food menus throughout the trade now feature a plethora of burgers, dogs and ribs, and this has helped push American whiskey into the spotlight in many food-led outlets," he says.

In the vanguard of this American Revolution is Big Easy in Covent Garden. The bar offers an array of American whiskeys including Benchmark, Buffalo Trace, Eagle Rare Single Barrel, Elmer T Lee Single Barrel and W L Weller Wheated Bourbon. By operating a cash rather than a percentage margin, Big Easy has kept its whiskey prices at a reasonable level.

Lee Potter Cavanagh of Big Easy owner, Corrett restaurants, says: "When whiskeys are affordably priced, customers are far more willing to experiment within the category and try different varieties."

In Bristol, The Woods Bar sells a 2010 bottling of George T Stag at £12.50 a 25ml shot and manager Hall says although they "don't really make any money on it, it's a good thing to have".

At The Whiskey Jar, Jack Daniel's Single Barrel is among the popular top-end tipples. The barrels mature in the upper reaches of the barrel houses, where the climate is more intense, and the whiskey is bottled, as the name suggests, by the individual barrel. "Served with ice, Jack Daniel's Single Barrel is the perfect whiskey for premium outlets and five-star hotel bars looking to target whiskey aficionados," adds Brown-Forman's Stephens.

## Straight Up in the Pub

But you don't need to be a specialist to cash in on the cachet of American whiskey. The Orange Tree in Nottingham runs a monthly Bourbon and Blues night and Sophia Kyriacou and her team introduced a Bourbon Smash (mint, sugar syrup, bourbon and lemon juice) at £3.95 for the evening. "We sold between 50 and 60 in that one evening and approximately 150 people came to the event," says Kyriacou.

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***"Flavours have become more popular both in shots and as a cocktail ingredient. They're easy to mix and can be used to add an extra dimension to the classics, or inspire completely new creations"***

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The city pub stocks around ten American whiskeys, including Jim Beam Maple and Jack Daniel's Tennessee Honey. Jack Daniel's, Buffalo Trace and Bulleit are among the house favourites, though personally Kyriacou is a big fan of Wild Turkey 101. "American whiskey has become more popular and we are seeing more and more exciting products coming to the UK."

The Old Fashioned is a popular tippie here, too. It's a fashionable drink at the moment, but it's also a simple cocktail and I think it's helping to bring people around to the idea of drinking American whiskey neat."



**Old Fashioned**

*50 ml Whiskey  
(Bourbon, Rye,  
Tennessee)  
2-3 drops bitters  
(Angostura,  
Peychaud's, Bittermen)  
1 tsp sugar syrup -  
gomme, or make your  
own with brown sugar.  
1 maraschino cherry, 1  
slice of orange peel, Ice.*

**Glass: old fashioned**

*Rub the orange peel around the inside of the glass  
Combine the syrup, bitters, cherry and orange peel.  
Gently press the orange peel to release the citrus oils.  
Add the whiskey and stir.  
Add ice cubes and stir again.  
Garnish with orange or lemon peel.*

*This classic cocktail was given a new lease of life by the TV series Mad Men, & is now the best seller in many bars. There are many versions, and everyone has their preferred method, but you use quality ingredients and you won't go far wrong*

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\*Source: CGA 06.09.14

**drinkaware.co.uk**  
for the facts

Maxxium UK Ltd, Maxxium House,  
Castle Business Park, Stirling, FK9 4RT  
Tel: 01786 430500



# American Whiskey List



## Blanton's Bourbon 46.5%

The first single-barrel Bourbon ever marketed; full and soft with an amber colour and rich, perfumed aromas and flavours of spicy dried citrus peel, caramel, burnt sugar and hone.

Top Selection 020 7499 4440 [www.blantonsbourbon.com](http://www.blantonsbourbon.com)

## Buffalo Trace Bourbon 40%

Hand-crafted using the finest Kentucky and Indiana corn, selected rye and superior malted barley, it is aged in new oak barrels for at least 8 years; small batches are then selected from the premier ageing slots for each production. Also look out for the Experimental Collection and White Dog, a complex, white corn whiskey with outstanding taste and smoothness

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 & smooth, not hot in the throat. This award winning 80 proof Kentucky bourbon delivers a wonderfully complex taste with hints of vanilla & honey & a long smoky finish

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 40-50%

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 & rich fruit flavour. Yellow Label is easily available, while the Small Batch (45%) is rarer, since only four casks are used for each release. The Single Barrel (50%) is a masterpiece, smooth as silk, sweet, rich and spicy.

Spirit Cartel 020 7609 4711 [www.fourroses.us](http://www.fourroses.us)

## Gentleman Jack Tennessee 40%

Jack Daniel's sophisticated older brother, Gentleman Jack receives an additional "blessing" when it is Charcoal Mellowed again after reaching maturity - making it the only whiskey in the world to be Charcoal Mellowed twice - giving it ultimate smoothness. Gentleman Jack is full-bodied with fruit and spices, and its finish is silky, warm, and pleasant

BBFB 01962 762 100 [www.jackdaniels.com](http://www.jackdaniels.com)

## George T Stag Bourbon varies%

A connoisseur's delight with a cult reputation, this limited production uncut and unfiltered bourbon has outstanding character, depth and intensity.

Hi Spirits 01932 252100 [www.buffalotrace.com](http://www.buffalotrace.com)

## Jack Daniel's No 7 Tennessee 40%

From the oldest distillery in America, Jack Daniel's is the UK's No 1 imported Whiskey. Produced in Lynchburg, Tennessee since 1866 using a charcoal mellowing process.

BBFB 01962 762 100 [www.jackdaniels.com](http://www.jackdaniels.com)

## Jack Daniel's Tennessee Honey Tennessee 35%

A finely crafted honey liqueur blended with Jack Daniel's Tennessee Whiskey for a taste that's one-of-a-kind and unmistakably Jack. An instant hit with consumers, this has been the biggest spirits launch over the last 5 years.

BBFB 01962 762 100 [www.jackdaniels.com](http://www.jackdaniels.com)

**Jack Daniel's Single Barrel Tennessee 40%**

The ultimate super premium American Whiskey. Single Barrel is matured in the highest reaches of the Lynchburg barrelhouse where the dramatic changes in temperature cause its colour and taste to deepen further. Each barrel is hand selected for its robust taste and notes of toasted oak, vanilla, and caramel.

BBFB 01962 762 100

[www.jackdaniels.com](http://www.jackdaniels.com)**Jim Beam Black Bourbon 43%**

Jim Beam Black is aged for 8 years, and bottled at 86 proof producing a refined bourbon of truly distinctive character - a smooth sipping whiskey with elegant toffee and vanilla notes. The bottle and label were redesigned in 2010 to reinforce the quality and premium credentials of the brand

Maxxium UK 01786 430500

[www.jimbeam.com](http://www.jimbeam.com)**Jim Beam Devil's Cut Bourbon 45%**

Devil's Cut bourbon plays on the notion of 'angel's share'. Jim Beam's distillers have developed a technique to extract the bourbon or 'devil's cut' trapped in the barrel and lost to evaporation during ageing. The liquid, which takes on the natural elements of the wood, is added to an extra-mature bourbon and bottled at 90 proof, resulting in a deep bold bourbon, both in taste and colour.

Maxxium UK 01786 430500

[www.jimbeam.com](http://www.jimbeam.com)**Jim Beam Honey Bourbon 35%**

The UK's first-ever honey infused bourbon and it contains all the pride of the Beam family's 200-year history. Jim Beam bourbon, infused with real golden honey, gives a smooth new chapter in the Jim Beam legend, with rich notes of caramel, oak and vanilla and a warm finish of sweet honey.

Maxxium UK 01786 430500

[www.jimbeam.com](http://www.jimbeam.com)**Jim Beam Maple Bourbon 35%**

Made with four year old Jim Beam bourbon whiskey and slowly infused with maple to produce a balance of sweet warm maple and bourbon.

Maxxium UK 01786 430500

[www.jimbeam.com](http://www.jimbeam.com)**Jim Beam Red Stag Bourbon 40%**

Jim Beam bourbon whiskey infused with natural black cherry flavours to create an incredibly accessible and differentiated product, designed to introduce younger drinkers to the category

Maxxium UK 01786 430500

[www.jimbeam.com](http://www.jimbeam.com)**Jim Beam Signature Bourbon 40%**

This 12 Year old hand crafted bourbon is made from the finest ingredients available to Jim Beam's master distillers, and carries notes of caramel, deep vanilla and oak. Never compromised, this spirit should be savoured neat or on the rocks.

Maxxium UK 01786 430500

[www.jimbeam.com](http://www.jimbeam.com)**Jim Beam White Bourbon 40%**

Distilled today by Jim Beam's descendants to the original formula and with the same commitment to quality since 1795. The youngest member of the Jim Beam family, it's the world's number one bourbon and its sweet and spicy taste makes it a great mixer.

Maxxium UK 01786 430500

[www.jimbeam.com](http://www.jimbeam.com)**Knob Creek Bourbon 50%**

Bottled at 100 proof as all good bourbons were a century ago, and aged nine years in wood, giving it the distinction of being aged the longest of the Small Batch Bourbons. Awarded Bourbon of the year in its class in the 2011 Whisky Bible

Maxxium UK 01786 430500

[www.smallbatch.com](http://www.smallbatch.com)**Maker's Mark Bourbon 45%**

Spicy with hints of butterscotch & vanilla, this small batch bourbon is produced using yellow corn and winter wheat as opposed to traditional rye. The casks are aged for a minimum of 6 years and each bottle is individually hand dipped in wax.

Maxxium UK 01786 430500

[www.makersmark.com](http://www.makersmark.com)**Sazerac Rye 45%**

From the award winning Buffalo Trace Distillery, Sazerac Kentucky Straight Rye Whiskey is a powerful spirit, despite its mellow colour. The aromas of caramel and vanilla take the edge off the strength but this is not a whisky for beginners.

Hi Spirits 01932 252100

[www.sazerac.com](http://www.sazerac.com)**Tin Cup Bourbon 40%**

American Whiskey from Denver, Colorado. Made using a blend of rye, corn & malt, this is a bold & spicy bourbon aged in American white oak casks & cut with pure Rocky Mountain water.

Proximo UK 020 7489 6410

[www.tincupwhiskey.com](http://www.tincupwhiskey.com)**Wild Turkey 101 Bourbon 50.5%**

A blend of 4, 6 & 8 year old bourbons, distilled at a lower proof than competitors and bottled at 101 proof meaning it has less water added, giving a fuller, purer bourbon taste.

Catalyst Brands 0844 822 3908

[www.wildturkeybourbon.com](http://www.wildturkeybourbon.com)**Woodford Double Oaked Bourbon 45.2%**

A small batch, twice-matured Bourbon. Uniquely matured in separate, charred oak barrels - the second barrel deeply toasted for a soft, sweet oak character.

BBFB 01962 762200

[www.woodfordreserve.com](http://www.woodfordreserve.com)**Woodford Reserve Bourbon 43.2%**

A hand crafted, small batch bourbon, from the oldest of ten working distilleries in Kentucky. The only bourbon triple distilled in copper pot stills, the time-honoured method of production.

BBFB 01962 762200

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



# Liqueur Loving

## Something Special

**Tom Sandham and Ben McFarland are the Thinking Drinkers. Lately they've been drinking, and thinking about liqueurs, and how licensees can lick them into shape**

Some may dismiss it as an overly nostalgic pang for the sepia-tinted days of yesteryear (while others may suggest it's an unnecessarily abstract opening line to an article such as this) but there was a time, not that long ago, when we had more err...time.

Back in the good old days, days were more compartmentalised, they were divided more distinctly between work and leisure, bookended with a certain starting point and a clear-cut clocking off time - even if you were President of the United States.

During the 1930s and 40s, American president Franklin D Roosevelt would dedicate an hour each day to making Martinis at five o'clock. If Barack Obama did that now, he'd be marched out of the White House before he'd even garnished it with an olive.

As business communication has become more instant and international, and as email has 'enabled' us to be in touch at all times, work and play have been blended together. We're having to make time as, these days, it doesn't appear naturally.

Alas, our leisure time has shrivelled like a crisp packet in a roaring pub fire and one of the most depressing consequences of this has been the undeniable decline of the aperitif and the digestif - two classic imbibing occasions that, sadly and shamefully, no longer regularly enrich our modern lives.

## A Missed Opportunity

The sad plight of the post and pre-prandial drink is one that should concern licensees up and down the land. For both occasions offer on-trade outlets ample opportunity to add value to their bottom line at a time when stretching margin and spend-per-head is crucial.

"There are so many restaurants and food-focussed pubs missing a trick by not offering diners an aperitif before their food," said Alex Kammerling, owner and director of Kamm & Sons, a British aperitif endowed with 45 ingredients including Echinacea, ginseng and fennel seed.

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***"Did you know that Campari originally got its striking red colour from crushed cochineal insects? Or that Chartreuse was used by local farmers to cure flatulence in cows?"***

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"By their very nature, bitter aperitifs stimulate the palate and encourage the diner to order generously. Aperitif's can often be a smaller sized palate-livener which not only adds several pounds to the per-head spend but also encourages a larger food order."

Stuart Ekins, director of Cask Liquid Marketing, a London-based drinks agency specialising in bespoke spirits and liqueurs, added: "If you are a pub where people sit down to eat and have a coffee then you should be offering diners a digestif - it's an excellent way of increasing revenue that's easy, doesn't cost much money and, as it's likely to be the last thing the customer will order, it leaves them feeling as if they've had an enhanced experience."

## Make it Special

Given that the lifeblood of both the aperitif and the digestif are liqueurs and speciality spirits, there's never been a better time to breathe life back into that section of the back bar which, traditionally, only comes into its own at Christmas.

According to the recent market report compiled by William Grant & Sons (formerly First Drinks), demand for liqueurs, cream liqueurs and speciality spirits are on the rise as consumers take more risks with regards to their drinking repertoire.

Liqueurs and specialities is the second largest spirits category in the UK on-trade, worth £1.2bn. In the 12 months to April 2014, non-cream liqueurs commanded a 12.7 value share (an increase of 3.7%) of the UK On-trade spirit market and represented a 12.6% chunk of volume sales in pubs, bars and restaurants. Cream liqueurs, meanwhile, enjoyed a 14% increase in volume sales.

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***“There are so many restaurants and food-focussed pubs missing a trick by not offering diners an aperitif before their food”***

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Liqueurs and specialty brands has expanded by £202m in the last two years during which time there's been significant investment in existing brands and impressive innovation in the category - with three dozen new brands being unleashed onto the market.

In 2013, Bacardi Brown-Forman blew the dust off the lid of the category by buying St Germain elderflower liqueur for a fee believed to be around the \$100million mark while, this summer, William Grant & Sons paid £100m for Drambuie.

## Secs Appeal

What's more, one only has to look at the success of Aperol to realise that pubs can benefit from broadening their back bar horizons.

Classic names are making a comeback too. Whether its Chartreuse or Dubonnet, Campari or Grand Marnier, there are several liqueurs and speciality spirits that are now gently reminding drinkers why they're so deserving of distinction.

Not only do they play crucial cameo roles in classic cocktails such as the Rusty Nail, the Cosmopolitan or the Negroni, they can also add an extra and oh-so simple dimension to your pub's drinks menu.

## Simply Delicious

“It doesn't have to be difficult. There's a French cocktail called the Cardinal which is just cassis added to red wine over ice,” said Stuart Ekins, who looks after the Merlet range of liqueurs. “It's incredibly simple but absolutely delicious and distinguishes your pub or bar from others.

“Liqueurs work well in punches and mulled drinks or just with lime and soda water” added Stuart. “We can work with individual outlets to design bespoke drinks that suit their customers.”

## Telling Tales

But, as with all attempts to upsell, bartender/publican recommendation is crucial if customers are to be coaxed into trying new things. According to William Grant's 2014 market report, 77% of consumers would welcome bartender recommendation - a particularly powerful weapon when it comes to liqueurs and speciality spirits - as there are some superb stories behind these classic drinks.

Did you know, for example, that Campari originally got its striking red colour from crushed cochineal insects (not any longer)? Or that Burnley Miners' Club drinks more Benedictine than any other pub/bar in the world? Or that Hunter S Thompson, Jon Bon Jovi, Charles de Gaulle were all avid imbibers of Chartreuse - a drink also used by local farmers to cure flatulence in cows? Well, you do now.

## Not Just For Christmas

As modern drinkers become less monogamous and more adventurous, the pub represents the ideal place for promiscuity and, heaven knows, chastity is particularly cheap in the land of liqueurs, even the celibate monks that distilled and created some of the earliest examples will tell you that (assuming they're not the silent ones of course).

It's time, ladies and gentlemen please, to take a stand against err... time and re-invigorate the aperitif and digestif (those most discerning and distinguished of drinking rituals). It's time to love liqueurs a little more and make speciality spirits feel more special. After all, these delightful drinks are for living life...and not just for Christmas.

Tom Sandham and Ben McFarland are the Thinking Drinkers.

Visit them at [www.thinkingdrinkers.com](http://www.thinkingdrinkers.com) It'll change your life





## Still Waiting

### Boutique Distillery-Bars

**Artisan butchers, craft bakers, boutique candlestick makers...and small batch distillers, all riding the same wave of success as microbrewers. So, Ted Bruning asks "Where are all the boutique distillery-bars?"**

By this stage in the microbrewing revolution brewpubs were commonplace: any old outhouse (even an outside loo) would accommodate a five-barrel plant; and with most of the on-trade still denied to microbrewers by the tie, having a pub of your own made perfect business sense. Surely, therefore a distillery-bar is equally desirable.

But here we are, 25 years after the first Somerset Royal cider brandy flowed from the stills at Burrow Hill, yet at time of writing there are still only two true bar-distilleries in the whole country, both in London; and one of them only opened last summer. There must be something holding back the emergence in large numbers of what ought to be the Next Big Thing – so whatever can it be?

Perhaps it's the maths. A well-engineered gin still is at least twice as expensive as a good-quality five-barrel brewery: more than £50,000 compared to maybe £25,000. It needs ancillaries, too: for instance, a decent bottling line (because you really can't serve gin

on draught) complete with bottles and fancy labels, all of which (unlike casks and pump-clips) are thrown away after a single use. Then there's location. Ale fans will travel for miles to a brewpub with a good reputation; but for a distillery bar location – usually somewhere where the rents have already gone through the roof and are reaching for the stars – is critically important. And while you can fit out a brewpub with any old tat – the scruffier the better, for some – a gin-joint has to be chic, and even shabby chic doesn't come cheap.

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*"While you can fit out a brewpub with any old tat – the scruffier the better, for some – a gin-joint has to be chic, and even shabby chic doesn't come cheap"*

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### City of London Distillery

And all this investment has to be recouped from the takings of what is, after all, only a bar. It clearly works for brewpubs, many of which are only marginally involved in wholesaling; but it would have to be a pretty special bar that could repay the entire investment required to set up a distillery.

But that's what the first of our two trail-blazers, the City of London Distillery in Bride Lane off Fleet Street, which opened in November 2012, sets out to do.

CoLD is as well-located as it could possibly be. The retro-style bar is a popular lunchtime and early evening venue in exactly the right part of town for that sort of thing, and is also a unique corporate hire – there aren't many functions suites, however upscale, where your guests get to take away souvenir bottles of bespoke gin, or where your company can order 200-bottle batches of unique private-label spirit. And then there are the various grades of distillery tours ranging from £10 for a simple poke around to £125 for the Gin Lab Experience which have, at time of writing, garnered 68 TripAdvisor reviews, 52 of them "excellent". It's not that CoLD owner Jonathan Clark doesn't want people to buy his gin at £32.50 a pop from his online shop; and indeed it is available in some branches of Waitrose. But the core of the business is the site itself.

## Bow Wharf Bar

Like CoLD, the Bow Wharf Bar, which opened last August in a Victorian factory building on the Regent's Canal in Hackney, has its gleaming copper stills on display behind glass screens. And as at CoLD, the Holstein stills were installed by former Chase master distiller Jamie Baxter, now working for Exigo Brewing & Distilling of Leicester. That's where the similarities end, though, for the Bow Wharf Bar, to be blunt, is a cash-cow for a much bigger venture.

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*"A bar intended for a sophisticated and affluent clientele would work in a district of restaurants, theatres, and good hotels, but would be an instant failure in a district favoured by binge-drinking clubbers"*

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The bar isn't anything like large enough and its clientele nothing like rich enough to account for a significant proportion of its gin output. This is a distillery with a bar rather than a bar with a distillery; but with an investment of around £500,000 so far, the bar has generated critical cash-flow while the East London Liquor Company's other main activities – importing, maturing, and bottling single-estate rums from Guyana and malt whiskies from California, and distilling its own whiskey – gather momentum.

"Within eight weeks of opening we'd sold 6-7,000 bottles of gin and vodka, and half of our sales were over the bar," says owner Alex Wolpert. "But the bar's share of sales will diminish as other channels develop."

So Britain's first distillery-bars are not only very different from brewpubs: they're also very different from each other. But will they come to play as important part in the future of craft distilling as brewpubs have done in microbrewing?

Clark, who originally planned a small chain of distillery-bars in other big cities but has now shelved the idea, is frankly sceptical.

"I was going to put a microbrewery on the site, but I saw this idea in the States and really thought it was more original and interesting," he says. "It's a hard business, though. It would be easy to invest a lot of money and lose it."

Location, he stresses, is the key; and a site's suitability would have to be judged not just by its prominence but more by the established local custom. A bar intended for a sophisticated and affluent clientele would work in a district of restaurants, theatres, and good hotels, but would be an instant failure in a district favoured by binge-drinking clubbers.

Wolpert is more confident that we will see more distillery-bars in future, but agrees with Clark that the scale of the investment means it's not to be undertaken lightly.

"The decision to make that kind of investment will always have to be very site-specific," he says. "And there will generally have to be a diverse marketing strategy that doesn't depend entirely on the bar – after all, it's no good installing £350,000-worth of distilling equipment if all you're going to do is sell beer!"

So, perhaps more Cheltenham or Chester than Minehead or Middlesbrough. And definitely something for an entrepreneur with very detailed local knowledge. But, says Wolpert: "As a business model – yes, I think it's got legs."





## Cocktail Shakers, Money Makers

### Mixed Messages

**John Porter get's all mixed up with the movers, shakers and cocktail makers that are creating a stir in pubs and bars**

Not all mojitos are created equal, it seems. While the classic rum and mint concoction remains the on-trade's favourite cocktail, research by CGA shows that female customers and younger customers, both important drivers of cocktail sales, are increasingly looking for alternatives, with cocktail mainstays such as the Pina Colada, Woo Woo and Sex on the Beach in growth as cocktails find their way onto the menu in more mainstream venues.

*“Cocktails are a USP for the on-trade because consumers don't keep a fully stocked bar at home, and don't necessarily have the skills to make a good cocktail themselves”*

The number of on-trade outlets serving cocktails is on the increase as pubs and bars work harder to persuade customers that an evening out offers better prospects than staying in. CGA reports that on-trade cocktail sales have grown by more than 10% over the last two years, with 22% of venues now serving them. While bars and food-led pubs are most likely to serve cocktails, around half of wet-led pubs now have a cocktail offer.

**Other findings from CGA's 2014 Mixed Drinks Report include:**

- ▶ Among 18-35 year olds, cocktails are becoming a drink for all on - trade occasions, with consumers increasingly choosing to drink cocktails throughout the night, rather than just to start a 'big night out';
- ▶ The proportion of under-35s who have bought a cocktail in the previous week grew from 36% in 2013 to 43% in 2014;
- ▶ Bombs and pitchers are especially popular - 74% of 18 to 24 year-olds have bought a bomb drink, while 88% order pitchers;

With these higher levels of competition, quality and innovation are increasingly important as differentiators between operators. Managed pub and bar group TCG launched a cocktail menu across 50 of its mainstream venues in December 2013, and has continued to see sales grow as the range has been refreshed.

Commercial director Nick Francis says: “While there has clearly been a big increase in the number of pubs and bars serving cocktails, there hasn't been anything like the same increase in the number that are doing it well. Cocktails are a USP for the on-trade because consumers don't keep a fully stocked bar at home, and don't necessarily have the skills to make a good cocktail themselves.

“However, if a venue serves poorly - made cocktails, offers unfamiliar or generic spirits, or keeps customers waiting at busy times as poorly-trained staff struggle to keep up with demand, then they’ve lost the advantage.

“We’re seeing our cocktail sales grow ahead of the market by putting the focus on ensuring that all our venues are the best place to enjoy a great cocktail in their local market.

“In high footfall, busy town centre venues we have a range of cocktails that can be made quickly and simply, where appropriate using high quality pre-mix products such as the Funkin range. In our quality venues, such as the Henry’s Café Bar outlets, we offer more complex cocktails, made from scratch and featuring premium spirits brands.

“The most important thing is that you deliver a quality experience, with a range tailored to the style of venue and the skills of well-trained staff.”

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***“The most important thing is that you deliver a quality experience, with a range tailored to the style of venue and the skills of well-trained staff”***

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The TCG menu includes classics such as Mojitos, Martinis - including a Porn Star Martini - and the Cosmopolitan, as well as more unusual drinks such as the Pickleback - a shot of bourbon or whisky accompanied by a shot of pickle juice - and an experimental section including the Lightning Bolt - a spoon of popping candy followed by a shot of Oddka Electricity.

The TCG owned Bar 38 in Gunwharf Quays, Portsmouth, can serve more than 7000 cocktails a week at its busiest time.

General manager Dale Clark says: “We operate in a competitive environment, alongside a number of bars offering cocktails. The new drinks, that nobody else locally is offering, give us standout and appeal to groups of customers wanting to try something new.”

## **Cocktails and Ales**

Away from town centres, pubs need to work even harder. At the Victoria Inn in Salcombe, Devon, St Austell Brewery tenants and 2013 Bill Licensee of the Year regional winners Tim and Liz Hore have been focusing on building a cocktail trade alongside the pub’s established reputation for cask ale and wine.

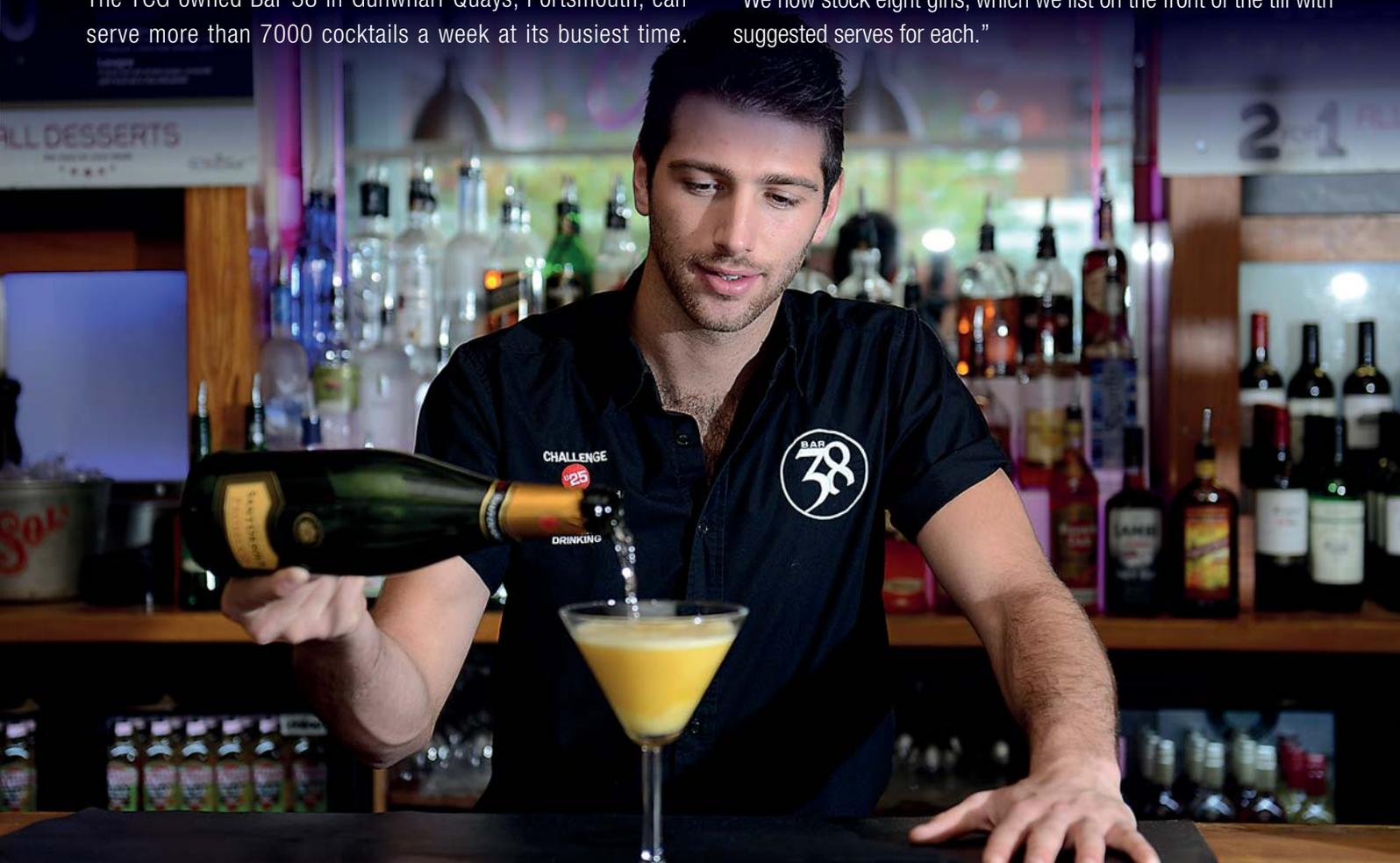
Getting the range right is, concedes Tim, a matter of trial and error. “In summer 2013, we offered a mojito, which was very popular, but it’s a complicated serve and took too much time to make during busy trading periods.”

Located in a popular holiday and sailing destination, the Victoria attracts a mix of seasonal trade through the summer and local customers all year round. “In a small bar with customers waiting, you don’t always want to be worrying about shaking drinks or crushing ice,” says Tim. With the mojito off the menu, “we’ve focused on cocktails that are relatively quick and simple to make, but which still offer customers a great experience.”

## **Inn with Gin**

The pub’s best sellers now include the Sloe Boat, a mix of sloe gin and Prosecco, and the Gin Fizz, made with gin and an alcoholic elderflower liqueur, topped up with soda water. Putting a focus on gin has helped the pub’s cocktail offer stand out.

“We now stock eight gins, which we list on the front of the till with suggested serves for each.”



Each serve is a variation on the classic gin & tonic, such as the addition of pink grapefruit to Tanqueray No. 10 and lemon and ginger to Williams Chase.

“What’s interesting is that the gins appeal to a broad range of customers, including some who would normally stick to a favourite gin but are keen to try the whole range when they see the list.”

The Victoria’s gin menu has proven so popular that it has now been appropriated by St Austell for other pubs.

## Italian Style

A recent addition that is also driving cocktail sales at the Victoria Inn is Italian liqueur Cuarenta Y Tres, distributed by Cellar Trends. “The brand’s sales representative came into the pub and gave us a cocktail recipe book and branded glasses,” says Tim. “That type of support is very effective.” The Hedonist, a combination of Cuarenta Y Tres with pineapple juice, is proving very popular.

*“The new drinks, that nobody else locally is offering, give us standout and appeal to groups of customers wanting to try something new”*

This reflects a definite Italian trend in the cocktail market. Hi-Spirits is promoting the Hanky Panky, made with Italian brands Fernet Branca liqueur and Punt Y Mes vermouth, along with Broker’s Gin.

James Mowatt, bar manager at the Rummer pub in Bristol, says: “Fernet Branca is a popular aperitif, however, we mainly serve it in cocktails, with the Hanky Panky one of the most popular drinks on our current menu.”

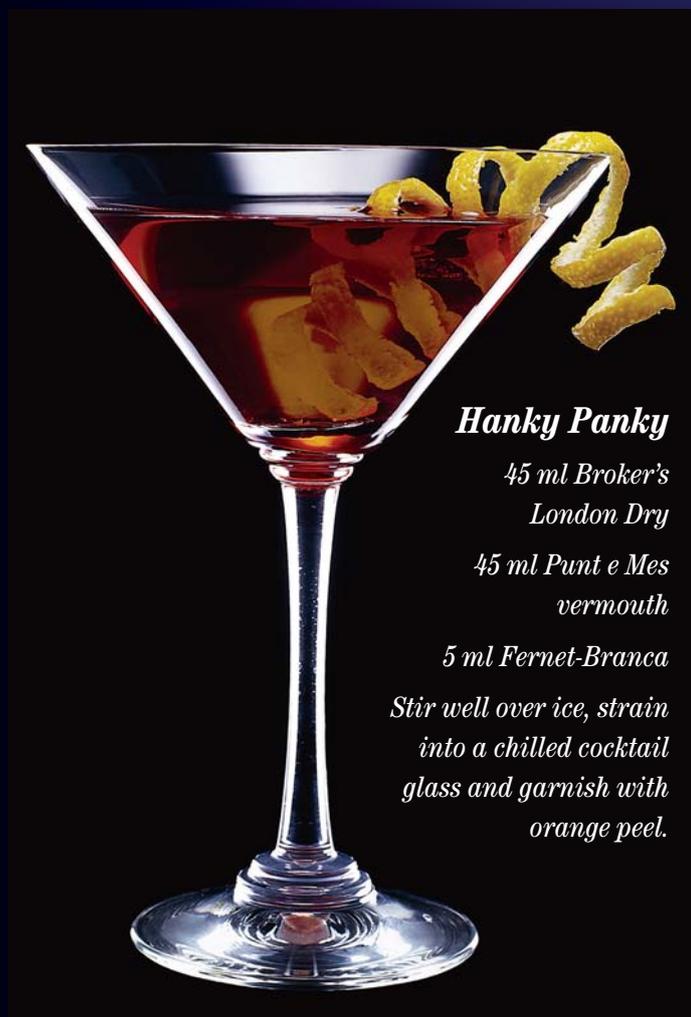
*“The signature Aperol Spritz is one of the lightest cocktails around, with an ABV of 7-8%, giving it an appeal to customers when ‘heavier’ drinks aren’t on the agenda”*

Owned by Gruppo Campari and distributed in the UK by Catalyst Brands, Italian liqueur Aperol has been making a splash in the UK on-trade thanks to a marketing push over the past couple of years. The signature Aperol Spritz is one of the lightest cocktails around, with an ABV of 7-8%, giving it an appeal to customers when ‘heavier’ drinks aren’t on the agenda.

## Vive la Revolution

The importance of staff support and training in building cocktail sales has been recognised by market leader Diageo, which launched its Spirits Revolution initiative, including Bar Academy training for on-trade venues, in Summer 2014.

Recognising that outlets which serve cocktails typically have higher spirits sales, the training includes a focus on promoting ‘finished’ cocktails and mixed drinks on menus and chalkboards as well as training bar staff to make cocktails.



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THERE'S JOY IN THE BLEND



# Give More, Get More

## Soft Options

**John Porter may be going soft, but he still expects to be given a better drink, and is prepared to pay more for the privilege**

These days, pub and bar customers expect a good deal more for their hard-earned pounds. And those outlets that give more are likely to get more of those pounds.

While the 'drink less, drink better' mantra everyone uses to encourage consumers to trade up to higher quality products is generally applied to alcohol, the shift to premium brands can also clearly be seen in the soft drinks category.

CGA Peach figures compiled for the 2014 edition of the Britvic Soft Drinks Review show that value sales are outperforming volumes across the soft drinks category. This reflects the trend for customers to pay more for better quality products, which is also being seen in the rise of craft beer and the revival of the cocktail culture.

As with these other categories, it is also clear that some types of pub and bar operator are better at realising the benefits of the premiumisation trend, while others are missing out on an opportunity to improve their venue's image - and their bottom line.

The Britvic Soft Drinks Review shows that soft drinks sales are worth £2.8bn to pubs, clubs and restaurants. Breaking that figure down shows:

- ▶ Soft drinks are the third largest on-trade category after beer and spirits;
- ▶ By value, £1.7bn of soft drinks are dispensed on draught, compared to £1.1bn in packaged formats;
- ▶ Managed pub chains lead the segment, increasing value sales by 2%;
- ▶ Late night venues have seen a slight decline on soft drinks sales, whilst wet led venues are static in terms of both value and volume;
- ▶ £1.4bn is spent on soft drinks in managed pubs, compared to £936m in independents, and £544m in leased and tenanted pubs;
- ▶ Food-led outlets have grown sales by 4% in value to reach more than £2bn;
- ▶ Carbonates remain the most popular type of soft drink, with a 77% share and value sales of more than £2.2bn. Cola has the largest share, with value sales of £1.2bn.
- ▶ Much of the trend towards premiumisation is driven by an increase in the number of adults looking for alternatives to alcohol on certain occasions.

# A BRITISH CLASSIC WITH A NEW LOOK

## A GREAT MIX



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### Sparkling Performers

Dave Turner, trade communications manager, at Coca-Cola Enterprises (CCE), says: "It remains hugely important for licensees to focus primarily on their core product ranges, including cola, lemonade and mixers, which are traditionally popular among consumers. However, they shouldn't forget about bringing some excitement to the category with limited editions and niche flavours."

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*"This reflects the trend for customers to pay more for better quality products, which is also being seen in the rise of craft beer and the revival of the cocktail culture"*

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Turner points to a 12% growth in sales of CCE's Appletiser brand, adding: "As well as offering great taste and refreshment, the growth of Appletiser can be partly attributed to the brand's premium credentials and the growth of the adult soft drinks sector". Aiming to offer increased choice and build on the growth of the brand, CCE has launched an Apple and Pomegranate Appletiser variant, which capitalises on the popularity of 'superfruit' juices.

While the appeal of such healthier ingredients in soft drinks is stronger in the off-trade than the on-trade, the increase in operators offering 'on-the-go' breakfast and lunch menus means that there is also an increase in the number of consumers looking for a choice of less indulgent drinks at these times of day.

### Not So Sweet Success

This trend is increasingly reflected in the NPD of the big players, with CCE launching Coca-Cola Life in 2014, made with a combination of sugar and lower calorie sweetener Stevia. The same trend is creating opportunities for new entrants, such as the ZEO brand, also made with Stevia.

Initially launched in 2013, the past year has seen ZEO expand with the addition of ZEO Berryz, a blueberry, raspberry and cranberry variant, which is sweeter than the existing citrus-based range.

Mark Young, CEO of ZEO, says: "Consumers want choice, so whether that's fruit juice, water, energy drinks or a healthier alternative, stocking a diverse range, including a variety of interesting flavours can really maximise soft drinks sales."

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*"Alcohol consumption has declined so it's the responsibility of the soft drinks market to respond to operators' calls for new ways to entice customers to 'buy soft'"*

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However, he makes the point that serving premium drinks requires a premium approach by operators: "The perfect serve does not just apply to alcoholic beverages - customers should feel valued no matter what they choose to drink and small touches, such as branded glassware, add to the on-trade experience, giving it a more premium feel."

## Unusual Suspects

Fruit juice brand Frobishers has a newly-launched on-trade campaign called the 'Unusual Suspects', which focuses on a range of five non-alcoholic long mixed drinks, or mocktails. The drinks are featured on a branded Frobishers mocktail menu, as well as recipe cards giving bar staff instructions on how to make each drink.

Steve Carter, Frobishers' sales and marketing director, says: "Operators tell us they want inspirational soft drinks and new products that create profit making opportunities, and in 2014 we fulfilled this brief with the launch of our cherry juice.

"Alcohol consumption has declined so it's the responsibility of the soft drinks market to respond to operators' calls for new ways to entice customers to 'buy soft'. Premium soft drinks may not be the usual suspects when it comes to increasing profits, but we believe that Frobishers can improve an operator's bottom line.

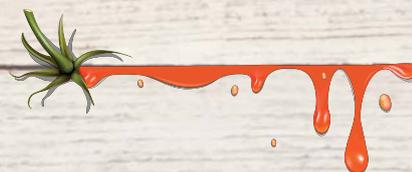
"Mocktails can command a higher price point than a single serving of premium juice. Frobishers recommends selling its mocktails for a minimum of £3 each which, with the addition of a few simple, low cost ingredients and garnishes could elevate the gross profit by over 40% per drink."

## Bottlegreen Cordial

The premium serve approach was also used by cordial and pressé brand Bottlegreen, which introduced infusion jars into the on-trade in the summer of 2014. The bar-mounted 4.5 litre traditional glass vessels enable licensees to create some theatre by serving Bottlegreen cordials mixed with still or sparkling water, or in cocktails, from the jar's tap.



# Pulp Fiction



Many juice drinks tease with tales of pure, unadulterated fruit, but the truth is they're vacuumed, vapourised and vamped to within an inch of their lives. Frobishers fruit juices, fruit smoothies and juice drinks are made from premium, ripe fruit that is simply squeezed, pressed and bottled. No concentrates. Nothing artificial. Just the honest character and goodness of the original fruit.



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### In The Mix

While those customers not drinking alcohol are undoubtedly grateful for an increased choice of interesting soft drinks, there's no escaping the fact that mixers are a substantial driver of sales within the category. Alongside the infusion jars, Bottlegreen promoted the Garden of Eden cocktail, which combines its flagship elderflower cordial with gin, lime and mint.

Overall, CGA recorded a rise in on-trade spirits sales of 5.1% in the year to April 19 2014, to £5.4bn, with soft drinks seeing the benefits of this increased consumer interest in cocktails and mixed spirit drinks.

Young at ZEO says: "While Zeo was primarily developed as a premium, low calorie soft drink for adults, many bartenders are also adopting it as a cocktail mixer because it provides a great base for both alcoholic and non-alcoholic, mixed drinks.

"Skinny cocktails are very much on-trend and bar staff are constantly on the look-out for new and innovative mixers to create low-calorie cocktails."

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*"The perfect serve does not just apply to alcoholic beverages - customers should feel valued no matter what they choose to drink and small touches, such as branded glassware, add to the on-trade experience, giving it a more premium feel"*

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Alongside Zeo, there are a number of other entrants to the premium soft drinks sector aiming to carve out a niche by emphasising this versatility in both standalone serves and mixed drinks, as well as the healthier credentials of more natural ingredients. These include Q-Cumber, a mix of cucumber essence and sparkling spring water, which suggests the G&Q as a twist on the classic gin and tonic



## Some Ting Special

Cott Beverages is also promoting the mixer potential of its Caribbean soft drinks brands Old Jamaica and Ting. Old Jamaica, which is the UK's best-selling ginger beer brand, is a refreshing drink on its own served with ice and a wedge of lime, but it also mixes particularly well with gin, vodka and rum - especially spiced.

Ting has helped to reinforce its versatility message in the on-trade market by launching the Ting Mixologist Awards, held at London cocktail bar Mahiki, which encouraged entrants to devise a new cocktail using Ting as a key ingredient. As simple long drinks, both the Rum and Ting, and the Paloma drink, a mix of Ting and tequila, are proving to be popular bar-calls.

## New Look for Old Favourites

Britvic's mixers and juices have been given a refreshing new look that emphasises its British heritage, an aspect that is increasingly important to today's consumer.

The mixers and juices category is worth £490m in value in the UK on-trade (CGA to 12.07.14) and Britvic hopes the move will help drive further growth in the category.

With drink occasions evolving in the leisure channel, the company says that this investment in the mixers and juices brand is just one of the ways Britvic is committed to help support outlets tapping into the ever growing adult soft drink occasion

## Dispense innovation

Reflecting the importance of dispensed soft drinks to the on-trade, 2014 also saw Britvic launch a new range of draught dispense solutions, with different variations available according to outlet size, type and location. The programme includes:

**Bag-in-Box:** A new 7-litre size which matches the syrup's shelf-life to the average rate-of-sale, in order to maintain the consistent quality of drinks

**Equipment:** New flow control technology to ensure consumers receive a consistent, high-quality drink.

**Font:** New font designs using digital technology designed to increase purchase and appeal.

**Glassware:** New Pepsi glassware which improves carbonation and emphasises the ice content. The glassware also includes access to Pepsi digital content using the Blippar phone app.

Nigel Paine, commercial director out-of-home for Britvic, says: "We want to ensure that our customers serve great quality draught soft drinks, driving profits by maintaining the standard of serve and delivering the perfect in-outlet refreshment every time.

"The new proposition will unlock incremental category growth, while simultaneously improving consumer perception through enhanced experiences, which will in turn improve the bottom line for both large and small operators alike."

\* Source: IRI, All Scan Snack Outlets, Volume Sales, 52 w/e 13 Sep '14



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# The Great Outdoors

## GROWN OUTDOORS

**During a recent spate of insomnia I read a 120+ page Deutsche Bank report called "The Chips Are Up" by Geoff Collyer, says Tony Holman.**

With hindsight it was probably edited by a German paid FIFA Judge. It was complete drivel based on erroneous assumptions and aimed to shore up the value of some intrinsically flawed Dickensian business models with no plan "B" that failed to fix the roof when the sun was shining.

"All of the stocks researched are in better shape than at any stage in our long (30 year) coverage" I think Mr. Collyer needs to put a little more tobacco in whatever he is smoking. "The pub sector has emerged in much better shape, in our view, than at any time in the last 3 decades" Typical bankers on crack pipes blowing smoke up the bottoms of those too rich or stupid to care about what is really going on.

### A Cheeky One

The national chains that brew and manage multiple property models with diverse offerings are clearly working hard with stakeholders to add value. Renegade, straight talking, devil may care mavericks like Wetherspoon's did it different from the start.

They and a few others were gifted with a crystal ball which the then darlings of the city seemed to lack, ignored the mass property hysteria, went straight to plan "B" and are doing very well.

Many big brand high street names simply lay on their backs, pointed their breasts in the air and died.

Like it or not some Pubcos like Punch are doing all they can with the product they have to make a go of it, whilst others are still sitting with the bankers passing around the crack pipes and regaling fairy stories with self-serving financiers, whilst their foot soldiers are busy running around the country slipping another cheeky one up the bottom of any tenant they have left.

For the rest of you hard working and determined types the light at the end of the tunnel is well and truly on. Times have changed and there is a lot of competition for the newly found disposable income and overall the pub industry is in a precarious and ever declining state form which you have to rise above.

### Tax and Tie

Tim Martin at Wetherspoon's is absolutely right - the single biggest issue is the punitive tax regime on the pub. But every pub is stuck with it so it's theoretically a level playing field. Also this tax is universal, so it hits hardest in less well-off areas where price sensitivity is crucial and the disparity between pub and supermarket is felt hardest. So tied pubs in rural and depressed areas with any local tie-free competition and no real USP will die, due to the combination of tax and tie. That is mathematical fact and one or the other has to give if these outlets have any chance of survival.

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***"Year round outdoor rooms are just one bit of the jigsaw, but it's the bit we make and very good we are at it too"***

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The industry could change the tax issue if they put their narcissism to one side and stood together. The tie is a debate all on its own which clearly does have a place with family brewers and pubco board directors who empathise with all their stakeholders and not just their buddies from the bank.

The pure pub format is all but dead; but unique offerings and interesting concepts flourish. Year round outdoor rooms are just one bit of the jigsaw, but it's the bit we make and very good we are at it too. Not everyone wants, needs or can afford it, but the ones that do it properly are seeing ROIs counted in months and business has never been so good. It's not for every outlet, but outdoor dining and socialising is here to stay, and those early adopters who have embraced the concept have transformed their businesses and are smiling all the way to the bank (and when you get there please give the manager a little advice "only users lose drugs")



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AND NOT ONLY  
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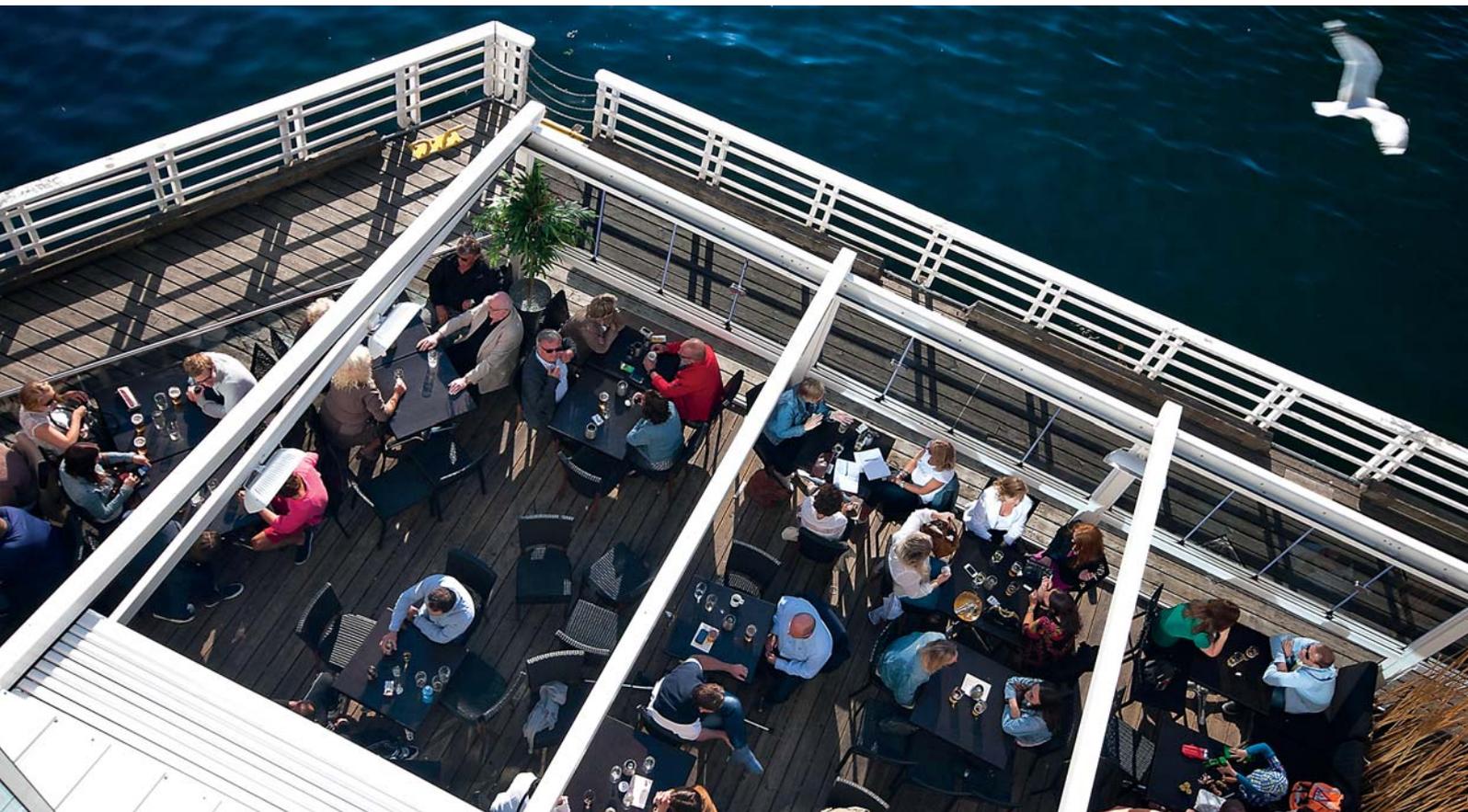


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## Innspired Finance

### Money Matters

**Why bother with accounts? We know it can be frustrating devoting time that could be spent increasing turnover dealing with paperwork. But the fact is, if these matters are not attended to the consequences can be disastrous.**

As well as struggling to gain an accurate picture of your businesses success and being able to portray this to possible or finance providers you will incur hefty fines, have taxes building up and possibly bailiffs at the door to collect estimates of them or even a criminal prosecution.

We strongly recommend employing a qualified accountant, they will be able to guide you through the process step by step and you have the safety of knowing they are answerable to their licensing body should you be unhappy with the service or bills you receive.

We hope this article will give you a basic understanding of

- ▶ Your reporting obligations
- ▶ How much this will be costing you
- ▶ A few practical ideas to lower your tax bill
- ▶ How to avoid some common pitfalls

### TRADING IN YOUR OWN OR A COMPANY'S NAME?

Consider this as soon as you decide to go into business. You may trade in your own name (as a sole trader or within a partnership) or that of a company, there are advantages and disadvantage of each.

A company has a separate legal identity, therefore if things go wrong it is the company that has ran up the debt not you. If it is liquidated the debts die with the company. You cannot be chased for any, assuming you have not given personal guarantees or are guilty of wrongful or fraudulent trading.

If losses are made though there are tax advantages to trading in your own name such as being able to reduce any other taxable income in that or the previous year by the value of losses.

If profits are made be aware the standard rate of tax for both companies and individuals is 20%, the big difference though is National Insurance (NI). Individuals pay both Class 2 NI at £2.75 a week and Class 4 NI at 9% on profits from £7,956 to £41,865 and 2% on further profits. There is no equivalent to this for companies.

Additionally individuals may have to make payments on account during the year, companies (assuming they are not deemed large) have nine months and one day from the year end to pay their tax.

### HOW MUCH SHOULD I BE SAVING TO PAY MY TAXES?

This is another matter that should be given consideration from the start to avoid accumulating tax arrears that could prevent the business ever being on a stable footing.

The amount will vary from business to business. For instance if you have invested a lot of capital, as tax relief may be available for this

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a smaller amount will need to be saved. On the other hand the VAT may be much higher than for a pub with similar turnover if you offer food and accommodation.

You could discuss the matter with the previous licensee or brewery etc but your circumstances may be significantly different from there's. The most practical solution is to discuss this with an accountant in advance. This way you will then be able to decide what your main tax liabilities will be and how you can budget for them.

Another way of preparing in advance for liabilities is to make sure your yearend records are ready for your accountant as soon as possible after your year end. This will mean you know well in advance how much you will be paying rather than being advised of a hefty liability only a few days before it is due.

## HOW DO I REGISTER TO PAY TAX?

First of all you need to decide if you wish your agent to undertake the registration process or if you are confident enough to deal with HMRC yourself.

If you wish to do so yourself visit HMRC's website on [www.hmrc.gov.uk](http://www.hmrc.gov.uk) or call the following help lines for assistance:

- ▶ VAT 0300 200 3700
- ▶ Machine Games Duty 0300 200 3700
- ▶ PAYE 0300 200 3200
- ▶ Self Assessment 0300 200 3319
- ▶ Corporation Tax 0300 200 3410

If you wish your agent to register you it should be a simple case of providing the required information then checking and signing the return. They will then process the application online.

## WHAT IF I REGISTER LATE?

Most taxes now fall within the common penalties regime where the penalties for failure to register are calculated as a percentage of taxes not paid due to failing to register as follows:

	Maximum	Minimum Prompted	Minimum Unprompted
Careless	30%	10%	0%
Deliberate	70%	35%	20%
Concealed	100%	50%	30%

- ▶ Careless failure would be if you could argue it was due to genuine oversight
- ▶ Deliberate would be if HMRC could argue the failure was deliberate
- ▶ Concealed often includes fraud i.e. falsifying records to conceal the fact you were required to register

Lower penalties are seen when you register before HMRC approach you, this is deemed unprompted rather than HMRC finding out and forcing the issue, which would be deemed prompted.

Penalties would be at the lower end of the scale if full cooperation with HMRC was shown.

## KEY REPORTING REQUIREMENTS – SOLE TRADER OR PARTNERSHIP

### VAT

If you take over a going concern you will more than likely have to register for VAT from day one as the business will have in all probability breached the VAT threshold before you acquired it. If you start the business from scratch you will need to look at registering as you approach that threshold

Returns and payments are due quarterly, a month and seven days following the quarter end with three extra days to pay if you do so by direct debit.

VAT will be due on all food and drink sold for consumption on the premises and all but certain snacks such as cheese savouries sold for consumption off the premises. It is therefore vital you consider the effect on VAT of serving food. Your VAT bills will be considerable higher as you will be charging VAT on the sale of the food but not claiming it back on the purchase.

### VAT schemes

Don't use the cash accounting scheme, here the VAT date of transactions is taken as the date income is received and payment made as opposed to the date of the sale or purchase. This is of little benefit to a pub as income is received as the sale is made; it merely delays claiming the input VAT.

Splitting the pub into a bar and restaurant purely for VAT purposes to avoid VAT on food takings is not a valid scheme. HMRC are aware this has been tried and do not take kindly to such abuses of the rules.

### Flat rate scheme

The flat rate scheme may provide savings, here output VAT is charged at the following rates on gross (not net) sales:

- ▶ Pubs 6.5%
- ▶ Hotels or accommodation 10.5%
- ▶ Catering services including restaurants and takeaways 12.5%
- ▶ For all a 1% discount is given in the first year

The downside is you cannot reclaim input VAT other than on capital purchases over £2,000.

Unfortunately to apply to be on the scheme your turnover must be less than £150,000 and once you are on the scheme your turnover must remain under £230,000.

If you are on a fixed profit share agreement ask your accountant to compare the flat rate to the percentage of turnover you effectively pay on a conventional scheme. This should provide a definitive answer as to which method is most efficient.

### Annual Accounting

Here VAT returns are submitted annually with nine monthly interim payments made at 10% of the expected liability and a balancing payment or refund after the annual liability is calculated.

## Advantages

- ▶ You get two months after the VAT year end to file your return
- ▶ Only one return a year is required
- ▶ It ensures more even cash flow over the year

## But note

- ▶ It will delay receipt of any refunds should they arise
- ▶ If the final liability is underestimated it could lead to a large balancing payment being required

## MACHINE GAMES DUTY (MGD)

This is a new tax for 2013. Basically 20% (5% for lower stakes and prizes games) of net fruit machine (pool tables and duke boxes etc are still liable to VAT) takings must be paid to HMRC each quarter.

Remember the license holder is responsible for all the MGD, not just that on their share. If you rent your machine as most pubs do then the supplier will more than likely provide receipts detailing the allocation of takings between the various elements such as rent of machine, suppliers profit share, pubs profit share, VAT payable by supplier, VAT claimable by pub and MGD payable by pub.

There will be a second breakdown of how this is split between the amount taken by the supplier and left on site. The amount left on site will be the pubs share less input VAT they can claim from HMRC plus MGD they must pay over.

## PAYROLL – REAL TIME INFORMATION (RTI)

The introduction of PAYE Real Time Information in April 2013 represents a fundamental reform of PAYE, requiring all UK employers to notify HMRC of their liability at the time or before they make payment to their employees

From 5th April 2014 HMRC are imposing fines for any of the following, failing to submit an Employment Payment submission when there were no employees paid, not sending the expected number of Full Payment Submissions (FPS) or when the employer sent the FPS in late.

Fines are monthly and are based on the number of employees:

- ▶ For less than 10 employees the charge is £100.00
- ▶ Between 10- 49 employees is £200.00
- ▶ Between 50-249 employees is £300.00
- ▶ For more than 250 employees the fine is £400.00
- ▶ Over 3 months late and you can be charged an additional penalty of 5% of the tax and National Insurance that you should have reported.

## SELF ASSESSMENT TAX RETURNS

You are probably aware by now your tax return must be filed by the 31 January. All taxable income and tax paid should be included on the return, even if it has been taxed at source. This includes certain benefits such as Job Seekers Allowance and State Pensions.

Generally which financial year profits fall within is determined by the accounting year end. For example if your accounting year ends 30 April 2014 the profits for all of that year will fall into the

financial year to 5 April 2015. There are exceptions to this rule in opening years of the business, or if the accounting year end is changed.

Should your total liability by Self Assessment be over £1,000 you must make payments on account of 50% of this towards the following year's liability on the 31 January and 31 July before the tax return is due.

For example if for the year to 5 April 2013 your tax liability payable by Self Assessment was £4,000 payments of £2,000 should have been made towards the liability for the year ended 5 April 2014 on 31 January 2014 and 31 July 2014, the balance being paid on 31 January 2015.

Accounts should be produced to substantiate the figures included in your tax return, although the accounts are not actually filed with HMRC.

If profits are made in the opening periods we would recommend a 5 April yearend to avoid overlap profits, overlap profits are the mechanism HMRC adopt to tax the opening periods profits twice. If losses are made a 30 April year end may be more appealing as it provides eleven months extra to file your tax return and make the final income tax payment.

## Partnership returns

Partnerships must file a partnership tax return. This will include details such as figures derived from the accounts, details of partners and their share of the profits. The partnership itself will not be liable to tax as the partners are allocated a share of profits and the income tax liability falls on them.





## KEY REPORTING REQUIREMENTS - LIMITED COMPANY

For VAT, Machine Games Duty and Payroll see above. Your Self Assessment tax return will contain salary and dividends etc you have drawn from the company as opposed to a sole traders/partners which shows their profits of the business.

With a limited company it is not just HMRC you are reporting to but Companies House as well. HMRC will also require a corporation tax return.

## COMPANIES HOUSE

There are two key items Companies House request; the Annual Return and statutory accounts. The Annual Return is a document detailing company information such as the directors, shareholders and company activity etc, it does not include figures relating to the profit and loss account or require calculation of profits.

The statutory accounts required from companies contain more detailed disclosures than those for sole traders or partnerships. Although it is a legal requirement to produce full statutory accounts small companies are not forced to file these at Companies House, they may instead file Abbreviated accounts which contain less information in order to minimise the information available to the public.

In most circumstances company accounts are due nine months after the year end.

## CORPORATION TAX RETURNS

Alongside your accounts the corporation tax return will be prepared, both this and the full statutory accounts must be filed online with HMRC. For profits under £300,000 corporation tax will be charged at 20% of taxable profits and is paid nine months and one day after the yearend. This return is due twelve months after the year end.

### WHAT IF MY RETURN CONTAINS ERRORS?

Most taxes now fall under the common penalty regime similar to that for late registration described above. Again penalties are based on a percentage of taxes not paid due to the error, dependent on its nature i.e. careless or deliberate and if you notified HMRC of it (unprompted) or they uncovered it (prompted) as described above.

### HOW MUCH WILL IT ALL COST?

This will depend on factors such as your individual circumstances, requirements, and the quality of your own records.

**VAT returns** - The fee will vary depending on turnover, generally for one pub you should be looking to pay from £40 to £125+VAT.

**Machine Games Duty returns** - This will vary depending on the number machines you have. It is a relatively straight forward return so should be around £30+VAT per return and rarely over £50+VAT

**Payroll** - Prices can start from around £1.00 per payslip dependent on how often the payroll run is performed and the number of staff per run. The more frequent the payroll takes place usually the cheaper the cost per payslip.

**Self Assessment tax returns** - The cost of these will be dependent on what is included, for example if you let out several properties the time taken to calculate the property profits may push the cost up to £200+VAT. However for most returns this will not be the case and you should be looking at paying £75 to £125+VAT depending on your sources of income.

**Annual accounts** - For a straight forward set of pub accounts with a lower end turnover you should be looking at roughly £750+VAT and for more complex assignments with a higher turnover this could be £1,500+VAT. You should only expect to see charges above this for a single pub with turnover below £500,000 on exceptional occasions

These fees will naturally vary depending on geographical location; additionally you may be able to reduce them by changes in your record keeping and/or offering payment in advance or promptly on completion as opposed to sometime after completion.

Licenses on profit share agreements should make it clear they are, as statements are provided showing figures such as income and management fees the time costs of completing the accounts are lower, meaning a stronger position to negotiate fees downwards.

**Management accounts** - There is no statutory requirement to produce these but they may be requested by finance providers and will provide you with an insight into how the business is doing. Many people will not feel a need for interim accounts, for others they may be a vital in helping them avoid throwing away good money after

bad on a business that has no long term viability. The cost will vary depending on your exact requirements. A simple monthly profit and loss account for a lower turnover pub may be £100, quarterly accounts including balance sheet for a pub with a large turnover may be over £500+VAT.

## WHAT IF I IGNORE THE REPORTING REQUIREMENTS?

A mixture of fines, penalties, interest, estimated tax liabilities and possible bailiffs and or criminal prosecutions will be heading your way from Companies House and HMRC.

### Companies House

For the Annual Return there are no fixed penalties for late filing, if it is not filed Companies House will send reminders, if these are ignored they may strike the company off the public register and or commence criminal proceedings against directors.

If the accounts are late the penalties can be severe, for private companies they are;

- |                           |        |
|---------------------------|--------|
| ▶ Up to a month late      | £150   |
| ▶ Up to three months late | £375   |
| ▶ Up to six months late   | £750   |
| ▶ Over six months late    | £1,500 |

These fines will double if the previous year's accounts were also filed late. Criminal prosecutions may also be pursued.

### HMRC

HMRC will as you would expect charge interest on unpaid taxes, in addition penalties will be charged as follows;

### VAT

If your turnover is below £150,000 the first time you default (pay or file a return late) you will receive an advisory letter from HMRC. The second time you default or first if your turnover is over £150,000 you will receive a Surcharge Liability Notice meaning you are within the surcharge regime, you must go four VAT periods without default to exit this regime.

Once in the regime surcharges are:

- |                   |                                       |
|-------------------|---------------------------------------|
| ▶ 1st return late | 2% of the unpaid VAT at the due date. |
| ▶ 2nd return late | 5% of the unpaid VAT                  |
| ▶ 3rd return late | 10% of the unpaid VAT                 |
| ▶ 4th return late | 15% of the unpaid VAT                 |

If those at 2% and 5% are below £400 they will be waived, the minimum at 10% and 15% is £30.

### Machine Games Duty

The initial penalty for the late filing of a MGD return is £100, further penalties of 5% of unpaid tax (minimum £300) will be charged when returns become over six and twelve months late. The 5% charges will also increase to 70% and 100% if you are deemed to have withheld information deliberately or with concealment.

The late filing of a return will also mean you enter the penalty period; you will remain within this until you have not defaulted for twelve

months. The initial £100 penalty also increases for repeated failures to file on time i.e. second return filed late within the penalty period will attract a penalty of £200, third £300 and the fourth and subsequent returns filed late within the penalty period will attract penalties of £400.

The initial failure to pay MGD on time will not lead to a penalty but instead place you within the penalty period as described above. Once in the penalty period you will be charged 2%, 3% or 4% (depending on number of previous defaults) of the outstanding tax for failure to pay MGD on time with further charges of 5% of tax unpaid over six and twelve months after the due date for payment.

### Self Assessment tax

An initial £100 penalty will be charged, and £10 a day for up to ninety days once the return is three months late. Further penalties of 5% of tax due (minimum £300) will be issued once the return is six and twelve months late.

Late payment will attract penalties of 5% of tax unpaid 30 days, six months and twelve months after the 31 January deadline.

### Corporation tax

The initial penalty for filing a return late is £100 with a further £100 charged if the return is over three months late. If you are late filing for three accounting periods in a row the £100 penalties will be increased to £500. Penalties of 10% of unpaid tax will be issued on the return becoming 12 and 24 months late.

### HMRC Determinations

Another consequence of not filing returns with HMRC is they may make estimations of what is owed to them, often above the actual liability. These estimations are legally collectible by HMRC in just the same way tax would be had you filed a return. Enforcement action may be taken if the amount HMRC deems payable is not paid over. The estimation may only be displaced by filing a correct return within the specified time limit.

## WHAT RECORDS SHOULD I BE KEEPING?

You should discuss from the start with your accountant what records should be kept and in what manner as the most effective method of keeping track of ingoing's and outgoings will vary from business to business.

For most pubs the key items your accountant will request are:

- ▶ Bank and any loan or credit card statements
- ▶ Cheque stubs
- ▶ Purchase invoices
- ▶ Daily takings list (HMRC may also wish to see electronic sales records or till rolls to verify these figures)
- ▶ Details of other income such as accommodation, machines or rent
- ▶ Payroll records if you not your accountant operate the payroll scheme
- ▶ VAT/MGD workings (not just the returns) should you complete your own returns.

## Bank accounts

It will be much easier to produce the accounts (and therefore cheaper) if a clear distinction is made between business and private payments, this will be greatly aided if separate bank accounts for are used for business and private transactions. It will also avoid two pitfalls

- ▶ By using a company bank account for private transactions you risk being indebted to the company, which will attract a 25% s455 charge if the debt is not repaid and
- ▶ By using a private account for business transactions you risk HMRC being within their rights to request access to your personal bank accounts.

## Cash transactions

A daily reconciliation of the cash balance will help you keep track of where your cash is going and where you could possibly cut back expenditure. This should include all cash transactions such as payments to suppliers, staff, your own drawings or capital introduced and cash banked.

There are various ways this may be done such as a manual cashbook, electronic spreadsheets or specialist accounting software. Failure to do so may well mean you lose track of where the cash has gone and risk being unable to claim tax deductions for the related payments.

Request that staff sign for wages paid in cash, this will reduce the chance of disputes over unpaid wages.

Invoices should be obtained for all cash payments to reduce the chances of HMRC contesting expenditure cannot be verified and is therefore not tax deductible.

## What if payees don't provide invoices?

If payees such as entertainers do not provide invoices the minimum you should obtain is a signed receipts containing information such as their name and address, service provided, date and amount charged as would be included on any other purchase invoice.

Also please note that a card payment receipt is not the same as a purchase invoice, HMRC are within their rights to deny a tax deduction where insufficient evidence that the payment is for business purposes. This will often be the case at wholesalers as they will sell many things that could be for private use.

## Stock

HMRC may also wish to see verification of the year end stock figure included within the accounts; obviously a professional stock take will provide them with increased reassurance.

As well as satisfying HMRC, stock takes may highlight circumstances where actual stock is below the level of stock that would be expected given the level of sales and purchases. This is often down to theft, external or internal to the business. Unfortunately all licensees do need to implement controls to reduce possible theft by staff and customers.

## Goods taken for own use

HMRC may claim an amount of the expenditure you have claimed to be tax deductible actually relates to your personal weekly shopping or drinks you have poured for yourself. For this reason it is advised that as well as keeping invoices and receipts relating to business purchases of food and drink, you keep records of private purchases of food and drink that a tax deduction is not claimed for. Make sure you do not mix these up with your accounting records though.

That way you will be able to rebut any suggestion you are simply claiming tax deductions on every purchase of food and drink you make regardless of if it relates to your business.

Any food or drink taken from business stocks and not paid for should be noted. HMRC do not deem it acceptable that claims for input VAT are made without the related output VAT on a sale being declared because goods have been removed from the business for your personal consumption. Likewise HMRC would expect that business profits are adjusted to reflect the value of goods taken for personal consumption.

These records should be maintained for both your stock taker and accountant.

## HOW LONG SHOULD I KEEP RECORDS FOR AND WHAT IF I DON'T?

In general records should be retained for five years after the filing deadline.

Not keeping records will cause your accountant a great deal of difficulty in producing your accounts, this may lead to higher fees and less meaningful accounts that are of reduced benefit in assisting you with decision making.

HMRC may contest that you can not substantiate your expenditure therefore adjust your tax return leading to an increased tax bill.

HMRC may also issue a fine of up to £3,000. In addition as the accuracy of tax returns will be reduced you may receive a penalty for an incorrect return.

## OTHER STAFFING AND PAYROLL ISSUES

### Own remuneration

If you do not trade through a company you do not take a salary, instead you are able to draw on the profits (or your share of them if within a partnership) without tax consequences. If you trade through a company you will generally take remuneration as salary or dividends.

### Casual Staff

HMRC state "you need to send payroll information to HMRC about everyone you employ before or on every payday, even if they only work for a very short time or don't earn much.

This includes those earning under the Lower Earnings Limit, people paid just once a year and any temporary or casual staff." There are





## Disciplinary procedures

ACAS recommend the following step by step actions on disciplinary procedure:

- ▶ Establish the facts of each case
- ▶ Inform the employee of the problem
- ▶ Hold a meeting with the employee to discuss the problem
- ▶ Allow the employee to be accompanied at the meeting
- ▶ Decide on appropriate action
- ▶ Provide employees with an opportunity to appeal

ACAS is a free to use service, it is therefore recommended you discuss your specific situation with them in order to minimise the chances of facing employee litigation.

To commence an employment tribunal employees must have at least one year's continuous service if their employment commenced before 6th April 2012 and two years if their employment commenced after 5th April 2012. However this excludes grounds such as discrimination where the employer is deemed to have given 'automatically unfair reasons'.

## GRATUITIES

### Compulsory service charges

If these are charged to customers and paid over to staff they are another form of employment income, hence the employees pay is increased by this amount and PAYE and NI is deducted as normal.

### Your employees receive tips directly and keep them

Here you do not need to do anything for PAYE tax or NI. The tax due is the employee's responsibility and no NI is due. Employees should advise HMRC, who will adjust their tax code.

### You distribute tips and voluntary service charges to your employees

Here the rules depend on who decides how the money is distributed i.e.

If you decide how the money is distributed you must increase the employees earnings that are subject to both PAYE and NI by the amount of tips and voluntary service charges you distribute to them.

If someone else, say a troncmaster decides independently of you how the money is distributed but you pay the amount to that employee, you must calculate and deduct PAYE tax but no NI is due.

### Tips and voluntary service charges are distributed through a tronc

Once you become aware that your employees use a tronc you must inform HMRC who the troncmaster is and what the arrangements are for distributing the money, HMRC can then set up a PAYE scheme for the tronc. It is then always the responsibility of the troncmaster to calculate and deduct the PAYE tax (but not NI). They must also operate a payroll scheme and report information online to HMRC.

If you decide how the payments are distributed

NI is due on the payments and is your responsibility, not the troncmaster's (they are still responsible for PAYE).

If someone else decides how the payments are distributed no NI is due on the payments.

### HMRC Enquiries

HMRC may make enquiries into any of the returns discussed. These may be triggered by abnormal figures included within the returns such as regular VAT refunds or lower profit margins than what is normal for the industry. You may just be unlucky enough to be selected at random.

It is vital you discuss notification of an enquiry with your accountant instantly and do not prevent them from answering HMRC queries. As you can imagine non co-operation during the enquiry will not be appreciated by HMRC should they unearth errors and be within their rights to issue penalties.

The deadline for HMRC to raise enquiries into Self Assessment or Corporation Tax returns is normally twelve months from the date they are filed.

For VAT the deadline is normally two years from the return period end.

## HOW TO SAVE TAX

This is a quick summary of some simple but highly effective measures that could potentially save you thousands in taxes or provide other benefits.

### Plan in advance

Discuss with your accountant from the start how you will meet your obligations to HMRC and Companies House rather than letting things build up and finding yourself with a hefty liability and no time to pay it.

Also discuss any major transactions such as capital expenditure before hand, this can help both maximise reliefs claimed and avoid nasty surprises.

### Be careful choosing your year end

As stated above if you make losses in the early years a May year end may be appropriate, with profits a 5 April year end is probably best.

### Keeping up NI contributions

If you are concerned about not having made enough NI contributions and are self employed keep on paying Class 2 NI even if you are below the threshold, it is far cheaper than Class 3 voluntary payments.

### Incorporate to avoid NI

The vast majority of the time there is no need for a licensee to pay a substantial amount of self employed Class 4 or employed Class 1 NI.

This can be avoided by trading as a company and not taking a salary above the NI limit. Taking a salary to the NI threshold, meaning the company gets a corporation tax deduction and you pay no NI/PAYE.

Any extra remuneration you require take as dividends, the company won't get a tax deduction on these but it avoids PAYE and NI deductions.

### Take benefits as well as salary

Companies can provide directors and staff with various benefits without obligation to deduct PAYE where a salary of the same value would create such PAYE deductions. Popular ones include:

- ▶ Childcare vouchers
- ▶ Payment of mobile phone bills
- ▶ Payments to a registered pension scheme

Be it investment in property, contributions to a pension scheme or something else it is vital provision for retirement is considered in advance. This is something far too many people overlook.

Also as stated above vans are much more tax efficient than most cars. Low emission cars can be very tax efficient though.

## Use part time staff or the NI allowance

Part time staff may be cheaper as you are less likely to avoid breaching the weekly limit. If your employers NI is under £2,000 a year it will be covered by the annual allowance to be introduced next year.

### Don't pay NI on tips

You can avoid NI on tips by ensuring you don't dictate how they are distributed. If tips are given directly to staff you also avoid having to adjust their income subject to PAYE.

### Always operate a payroll

Don't pay cash in hand outside a payroll scheme. You may be assisting in tax evasion and benefit fraud and end up paying deductions the employee should have suffered as well as various penalties noted previously.

### Keep records

Make sure you get invoices (not card payment slips) for all expenditure. If you don't HMRC may disallow the input VAT/tax deduction.

Keep track of your cash expenditure by producing daily reconciliations and ensuring you can substantiate all outgoings for HMRC's benefit.

### Don't delay investment.

The Annual Investment Allowance for plant and machinery drops from the current £500,000 to £25,000 on 1 January 2016. Ensuring expenditure is covered by this could mean it is given 100% relief as opposed to as little as 8%.

### Avoid charging rent to the pub

If you own the premises the business trades from personally and charge rent to the company it could pay to stop charging this rent. If this is not possible as you need the rent to live off consider charging less.

If no rent is charged you are deemed to own the premises for business purposes i.e. as a pub, if market rent is charged you are deemed to own the premises as an investment i.e. to generate rent and if below market rent is charged you will be somewhere in between.

This means if rent is charged you will receive a reduced level of Entrepreneurs' Relief, meaning any gain on disposal of the premises will be taxed at probably 28% as opposed to 10%.

This planning could potentially save a five or even six figure amount of capital gains tax.

### Consider a flat rate VAT scheme if you qualify.

It is relatively straight forward to see if you would have saved money in the past by applying the flat rate to your previous gross sales.

It will be of more benefit the higher GP is due to the fact that as your GP increases the input tax you cannot claim back becomes of less significance.

## Take out insurance

Finally insurance is something that all self employed and director licensees should consider. As well as the obvious buildings insurance also consider:

- ▶ Flood insurance. Floods may not be covered by your buildings insurance.
- ▶ Public liability insurance
- ▶ Tax investigation insurance. This will cover the cost of accountancy fees should HMRC enquiring into your returns create a lengthy assignment for your accountant.
- ▶ Critical illness, income protection, life insurance etc. It is vital you consider how you would provide for you and your family should you be too ill to work.

## Keep separate bank accounts for business and private transactions

This will reduce accountancy fees, help you avoid being indebted to the company (and related tax charges) and avoid HMRC requesting your personal bank account statements.

## KEY TAX RATES AND ALLOWANCES 2014/15

Please note these rates are taken from the 2014 budget and therefore from April 2015 may have been replaced by those announced in 2015. Ask your accountant for updated figures.

### Income tax

Personal allowance	£10,000	0%
Taxable income to	£31,865	20%
Taxable income to	£150,000	40%
Taxable income over	£150,000	45%

## National Insurance

### Employees weekly

To £153	0%
£153 - £805	12%
Over £805	2%

### Employers weekly

To £153	0%
Over £153	13.8%

- ▶ No employees National Insurance is due for employees over state pension age.

Class 1A	13.8%	(Employee benefits)
Class 1B	13.8%	(PAYE Settlement Agreements)

## Self employed

Class 2	£2.75 per week if profits over £5,885
Class 4	9% profits between £7,956 and £41,865 2% on profits over £41,865

## Capital Gains Tax

Annual exemption	£11,000
Rate if Entrepreneurs relief applies	10%
Standard rate	18%
Higher rate*	28%

\*On total of taxable income and gains over higher rate income tax threshold

## Corporation tax 1 April 2014 to 31 March 2015

If company profits

Under £300,000	20%
----------------	-----

## 1 Company car benefit 2013/14

CO2 grams per km	List price taxable
Nil	0%
Up to 75	5%
76 - 94	11%
95 - 99	12%

Add 1% for each extra complete 5 grams per km over 95 and an additional 3% for diesel i.e. if 168 grams per km and diesel 29% of list price is taxable.

For vans a fixed benefit of £3,090 will be taxable.

## Fuel benefit 2014/15

If private fuel is paid for by the company the amount taxable is £21,700 multiplied by the above percentage.

A fixed £581 will be taxable if the vehicle is a van.

## Tax free business mileage allowance

### Cars and vans

Up to 10,000 miles	45p per mile
Over 10,000 miles	25p per mile
An additional 5p per mile may be claimed for each passenger	
Motorcycles	24p per mile
Bicycles	20p per mile

## VAT From 1 April 2014

Standard rate	20%
Lower rate	5%
Registration level	£81,000 pa
Deregistration level	£79,000 pa

## Scheme thresholds

### Cash accounting and Annual accounting

Joining	£1,350,000
Deregister if turnover exceeds	£1,600,000
Flat rate	
Joining	£150,000
Deregister if turnover exceeds	£230,000

## Fuel scale charge from May 2014

CO2 Emissions per km and quarterly charge

120	£156	175	£391
125	£234	180	£408
130	£251	185	£423
135	£266	190	£439
140	£282	195	£454
145	£297	200	£470
150	£313	205	£485
155	£328	210	£502
160	£345	215	£517
165	£360	220	£533
170	£376	225	£548

The above figures are gross.

## Capital Allowances

100% allowances are available (even if the Annual Investment Allowance has already been used) include:

- ▶ Certain water efficient equipment and energy saving or environmentally beneficial assets
- ▶ New low emission cars

## Annual Investment Allowance (AIA) threshold

Current threshold	£500,000
From 1 January 2016	£25,000

Qualifying expenditure will be relieved at 100%

Businesses can claim the AIA for capital expenditure incurred on most items of plant and machinery, excluded expenditure includes:-

- ▶ Cars
- ▶ Equipment previously used for another purpose, for example, a computer previously used at home
- ▶ Assets purchased from related parties
- ▶ Assets HMRC would deem are merely part of the setting the business is carried out in rather than ones serving a specific function (unless qualify as special rate expenditure)

## Writing down allowances

General	18%
Cars emitting CO2 over 130g/km	8%
Long life assets	8%
Special rate expenditure*	8%

\*Certain features integral to a building and thermal insulation

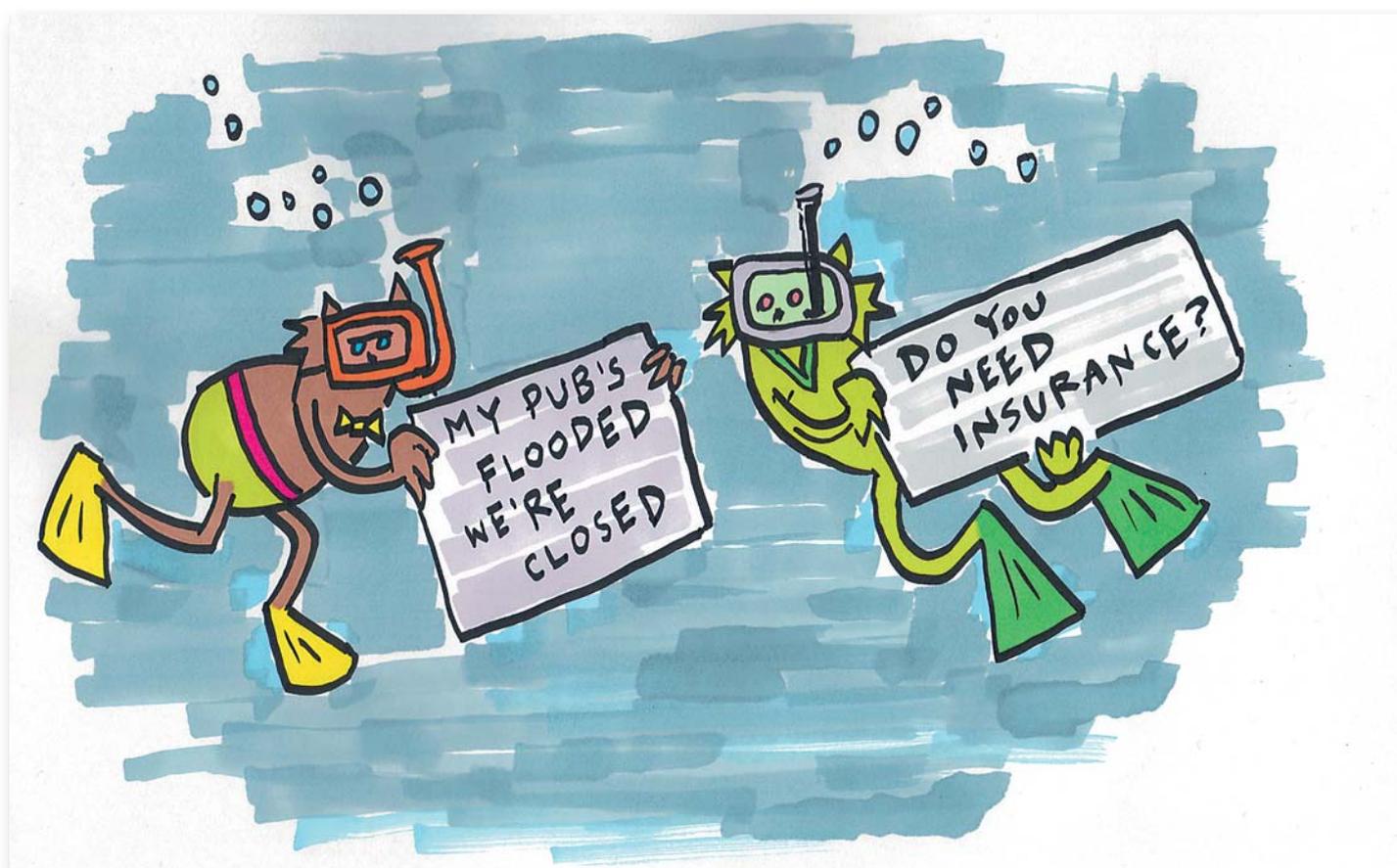
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NO ALLERGENS ARE  
PRESENT IN TODAY'S SPECIAL...



# Licensing Developments in 2014

## Legal Update

**John Gaunt & Partners is recognised as being one of the foremost licensing practices in Great Britain, operating throughout England, Wales and Scotland. All the Partners of the firm are recognised as being experts in the field.**

Here is our review of some of the notable developments that have affected or will affect the on-trade arising in 2014.

### EMROs and the Late Night Levy

Last year we wrote of the potential importance of the Late Night Levy and Early Morning Restriction Orders (EMRO); what a difference a year makes. With the rejection of an EMRO for Hartlepool and the much higher profile rejection of one for Blackpool following a five day hearing, EMROs seem a 'busted flush' whilst the adoption by some seven Licensing Authorities of a Levy, shows that there is some attraction to these.

What undoubtedly remains the case is that operators likely affected should make their views known, even though unlike the EMRO, there is not the need for a full public hearing, or it would appear anything more than lip service paid to representations made. With an announcement on 'locally set licensing fees' apparently imminently due (but originally anticipated in June 2014), it may be that some Authorities are adopting a policy of wait and see.

### Mandatory Condition changes

Apart from the changes to the requirements on smaller measures mentioned on page 10, there were other changes introduced in October particularly in respect of who is responsible for ensuring compliance with the conditions but also notably perhaps in respect of irresponsible promotions.

Space does not permit a detailed analysis but the prohibition on these is tightened up in a number of respects. In the first place it becomes a mandatory requirement to ensure that irresponsible promotions do not take place on premises. The current requirement is to ensure that all reasonable steps only be taken.

Second, some of the list of irresponsible promotions with which you will be familiar, now will be deemed irresponsible without reference to the previous test as to whether the promotion was designed to or ran the risk of undermining the licensing objectives in three types of promotion.

This ancillary test made it much harder, if not almost impossible, for authorities to seek to challenge a promotion, unlike the comparable position in Scotland.

What has gone from this list of irresponsible promotions is a promotion providing free or discounted alcohol in relation to the viewing on the premises of a sporting event, where that provision is dependent on the outcome of a race, competition or other event or process, or the likelihood of anything occurring or not occurring.

## Personal Licence renewals

Although the Government planned for the 10 yearly personal licence renewal be scrapped, it is apparent that this will not be achieved in time for the first tranche of such renewals which will fall due in early 2015.

In an August letter written to all Local Authorities, the Minister for Crime Prevention, Norman Baker, stated:

“There are a number of alcohol licensing provisions progressing through Parliament as part of the Deregulation Bill. One such measure is the removal of the need to renew a personal licence. The timescales for the Bill means that there may be some who will need to renew their licence before the changes take effect. This is beyond my control, although I do recognise that it is far from ideal. My officials will work with you to establish the best way of handling transitional arrangements and we will publish specific guidance later this year.”

Operators should be alert to the possible need for renewals and keep an eye out for developments.

## De-regulation of certain entertainment licensing - on track for 2015

Limited de-regulation of lesser forms of entertainment are on track to come into effect in April 2015 – subject to affirmative approval by both Houses of Parliament

## Scotland - Drink drive limit to be reduced before Christmas

It is being reported that the proposed reduction may be introduced on 5 December 2014. (I am writing this in November)

The legal limit in Scotland is currently 80mg of alcohol for every 100ml of blood (the same as England) whereas the new limit will be 50mg of alcohol for every 100ml of blood.

Scotland will then be in line with Germany, France and Spain. A similar proposal to reduce the limit is being considered in Northern Ireland.

## Scotland - Personal Licence Refresher Training - salutary reminder

The Scottish requirement for all personal licence holders to complete the obligatory refresher training within 5 years of licence grant has now begun to impact; failure to undertake this causes the premises licence to lapse, if evidence of retraining is not provided to the relevant Board within 3 months.

This requirement is about to bite and it is believed that there has been significant failure for these provisions to be complied with. Scottish operators not ahead of the game should be aware.

## Allergen notification requirement

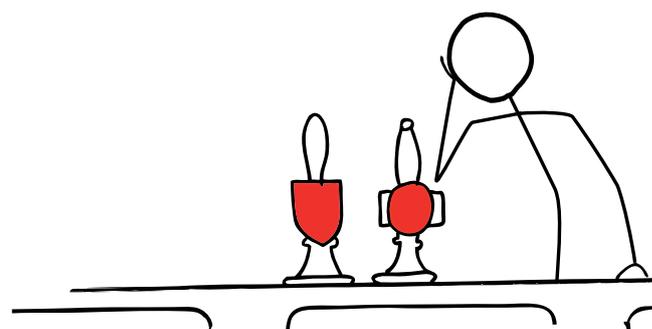
There have been changes to the Allergen notification requirement which will come into effect on 13 December and which again will

affect all operators. In summary, new mandatory obligations for foodservice businesses include:

- ▶ Allergen information should be easily accessible, visible and clearly legible;
- ▶ Where it is not practical for this information to be in a written format, businesses should use clear signposting to direct the customer to where this information can be found, such as asking members of staff;
- ▶ Allergen information should be made available for the entire dish served, and where food is provided in a buffet format, it should be provided for each item separately; and
- ▶ Businesses providing allergen information orally from a member of staff must ensure it is consistent, accurate and verifiable upon challenge. Verification of this information should be provided in written form.

### Allergens Requiring Alerts from 13 December 2014

- ▶ Cereals containing gluten
- ▶ Crustaceans
- ▶ Eggs
- ▶ Fish
- ▶ Lupin seeds and flour
- ▶ Milk
- ▶ Peanuts
- ▶ Other Nuts
- ▶ Soya
- ▶ Celery & Celericac
- ▶ Mustard
- ▶ Sesame Seeds
- ▶ Sulphur Dioxide & Sulphites
- ▶ Molluscs



Further detail on all these matters and many others may be found on the news pages of our website, posted as they happen. Check it out at <http://www.john-gaunt.co.uk/news/>



# Health & Safety Regulations

## The OnTrade Preview presents a basic guide to the current Health & Safety Regulations as they apply to public houses Registration Requirements

All public houses have to be registered with the local Environmental Health Department at least 28 days before opening. If you have more than one premises, you need to register them all. Additionally, food premises operators must ensure the Local Authority is informed of any significant changes such as change of food business proprietor or the nature and style of the business and closure for a period of time. From 1 January 2006 a number of new food hygiene regulations came into force. If your business was already registered and you have just reopened after alterations such as a kitchen refit or a complete refurbishment or a completed extension you won't need to register with them again. Registration allows the Environmental Health Officers (EHOs) to keep an up-to-date list of all those premises in their area so that inspections can take place as and when required. The frequency of inspections depends on the type of business you are running. Health and safety in catering premises can be broken down into four main areas:

### 1 Premises:

The building, the bar, the kitchen, the store, the cellar, the toilets, the patio and gardens.

### 2 Preparation:

Food, drink and everything you use to store, prepare and serve it!

### 3 People:

Employees, Delivery Personnel and Customers.

### 4 Protection:

Everyone and everything!

## Hygiene

Poor food hygiene controls may well lose you business, which is bad enough, but it could also cost you a pretty packet in any legal actions brought against you.

Under the Regulation (EC) No 852/2004 on the hygiene of food-stuffs and the Food Hygiene (England) regulations 2006 (and equivalent regulations in Scotland, Wales and Northern Ireland) each step of the food-handling ladder from delivery to kitchen to plate to table should have written systems and procedures set in place, and carried out, that prevent anything going wrong. You are now required to provide some simple written evidence of your procedures to ensure food safety has been thought through carefully and are being properly applied. Many of the requirements in the new regulations are the same as the regulations they replace. In order to comply you may follow a simple toolkit issued by the Food Standards Agency – 'Safer Food Better Business' ('SFBB') which will guide you through how to comply and provide the necessary documentation. This very well produced fold-out file is provided free of charge from the Food Standards Agency and you would be well advised to get a copy via your local Environmental Health Officer or call 0845 606 0667 for your free copy. HACCPs (Hazard Analysis of the Critical Control Points) to ascertain the risks involved with the delivery, storage, preparation, cooking, storing, reheating and serving with additional storage after 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 contamination by means of suitable enclosures or screening, and raw and cooked foods must be separated. Utensils for handling raw and cooked foods should be separated and preferably colour-coded to minimise risks.

High-risk foods are required to be maintained above 63°C or below 8° to prevent the growth of food-poisoning bacteria. Those high-risk foods for service or display can be maintained at ambient temperature for a maximum of four hours in any one period, and must then be consumed or held at below 8°C or above 63°C, 75C preferably.

A wash hand basin must be provided together with a constant supply of hot and cold water wherever food is handled, i.e. where serving, plating, topping up etc.

### Space

Work areas should have sufficient floor area, height and space that are not taken up by equipment to ensure health and safety.

Ceilings, especially in cellars and stores, should be high enough to avoid accidents or have warning signs clearly displayed.

Low beams on staircases should be well padded to prevent injury and 'Mind your head' notices should be clearly displayed if there is an unavoidable risk of injury.

### Staff Toilets and Washing Facilities

Wherever possible, staff toilets and sanitary facilities should be separate from those used by the public, particularly in the case of food handlers.

Ideally, separate facilities should be provided for male and female staff, but facilities may be shared by both sexes if the room is provided with all necessary facilities and is capable of being locked from the inside to assure the privacy of the occupant when in use.

Washing facilities should have hot and cold running water, soap and towels or other means of drying. Sinks used for food preparation or for cleaning glasses or equipment should not also be used as washbasins.



## Structure

The building must be structurally sound.

## Ventilation

Workplaces need to be adequately ventilated. Fresh, clean air should be drawn from a source outside the workplace, uncontaminated by discharges from flues, chimneys or other process outlets, and be circulated through the workrooms.

In cellars, ventilation is essential to ensure sufficient air changes in the cellar to eliminate mould growth and to maintain a suitable temperature level.

Boiler rooms located in beer cellars should be insulated, well ventilated to the open air, and effectively disconnected from beer storage areas.

Ventilation in bars and public areas is essential to ensure the adequate removal of stale air, food and other odours and for the circulation of fresh air throughout the bars, lounges and dining rooms.

A minimum of 8 to 10 air changes per hour is recommended.

## Fire Precautions

The main causes of fire in licensed premises are: electrical equipment malfunction, gas fired equipment and heating appliances in general, heat from kitchen appliances and a lack of maintenance over a period of time. A simple monthly audit by management to check on the state of various pieces of equipment is a simple way to help alert management to the possibility of fire by simple checking and identifying potential sources of danger on a regular basis and keeping a note of such findings.

## Fire Risk Assessment

It is now a legal requirement after its introduction on 1 October 2005 and this requires a formal risk assessment to have been completed to demonstrate due diligence and that the premises is safe for the public and staff to enter.

This will give a fire risk rating and actions you need to take to comply with the law. You should also have a Fire Safety Log in which to record all bell and alarm testing, emergency lighting and smoking detector testing and other areas of compliance duly detailed. You will need a Fire Safety Policy to indicate what the policy of the premises is, the staff training carried out and details of evacuation procedures. This will also highlight the overall Responsible Person, the Competent Person and if a large premises, those delegated to specific duties in an emergency and known as fire 'marshals'.

## General fire precautions

You can summarise the above requirements by the following: Make sure your staff knows the location and purpose of all fire extinguishers. Water is suitable for fires of wood, paper and furnishings but not on electrical fires or flammable liquids (e.g. burning fat or

oil). Carbon dioxide extinguishers can be used on electrical fires. Dry powder extinguishers are also safe to use on flammable liquids and electrical fires involving ordinary household voltage.

Fire extinguishers usually recommended for pubs, hotels and restaurants are CO<sub>2</sub> water for combustible materials such as furnishings, tables etc, CO<sub>2</sub> Carbon dioxide for electrical equipment in the kitchen and cellar and as fire blanket for the kitchen as well.

There are other recommendations and you may find certain Fire & Rescue services suggest other types and you are advised to take advice from your local team if in doubt.

Staff should be trained in the use of fire extinguishers and in drills for evacuating the premises, calling the fire brigade and ensure that notices detailing the routes for escape are visible around trading areas, in letting room bedrooms and that escape routes are not blocked, locked or otherwise hidden.

Make sure that all fire extinguishers are accessible, on their hooks 300 mms off the ground, are in place and not 'gone missing' and regularly examined by a competent person or contractor on an annual basis and duly marked and dated as serviced.

## Waste paper and rubbish

Remove rubbish frequently and at least after each work period. Rubbish should be stored outside the building in suitable bins with close-fitting lids. Inflammable rubbish like cartons and other packaging material should be stored in a safe place.

## Electrical equipment

Check electrical equipment regularly to ensure that it is still in good order. For example, wires should be checked regularly for signs of fraying, light bulbs should not touch shades or get so close as to heat furnishings excessively. Do not allow sockets to be overloaded. Switch off appliances after use.

## Gas fired equipment

Check that any pilot lights on gas appliances are clean and working properly. Grease can cause pilot lights to become deflected away from the main burners. Check that the main burners of ovens come on when they should. Keep cookers clean and have them checked and serviced regularly. An annual certificate of maintenance may be required for insurance purposes as well.

## Heating appliances

Portable heaters may start a fire if knocked over so should not be placed where they are likely to be knocked. They should not be placed near to combustible material (such as curtains, chairs and tables etc).

Books and papers should not be put on heaters. Take care that loose papers and decorations cannot fall onto open fires or heaters (including night storage heaters).

Portable paraffin or oil heaters must be out and cold before being refilled. They should be refilled out of doors. Any such appliances would need to be maintained annually and a record kept, and a risk assessment carried out if such equipment is in use.

The likelihood of potential problems is high with all portable heating equipment and if at all possible, they should only be used if really necessary and then only under constant surveillance by a member of staff for instance, bar or waiting staff who are aware of the potential for danger.

Open fires should not be overloaded with fuel so that logs or coal can fall onto the hearth. Do not carry live coals from a fire.

Have chimneys swept regularly at the end of the winter or beginning of the next and may well be an insurance requirement. With older buildings there is the potential for leaks into adjoining areas including roof spaces for example.

## Means of escape

Make sure that you have adequate means of escape in case of fire. Escape routes must not be allowed to become obstructed and it must be possible to open emergency exit doors easily from inside. If security is a problem, it may be possible to put alarms on fire exits - not to lock them.

There should be a notice in the bar and all letting rooms stating the route for escape and staff need to be aware of their responsibilities to ensure the safe exit of all those on the premises. If there are live in staff and if any letting rooms are occupied, then there must be some member of staff appointed to be responsible for these people in the event of an emergency.

This person would need a 'guest list' or 'rooms occupied' list of those residing on the premises each and every night so as to be able to prove that all persons were accounted for should there be an emergency. This list would need to be given to the attending senior fire officer from the Fire & Rescue Service.

All internal fire doors should be closed, should open outwards in the direction of escape and not be propped open with a wedge or fire extinguisher ever. Older doors that open inwards must always be secured open during times when the premises is open for licensable activities and open for members of the public to enter and when staff are working.

## Action if a fire is discovered:

- ▶ Sound the alarm;
- ▶ Call the Fire Brigade (dial 999);
- ▶ Fight the fire if it is safe to do so. Do not put yourself at risk;
- ▶ If you are trapped by a fire: go into a room, close the door, put a blanket or carpet against the door to stop smoke and draught, go to the window and call for help.

## Enforcement

Environmental Health Officers enforce the Health and Safety at Work etc Act 1974, Workplace Regulations 1992, Management of H&S Regulations 1999 and the Food Safety Act 1990 and Food Hygiene Regulations (England) 2006 and (EC)852/2004. This applies to hotels, restaurants, public houses as well as other legislations and regulations pertinent to the drinks industry.

The legislation provides officers with power of entry to examine premises, practices and documentation in order to assess compliance with the law.

If they have any particular concerns, EHOs can seize dangerous equipment, detain and remove foods that may not be suitable for consumption, and request information under caution if they are satisfied that an offence has been committed. Under normal circumstances, EHOs will send an informal written warning if any contraventions are found in the course of an inspection. They can, however, serve Improvement Notices requiring landlords to remedy problems.

If a health and safety defect poses an imminent risk of injury to health, a Prohibition Notice may be served, preventing a particular practice or use of equipment until specified works have been completed. In the case of serious risk of food poisoning, an Emergency Prohibition Notice may be served. This could involve the closure of the food business. Failure to comply with a notice constitutes an offence and the risk of prosecution.

The use of the above formal powers is a last resort when things have gone seriously wrong, but if you take time to get things right initially and manage risks effectively, you should find compliance with the law relatively straightforward. The EHO is there to help rather than hinder your business.

Various new laws, acts, legislation, regulations and statutory instruments have come into place since the advent of the Health and Safety at Work Act 1974, including the Health Act 2006 covering smoking in public places.

Inevitably it won't be the last piece of legislation governing what you can and can't do in a public house, or how you should or shouldn't do it! It's a grin and bear it situation, but keeping abreast of anything new that is going to change the way you run your premises may give you a head start!

**Although this information has been prepared for the OnTrade Review with the utmost care, it is no substitute for the complete rules and regulations set down by the individual authorities, and is meant only as a guide. In order to comply with all the various requirements, it is a good idea to always get advice and your local EHO, H&S officers and fire officers will always be available to provide help and assistance. If in doubt, always ask first!!**



# 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

CO2 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 CO2 safety warning. Always follow the correct procedures.

### Handling and storage

Store cylinders securely until they are ready to be used. If possible they should be wedged horizontally. When in use cylinders should be secured in an upright position. Gas safety is paramount in the management of a cellar - observe the advice and you can be sure you'll be safe in the cellar.



# Cellar Management - The key to a Great Pint

**INNSERVE LTD**

**InnsERVE are passionate about drinks dispense quality. A great cellar environment at the correct temperature with great hygiene standards and well trained staff will all help deliver a great customer experience and repeat business from satisfied customers.**

The key elements to serving consistent great quality draught products to your Customers.

## Cellar temperature

Cellar temperature is critical and keeping and serving great drinks and should always be in the range of eleven to thirteen degrees centigrade. Cask Ales are a living product that undergoes a final preparation or "conditioning" in the cellar and this is delivered via the correct temperature in the cellar, all keg products are equally temperature sensitive, the temperature being too low can have an equally negative effect as if it is too high. Always make sure your cellar cooling unit is serviced on a regular basis and the fans are kept clear from blockages.

## Dispense Gas

Dispense Gas Good dispense gas is essential to the dispense of good quality keg products. Dispense gas should be supplied in a

cylinder that has the correct test date and is in good condition. It should be correctly labelled and of food grade. A good gas supplier should be registered with your local authority. Safety is paramount when handling gas cylinders, it is vital that gas cylinders are secured correctly by recommended methods, for example chained to a wall.

## Stock Control

Stock Control is key to offering great draught products. All draught products have a shelf life and a best before date; make sure you are using the containers in the correct order. Container size should also be considered with the following guidelines, Kegs should only be on sale for five days and casks no more than three. When new stock is received it should be allowed 48 hours to acclimatise to the cellar temperature before it is put on serve.

## Line Cleaning

Line Cleaning is essential to ensure good quality dispense. Lines that are not cleaned properly or regularly will suffer from flat or fobbing dispense as well as off tastes and aromas. Incorrect line cleaning is the biggest reason for wastage in beer dispense.

Line should be cleaned every seven days. You must always use the required protective clothing for the chemicals used. Always use a recommended Brewery line cleaner and don't use a garden hose

in the cellar to fill your cleaning bottle, this type of pipe is not food grade and can cause flavour taints to your Beer lines. Always think of safety when line cleaning and put signs in the bar to let everybody know that line cleaning is in progress.

- ▶ First steps are to flush the lines with clean water to remove product in the lines, then refill your cleaning bottle with more fresh water and add the correct dose of detergent, as the manufacturer's instructions, using too much or too little detergent will make the line clean ineffective.
- ▶ Pull the detergent through to the dispense tap in the bar and leave to soak, after ten minutes pull through enough solution to replace all solution in the lines, repeat at ten minute intervals to give a total soak time of thirty minutes.
- ▶ Empty the cleaning bottle and thoroughly flush out and fill with clean water.
- ▶ Flush out the lines of all detergent plus a minimum of a further five litres per line to make sure all the detergent is removed
- ▶ While the clean is in progress clear the cellar of all empties and rubbish and clean the whole area. In the bar clean the tap nozzles in hot water, rinse and air dry before reconnecting.
- ▶ When the clean has been completed, re connect and pull through the beer and check for clarity, smell and taste.

## Glassware

Glassware is essential for quality dispense and customer satisfaction. Nothing puts a customer off more than being served with a dirty glass. Dirty glassware can cause fobbing beer flat beer and poor head retention; don't underestimate the importance of having clean glassware.

Always make sure you glass washer is serviced regularly and operating at the correct temperature and is supported by good quality detergent and rinse aid. All glasses, both new and used ones should be renovated on a regular basis, following the guidelines.

## Perfect serve

Perfect serve the final link in the quality chain is the serve, always use a clean cool glass, branded glasses have been shown to enhance presentation, avoid refilling glasses as this can lead to contamination, hold the glass at a forty five degree angle just below the tap spout and ensure the spout does not touch the glass, with the tap open fully allow the beer to flow down the side of the glass and straighten as it fills ensuring the spout remains above the surface of the head. Do not swirl the glass. When the pour is complete, present to the Customer with the branding facing forward.

The above hints and tips are designed to help serve great beer, for more comprehensive guides, please visit [www.innservetd.co.uk](http://www.innservetd.co.uk) and download our free guides.

# Fitting in with your requirements...

We have a unique set of services and support structures, each of which is aligned with our commitment to providing quality service to the UK hospitality industry.

We have developed these through partnership with our diverse customer base and over the course of 3 million visits to pubs, cafes, bars, hotels and restaurants in the 10 years since our inception.

Our co-operative attitude, expertise in driving efficiency, and absolute focus on quality has allowed us to increase value for our customers and help them exceed their objectives.

-  SUPPLY CHAIN
-  CUSTOMER SERVICE CENTRE
-  RESEARCH & DEVELOPMENT
-  EVENTS SOLUTIONS
-  SYSTEMS & REPORTING
-  FIELD TECHNICIANS
-  ASSET MANAGEMENT
-  CUSTOMER PARTNERING

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# How Important is Your Dispense Gas?

## BOC Dispense Gas

**Now more than ever bar managers invest a great deal of effort in getting the atmosphere and facilities just right – good quality food, top quality beers, a clean and attractive environment – but it is just as important to ensure that the beer is dispensed properly, so that it has the best taste. Adam Collins of BOC Sureserve explains**

Reputation can be the making or the breaking of a bar or pub, and the quality of food and drink is a vital part of building that reputation. Not everyone can rely on a loyal customer base, so keeping customers coming back is essential. It doesn't take much to make customers start looking around at other venues and a bad experience these days can be shouted to every corner of the land before they've even left the premises.

In recent years, 'quality' has become an increasingly important factor for every landlord. Customers expect their beers to be delivered consistently every time. That includes many things, none more so than how it looks and how it tastes. The quality of the carbonating and nitrogenating gas has to be right for the look and taste to be right – and that is where BOC Sureserve can help.

### The key factors

There's far more to dispense gas than just getting the beer fizzy. First of all, it is vital to use a reputable supplier for your dispense gases, one who can supply food-grade gases in cylinders that meet

industry safety standards. Among the items to check are the cylinders are fitted with positive pressure valves which prevent moisture getting in and corroding the cylinder, moisture in the cylinder is going to contaminate the beer and can make the taste change. No one is going to come back if they don't like the way their drinks taste.

The cylinder label should carry all of the information you need to know: size, quality standard, nominal weight, nominal pressure, safety advice, dangerous goods information and the suppliers contact details (including emergency telephone number). All these are required by law. If your cylinders do not carry all of this information, send them back. And talking of safety, safety data sheets should be provided with your first delivery (additional copies can be downloaded free from [www.BOCOnline.co.uk](http://www.BOCOnline.co.uk)).

Every cylinder should have a coloured test ring attached to the valve indicating when it is due for testing by your gas provider. Those due for testing in 2014 will have a blue round tag.

Check that the cylinder is the correct colour: CO<sub>2</sub> cylinders should have grey shoulders while mixed gas cylinders should have green shoulders. Dispense gas cylinders should be supplied to recognised food grade standards: for further guidance on this point check the BCGA Guidance Note 30 or choose your dispense gas supplier from the BBPA guide Carbon Dioxide in Cellars.

### The cellar

Your safety and that of your colleagues and employees is paramount to running a successful business. It is a legal

requirement for every licensee to complete a Confined Space Risk assessment. This can either be a self assessment – there is a step-by-step guide in the BOC Sureserve Risk Assessment pack – or, for extra piece of mind, carried out for you by a gas expert. Based on this, you will need to develop an action plan to minimise the risks highlighted, keeping a running record of the actions you take. You can guard against gas leaks by installing CO<sub>2</sub> monitoring and detection equipment, by increasing cellar ventilation and by setting out clear emergency procedures.



Carbon dioxide is heavier than air and is an asphyxiant. So if anyone is going into the cellar, they should always inform a colleague and say how long they expect to be.

Leak testing can be done by spraying an ammonia-free leak detection solution (ammonia reacts with brass and can corrode fittings) on all cylinder connections. If frothing or bubbling occurs there is a leak. The gas should be turned off immediately and corrective action taken before the cylinder is used again.

Ensuring that staff who change gas cylinders are trained in safe storage and handling will help ensure a safe environment. The ability to spot telltale signs of gas leakage (such as condensation build up on a cylinder, or loss of pressure on regulators when the cylinder is turned off) will reduce risks to a minimum.

## Cellar management

Too many cylinders will reduce space in the cellar but too few and you could face running out of gas. Your gas provider should advise you on how many beer barrels can be supplied from each cylinder. They will then be able to advise on delivery lead times allowing the stock levels to be optimised. BOC Sureserve provide a managed service with regular deliveries, or the option to order more by calling in should you need to.

If cylinders are full they should be kept in an upright position, securely fastened to the wall. Empties can be laid down and chocked to prevent movement. Always keep gas cylinders in a secure environment. Wherever possible, store gas cylinders in a ventilated area. Forced ventilation may be needed if the cylinders are stored indoors.

Dispense gases are compressed under enormously high pressure. Dropping or throwing a cylinder risks damaging the valve and causing

the cylinder to leak – which can create an unsafe environment in a cellar, with the risk of carbon dioxide poisoning or asphyxiation.

Equally, because of the high pressure in the cylinders, you should never try to connect gas cylinders directly to a keg. Always use a suitable regulator. It ensures that the correct gas pressure is supplied to the keg. Without one, you risk serious injury to yourself and your staff.

Ensure you use the correct mix to dispense. Using the correct mix reduces fobbing and wastage. Alongside pure carbon dioxide, there are three carbon dioxide/nitrogen mixtures generally used in the UK:

- ▶ 30/70 (CO<sub>2</sub>/N<sub>2</sub>) for low carbonated ales and stouts
- ▶ 60/40 (CO<sub>2</sub>/N<sub>2</sub>) for lagers and ciders
- ▶ 50/50 (CO<sub>2</sub>/N<sub>2</sub>) used for some smooth beers and ciders

Using blending equipment will optimise stock numbers as you will only need two types of gas – CO<sub>2</sub> and 30/70 mixed gas.

## Barriers to effective cellar management

Keeping costs low is something every business needs. Often, the initial costs associated with setting up effective cellar management can be off-putting. Yet a good well thought-out strategy will save you money in the long run – and more importantly the cellar will be safe.

Indeed, a lack of awareness about the potential dangers in the cellar can make such strategies seem expensive luxuries. But nothing could be further from the truth. Appropriate levels of safety are essential – and legally required – in all working environments.

BOC Sureserve offer a comprehensive package of products and services developed specifically for the hospitality market. We have a full range of dispense gases and can offer licensees a number of cellar management options to help ensure a safe working environment, from risk assessments through training and consultation to complete cellar management services.

And there is a further reason for ensuring you choose the best. It comes back to the quality issue. Better draught beer ultimately means better experience for the customer and more sales. Good stock control, good quality gas and the right equipment save money and increase productivity. Expert help is available if you want it.



# Keep Your Cool

Cellar Sense

## You need 2020 vision to maximise profitability in your pub, says Ruth Evans of the BFBi

Don't look at this page and think "Oh no, this is the boring techie page where I'm going to be told to take more notice of best practice in the cellar".

Look at this page and think "Oh joy, this is where I get to be ahead of the game and ensure the beer that I serve is as the brewer intended, improving consumer experience, reducing wastage and improving profitability".

## Does Your Cooling Provision Meet the 2020 Regulatory Changes?

With refrigeration continuing to be 60% of a retailer's energy demands and the global drive to reduce greenhouse gasses to ensure sustainable and efficient system designs, the refrigerant utilised in systems continues to be a critical focus for designers, manufacturers and end users.

With legislation now driving energy and emission performance it is clear that refrigerants will continue to be developed and produced to ensure these demands are met and in cases exceeded.

One such recent development is the announcement that R134a (HFC refrigerant) will be made obsolete in 2020 and illegal to use from 2022.

So, what alternatives should you be looking at, bearing in mind you need a minimum 5-10 year field life for your coolers?

R290 (HC Refrigerant) has significant benefits, such as a low GWP (Global Warming Potential) and up to 50% efficiency improvement. R290 is not a drop-in replacement for R134a but, with almost all domestic refrigerators now switched to R290 it is the natural choice for beverage cooling solutions.



## Will Your Under Bar Cooling Look Like This in 2020?

A recently launched cooling innovation is a patented tube-in-tube connector system satisfying the requirements of a draught beer dispense system, from beer barrel to tap. This system can help maintain critical temperature conditioning of beer or beverage in the pipeline by enabling each product tube to be fully enveloped by recirculating coolant - usually either water or a water glycol blend - over the entire pipeline length, ensuring: consistent temperature at pour (to brand specification); extra cold temperature capability without the necessity of a coldroom or secondary cooling device (& associated running/maintenance costs & space utilization); a genuine draught dispense where not previously viable.

Microbiological activity is reduced at low temperature & product quality is less prone to microbial related complaints (e.g. 'off flavours', beer fobbing,) subject to an appropriate cleaning regime - and less waste means more revenue per barrel



Cellar equipment may not be the sexy end of the business but understanding it saves you money – and that is sexy.

These are just two examples of innovations taking place within the cellar, enabling you to improve consumer experience and profitability. Beer does not magically transport itself from keg/cask to glass - there is a wealth of innovation, expertise, technology involved.

Use this innovation, technology & expertise & you will enhance your profitability. Ignore this resource & you will find you may not have the 20/20 vision needed to drive your business forward into 2020.

Thanks to MF Refrigeration [www.mf-refrigeration.co.uk](http://www.mf-refrigeration.co.uk) and John Guest Ltd [www.johnguest.co.uk](http://www.johnguest.co.uk)

# Top quality starts in the cellar

With Sureserve from BOC managing your dispensing needs you can be confident you've got the right gas, at the right price, delivered right on time so your customers can always enjoy the perfect pint.

BOC offers a comprehensive package of dispensing products and services developed specifically for the hospitality market.

Call **08457 302 302** or visit [www.BOCOnline.co.uk/sureserve](http://www.BOCOnline.co.uk/sureserve) to find out how our expertise can help you to ensure your beer is dispensed right for a top quality product.

OUR PROFITS ARE UP BECAUSE WE KEEP OUR GLASSES CLEAN.



# Beer and Profitability

Cask Marque

**With beer still accounting for over 60% of wet sales in a pub it is essential to maximise your profit from every pint you sell. To do this you need to improve yields and increase sales...it sounds simple and it is**

### Key areas to save money

Did you know that filling one drip tray per day with waste beer is equivalent to almost £19,000 a year in lost sales in a typical ten tap account assuming a price of a pint of £3.50. Much of this wastage is due to fobbing caused by dirty lines, high cellar temperatures and casks or kegs that have been on sale for too long.

### What can affect profit and the amount of wastage that is produced:

Cellar Hygiene	Temperature of Cellar	Line Cleaning	Gas
Glassware	Dispense Technique	Cask Conditioning Procedure	Coolers
Stock Control	Bar Hygiene	Throughputs	Equipment Maintenance
Correct Nozzles	Fob Detectors	Cask not hard pegged overnight	Coolant Levels
Storage	Out of date products	Renovate	Quality of Chemicals

### Increase Beer Sales

It is important to offer good customer service. We frequently forget that we are retailers just like a restaurant or a shop. This retail experience covers:

- ▶ Range
- ▶ Staff knowledge
- ▶ Presentation
- ▶ Quality

### Range

Primarily choosing your product range depends on the type of customer you wish to attract. If you are a community pub, a good eating house, cask and premium lager will be key offers, If you are a style bar or high street venue lager and world beers play an important role. Also craft beer range should be considered. Whilst cost price is important, don't be frightened to charge a fairer retail price. If your customer offer is right, you can justify the price.

### Staff Knowledge

Staff need to know details of the beers on sale and information on the brewery and taste of the beer. Customers are becoming more adventurous in their choice and need guidance from staff. You can gain the information from your supplier or the internet.

Tasting notes for cask beers are available on Cyclops website [www.cyclopsbeer.co.uk](http://www.cyclopsbeer.co.uk)

When holding weekly staff meetings get staff to taste and talk about the beers. They need to be able to engage customers in what you have on offer.

## Presentation

The style of glassware is important. Make sure staff know the range of glassware available for each drink. This applies to all drinks. Using branded glassware is always preferable and don't serve a pint of Adnams in a Guinness glass!

Taking care of glassware is vital. Clean lipstick etc off glassware before placing in the glasswasher. Never put coffee cups in the machine. When returning to the shelf, place on lattice matting to allow air to circulate. Every month 'renovate' your glassware which is effectively an acid wash to remove the film that develops on the glass from beer and eventually will cause a flat pint – no head.

For more on glassware and daily and weekly maintenance of your glasswashing machines do check the website [www.cask-marque.co.uk](http://www.cask-marque.co.uk) for the glassware charter.

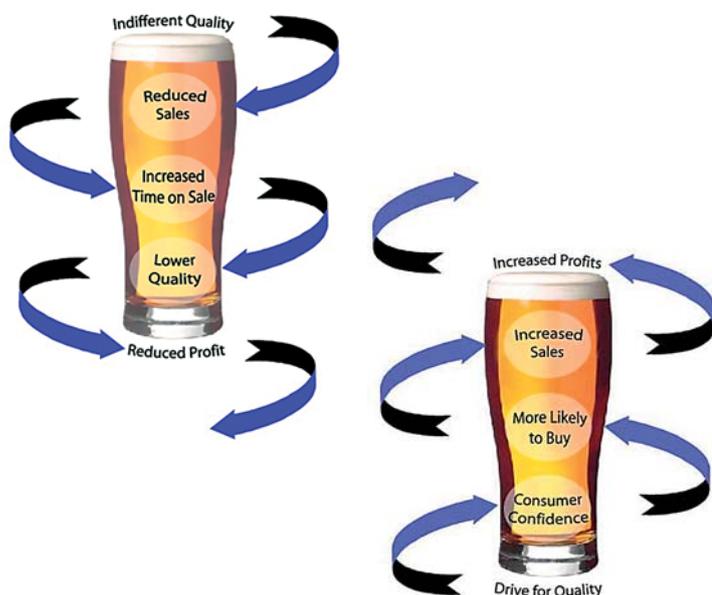
## Quality

Poor quality lowers your profits. 34% of consumers will go to a different outlet if quality is poor (AB-Inbev)

## Why?

It leads to a downward spiral of falling sales caused by customer dissatisfaction, increased wastage, and lower profits:

Good quality leads to an upward spiral of customer satisfied customers, increased sales, decreased wastage and higher profits:



All this shows how important it is to have a trained cellar manager in every pub, and for them to take ownership of yields and beer quality as it has a material effect on profitability.

To train a member of staff in your pubs enrol on a cellar training course accredited by the Bii. Cask Marque has 11 training centres and covers the whole of the UK. Details of the courses can be found on Cask Marque website

[www.cask-marque.co.uk/info-for-pubs/training](http://www.cask-marque.co.uk/info-for-pubs/training)

Beer is back in favour. Make the most of the opportunities this revival offers.

## Top Tips to decrease wastage, improve beer quality and increase profit

Reduce the amount of taps on the bar	This lowers the amount of beer disposed of during a line clean
Stock brands and container sizes which can be sold without quality being compromised	Cask sold within 3 days and kegs sold within 5 days will be at their best. After this time, they can begin to deteriorate. Kegs on sale for more than 5 days 'gas' up and start to fob, and casks on sale for more than 3 days become stale and acetic. Selling within these timescales can reduce customer returns and wasted beer.
Clean lines at least every seven days	Lines cleaned infrequently or incorrectly result in fobbing and foul tasting beer. Pubs which clean lines correctly every seven days will see increased beer quality. Analysis shows that if beer lines are not cleaned for 14 days yields drop by 4% (Vianet 2014)
Check the cellar temperature daily. Cellar temperature should be between 11°C to 13°C	If the cellar is too warm cask beer will go off more quickly and pick up adverse flavours. Kegs may fob up and increase waste. If the cellar is too cold most beers will dispense 'flat', flavours will be affected and cask beers will take longer to 'condition' and increase waste. Currently 32% of cellars are too warm – above 13°C (Vianet2014) Regularly maintain your cellar cooling equipment
Turn the gas off between sessions	If gas is left switched on overnight keg beers will gas up and result in wastage due to fobbing beer
Train staff how to pour beer correctly	Training may reduce beer overspill into the drip trays
Put a hard peg in all casks between trading sessions	If cask beers are not hard pegged overnight they lose their 'condition', taste flat and shelf life is reduced
Invest in 'auto tilts' for casks – they are proven to increase yields and save time	Auto tilts help get the maximum amount of cask beer out of the container. Manually tilting can cause the sediment to be disturbed causing wasted beer. With good cellar management only 2 pints will be left in a cask at the end of a barrel. Poor stillages can double this wastage
Check the clarity, aroma and taste of each cask beer in the cellar before pulling the product through to the bar	If beer is not completely clear or conditioned properly, all the cask beer in the line will have to be disposed of
Check glassware is free-rinsing and fit to use	Poor glasswashing standards can lead to the head on beer collapsing and adverse flavours / aromas.

# The changing face of the on-trade supply chain



**Steve Graham, Head of the on-trade division for the Today's Group reveals how significant change in the on-trade sector has given licensees better choice and service than ever before.**

On-trade has been through some huge changes over the past 20 years, particularly with the beer orders which now seem ancient history.

Declines in pub numbers, freeing up of the tie, revival of cask ale, less national beer suppliers, smaller craft and micro brewers, and the current trends led by consumers to premium and craft drinks, are all well documented. There is, however, another series of changes occurring in the supply of drinks to our pubs, clubs, hotels, bars and restaurants.

*"On-trade has been through some huge changes over the past 20 years, particularly with the beer orders which now seem ancient history."*

Traditionally suppliers had huge sales forces and delivery fleets taking and delivering orders direct from supplier to outlet. These are now gone. The major brewers have also offered a composite service, although one - AB Inbev - has pulled out of this competitive supply channel. National wholesalers have also undergone change, WTBS, one of the largest is no longer around. On-trade specialist Classic is now owned by Booker and more and more traditional grocery and foodservice wholesalers are diversifying into the on-trade.

This change has been helped by the formation of buying groups designed to help independents share best practice and access better promotions and deals for their customers, while remaining family run. Once happy with taking the 'crumbs from the table' this exciting and dynamic sector has also metamorphosed into larger more professional, service orientated, suppliers serving all levels of the trade. But change has even occurred here.

## Today's On-trade

In the past twelve months, the largest independent buying group in the UK launched an on-trade arm to its business. Today's Group was joined by 15 on-trade specialists who were former members of National Drinks Distributors (NDD), adding to its three existing members and pushing the on-trade value of Today's to £450m and its total buying power to £5.7bn.

The Doncaster-based buying group has more than 170 cash & carry and delivered wholesale members, supplying independent retailers, caterers and foodservice customers who already benefit from competitive pricing, promotions, educational tools and marketing support, which will now also be made available to the new on-trade division.

I have been recruited by Today's managing director Bill Laird to establish the new on-trade division. The alliance also opens the doors for existing Today's members to have an introduction to the on-trade market. All the traditional boundaries that used to exist between independent retail, foodservice and on-trade channels are disappearing, but it is still great to see that independents that place the emphasis on good old fashioned 'service' can still present an attractive and competitive proposition to pubs, restaurants and bars, who now have a better choice of supplier, range of products and packages, with an excellent level of service, given by family-run companies. Who said that change was bad?

### Fast facts

- ▶ **£5.7bn** - total buying power of Today's Group
- ▶ **£450m** - value of the new on-trade division
- ▶ **25** - number of on-trade members
- ▶ **April 2014** - date the on-trade division was launched
- ▶ **170** - Today's Group member wholesalers

Today's new on-trade members are: Edwards Beers and Minerals, Middleton Wholesale, Jack Sullivan, Glamorgan Beer Company, Dayla, Tolchards, ABV Wholesale, IM Wines, Island Ales, Maison Maurice, Small Beer, Swallow Wholesaler, Tanners Wines, Thorne Licensed Wholesalers and Young's Beers Wine and Spirits.

**ABV Wholesale**

Unit 1-2, Pitt Street  
Keighley  
West Yorkshire  
BD21 4PE  
01535 669966  
www.abvwholesale.com

**Dayla Ltd**

Unit 2 50 Aylesbury Road  
Aston Clinton Aylesbury  
Buckinghamshire  
HP22 5AH  
01296 630013  
www.dayladrinks.co.uk

**D.B. Ramsden & Co Limited**

Adam Smith Street  
Grimsby North East Lincs  
DN31 1SJ  
01472 313 200  
www.deebie.co.uk

**Edwards Beers and Minerals**

Unit 5 Grovebury Place  
Grovebury Road  
Leighton Buzzard Beds  
LU7 4SH  
01525 370784  
www.edwardsdrinks.com

**Glamorgan Beer Co Ltd**

Unit B Llantrisant Business Park  
Llantrisant  
Rhondda Cynon Taff  
CF72 8LF  
01443 406080  
www.glamorganbeer.co.uk

**Grapevine The Wineservice Co**

Embleton  
Cockermouth  
Cumbria  
CA13 9YA  
017687 76100  
www.caterite.co.uk

**Hills Prospect PLC**

Consolidated House  
Faringdon Avenue  
Harold Hill, Romford Essex  
RM3 8SP  
01708 335050  
www.hillsprospect.com

**HT & Co. (Drinks) Limited**

31-37 Park Royal Road  
Park Royal  
London  
NW10 7LQ  
0870 050 1240  
www.highspiritsuk.net

**H.T. White & Co**

15 Alder Close Eastbourne  
East Sussex  
BN23 6QF  
01323 720161  
www.htwhite.com



# Today's Group

**I.M. Wines**

Vulcan Business Centre Unit 9  
Vulcan Way New Addington  
Croydon CR0 9UG  
01689 841800  
www.imwines.co.uk

**Island Ales**

Dinglers Farm Yarmouth Road  
Shalfleet Newport Isle of Wight  
PO30 4LZ  
01983 821731  
www.islandales.co.uk

**Jack Sullivan**

Millbrook Estate Llandore  
Swansea Glamorgan  
SA1 2NU  
01792 776398  
www.jacksullivan.co.uk

**Maison Maurice Ltd**

K1 - K5 North Fleet Industrial Estate  
Lower Road North Fleet Kent  
DA11 9BL  
01474 361200  
www.maisonmaurice.com

**Middleton Wholesale**

Tyne Road  
Weedon Road Industrial Estate  
Northampton  
NN5 5AF  
01604 750040  
www.middletonwholesale.com

**Ooberstock**

Wyndmere House Ashwell Road  
Steeple Morden, Royston  
Hertfordshire  
SG8 0NZ  
0844 493 0000  
www.ooberstock.com

**One Way Wholesale Ltd**

Unit C 11-17 Fowler Road  
Hainault Essex  
IG6 3UJ  
020 8500 1600  
www.onewaywholesale.co.uk

**Small Beer Ltd**

Unit 1, Churchill Business Park  
Sleaford Road Bracebridge Heath  
Lincoln  
LN4 2NL  
01522 540431  
www.smallbeerwholesale.co.uk

**Swallow Drinks Ltd**

Stonehouse Lane Bartley Green  
Birmingham  
B32 3AH  
0121 428 6850  
www.swallow.uk.com

**Tanners Wines Ltd**

26 Wyle Cop Shrewsbury  
Shropshire  
SY1 1XD  
01743 234500  
www.tanners-wines.co.uk

**Tate Smith**

Sundella House Castlegate  
Malton North Yorkshire  
YO17 7EE  
01653 693193  
www.derventiowines.co.uk

**Temple Wines Limited**

NDK House 472 Church Lane,  
Kingsbury London  
NW9 8UA  
020 8905 9484  
www.templewines.co.uk

**Thorne Licenced Wholesale Ltd**

Kings Court Business Park  
King Edward Road Thorne  
Doncaster  
DN8 4EA  
01405 740004  
www.tlwholesaleltd.co.uk

**Tolchards Ltd**

Western House, Silverhills Road  
Decoy Industrial Estate  
Newton Abbot Devon  
TQ12 5ND  
01626 333426  
www.tolchards.com

**Wild's of Oldham**

Westwood Industrial Estate  
Arkwright Street Oldham  
Lancashire  
OL9 9LZ  
0161 626 1990  
www.wildsofoldham.co.uk

**Young's Beers Wines & Spirits**

Unit 20, Churchill Way  
Lomeshaye Industrial Estate  
Nelson Lancashire  
BB9 6RT  
01282 617775  
www.youngsbeerswinespiritsltd.co.uk



# Wholesale Suppliers

## 3663

Buckingham Court  
Kingsmead Business Park  
London Road  
High Wycombe  
Bucks  
HP11 1JU  
0370 3663 100  
www.3663.co.uk

## 434 Enterprises

Unit 2, South Kingston Bus Park,  
Kingston Bagpuize,  
Oxon,  
Oxfordshire  
OX13 5AS  
01865 823333  
www.434enterprises.co.uk

## ABV Wholesale

Unit 1-2, Pitt Street  
Keighley  
West Yorkshire  
BD21 4PE  
01535 669966  
www.abvwholesale.com

## AF Blakemore

Long Acres Industrial Estate  
Rose Hill Willenhall  
West Midlands  
WV13 2JP  
01902 366066  
www.afblakemore.com

## Ale & Beer Supplies

Units 9-11  
East Side Ind Estate  
St Helens  
Merseyside  
WA9 3AS  
01744 22023  
www.ale-beersuppliesltd.co.uk

## Amathus Drinks Plc,

309 Elveden Road  
Park Royal  
London  
NW10 7ST  
0208 951 9840  
www.amathusdrinks.com

## Ample Ontrade

Unit 1 Bridge Works  
Woodhead Road  
Honley  
Holmfirth  
W Yorkshire  
HD9 6PW  
01484 667560

## ASD

Brookside Way  
Huthwaite  
Nottinghamshire  
NG17 2NL  
01623 441427  
www.asdwholesale.co.uk

## AVS Wines and Beers

Unit 7/8  
Canal Road  
Gravesend Kent  
DA12 2PA  
01474 537767  
www.avscaskbeers.co.uk

## Bablake Wines

Bablake House  
Kingfield Road  
Coventry  
West Midlands  
CV1 4LD  
02476 228272  
www.bablakewines.co.uk

## Bacchus Wine

38 Market Place  
Olney  
Bucks  
MK46 4AJ  
01234 711140  
www.bacchus.co.uk

## Battlefield Beers

Unit 2b/2c  
Archers Way  
Battlefield Enterprise Park  
Shrewsbury  
Shropshire  
SY1 3AB  
01743 467163  
www.battlefieldbeers.co.uk

## Beer Direct

10 Ferndale Close  
Werrington  
Stoke-on-Trent  
Staffordshire  
ST9 0PW  
01782 303823  
www.beerdirect.co.uk

## Beer My Guest

Unit 10  
George Hodges & Son  
Horniglow Street  
Burton on Trent  
Staffordshire DE14 1EG  
07711 349690  
www.beermyguest.co.uk

## Beers of Europe

Garage Lane  
Setchey  
King's Lynn  
Norfolk  
PE33 0BE  
01553 812000  
www.beersofeurope.co.uk

## Beer Paradise

Unit 20 Centre Park  
Marston Moor Business Park  
Tockwith York  
YO26 7QF  
01423 359533  
www.beerparadise.co.uk

## Beer Trading Company

Unit T  
Sheriff House Industrial Estate  
Nantwich Road  
Cheshire  
CW10 0LH  
01606 841467  
www.beertrading.co.uk

## Beverage Express

Unit B6  
Warhurst Road  
Lowfields Business Park  
Elland West Yorkshire  
HX5 9DF  
01422 310 311  
www.beverageexpress.co.uk

## Bookers

Equity House,  
Irthlingborough Road  
Wellingborough  
Northamptonshire  
NN8 1LT  
01933 371000  
www.booker.co.uk

## Brewers Wholesale

Unit 2b  
Gainsborough Trading Estate  
Rufford Rd Stourbridge  
West Midlands  
DY9 7ND  
01384 374050  
www.thebrewerswholesale.co.uk

## Carlsberg UK

Jacobsen House  
140 Bridge Street  
Northampton  
NN1 1PZ  
01604 66 88 66  
www.Carlsberg.co.uk

**Casa Julia**

11 Springwood Drive  
Braintree Essex  
CM7 2YN  
01376 320269  
www.casajulia.co.uk

**Cascade Drinks**

5 Merlin Way  
Bowerhill Melksham  
Wiltshire  
SN12 6TJ  
01225 708842  
www.molesbrewery.com

**Cave Direct**

Unit B10  
Larkfield Trading Estate  
New Hythe Lane, Larkfield Kent  
ME20 6SW  
01622 710 339  
www.beermerchants.com

**City Beer Ltd**

Unit 2 Everitt Close  
Wellingborough  
Northamptonshire  
NN8 2QE  
01933 223368

**C.O.D Beers**

3, Moulsecoomb Way  
Brighton  
East Sussex  
BN2 4PB  
01273 626604  
www.cod-beers.co.uk

**Coe Vintners**

53 Redbridge Lane East  
Ilford  
Essex  
IG4 5EY  
020 8551 4966  
www.coevintners.com

**Colemans ABC Ltd**

The Old Tram Depot  
161 Bexhill Road  
Hastings  
E Sussex  
TN38 8BG  
01424 717777  
www.colemansabc.co.uk

**Dayla Ltd**

Unit 2 50 Aylesbury Road  
Aston Clinton Aylesbury  
Buckinghamshire  
HP22 5AH  
01296 630013  
www.dayladrinks.co.uk

**D.B. Ramsden & Co Limited**

Adam Smith Street  
Grimsby North East Lincs  
DN31 1SJ  
01472 313 200  
www.deebie.co.uk

**Derbyshire Beers Ltd**

Unit 5  
Taylor Lane Ind Est.  
Loscoe  
Derbyshire  
DE75 7TA  
0845 2416154  
www.derbyshirebeers.co.uk

**Edwards Beers and Minerals**

Unit 5  
Grovebury Place  
Grovebury Road  
Leighton Buzzard Beds  
LU7 4SH  
01525 370784  
www.edwardsdrinks.com

**Euroglobe**

Unit 11  
Buzzard Creek Industrial Estate  
River Road  
Barking  
Essex  
IG11 0EL  
020 8594 1163  
www.drinks-wholesale.co.uk

**Flying Firkin**

Unit 3  
Holker Mill  
Burnley Rd  
Colne  
Lancs  
BB8 8JN  
01282 865923  
www.flyingfirkin.co.uk

**Free Trade Beers & Minerals**

Gascoigne Road,  
Barking,  
IG11 7LL  
020 8477 4650  
www.freetradebeer.co.uk

**Gala Drinks Co Ltd**

Unit C1-6 Vitruvius Way  
Meridian Business Park,  
Leicester  
Leicestershire  
LE19 1WA  
0116 289 0111

**Gandhi Imbibe**

Units 22/23 The io Centre  
River Road  
Barking  
IG11 0DR  
020 8591-9001  
www.imbibe-drinks.com

**Glamorgan Beer Co Ltd**

Unit B Llantrisant Business Park  
Llantrisant  
Rhondda Cyno Taff  
CF72 8LF  
01443 406080  
www.glamorganbeer.co.uk

**Grapevine The Wineservice Co**

Embleton  
Cockermouth  
Cumbria  
CA13 9YA  
017687 76100  
www.grapevinewineservices.co.uk

**Halls Drinks**

Unit 6  
Underwood Business Park  
Crewe  
CW1 3SA  
01270 586294  
www.hallsdrinks.co.uk

**Heron & Brearley**

Distribution Centre  
Old Castletown Rd  
Kewaigue  
Douglas  
Isle of Man  
IM2 1QG  
01624 699400  
www.heronandbrearley.com

**Hills Prospect PLC**

Consolidated House  
Faringdon Avenue  
Harold Hill,  
Romford Essex  
RM3 8SP  
01708 335050  
www.hillsprospect.com

**HT & Co. (Drinks) Limited**

31-37 Park Royal Road  
Park Royal  
London  
NW10 7LQ  
0870 050 1240  
www.htdrinks.com

**High Spirits Ltd**

High Spirits UK Ltd  
32 College Street  
Kempston  
Bedford MK42 8LU  
01234 365526  
www.highspiritsuk.net.

**H.T. White & Co**

15 Alder Close  
Eastbourne  
East Sussex  
BN23 6QF  
01323 720161  
www.htwhite.com

**I.M. Wines**

Unit 9  
Vulcan Business Centre  
Vulcan Way  
New Addington  
Croydon  
CR0 9UG  
01689 841800  
www.imwines.co.uk

**Inn Express**

Unit 3 Lower Barn Buildings  
Haselor,  
Alcester,  
Warwickshire,  
B49 6LX  
01789 488008  
www.inn-express.com

**Ipswich Wines & Beers**

Unit 12 & 16,  
Foxtail Rd,  
Ransomes Euro Park,  
Ipswich,  
Suffolk  
IP3 9RT  
01473 715125  
www.ipswichwines.co.uk

**Island Ales**

Dinglers Farm  
Yarmouth Road  
Shalfleet Newport  
Isle of Wight  
PO30 4LZ  
01983 821731  
www.islandales.co.uk

**J & A Drinks**

NR Castlepoint Shopping Centre  
Throop,  
Bournemouth,  
Dorset  
BH8 0DL  
01202 539494  
www.jandadrinks.co.uk

**Jack Sullivan**

Millbrook Estate Llandore  
Swansea Glamorgan  
SA1 2NU  
01792 776398  
www.jacksullivan.co.uk

**James Clay**

Unit 1 Grove Mills  
Elland  
West Yorkshire  
HX5 9DZ  
01422 377560  
www.jamesclay.co.uk

**Joseph Keegan & Sons**

Centenary Buildings  
Cleveland Ave Holyhead  
Isle of Anglesey  
LL65 2LB  
01407 762333  
www.josephkeegan.co.uk

**JV Trading**

20 The Esplanade  
Lowestoft  
Suffolk  
NR33 0QG  
01502 539631  
www.jvtrading.co.uk

**Last Orders**

Unit 1 Parkhouse Works  
Bacon Lane  
Sheffield  
S9 3NH  
0114 275 1119  
www.lastorders2001.com

**Lavinea Wines**

468 Ranglet Road  
Walton Summit  
Bamber Bridge  
Preston  
PR5 8AR  
0845 6036814  
www.wines2you.co.uk

**Libra Drinks Wholesale**

Unit 2 Finch Close  
Lenton Lane Industrial Estate  
Nottingham  
Nottinghamshire  
NG7 2NN  
0845 1301623  
www.libradrinks.com

**Liquid Services**

Unit 35,  
Bloomfield Park  
Bloomfield Road,  
Tipton,  
West Midlands  
DY4 9AH  
0121 520 8899  
www.liquidservices.co.uk

**LWC**

Unit 3 Stainburn Road,  
Openshaw,  
Manchester,  
M11 2DN  
0161 438 4060  
www.lwc-drinks.co.uk

**Madison Drinks**

Unit 2  
Thames Road Industrial Estate  
Silvertown  
London  
E16 2EZ  
0207 511 7671  
www.madisondrinks.co.uk

**Maison Maurice Ltd**

K1 – K5 North Fleet Industrial Estate  
Lower Road North Fleet  
Kent  
DA11 9BL  
01474 361200  
www.maisonmaurice.com

**Matthew Clark Wholesale**

Whitchurch Lane  
Whitchurch  
Bristol Avon  
BS14 0JZ  
01275 891400  
www.matthewclark.co.uk

**Middleton Wholesale**

Tyne Road  
Weedon Road Industrial Estate  
Northampton  
NN5 5AF  
01604 750040  
www.middletonwholesale.com

**Molson Coors**

137 High Street  
Burton upon Trent  
Staffordshire  
DE14 1JZ  
01283 511 000  
www.molsoncoors.co.uk

**Morecambe Bay Wines & Spirits**

Newgate Whitelund Ind Estate  
Morecambe  
Lancs  
LA3 3PT  
01524 39481  
www.baywines.co.uk

**Nectar Imports**

The Old Hatcheries  
Bells Lane  
Zeal  
Wilts  
BA12 6LY  
01747 840100  
www.nectar.net

**Ooberstock**

Wyndmere House Ashwell Road  
Steeple Morden,  
Royston  
Hertfordshire  
SG8 0NZ  
0844 493 0000  
www.ooberstock.com

**One Way Wholesale Ltd**

Unit C 11-17  
Fowler Road  
Hainault Essex  
IG6 3UJ  
020 8500 1600  
www.onewaywholesale.co.uk

**Page and Sons**

49-51 Hopes Lane  
Ramsgate  
Thanet,  
East Kent  
CT12 6UW  
01843 591214  
www.pageandsons.co.uk

**Pierhead Purchasing Ltd**

Unit 1 & 2  
The Paddocks  
Wood Street  
Swanley Village  
Kent  
BR8 7PA  
01322 662377  
www.pierheadwines.co.uk

**Real Ale Limited**

371 Richmond Road  
Twickenham  
Middlesex  
TW1 2EF  
0208 892 3710  
www.realale.com

**Real Beer Company**

7 Dragoon Close  
Heathfield Industrial Estate  
Newton Abbot TQ12 6TU  
0845 2411122  
01392 439535  
www.therealbeercompany.co.uk

**Same Day Beers**

Corrie Way  
Bredbury Park Industrial Estate  
Bredbury  
Stockport  
Cheshire  
SK6 2ST  
0161 406 0606  
www.samedaybeers.co.uk

**St Austell Brewery Co Ltd**

63 Trevarthian Road  
St Austell  
Cornwall  
PL25 4BY  
0845 2411122  
www.staustellbrewery.co.uk

**Sedgemoor Drinks**

Units 7 & 8  
Barhams Close  
Bridgwater  
Somerset  
TA6 4DS  
08450526720  
www.sedgemoordrinks.co.uk

**Small Beer Ltd**

Unit 1, Churchill Business Park  
Sleaford Road  
Bracebridge Heath  
Lincoln  
LN4 2NL  
01522 540431  
www.smallbeerwholesale.co.uk

**Spencers Wholesale**

2 Sanders Road  
Bromsgrove  
Worcs  
B61 7AR  
01527 831070  
www.bromsgrove-ltd.co.uk

**Staffordshire Beers**

Bark House Farm Hulme Lane  
Hulme  
Stoke on Trent  
Staffs  
ST3 5BH  
01782 303800

**Swallow Drinks Ltd**

Stonehouse Lane Bartley Green  
Birmingham  
B32 3AH  
0121 428 6850  
www.swallow.uk.com

**Tanners Wines Ltd**

26 Wyle Cop Shrewsbury  
Shropshire  
SY1 1XD  
01743 234500  
www.tanners-wines.co.uk

**Tate Smith**

Sundella House Castlegate  
Malton North Yorkshire  
YO17 7EE  
01653 693193  
www.derventiowines.co.uk

**Telford Wines**

Arcall House Stafford Park 1  
Telford  
Shropshire  
TF3 3BD  
01952 291129  
www.telfordwines.co.uk

**Temple Wines Limited**

NDK House 472 Church Lane,  
Kingsbury London  
NW9 8UA  
020 8905 9484  
www.templewines.co.uk

**Thorne Licenced Wholesale Ltd**

Kings Court Business Park  
King Edward Road Thorne  
Doncaster  
DN8 4EA  
01405 740004  
www.tlwholesaleltd.co.uk

**Tolchards Ltd**

Western House,  
Silverhills Road  
Decoy Industrial Estate  
Newton Abbot Devon  
TQ12 5ND  
01626 333426  
www.tolchards.com

**TotalServe Wholesale Ltd**

Unit 2A Arbour Court  
Arbour Lane  
Knowsley  
Liverpool  
L33 7XE  
0151 549 0151  
www.jeroboam-and-schott.co.uk

**Turner & Wrights**

Vine House Lynstock Way  
Lostock  
Bolton  
BL6 4TW  
01204 673010  
www.turnerandwrights.co.uk

**Utobeer**

14 Winchester Walk,  
Borough Market,  
London,  
SE1 9AG  
020 7378 9461  
www.utobeer.co.uk

**VC Vintners Ltd**

Unit 1 Marine Park, Gapton Hall Road,  
Great Yarmouth,  
Norfolk,  
NR31 ONL  
01493 667586  
www.vcvintners.co.uk

**Venus Plc**

Venus House Unit 3  
62 Garman Road  
London  
N17 0UT  
020 8801 0011  
www.venusplc.com

**Warwickshire Beer Co**

Bakehouse Brewery Queen Street  
Cubbington  
Warwickshire  
CV32 7NA  
01926 450747  
www.warwickshirebeer.co.uk

**The Wigan Beer Company**

Unit 13-14 Victoria Trading Estate  
Miry Lane Wigan  
Lancashire  
WN3 4BW  
01942 821711  
www.wiganbeer.co.uk

**Wines of Interest**

46 Burlington Road  
Ipswich  
Suffolk IP1 2HS  
01473 215752  
winesofinterest.co.uk

**WJ Armstrong**

12 London Road, East Grinstead,  
West Sussex  
RH19 1AG  
01342 321478  
www.wjarmstrong.com

**Wild's of Oldham**

Westwood Industrial Estate  
Arkwright Street Oldham  
Lancashire  
OL9 9LZ  
0161 626 1990  
www.wildsofoldham.co.uk

**Young's Beers Wines & Spirits**

Unit 20, Churchill Way  
Lomeshaye Industrial Estate  
Nelson Lancashire  
BB9 6RT  
01282 617775  
www.youngsbeerswinespiritsltd.co.uk

# ALMR Suppliers Members

## A-Cask Ltd

Unit 6A, St Andrews Trading Estate Bridport,  
Dorset, DT6 3EX

01308 426982  
www.acask.com

## Accolade Wines Ltd

Accolade House The Guildway  
Old Portsmouth Road Guildford  
Surrey GU3 1LR

01483 690035  
www.accolade-wines.com

## Adnams Plc

Sole Bay Brewery  
East Green Southwold IP18 6JW

01502 727200  
www.adnams.co.uk

## Anglo Drinks Ltd

Wakes Hall Business Centre, Colchester Rd,  
Wakes Colne, Colchester C06 2DY

01787 222888  
www.anglodrinks.co.uk

## Aspall Cyder

Aspall Hall Debenham  
Stowmarket Suffolk IP14 6PD

0870 4877924  
www.aspall.co.uk

## Bacardi Brown Forman Brands

Kings Worthy Winchester  
Hampshire SO23 7TW

01962 762200  
www.bacardi.com

## Barclays Corp. Hosp. & Leisure

Level 27, 1 Churchill Place London  
E14 5HP

02071 167641  
www.barclays.com

## BarZone

Cloisters House, 8 Battersea Park Road  
London  
SW8 4BG

0870 728 8001  
www.barzone.co.uk

## Better Reach Ltd

Better Reach Ltd  
Birch Hill House Birch Hill  
Cheddar BS27 3JJ

01934 808088  
www.betterreach.biz

## Bibendum Wine Ltd

113 Regents Park Road London  
NW1 8UR

020 7449 4120  
www.bibendum-wine.co.uk

## Black Sheep Brewery PLC

Wellgarth Masham Nr Ripon  
North Yorkshire  
HG4 4EN

01765 689227  
www.blacksheepbrewery.com

## Blu UK

Concorde Hous Trinity Park  
Solihull B37 7UQ

0121 647 7375  
www.blucigs.co.uk/

## BOC Sureserve

The Priestley Centre Priestley Road  
The Surrey Research Park  
Guildford Surrey GU2 7XY

01483 244349  
www.boconline.co.uk

## Branding Boutique Ltd

Wilson Business Park  
1 Queen Elizabeth Avenue  
Glasgow G52 4NQ

0141 561 8262  
www.brandingboutique.com

## Brewfitt

International House Penistone Road  
Fenay Bridge Huddersfield HD8 0LE

01484 340 800  
www.brewfitt.com

## British Loose Leaf

8 Veridion Way Erith  
DA18 4AL

01322 621534  
www.bll.co.uk

## British Sky Broadcasting Ltd

Sky Business Grant Way Isleworth  
TW7 5QD

0207 0323467  
www.bskyb.com

## Britvic Soft Drinks Ltd

Breakspear Park Breakspear Way  
Hemel Hempstead Hertfordshire  
HP2 4TZ

0121 711 1102  
www.britvic.co.uk

## BT Sport

81 Newgate Street London  
EC1A 7AJ

02073 565000  
www.btsport.com

## Budweiser Budvar UK Ltd

2nd Floor, Hamilton House  
Mabledon Place London  
WC1H 9BB

020 7554 8810  
www.budvaruk.com

## Butterfield Signs Ltd

174 Sunbridge Road Bradford  
West Yorkshire  
BD1 2RZ

01274 722244  
www.butterfieldsigns.co.uk

## C&C Group

The Communications Building  
48 Leicester Square  
London WC2H 7LT

www.candcgroupplc.com

## Carlsberg UK Ltd

Jacobsen House  
140 Bridge Street  
Northampton NN1 1PZ

01604 668866  
www.carlsberg.com

## Casio Electronics Co. Ltd

Unit 6 1000 North Circular Road  
London NW2 7JD

0208 4509131  
www.casio.co.uk

## Cask Marque Trust

Seedbed Centre Severalls Park  
Colchester Essex  
CO4 9HT

07768 614065  
www.cask-marque.co.uk

## CaterCost Ltd

9 Powell Road  
Poole BH14 8SG

01202 348007  
www.catercost.com

## CGA Peach

20 Lancaster Road Birkdale  
Southport PR8 2LE

01704 550383  
www.cgapeach.co.uk

**CGA Strategy**

Waterloo Place Watson Square  
Stockport SK1 3AZ  
0161 476 8330  
www.cgastrategy.co.uk

**Chilli Marketing**

2nd Floor, 24 Lever Street,  
Manchester M1 1DZ  
0870 2424608  
www.chilli.uk.com

**Christie & Co**

39 Victoria Street London  
SW1H 0EU  
020 7227 0700  
www.christie.com

**Coca-Cola Enterprises Ltd**

Charter Place Vine Street  
Uxbridge UB8 1EZ  
01895 231313  
www.cokecce.co.uk

**Compufix Computer Services Ltd**

Unit 2, Katherine Mews Godstone Road  
Whyteleafe Surrey  
CR3 0ED  
01942 8208 82  
www.compu-fix.com

**Cott Beverages Ltd**

Citrus Grove Side Ley  
Kegworth Derby DE74 2FJ  
01509 674915  
www.oldjamaicanbeer.com

**CPL Training**

Egerton House 2 Tower Road  
Birkenhead Wirral  
CH41 1FN  
0151 650 6910  
www.cpltraining.co.uk

**Crown Outdoor Ltd**

3 Poulton Close  
Dover Kent  
CT17 0HL  
0800 328 2206  
www.crown-awnings.com

**Diageo GB**

Lakeside Drive Park Royal  
London NW10 7HQ  
020 8978 6000  
www.diageo.com

**Elliotts Agency Ltd**

Carina House Sunrise Parkway  
Linford Wood Milton Keynes  
MK14 6NJ  
01296 714745  
www.elliottsagency.com

**Enotria World Wine**

4-8 Chandos Park Estate Chandos Road  
London NW10 6NF  
0208 961 5161  
www.enotria.co.uk

**Everard Cole Ltd**

Broadfields Clanver End  
Saffron Walden CB11 4UL  
01223 370055  
www.everardcole.co.uk

**Excelerate Resources**

2 Elmscote Road  
Warwick CV37 4PP  
01926747606  
www.excelatereresources.co.uk

**Falcon Foodservice Equipment**

Wallace View Hillfoots Road  
Stirling FK9 5PY  
01786 455200  
www.falconfoodservice.com

**Finch Commercial Insurance**

53 a Crockhamwell Road  
Woodley Reading RG5 3JP  
0118 9698855  
www.finchgroup.net

**Fleet Street Communications**

Enterpris House 1-2 Hatfields  
London SE1 9PG  
0203 5675800 www.fsc.uk.com

**Fleurets**

4 Roger Street London WC1N 2JX  
020 72804700  
www.fleurets.com

**Fourth Hospitality Ltd**

90 Long Acre London  
WC2E 9RA  
0207 5343720  
www.fourthhospitality.com

**Freedrinks Ltd**

85 Tottenham Court Road  
London W1T 4TQ  
0207 2683877  
www.freedrinks.org

**Freeths LLP**

Power House Harrison Close  
Knowhill Milton Keynes MK5 8PA  
01908 350243  
www.kimbellspubs.com

**Frobishers**

The Juice House 1 Leigham Business Park  
Silverton Road Exeter Devon EX2 8HY  
08702421989  
www.frobishers.com

**Fuel 4 Ltd**

96-104 Church Street Unit 6 Staines  
Surrey TW18 4YA  
01784 790530  
www.fuel4.net

**Global Brands Ltd**

5th Floor Casa Lockoford Lane  
Chesterfield  
S41 7JB  
01246 216042  
www.clubuk.com

**GS Systems**

119/121 Buxton Road  
Stockport Cheshire  
SK2 6LR  
0800 6556264  
www.gs-systems.co.uk

**H. Weston & Sons Ltd**

The Bounds Much Marcle Ledbury  
Herefordshire HR8 2NQ  
01531 660233  
www.westons-cider.co.uk

**Halewood International Ltd**

The Sovereign Distillery Wilson Road  
Huyton Business Park  
Liverpool L36 6AD  
0151 480 8800  
www.halewood-int.com

**Heineken UK**

Ashby House 1 Bridge Street  
Staines Middlesex  
TW18 4TP  
01784 466199  
www.heineken.co.uk

**Hill Dickinson LLP**

No 1 St Paul's Square Old Hall Street  
Liverpool L3 9JS  
0151 600 8000  
www.hilldickinson.com

**HIT Training Ltd**

24A Cecil Pashley Way Shoreham Airport  
BN43 5FF  
0800 0935892  
www.hittraining.co.uk

**Horizons FS**

Winston House 2 Dollis Park  
London N3 1HT  
0844 800 0456  
www.hrzn.com

**Hospitality and Retail Rec. Com.**

Suite 1 Jelmac House 269 High Street  
Berkhamsted HP4 1AA  
08448 794835  
www.handrrecruitment.co.uk

**Innventory**

No.1 Pavilion Square  
Cricketers Way Westhoughton  
Bolton BL5 3AJ  
01942 816512  
www.innventory-lta.co.uk

**Intercontinental Brands (ICB) Ltd**

Sceptre House Hornbeam Square  
Hornbeam Business Park Harrogate  
HG2 8PB  
01423 872747  
www.icbrands.co.uk

**iTradeNetwork**

Fourth Avenue  
Centrium 100 Business Park  
Burton On Trent Staffs DE14 2WT  
0845 301 0099  
www.iTradeNetwork.com

**James A Baker**

Seven Stars House 4-5 Avon Building  
Lower Bristol Road  
Bath BA2 1ES  
01225 789343  
www.jamesbaker.co.uk

**Jeffrey Green Russell**

Waverley House 7/12 Noel Street  
London W1F 8GQ  
020 7339 7000  
www.jrglaw.com

**Jersey Choice Ltd**

1st Floor, Nelson House  
David Place St Helier Jersey JE2 4TD  
01534 871113  
www.jerseyplantsdirect.com

**Joelson Wilson & Co**

30 Portland Place London  
W1B 1LZ  
020 7580 5721  
www.joelsonwilson.com

**John Gaunt & Partners**

Omega Court 372/374 Cemetery Road  
Sheffield S11 8FT  
0114 2668664  
www.john-gaunt.co.uk

**KOBAS**

34a High Street  
Thames Ditton KT7 0RY  
0208 398 8829  
www.kobas.co.uk

**Kopparberg UK**

Matrix Studios 91 Peterborough Road  
Parsons Green London SW6 3BU  
0207 384 6317  
www.ciderofsweden.com

**KPMG**

10 Upper Bank Street  
London E14 5GH  
020 7694 4879  
www.kpmg.co.uk

**Krombacher Brauerei**

28 Portchester Close Park Farm  
Peterborough PE2 8UP  
www.krombacher.com

**Kuit Steinart Levy**

3 St Mary's Parsonage  
Manchester  
M3 2RD  
0161 838 7888  
www.kuits.com

**Live Res**

4-6 Princess Street Knutsford  
WA16 6DD  
01565 622328  
www.liveres.co.uk

**LR Suntory**

2 Longwalk Road  
Stockley Park Uxbridge  
UB11 1BA  
020 3272 240  
www.lrsuntory.com

**Lunn Groves Solicitors**

Sterling House 158 Hagley Road  
Old Swinford W Midlands  
DY8 2JL  
01384 397355  
www.lunngroves.co.uk

**Mast-Jaegermeister UK Ltd**

Building 11, Riverside Way Watchmoor Park  
Camberley Surrey  
GU15 3YL  
0203 1899500  
www.jagermeister.co.uk

**Matthew Clark Wholesale**

Whitchurch Lane  
Bristol BS14 0JZ  
01275 836100  
www.matthewclark.co.uk

**Maxxium UK**

Maxxium House Castle Business Park  
Stirling Scotland  
FK9 4RT  
01786 430500  
www.maxxium.com.

**MICROS Systems UK Ltd**

6-8 The Grove Slough  
SL1 1QP  
01753 536969  
www.micros.com

**Molson Coors Brewers Ltd**

London Office 2nd Floor  
41-44 Great Queen St  
Covent Garden  
London WC2B 5AA  
0845 6000 888  
www.molsoncoors.com

**Monster Energy**

Metropolitan Park Bristol Road  
Greenford UB6 8UP  
0208 833 2200  
www.monsterenergy.com

**Monuriki Sales and Marketing**

25 Glebe Park  
Balderton  
NG24 3GN  
www.monurikidrinks.co.uk

**Nestle UK Ltd**

1 City Place  
Gatwick RH6 0PA  
0208 6863333  
www.nestle.co.uk

**NoWatt Ltd**

Longlac Whitehouse Lane Guildford  
GU4 7PT  
0161 4085299  
www.nowatt.com

**NSF-Cmi**

Lodge Road Long Hanborough Oxford  
OX29 8SJ  
01993 885600  
www.nsf-cmi.com

**Oasys**

Ampney House Falcon Close  
Quedgeley  
Glos. GL2 4LS  
01452 888450  
www.oasys.uk.net

**On Trade Media**

The Ancient House 2 Church Lane  
London E17 9RW  
020 8521 6262  
www.ontrade.co.uk

**Orderella Ltd**

Marble Arch Tower 10th Floor  
East 55 Bryanston Street  
London W1H 7AA  
www.orderella.co.uk

**PDS Design & Build**

No 1 Navigation Court  
Calder Park  
Wakefield WF2 7BJ  
01924 229160  
www.pdsdesign-build.co.uk

**Pelican**

Ash House Tanshire Park  
Shackleford Rd Elstead Surrey  
GU8 6LB  
01252 705200  
www.pelicanbuying.co.uk

**Pernod Ricard UK**

Central House 3 Lampton Road  
Hounslow Middlesex  
TW3 1HY  
020 8538 4484  
www.pernodricard.com

**Pettywood & Co Ltd**

Livingstone Road  
Walworth Business Park  
Andover Hampshire SP10 5NS  
01264 345500  
www.pettywood.co.uk

**PHL Ventures Ltd**

58 Stanwell Road Penarth  
Glamorgan CF64 3LQ  
philip@phlventures.com

**Pipers Crisps**

Wellington House The Flarepath  
Brigg DN20 0SP  
01652 686960  
www.piperscrisps.com

**Polaris**

Hi Point House Thomas Street  
Taunton Somerset TA2 6HB  
01823 335292  
www.fbh.co.uk

**Poppleston Allen**

37 Stoney Street The Lace Market  
Nottingham NG1 1LS  
01159 538 500  
www.popall.co.uk

**POWA**

Heron Tower 110  
Bishopsgate  
London EC2N 4AY  
0207 8493319  
www.powa.com

**Private Health Partnership**

Private Health Partnership Ltd  
Butterfield Park Otley Road  
Baildon Shipley BD17 7HE  
01274 588862  
www.php.co.uk

**Propel Info**

Burnside 5A Guildford Road  
Horsham West Sussex RH12 1LU  
01444 810303  
www.propelinfo.com

**Proximo Spirits UK**

80 Coleman Street  
London EC2R 5BJ  
02074896410  
www.proximospirits.co.uk

**Punch Taverns PLC**

Jubilee House Second Avenue  
Burton upon Trent  
DE14 2WF  
01283 501600  
www.punchtaverns.com

**Red Beetle**

46 Cowper Road  
Boxmoor Hertfordshire  
HP1 1PE  
01442 870010  
www.redbeetle.co

**Sapient Corporate Finance**

42-44 Grosvenor Gardens  
London SW1W 0EB  
0203 440 2330  
www.sapientcf.com

**SCA Hygiene Products UK Ltd**

Southfield Road Dunstable  
LU6 3EJ  
01582 677400  
www.sca.com

**Shield Consultancy Services UK**

10 Kilburn House Manchester Science  
Park Lloyd Street  
North Manchester M15 6SE  
0845643 7225  
www.shieldyourself.co.uk

**SHS Sales & Marketing**

Manderson House 5230 Valiant Court  
Delta Way, Brockworth Gloucester  
GL3 4FE  
01452 378500  
www.shs-sales.co.uk

**Simple Simon Designs**

5.10 Printworks Bath Road  
Bristol BS4 3EH  
0117 9725976  
www.simplesimondesign.co.uk

**Steelite International PLC**

Orme Street Stoke on Trent Staffordshire  
ST6 3RB  
01782 829000  
www.steelite.com

**Tahola Ltd**

Viking House Swallowdale Lane  
Hemel Hempstead HP2 7EA  
01442 211122  
www.tahola.com

**Tavern Snacks**

Unit 2 Anchorage Point  
90 Anchor & Hope Lane Charlton SE7 7SQ  
020 8858 4339  
www.tavernsnacks.com

**TLT Solicitors**

One Redcliff Street Bristol BS1 6TP  
0117 9177777  
www.TLTsolicitors.com

**Towergate Insurance Brokers**

Towergate House The Embankment  
Heaton Mersey Stockport SK4 3GN  
0161 4430700  
www.towergateinsurance.co.uk

**Treasury Wine Estates**

Regal House 70 London Road  
Twickenham TW1 3QS  
020 8843 8400  
www.tweglobal.com

**Unilever Food Solutions**

Unilever House Springfield Drive  
Leatherhead Surrey KT22 7GR  
01372 945001  
www.unilever.com

**Venners Ltd**

Astra Centre Essex House  
Edinburgh Way Harlow CM20 2BN  
01279 620 820  
www.venners.co.uk

**Vianet Ltd**

One Surtees Way Surtees Business Park  
Stockton-on-Tees TS18 3HR  
01642 867957  
www.vianetplc.com

**Wells and Youngs**

Harelock Street Bedford  
MK40 4LU  
01234 272766  
www.wellsandyoungs.co.uk

**William Reed Business Media**

Broadfield Park Crawley  
West Sussex RH11 9RT  
01293 610200  
www.morningadvertiser.co.uk

**Williams Refrigeration**

Bryggen Road North Lynn Industrial Estate  
King's Lynn Norfolk PE30 2HZ  
01553 817000  
www.williams-refrigeration.co.uk

**Zonal Retail Data Systems Ltd**

Sales Office 115 Milton Park  
Abingdon Oxfordshire OX14 4RZ  
0131 4778200  
www.zonal.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.rsoc.co.uk](http://www.rsoc.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)

<b>Mobberley Fine Ales</b> Mobberley WA16 6JN 07879 771209 <a href="http://www.mobberleyfineales.co.uk">www.mobberleyfineales.co.uk</a>	<b>Chough</b> Helston TR12 7AZ 01326 241555	<b>Roseland</b> Truro TR2 5NB 01872 580254	<b>Croglin</b> Kirkby Stephen CA17 4SY 01768 371389 <a href="http://www.croglinbrewery.co.uk">www.croglinbrewery.co.uk</a>	<b>Kendal Brewing Co</b> Kendal LA9 4DH 01539 733803
<b>Northern</b> Sandiway, CW8 2EB 01606 301000 <a href="http://www.norbrew.co.uk">www.norbrew.co.uk</a>	<b>Coastal</b> Redruth TR15 1SS 07875 405407	<b>Sharp's</b> Wadebridge PL27 6NU 01208 862121 <a href="http://www.sharpsbrewery.co.uk">www.sharpsbrewery.co.uk</a>	<b>Cumberland</b> Carlisle CA4 8LR 01228 436436 <a href="http://www.cumberlandbreweries.co.uk">www.cumberlandbreweries.co.uk</a>	<b>Keswick</b> Keswick CA12 5BY 01768 780700 <a href="http://www.keswickbrewery.co.uk">www.keswickbrewery.co.uk</a>
<b>Norton</b> Runcorn WA7 1SX 07767 354674	<b>Castle Brewery</b> Lostwithiel PL22 0HG 07800 635831	<b>Skinner's</b> Truro TR1 2DP 01872 271885 <a href="http://www.skinnerbrewery.com">www.skinnerbrewery.com</a>	<b>Cumbrian</b> Ambleside LA22 0QF 01539 436436 <a href="http://www.cumbrianlegendaryales.com">www.cumbrianlegendaryales.com</a>	<b>Kirkby Lonsdale</b> Old Station Yard LA6 2HP 01524 272221 <a href="http://www.kirkbylonsdalebrewery.com">www.kirkbylonsdalebrewery.com</a>
<b>Offbeat</b> Crewe CW1 2BD 07530 770311 <a href="http://www.offbeatbrewery.com">www.offbeatbrewery.com</a>	<b>Cornish Crown Brewery</b> Penzance TR20 8XE 07870 998986 <a href="http://www.cornishcrown.co.uk">www.cornishcrown.co.uk</a>	<b>St Austell</b> St Austell PL25 4BY 01726 74444 <a href="http://www.staustellbrewery.co.uk">www.staustellbrewery.co.uk</a>	<b>Dent</b> Dent LA10 5TQ 01539 625326 <a href="http://www.dentbrewery.co.uk">www.dentbrewery.co.uk</a>	<b>Loweswater</b> Loweswater CA13 ORU 01900 85219 <a href="http://www.kirstile.com">www.kirstile.com</a>
<b>Pied Bull</b> Chester CH1 2HQ 01244 325829 <a href="http://www.piedbull.co.uk">www.piedbull.co.uk</a>	<b>Driftwood</b> St Agnes TR5 ORT 01872 552428 <a href="http://www.driftwoodspars.com">www.driftwoodspars.com</a>	<b>Tintagel</b> Condolden PL34 0HJ 01840 216671 <a href="http://www.tintagelbrewery.co.uk">www.tintagelbrewery.co.uk</a>	<b>Derwent</b> Wigton CA7 4AG 01697 331522	<b>Strands</b> Nether Wasdale CA20 1ET 01946 726237 <a href="http://www.strandshotel.com">www.strandshotel.com</a>
<b>Redwillow</b> Macclesfield SK11 7JL 01625 502315 <a href="http://www.redwillowbrewery.com">www.redwillowbrewery.com</a>	<b>Fry's</b> Boyton PL15 8NU 01566 785840 <a href="http://www.frysbrewery.co.uk">www.frysbrewery.co.uk</a>	<b>Warrior</b> Redruth TR15 1SS 01736 788586 <a href="http://www.jameswarrior.com">www.jameswarrior.com</a>	<b>Eden Brewery Ltd</b> Brougham CA10 2DE 01768 210565 <a href="http://www.edenbrewery.com">www.edenbrewery.com</a>	<b>Stringer's Beer</b> Ulverston LA12 9EE 01229 581387 <a href="http://www.stringersbeer.co.uk">www.stringersbeer.co.uk</a>
<b>Robinson's</b> Stockport SK1 1JJ 0161 480 6571 <a href="http://www.frederic-robinson.co.uk">www.frederic-robinson.co.uk</a>	<b>Harbour Brewing Co</b> Bodmin PL30 5BB 01208 832131 <a href="http://www.harbourbrewing.com">www.harbourbrewing.com</a>	<b>Wooden Hand</b> Truro TR2 4TB 01726 884596 <a href="http://www.woodenhand.co.uk">www.woodenhand.co.uk</a>	<b>Foxfield</b> Foxfield LA20 6BX 01229 716238 <a href="http://www.princeofwalesfoxfield.co.uk">www.princeofwalesfoxfield.co.uk</a>	<b>Abraham Thompson</b> Barrow in Furness LA13 0AD 07708 191437
<b>Spitting Feathers</b> Chester CH3 7QT 01244 332052 <a href="http://www.spittingfeathers.org">www.spittingfeathers.org</a>	<b>Hogswood</b> St Agnes TR5 0QE 01872 554224 <a href="http://www.hogswood.com">www.hogswood.com</a>	<b>Cumbria</b>	<b>Geltsdale</b> Brampton CA8 1TR 01697 741541 <a href="http://www.geltsdalebrewery.com">www.geltsdalebrewery.com</a>	<b>Tirril</b> Long Marton CA16 6BN 01768 361846 <a href="http://www.tirrilbrewery.co.uk">www.tirrilbrewery.co.uk</a>
<b>Storm</b> Macclesfield SK11 7HJ 01625 431234	<b>Keltek</b> Redruth TR15 1SS 01209 313620 <a href="http://www.keltekbrewery.co.uk">www.keltekbrewery.co.uk</a>	<b>Barnegates</b> Ambleside LA22 0NG 015394 36575 <a href="http://www.barnegatesbrewery.co.uk">www.barnegatesbrewery.co.uk</a>	<b>Great Gable</b> Wasdale CA20 1EX 019467 26229 <a href="http://www.greatgablebrewing.com">www.greatgablebrewing.com</a>	<b>Ulverston</b> Ulverston LA12 0LA 01229 584280 <a href="http://www.ulverstonbrewing.co.uk">www.ulverstonbrewing.co.uk</a>
<b>Weetwood Ales</b> Tarporey CW6 0NQ 01829 752377 <a href="http://www.weetwoodales.co.uk">www.weetwoodales.co.uk</a>	<b>Lizard Ales</b> St Keverne TR12 6PE 01326 281135	<b>Beckstones</b> Millom LA18 5HL 01229 775294	<b>Greenodd</b> Cumbria LA12 7QZ 07882 655294	<b>Watermill</b> Kendall LA8 9PY 01539 821309 <a href="http://www.watermillinn.co.uk">www.watermillinn.co.uk</a>
<b>Woodlands</b> Wrenbury CW5 8EX 01270 620101 <a href="http://www.woodlandsbrewery.co.uk">www.woodlandsbrewery.co.uk</a>	<b>Longhill Brewery</b> Whitstone EX22 6UG 01288 341466	<b>Blackbeck</b> Egremont CA22 2NY 01946 841661 <a href="http://www.blackbeckbrewery.co.uk">www.blackbeckbrewery.co.uk</a>	<b>Hardknott</b> Eskdale CA19 1TH 019467 23230 <a href="http://www.woolpack.co.uk">www.woolpack.co.uk</a>	<b>Yates</b> Wigton CA7 3NX 01697 321081 <a href="http://www.yatesbrewery.co.uk">www.yatesbrewery.co.uk</a>
<b>Cornwall</b>	<b>Paradise</b> Hayle TR27 4HY 01736 753974	<b>Bitter End</b> Cockermouth CA13 9PJ 01900 828993 <a href="http://www.bitterend.co.uk">www.bitterend.co.uk</a>	<b>Hawkshead</b> Kendal LA8 9LR 015394 822 644 <a href="http://www.hawksheadbrewery.co.uk">www.hawksheadbrewery.co.uk</a>	<b>Whitehaven Brewing Co</b> Ennerdale CA23 3AT 01946 861755 <a href="http://www.twbcl.co.uk">www.twbcl.co.uk</a>
<b>Ales of Scilly</b> St Mary's TR21 0JY 01720 423233	<b>Penpont</b> Launceston PL15 7SY 01566 86069 <a href="http://www.penpontbrewery.co.uk">www.penpontbrewery.co.uk</a>	<b>Bowness Bay Brewing</b> Winster LA23 3NL 07768 116794 <a href="http://www.bownessbaybrewing.co.uk">www.bownessbaybrewing.co.uk</a>	<b>Hesket Newmarket</b> Hesket Newmarket CA7 8JG 016974 78066 <a href="http://www.hesketbrewery.co.uk">www.hesketbrewery.co.uk</a>	<b>Winster Valley</b> Winster LA23 3NR 01539 443443 <a href="http://www.thebrownhorseinn.co.uk">www.thebrownhorseinn.co.uk</a>
<b>Atlantic</b> Newquay TR8 4DX 0870 042 1714 <a href="http://www.atlanticbrewery.com">www.atlanticbrewery.com</a>	<b>Penzance Brewing</b> Penzance TR20 8DX 01736 740375	<b>Coniston</b> Coniston LA21 8HL 015394 41133 <a href="http://www.conistonbrewery.com">www.conistonbrewery.com</a>	<b>Jennings</b> Cockermouth CA13 9NE 0845 1297185 <a href="http://www.jenningsbrewery.co.uk">www.jenningsbrewery.co.uk</a>	
<b>Blue Anchor</b> Helston TR13 8EL 01326 562821 <a href="http://www.spingoales.com">www.spingoales.com</a>	<b>Rebel Brewing Co</b> Penryn TR10 8RT 01326 378517			

**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)

**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**

Whimble 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)

**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)

**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.mightyhoppbrewery.co.uk](http://www.mightyhoppbrewery.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.hall.co.uk/stables](http://beamish-www.hall.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)

**Sonnet 43 Brew House**

Durham DH6 4HX  
0191 377 3039  
[www.sonnet43.com](http://www.sonnet43.com)

**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 ONG  
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)

**Uley**

Uley GL11 5TB  
01453 860120  
[www.uleybrewery.com](http://www.uleybrewery.com)

**Whittington's**

Newent GL18 1LS  
01531 890223  
[www.whittingtonsbrewery.co.uk](http://www.whittingtonsbrewery.co.uk)

**Wickwar**

Wickwar GL12 8NB  
0870 7775671  
[www.wickwarbrewing.co.uk](http://www.wickwarbrewing.co.uk)

**Greater Manchester****All Gates**

Wigan WN1 1JU  
01942 234976  
[www.allgatesbrewery.com](http://www.allgatesbrewery.com)

**Bank Top**

Bolton BL1 8RA  
01204 595800  
[www.banktopbrewery.com](http://www.banktopbrewery.com)

**Bazens'**

Salford M7 2BL  
0161 708 0247  
[www.bazensbrewery.co.uk](http://www.bazensbrewery.co.uk)

**Blackedge Brewing Co**

Horwich BL6 7JH  
07719 438587  
[www.blackedgebrewery.co.uk](http://www.blackedgebrewery.co.uk)

**Boggart Hole Clough**

Moston M9 4FP  
0161 277 9666  
[www.boggart-brewery.co.uk](http://www.boggart-brewery.co.uk)

**Bootleg**

Horse & Jockey M21 9HS  
0161 860 7794  
[www.horseandjockeychorlton.com](http://www.horseandjockeychorlton.com)

**Brewhouse**

Bolton BL7 7LG  
01204 301372

**Brightside**

Bury BL8 1NW  
07870 207442  
[www.brightsidebrewing.co.uk](http://www.brightsidebrewing.co.uk)

**Dunham Massey Brewing Co**

Dunham Massey WA14 4TY  
0161 929 0663  
[www.dunhammasseybrewing.co.uk](http://www.dunhammasseybrewing.co.uk)

**Greenfield**

Saddleworth OL3 7NH  
01457 879789  
[www.greenfieldrealale.co.uk](http://www.greenfieldrealale.co.uk)

**Green Mill Brewery**

Rochdale OL11 2LS  
07896 702328

**Holt**

Cheetham M3 1JD  
0161 834 3285  
[www.joseph-holt.com](http://www.joseph-holt.com)

**Hornbeam**

Denton M34 3RU  
0161 320 5627

**Hydes**

Manchester M15 5PH  
0161 226 1317  
[www.hydesbrewery.com](http://www.hydesbrewery.com)

**Irwell Works**

Bury BL0 9AZ  
[www.irwellworksbrewery.co.uk](http://www.irwellworksbrewery.co.uk)

**JW Lees**

Middleton Junction M24 2AX  
0161 643 2487  
[www.jwlees.co.uk](http://www.jwlees.co.uk)

**Leyden**

Bury BL9 6SP  
0161 764 6680

**Marble**

Manchester M4 4HY  
0161 819 2694  
[www.marblebeers.co.uk](http://www.marblebeers.co.uk)

**Mayflower**

Wigan WN1 1XL  
01257 400605  
[www.mayflowerbrewery.co.uk](http://www.mayflowerbrewery.co.uk)

**Millstone**

Mossley OL5 9JL  
01457 835835  
[www.millstonebrewery.co.uk](http://www.millstonebrewery.co.uk)

**Outstanding**

Bury BL9 6AW  
0161 764 7723  
[www.outstandingbeers.com](http://www.outstandingbeers.com)

**Phoenix**

Heywood OL10 2EP  
01706 627009

**Pictish**

Rochdale OL16 5LB  
01706 522227  
[www.pictish-brewing.co.uk](http://www.pictish-brewing.co.uk)

**Prospect Brewery**

Standish WN6 0AY  
01257 421329  
[www.prospectbrewery.com](http://www.prospectbrewery.com)

**Saddleworth**

Oldham OL3 6LW  
01457 820902

**Shaws**

Duckinfield SK16 5LX  
0161 330 5471  
0161 4773333

**Wilson Potter Brewery**

Middleton M24 2QZ  
0161 6546446  
[www.wilsonpotterbrewery.co.uk](http://www.wilsonpotterbrewery.co.uk)

**Gwent****Tiny Rebel Brewery**

Newport NP20 2NN  
07980 798268  
[www.tinyrebel.co.uk](http://www.tinyrebel.co.uk)

**Tudor Brewery**

Abergavenny NP7 7RZ  
01873 851696  
[www.tudor-brewery.co.uk](http://www.tudor-brewery.co.uk)

**Hampshire****Andwell**

Warnborough RG29 1HA  
01256 704412  
[www.andwells.com](http://www.andwells.com)

**Batch Brew**

Winchester SO23 8TG  
07917 035625  
[www.batchbrew.com](http://www.batchbrew.com)

**Botley**

Botley SO30 2EA  
01794 518918

**Bowman**

Droxford SO32 3QY  
01489 878110  
[www.bowman-ales.com](http://www.bowman-ales.com)

**Dancing Man Brewery**

Southampton SO14 2NY  
023 80337232  
[www.dancingmanbrewery.com](http://www.dancingmanbrewery.com)

**Emsworth Brewery**

Emsworth O10 7DY  
07717 510294

**Flack Manor**

Romsey SO51 0HR  
01794 518520  
[www.flackmanor.co.uk](http://www.flackmanor.co.uk)

**Flowerpots**

Alresford SO24 0QQ  
01962 771534  
[www.flowerpots-inn.co.uk](http://www.flowerpots-inn.co.uk)

**Fulflood Arms Brewery**

Winchester SO22 5EF  
01962 842996

**Havant**

Waterlooville PO8 8HT  
023 9225 2118  
[www.thehavantbrewery.co.uk](http://www.thehavantbrewery.co.uk)

**Hensting**

Owlesbury SO21 1LE  
[www.henstingbrewery.org.uk](http://www.henstingbrewery.org.uk)

**Itchen Valley**

New Alresford SO24 9QF  
01962 735111  
[www.itchenvalley.com](http://www.itchenvalley.com)

**Irving & Co Brewers Ltd**

Portsmouth PO6 1TQ  
023 9238 9988  
[www.irvingbrewers.co.uk](http://www.irvingbrewers.co.uk)

**Longdog Brewery**

Basingstoke RG22 6NQ  
01256 324286  
[www.longdogbrewery.co.uk](http://www.longdogbrewery.co.uk)

**Oakleaf**

Gosport PO12 1AJ  
02392 513222  
[www.oakleafbrewing.co.uk](http://www.oakleafbrewing.co.uk)

**Red Shoot**

Ringwood BH24 3QT  
01425 475792

**Ringwood**

Ringwood BH24 3SP  
01425 471177  
[www.ringwoodbrewery.co.uk](http://www.ringwoodbrewery.co.uk)

**Sherfield**

Sherfield-on-Loddon RG27 0EL  
07906 060429  
[www.sherfieldvillagebrewery.co.uk](http://www.sherfieldvillagebrewery.co.uk)

**Triple fff**

Alton GU34 5HN  
01420 561422  
[www.triplefff.com](http://www.triplefff.com)

**Upham**

Upham SO32 1FL  
01489 861383  
[www.uphambrewery.co.uk](http://www.uphambrewery.co.uk)

**Vibrant Forest Brewery**

Totton SO40 9FR  
02380 669204  
[www.vibrantforest.co.uk](http://www.vibrantforest.co.uk)

**Herefordshire****Arrow Brewery**

Kington HR5 3BJ  
01544 230685

**Brew On**

Whitbourne WR6 5SH  
01584 711031  
[www.brew-on.co.uk](http://www.brew-on.co.uk)

**Hereford**

Hereford HR1 2QD  
01432 342125

**Mayfields**

Leominster WR6 5AS  
01531 640015

**Saxon City**

Hereford HR1 4HG  
01432 890602  
[www.herefordcasks.co.uk](http://www.herefordcasks.co.uk)

**Shoes**

Hereford HR4 7BH  
01544 318375

**Wye Valley**

Stoke Lacy HR7 4HG  
01885 490505  
[www.wyevallybrewery.co.uk](http://www.wyevallybrewery.co.uk)

**Hertfordshire****Buntingford**

Royston SG8 9NW  
01763 250749  
[www.buntingford-brewery.co.uk](http://www.buntingford-brewery.co.uk)

**Green Tye**

Much Hadham SG10 6JP  
01279 841041  
[www.gtbrewery.co.uk](http://www.gtbrewery.co.uk)

**McMullen**

Hertford SG14 1RD  
01992 584911  
[www.mcmullens.co.uk](http://www.mcmullens.co.uk)

**Old Cross**

Hertford  
SG14 1JA  
01992 583133

**Red Squirrel**

Hertford SG14 1NN  
01992 501100  
[www.redsquirellbrewery.co.uk](http://www.redsquirellbrewery.co.uk)

**Sawbridgeworth**

Sawbridgeworth CM21 9JJ  
01279 722313  
[www.the-gate-pub.co.uk](http://www.the-gate-pub.co.uk)

**Tring**

Tring HP23 6AF  
01442 890721  
[www.tringbrewery.com](http://www.tringbrewery.com)

**Verulam**

St Albans AL1 1PQ  
01727 860535  
[www.farmersboyn.net](http://www.farmersboyn.net)

**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****Ales Of Scilly**

St Mary's TR21 ONS  
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****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 ONA  
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

**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

**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 ONW  
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)

**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)

**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.garthelabrewery.co.uk](http://www.garthelabrewery.co.uk)

**Hart**

Little Eccleston PR3 OYP  
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

**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)

**Rosendale**

Haslingden BB4 5AF  
01706 214021  
[www.rosendalebrewery.co.uk](http://www.rosendalebrewery.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)

**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 ONG  
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.tapeast.co.uk](http://www.tapeast.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 OBS  
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)

**Northhamptonshire****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**

Workshop 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**

Workshop DN22 6LJ  
01909 476121

**Handley's Brewery**

Barnby in the Willows  
NG24 2SA  
01636 629003  
[www.willowtreebarnby.co.uk](http://www.willowtreebarnby.co.uk)

**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 OJW  
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**

Laurencekirk AB30 1EY  
01561 377316  
[www.brewmet.com](http://www.brewmet.com)

**Cairngorm Brewery Co Ltd**

Aviemore PH22 1PY  
01479 812222  
[www.cairngormbrewery.com](http://www.cairngormbrewery.com)

**Caledonian**

Edinburgh EH11 1PH  
0131 337 1286  
[www.caledonian-brewery.co.uk](http://www.caledonian-brewery.co.uk)

**Clockwork**

Glasgow G42 9HB  
0141 649 0184  
[www.maclay.com](http://www.maclay.com)

**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**

Aboynae 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 OTL  
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.riverlevenaless.co.uk](http://www.riverlevenaless.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.heatherale.co.uk](http://www.heatherale.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**

Cleobury 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

**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)

**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.yeovilales.co.uk](http://www.yeovilales.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.slattersales.co.uk](http://www.slattersales.co.uk)

**Titanic**

Stoke on Trent ST6 1JL  
01782 823447  
[www.titanicbrewery.co.uk](http://www.titanicbrewery.co.uk)

**Tower**

Burton on Trent DE14 1LX  
01283 530695

**Townhouse**

Stoke on Trent ST7 8JQ  
07976 209437

**Wincle**

Rushton Spencer SK11 0RD  
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 Edmunds 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)

**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.baselinebrewing.co.uk](http://www.baselinebrewing.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)

**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.franklinsbrewery.co.uk](http://www.franklinsbrewery.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)

**PinUpBeers**

Crowborough TN6 3SJ  
01892 611411  
[www.pinupbeers.com](http://www.pinupbeers.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)

**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**

Waunfawr 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**

Cardiff 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)

**Evan - Evans**

Llandeilo SA19 6LU  
01558 824455  
[www.evan-evans.com](http://www.evan-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**

Penlwy 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.warcopales.com](http://www.warcopales.com)

**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 0RD  
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****Angel**

Halesowen B63 2TA  
07847 300350  
[www.angelaes.co.uk](http://www.angelaes.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 772229  
[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

<b>Silhill</b> Solihull B93 3FW 0845 519 5101 <a href="http://www.silhillbrewery.co.uk">www.silhillbrewery.co.uk</a>	<b>Plain Ales</b> Warminster BA12 0LG 01985 851105 <a href="http://www.plainales.co.uk">www.plainales.co.uk</a>	<b>Cannon Royall</b> Droitwich WR9 0JW 01905 621161 <a href="http://www.cannonroyall.co.uk">www.cannonroyall.co.uk</a>	<b>Big River Brewery Ltd</b> Brough HU15 1AA 07737 820922 <a href="http://www.bigriverbrewery.co.uk">www.bigriverbrewery.co.uk</a>	<b>Clark's</b> Wakefield WF2 9SW 01924 373328 <a href="http://www.hbclark.co.uk">www.hbclark.co.uk</a>
<b>Toll End</b> Tipton DY4 0ET 07903 725574	<b>Ramsbury</b> Marlborough SN8 2HA 01672 541407 <a href="http://www.ramsburybrewery.com">www.ramsburybrewery.com</a>	<b>Firefly Brewing</b> Worcester WR1 2SE 01905 616996	<b>Bird Brain</b> Howden DN14 7SL 01430 432166	<b>Concertina</b> Mexborough, S64 9AZ 01709 580841
<b>Two Towers</b> Birmingham B19 3HE 07540 574032	<b>Stonehenge Ales</b> Netheravon SP4 9QB 01980 670631 <a href="http://www.stonehengeales.co.uk">www.stonehengeales.co.uk</a>	<b>Joseph Herbert Smith</b> Tenbury Wells DY10 3SA 01886 853189	<b>Black Sheep</b> Ripon HG4 4EN 01765 689227 <a href="http://www.blacksheepbrewery.com">www.blacksheepbrewery.com</a>	<b>Copper Dragon</b> Skipton BD23 2QR 01756 702130 <a href="http://www.copperdragon.uk.com">www.copperdragon.uk.com</a>
<b>Whitworth Brewing Co</b> Shirley B90 2HR 0121 3476450 <a href="http://www.whitworthbrewing.co.uk">www.whitworthbrewing.co.uk</a>	<b>Three Castles</b> Pewsey SN9 5PZ 01672 564433	<b>Malvern Hills</b> Malvern WR14 4ND 01684 560165 <a href="http://www.malvernhillsbrewery.co.uk">www.malvernhillsbrewery.co.uk</a>	<b>Blue Bee</b> Sheffield S3 8AB 07791 662484 <a href="http://www.bluebeebrewery.co.uk">www.bluebeebrewery.co.uk</a>	<b>Cropton</b> Pickering YO18 8HH 01751 417330 <a href="http://www.croptonbrewery.com">www.croptonbrewery.com</a>
<b>Wiltshire</b>	<b>Wadworth</b> Devizes SN10 1JW 01380 723361 <a href="http://www.wadworth.co.uk">www.wadworth.co.uk</a>	<b>St George's</b> Worcester R2 4TF 01905 831316	<b>Bob's</b> Ossett WF5 9NQ 07789 693597	<b>Crown</b> Sheffield S6 2UB 0114 232 2100 <a href="http://www.crownbrewery.co.uk">www.crownbrewery.co.uk</a>
<b>Arkell's</b> Upper Stratton SN2 7RU 01793 823026 <a href="http://www.arkells.co.uk">www.arkells.co.uk</a>	<b>Weighbridge Brewery</b> Swindon SN5 7JL 01793 881500 <a href="http://www.weighbridgebrewhouse.co.uk">www.weighbridgebrewhouse.co.uk</a>	<b>Teme Valley</b> Knightwick WR6 5PH 01886 821235 <a href="http://www.temevalleybrewery.co.uk">www.temevalleybrewery.co.uk</a>	<b>Bradfield</b> Sheffield S6 6LG 0114 285 1118 <a href="http://www.bradfieldbrewery.com">www.bradfieldbrewery.com</a>	<b>Daleside</b> Harrogate HG1 4PT 01423 880022 <a href="http://www.dalesidebrewery.co.uk">www.dalesidebrewery.co.uk</a>
<b>Box Steam</b> Colerne SN14 8AR 01225 858383 <a href="http://www.boxsteambrewery.com">www.boxsteambrewery.com</a>	<b>West Country</b> Dinton SP3 5EU 01722 716440 <a href="http://www.westcountrybrewery.com">www.westcountrybrewery.com</a>	<b>Weatheroak Hill</b> Weatheroak Hill B48 7EA 01564 823386	<b>Brew Company</b> Sheffield S4 7QN 0782 5151497	<b>Dark Horse Brewery</b> Skipton BD23 6LY 01756 730555
<b>Braydon</b> Chippenham SN15 4DX 01249 892900 <a href="http://www.braydonales.co.uk">www.braydonales.co.uk</a>	<b>World's End</b> Pewsey SN9 5EL 01672 562653 <a href="http://www.thecrownatpewsey.com">www.thecrownatpewsey.com</a>	<b>Wyre Piddle</b> Pershore WR10 2LF 01905 841853	<b>Brewery Tap</b> Leeds LS1 5DL 0113 243 4414 <a href="http://www.brewerytapleeds.co.uk">www.brewerytapleeds.co.uk</a>	<b>East Coast</b> Filey YO14 9DX 01723 514865 <a href="http://www.eastcoastbrewingcompany.co.uk">www.eastcoastbrewingcompany.co.uk</a>
<b>Downton</b> Downton SP5 3HU 01722 322890 <a href="http://www.downtonbrewery.com">www.downtonbrewery.com</a>	<b>Wessex</b> Warminster BA12 7DE 01985 844532	<b>Yorkshire</b>	<b>Bridestones</b> Hebden Bridge, HX7 7JB 01422 847104	<b>Eastwood</b> Huddersfield HX5 9HP 07949 148476
<b>Hidden</b> Dinton SP3 5EU 01722 716440 <a href="http://www.thehiddenbrewery.com">www.thehiddenbrewery.com</a>	<b>Willy Good</b> Winsley BA15 2JB 01225 862480	<b>Abbeyle</b> Sheffield S8 0YX 0114 281 2712 <a href="http://www.abbeylebrewery.co.uk">www.abbeylebrewery.co.uk</a>	<b>Bridgehouse</b> Keighley BD21 4PE 07970 038667 <a href="http://www.bridgehousebrewery.co.uk">www.bridgehousebrewery.co.uk</a>	<b>Elland</b> Elland HX5 9AE 01422 377677 <a href="http://www.eandsbrewery.co.uk">www.eandsbrewery.co.uk</a>
<b>Hop Back</b> Salisbury SP5 3HU 01725 510986 <a href="http://www.hopback.co.uk">www.hopback.co.uk</a>	<b>Worcestershire</b>	<b>Acorn</b> Wombwell S73 8HR 01226 270734 <a href="http://www.acornbrewery.net">www.acornbrewery.net</a>	<b>Briscoe's</b> Otley LS21 3EL 01943 466515	<b>Empire</b> Huddersfield HD7 7HA 01484 847343 <a href="http://www.empirebrewing.com">www.empirebrewing.com</a>
<b>Hop Kettle Brewing Co</b> Cricklade SN6 6DD 01793 750776 <a href="http://www.theredlioncricklade.co.uk">www.theredlioncricklade.co.uk</a>	<b>Attwood Ales Ltd</b> Hartlebury DY11 7YJ 01384 220046 <a href="http://www.attwoodales.com">www.attwoodales.com</a>	<b>Anglo Dutch</b> Dewsbury WF12 9AF 01924 457772 <a href="http://www.anglo-dutch-brewery.co.uk">www.anglo-dutch-brewery.co.uk</a>	<b>Brown Cow</b> Yorkshire YO8 8EH. 01757 618947 <a href="http://www.browncowbrewery.co.uk">www.browncowbrewery.co.uk</a>	<b>Fernandes</b> Wakefield WF1 1UA 01924 291709 <a href="http://www.fernandes-brewery.gowlyd.com">www.fernandes-brewery.gowlyd.com</a>
<b>Keystone</b> Salisbury SP3 5SN 01747 820426 <a href="http://www.keystonebrewery.co.uk">www.keystonebrewery.co.uk</a>	<b>Bewdley Brewery</b> Bewdley DY12 2DZ 01299 405148 <a href="http://www.bewdleybrewery.co.uk">www.bewdleybrewery.co.uk</a>	<b>Barkston Brewery</b> Barkston Ash LS24 9JU 07764 750959 <a href="http://www.barkstonbrewery.com">www.barkstonbrewery.com</a>	<b>Cap House Brewery</b> Batley WF17 5LW 01924 479909 <a href="http://www.caphousebrewery.co.uk">www.caphousebrewery.co.uk</a>	<b>Five Towns</b> Wakefield WF1 2LU 01924 781887
<b>Moles</b> Melksham SN12 6TJ 01225 704734 <a href="http://www.molesbrewery.com">www.molesbrewery.com</a>	<b>Birds</b> Bromsgrove B60 1PH 01430 432166	<b>Barley Bottom Brewery</b> Silsden BD20 0HJ 01535 656797 <a href="http://www.barleytrading.co.uk">www.barleytrading.co.uk</a>	<b>Captain Cook</b> Stokesley TS9 5BL 01642 710263 <a href="http://www.thecaptaincookbrewery.co.uk">www.thecaptaincookbrewery.co.uk</a>	<b>Fox Beer</b> Leeds LS3 1LD 0113 245 4505
	<b>Brandy Cask</b> Evesham WR11 7QE 01386 831173 <a href="http://www.bucklestreetbrewery.co.uk">www.bucklestreetbrewery.co.uk</a>	<b>Barearts</b> Todmorden OL14 7LP 01706 839305 <a href="http://www.barearts.com">www.barearts.com</a>		

<b>Geeves Brewery</b> Barnsley S71 5AS 07859 039259 <a href="http://www.geevesbrewery.co.uk">www.geevesbrewery.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>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>Truefitt Brewing Co Ltd</b> Middlesbrough TS3 6QL 07883 072389 <a href="http://www.truefittbrewing.co.uk">www.truefittbrewing.co.uk</a>
<b>Glentworth</b> Doncaster DN6 8PL 01302 725555	<b>Linfit</b> Huddersfield HD7 5SG 01484 842370	<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>Two Roses</b> Darton S75 5QX 01226 388375 <a href="http://www.tworosesbrewery.co.uk">www.tworosesbrewery.co.uk</a>
<b>Golcar</b> Huddersfield HD7 4HT 01484 644241	<b>Little Ale Cart</b> Sheffield S3 7EQ 0114 249 2295	<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>Wall's</b> Northallerton DL2 2YB 01609 258226
<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 Valley</b> Hebden Bridge HX7 5TT 01422 883888 <a href="http://www.littlevalleybrewery.co.uk">www.littlevalleybrewery.co.uk</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>Wellington Inn Brewery</b> Hull HU2 9AB 01482 329486
<b>Great Heck</b> Great Heck DN14 0BQ 01977 661430	<b>Magic Rock</b> Huddersfield HD3 4YP 01484 649823 <a href="http://www.magicrockbrewing.com">www.magicrockbrewing.com</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>Wensleydale</b> Leyburn DL8 5QH 01969 622327 <a href="http://www.wensleydalebrewery.com">www.wensleydalebrewery.com</a>
<b>Great Newsome</b> Winstead HU12 0NR <a href="http://www.reatnewsomebrewery.co.uk">www.reatnewsomebrewery.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>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>Wentworth</b> Rotherham S62 7TF 01226 747070 <a href="http://www.wentworth-brewery.co.uk">www.wentworth-brewery.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>Marston Moor</b> York YO26 7XW 01423 359641	<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>Whalebone</b> Hull HU2 0PA 01482 226648
<b>Hambleton</b> Melmerby HG4 5NB 01765 640108 <a href="http://www.hambletonales.co.uk">www.hambletonales.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>Revolutions</b> Castleford WF10 5PX 07801 701089 <a href="http://www.revolutionsbrewing.co.uk">www.revolutionsbrewing.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>Haworth Steam</b> Haworth BD22 0HB 01535 646212 <a href="http://www.haworthsteambrewery.co.uk">www.haworthsteambrewery.co.uk</a>	<b>Mithril</b> Richmond DL11 7TL 01325 374817 <a href="http://www.mithrilales.co.uk">www.mithrilales.co.uk</a>	<b>Richmond Brewing Co</b> Richmond DL10 4LD 07912 347946 <a href="http://www.richmondbrewing.co.uk">www.richmondbrewing.co.uk</a>	<b>Summer Wine</b> Huddersfield HD9 7AB 01848 660597	<b>White Rose</b> Sheffield S35 1QL 0114 297 6150
<b>Ilkley</b> East Parade LS29 8JP 01943 604604 <a href="http://www.ilkleybrewery.co.uk">www.ilkleybrewery.co.uk</a>	<b>Naylor's</b> Keighley BD20 7DT 01535 637451 <a href="http://www.naylorsbrewery.com">www.naylorsbrewery.com</a>	<b>Ridgeside</b> Leeds LS7 2AW 07595 380568 <a href="http://www.ridgesidebrewery.co.uk">www.ridgesidebrewery.co.uk</a>	<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>James &amp; Kirkman</b> Pontefract WF8 4HN 01977 702231	<b>Nook</b> Holmfirth HD9 2DN 01484 682373 <a href="http://www.thenookpublichouse.co.uk">www.thenookpublichouse.co.uk</a>	<b>Rodham's</b> Otley LS21 1BZ 01943 464530	<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>Junction</b> York YO26 4XH 01904 633449 <a href="http://www.junctionbrewhouse.co.uk">www.junctionbrewhouse.co.uk</a>	<b>North Riding</b> Scarborough YO12 7HU 01723 370004 <a href="http://www.northridingbrewpub.com">www.northridingbrewpub.com</a>	<b>Rooster's</b> Knaresborough HG5 8LJ 01423 865959 <a href="http://www.roosters.co.uk">www.roosters.co.uk</a>	<b>Theakston</b> Ripon HG4 4YD 01765 680000	<b>Yorkshire Brewing Co</b> Hull HU1 1TU 01482 329999
<b>Kelham Island</b> Sheffield S3 8SA 0114 249 4804 <a href="http://www.kelhambrewery.co.uk">www.kelhambrewery.co.uk</a>	<b>North Yorkshire</b> Guisborough TS14 8HG 01287 630200 <a href="http://www.nybrewery.co.uk">www.nybrewery.co.uk</a>	<b>Rudgate</b> Tockwith YO26 7QF 01423 358382 <a href="http://www.rudgate-beers.co.uk">www.rudgate-beers.co.uk</a>	<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>Kirkstall</b> Leeds LS5 3BT 0113 345 8835 <a href="http://www.kirkstallbrewerycompany.com">www.kirkstallbrewerycompany.com</a>	<b>Oates Brewery</b> Halifax HX3 6TA 01422 320100	<b>Riverhead</b> Huddersfield HD7 6BR 01484 841270	<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>
<b>Landlord's Friend</b> Halifax HX2 6NW 01422 882222			<b>Treboom Brewery</b> Shipton-by-Beningbrough YO30 1AA 01904 471569 <a href="http://www.treboom.co.uk">www.treboom.co.uk</a>	

# Multiple Operators

## 2 Blue Wine Bars

Styles Bar  
15 The Stiles Ormskirk  
L39 3QG  
01695 580580

## 333 Holdings

17 Mossop Street Chelsea  
London  
SW3 2LY  
www.333holdingsltd.net  
020 7584 9898

## Abbey Inns

The Abbey Brewery  
Camden Row Bath  
BA1 5LB  
01225 444437  
www.abbeyales.co.uk

## 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

## Agellus Hotels

366 Wisbech Road  
Westry March  
Cambridgeshire  
PE15 0BA  
01780 767086  
www.agellushotels.co.uk

## Ainscoughs

Bispham Green Near Parbold  
Lancashire  
L40 3SG  
01257 464718  
www.ainscoughs.co.uk

## Alchemy Inns Ltd

28 Abbotsinch Industrial Estate  
Grangemouth  
FK3 9UX  
www.alchemyinns.co.uk  
01324 479010

## Allgates Inns

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

## Animal Inns

The Wildebeest  
82-86 Norwich Road Stoke  
Holy Cross  
NR14 8QJ  
01508 492497  
wildebeest@animalinns.co.uk

## Anglian Pubs

86 Cannon Street Bury St  
Edmunds Suffolk  
IP33 1JR  
01284 768769  
www.oldcannonbrewery.co.uk

## Antic Ltd

Jute House 1 Valmar Works  
Camberwell London  
SE5 9NW  
020 7733 8805  
www.antic-ltd.com

## Apple Tree Inns

Mallards  
High Street  
Midsomer Norton  
BA3 2DR  
01761 411514  
www.appletreeinns.com

## Apres Bars UK

45 Summer Row  
Birmingham  
B3 1JJ  
0121 212 1661  
www.apresbars.com

## Arbor Ales

Unit 4  
Lawrence Hill Industrial Park  
Croydon Street Bristol  
BS5 0EB  
0117 3292711  
www.arborales.co.uk

## Arc Inspirations

7 Cottage Road  
Leeds  
LS6 4DD  
0113 275 8758  
www.arcinspirations.com

## 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

## Aspirational Pub Co

151 The Parade Watford  
Herts  
WD17 1NA  
01923 229651  
www.keenonbars.co.uk

## Audio

Escape Club Ltd  
13 Tongdean Road  
Hove  
BN3 6QB  
01273 606 906  
www.audiobrighton.com

## Authentic Pubs

The Bell Inn 8 Thames Street  
Hampton  
TW12 2EA  
020 8941 9799  
www.authenticpubco.uk

## Baa Bars

7 Myrtle Street  
Liverpool  
L7 7DN  
0151 707 0610  
www.baabar.co.uk

## B & T Brewery

The Brewery Sheffield  
Bedfordshire  
SG17 5DZ  
01462 815080  
www.banksandtaylor.com

**Banwell House Pub Co**

Duke of Cumberland  
Edford Hill Holcombe  
BA3 5HQ  
01761 233731  
www.banwellhouse.com

**Barons Pub Company**

Horsell Birch  
Woking  
GU21 4XB  
01483 762363  
www.baronspubs.com

**Bartsch Inns**

462 Radford Road Basford  
Nottingham  
NG7 7EA  
0115 970 3777  
www.bartschinns.com

**Barworks Ltd**

23 Exmouth Market Clerkenwell  
London  
EC1R 4QL  
020 3551 4772  
www.barworks.com

**Bath Ales Brewery**

Unit 3-7, Caxton Business Park  
Crown Way Warmley  
Bristol  
BS30 8XJ  
0117 947 4797  
www.bathales.com

**Bath Pub Company**

50 Rivers Street  
Bath  
BA1 2QA  
01225 360017  
www.thebathpubcompany.com

**Be at One Ltd**

1st Floor 7-11 St Johns Hill  
London  
SW11 1TR  
020 7738 2119  
www.beatone.co.uk

**Beds & Bars**

Overlord House 1D Colet Gardens  
Hammersmith  
London  
W14 9DH  
020 8600 5210  
www.bedsandbars.com

**Berry Bros & Rudd Ltd**

88 St James's Street  
London  
SW1A 1EG  
08002802440  
www.bbr.com

**Bespoke Inns**

2 Milton Grange Main Street  
Milton Derbyshire  
DE65 6EF  
01283 702621  
www.bespokeinns.co.uk

**Best Place Inns**

308 Edgware Road  
London  
W2 1DY  
020 7723 7980  
www.bestplaceinns.com

**Birds Brewery**

Ladybird Barn  
Old Burcot Lane  
Bromsgrove  
B60 1PH  
01527 889870  
www.birdsbrewery.co.uk

**Bitters n Twisted**

28 Steelhouse Ln City Centre  
Birmingham  
B4 6BJ  
0121 236 0345  
www.bittersntwisted.co.uk

**Black Dog Ballroom**

19/121 Buxton Road  
Stockport Cheshire  
SK2 6LR  
www.blackdogballroom.co.uk

**Black Country Traditional Inns**

Unit 4, Tansey Green Road  
Pensnett  
West Midlands  
DY5 4TL  
01384 480156  
www.blackcountryales.co.uk

**Blackwater Bars**

Liskeard Business Centre  
188 Liskeard Road  
Wallasey  
CH44 5TN  
01772 715546  
www.blackwaterbars.co.uk

**Blue Moon Pubs**

The Fleece Inn Ripponden  
New Bank Barkisland  
West Yorkshire  
HX4 0DJ  
01422 822382

**Bowland Village Inns**

5-9 Church Street  
Churchtown  
Garstang Lancashire  
PR3 0HT  
01995 603360  
www.bowlandvillageinns.co.uk

**Brakspear Pubs**

The Bull Courtyard Bell Street  
Henley-on-Thames  
RG9 2BA  
01491 570200  
www.brakspear.co.uk

**Brasserie Bar Co**

106-108 High Street  
Teddington  
TW11 8JD  
020 3166 2727  
www.brasseriebarco.com

**Bravo Inns**

44 Knutsford Road  
Warrington  
Cheshire  
WA4 1AG  
01925 573420  
www.bravoinsns.com

**Breakfast Group**

20 Great Portland Street  
London  
W1W 8QR  
020 7436 6572  
www.fabbars.com

**BrewDog**

Balmacassie Commercial Park  
Ellon Aberdeenshire  
AB41 8BX  
01358 724924  
www.brewdog.com

**Brewhouse and Kitchen Ltd**

2A Corsica Street  
Highbury London  
N5 1JJ  
0207 0649943  
www.brewhouseandkitchen.com

**Bristol Beer Factory**

Tobacco Factory  
Raleigh Road  
Southville Bristol  
BS3 1TF  
0117 902 6317  
www.bristolbeerfactory.co.uk

**British Country Inns**

Ampney House Quedgeley  
Gloucester  
GL2 4BR  
www.bcipc.co.uk

**Broadland Taverns Ltd**

Broadland House  
54 Whiffler Road  
Norwich  
NR3 2AY  
01603 418775  
www.broadlandtaverns.co.uk

**Brook Group**

Brook House 8 Great Cliffe Court  
Great Cliffe Road Dodworth  
S Yorkshire  
S75 3SP  
01227 211000  
www.thebrookgroup.com

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Brook House 8 Great Cliffe Court  
Great Cliffe Road Dodworth S  
Yorkshire  
S75 3SP  
01227 211000  
www.thebrookgroup.com

**Brownsword Hotels**

Brownsword Hotels Head Office  
8 Gay Street Bath  
BA1 2PH  
01225 320 470  
www.brownswordhotels.co.uk

**Brunning & Price**

Yew Tree Farm Buildings Saughton  
Chester Cheshire  
CH3 6EG  
01244 333100  
www.brunningandprice.co.uk

**Buccaneer Holdings**

37 Rodney Road Cheltenham  
Gloucestershire  
GL50 1HX  
01242 239383  
www.buccaneer.co.uk

**Bulldog Hotel Group**

1-5 High Street Boston  
Lincolnshire  
PE21 8SH  
01205 355522  
www.bulldoghotelgroup.co.uk

**Burley Street Brewhouse**

Burley St Brewhouse  
c/o Fox & Newt 9 Burley Street  
Leeds  
LS3 1LD  
07506 741039  
www.burleystreetbrewhouse.co.uk

**Burlison Inns**

Withypool Lower Stondon  
Bedfordshire  
SG16 6EA  
01462 815355

**Burning Night Group**

BNG Head Office  
1-2 South Parade  
4th Floor Sovereign House  
Leeds  
LS1 5QL  
0113 8214850  
www.burningnightgroup.com

**Butcombe Brewery**

Cox's Green Wrington  
Bristol  
BS40 5PA  
01934 863963  
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

**Carluccio's**

35 Rose Street  
Covent Garden  
London  
WC2E 9EB  
0207 5803050  
www.carluccios.com

**Cascade**

Merlin Way  
Bowerhill Trading Estate  
Melksham Wiltshire  
SN12 6TJ  
01225 708842  
www.molesbrewery.com

**Castle Rock Brewing Co**

Castle Rock Brewery  
Queensbridge Road Nottingham  
NG2 1NB  
0115 985 1615  
www.castlerockbrewery.co.uk

**Cavalier Inns**

The Royal Standard of England  
Forty Green Beaconsfield  
HP9 1XS  
01494 673382  
www.cavendishbars.co.uk

**Cavendish Bars Ltd**

55 Berners Street 10  
Gloucester Place  
London  
W1U 8EZ  
www.cavendishbars.co.uk

**CD Pub Co**

Far Croft Tapster Lane  
Lapworth Solihull  
B94 5PA  
07957 815301  
www.cdpubs.co.uk

**CG Restaurants and Bars**

Suite 1&2 Sussex Mansions 36-  
37 Maiden Lane Covent Garden  
WC2E 7LJ  
0844 3712550  
www.cgrestartaurants.com

**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  
Priory 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

**Chicago Leisure**

Seebeck House 1 Seebeck Place  
Knowlhill Milton Keynes  
MK5 8FR  
01908 696208  
www.chicagoleisure.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

**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

**Cozy Pubs**

91 Main Road  
Meridan Coventry  
CV7 7NL  
01676522509  
www.cozypubs.co.uk

**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.cotswold-inns-hotels.co.uk

**County Estate Pubs Ltd**

Angel Mill  
Edward Street  
Westbury  
BA13 3DR  
Tel: 01373 828700  
www.countyestatepubs.co.uk

**Craft Beer Company**

6 Charlwood St  
London  
SW1V 2EE  
020 7242 1879  
www.thecraftbeerco.com

**Dalziel & Vine**

Warehouse K Western Gateway  
London  
E16 1DR  
07769 220955  
www.dalzielandvine.com

**D & D London**

16 Kirby Street  
London  
EC1N 8TS  
020 7716 0716  
www.danddlondon.com

**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  
Bath  
BA2 0HQ  
01761 472242  
www.dawkins-ales.co.uk

**Deben Inns**

Cliff Road Waldringfield  
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 521528  
www.dragoninns.com

**Drake & Morgan**

Suite 199 3rd Floor Temple  
Chambers Temple Avenue  
London  
EC4Y 0HP  
020 7583 3446  
www.drakeandmorgan.co.uk

**Drinkwell Bars**

Drinkwell Bars 60 London End  
Beaconsfield  
HP9 2JD  
01494 673 800  
www.drinkwellbars.com

**Earl Soham Brewery**

Unit 1A Meadow Works  
Debenham  
Suffolk  
IP14 6RP  
01728 861213  
earlsohambrewery.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

**Egg London**

200 York Way  
London  
N7 9AX  
0207 871 7111  
www.egglondon.net

**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

**Erasmus Inns**

Wye Valley Brewery Stoke Lacy  
Herefordshire  
HR7 4HG  
01885 490505  
www.wyevalleybrewery.co.uk

**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

**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

**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

**G1 Group**

70 Hamilton Drive 62 Virginia  
Street Glasgow Scotland  
G12 8DR  
0141 581 2400  
www.g1group.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

**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

**Gordon Ramsey Holdings**

1 Catherine Place London  
SW1E 6DX  
020 7592 1360  
www.gordonramsay.com

**Grand Union Bars**

111 Kennington Rd London SE11  
6SF  
020 7226 3303  
www.grandunionbars.com

**Gray & Sons**

Rignals Lane Galleywood  
Essex  
CM2 8RE  
01245 475181  
www.grayandsons.co.uk

**Great Little Pub Company**

30 Denmark Street Wokingham  
Berkshire  
RG40 2BB  
01189 780455  
www.greatlittlepub.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

**Hall & Woodhouse**

The Brewery Blandford St Mary  
Dorset  
DT11 9LS  
01258 452 141  
www.hall-woodhouse.co.uk

**Handmade Pubs Ltd**

162 Tuffnell Park Road  
Tuffnell Park London  
N7 0EE  
020 355 63919  
www.handmadepubs.com

**Harewood Group**

2 Kings Road  
Harrogate  
HG1 1BT  
01423 525 862  
mokoharrogate.com

**Harvey & Son (Lewes)**

Bridge Wharf Brewery 6 Cliffe  
High St Lewes East Sussex  
BN7 2AH  
01273 480209  
www.harveys.org.uk

**Hawthorn Leisure**

Angel Mill Edward Street  
Westbury  
BA13 3DR  
www.hawthornleisure.com

**HB Clark & Co**

136 Westgate Wakefield  
West Yorkshire  
WF2 9SW  
01924 373328  
www.hbclark.co.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

**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

**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

**Inn Excess Inns**

The Squire Inn 67 Broad Street  
Chipping Sodbury  
BS37 6AD  
01454 312121  
www.thesquireinn.co.uk

**InnFront Pubs**

The Cairns 2 Winstone Close  
Chesham  
HP6 5PJ  
07974 741799  
www.thebeckford.com

**Inn Ideas Ltd**

The Devonshire Arms  
Nether End Baslow  
DE45 1SR  
01246 582551  
www.devonshirearmsbaslow.co.uk

**Innovation Pubs**

Innovation Centre  
Innovation Way Grimsby  
DN37 9NB  
07966 434276  
www.innovationpubs.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

**Jarrow Brewery**

Primrose Hill Jarrow  
NE32 5UB  
0191 483 6792  
www.jarrowbrewery.co.uk

**JD Wetherspoon**

Wetherspoon House  
Central Park Reeds Cres Watford  
WD24 4QL  
01923 477777  
www.jdwetherspoon.co.uk

**The Jones Group**

164 Town St Horsforth Leeds  
West Yorkshire  
LS18 4AQ  
0113 322 9919  
www.jonesbargroup.com

**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

**JW Lees & Co**

Greengate Brewery Middleton  
Junction Manchester  
M24 2AX  
0161 643 2487  
www.jwlees.co.uk

**K10 Restaurants**

3 Appold Street  
London  
EC2A 2AF  
020 7539 9209  
www.k10.com01625 861421

**Kalton and Barlow**

The Dog  
Wellbank Lane Bramhall  
Over Peover  
Knutsford  
WA16 8UP  
01625 861421  
www.kaltonandbarlow.co.uk

**Kent Inns of Distinction**

The Blazing Donkey Hay Hill  
Sandwich Kent  
CT14 0ED  
01304 617 362  
www.kentinns.com

**Kingdom Taverns**

Dean House 191 Nicol Street  
Kirkcaldy Fife  
KY1 1PF  
01722 504255  
www.kingdomtaverns.co.uk

**King Henry's Taverns**

Main Street Evington Leicester  
LE5 6DN  
01162 730 482  
www.http://king-henrys-taverns.co.uk

**Knightwood Leisure**

34 Milford Street Salisbury  
Wiltshire  
SP1 2AP  
01722 504255  
www.chapelnightclub.co.uk

**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

**Ladhar Leisure**

15-16 Stockholm Close North  
Shields Tyne & Wear  
NE29 7SF  
0191 340 5137  
www.ptmy-newcastle.co.uk

**The Laine Pub Company**

PO Box 85 Brighton East Sussex  
BN1 6YT  
01273 550000  
www.drinkinbrighton.com

**Large Bars**

8 Filmer Mews 75 Filmer Road  
Fulham  
SW6 7JF  
020 7731 4422  
www.largebars.com

**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 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

**Lewis Partnership**

"The Moat House"  
Lower Penkrigde Road  
Acton Trussel Staffordshire  
ST17 0RJ

01785 712217  
www.thelewispartnership.co.uk

**Lifestyle Hospitality Group**

2nd Floor Offices Harbour Point  
Victoria Parade  
Torquay Devon  
TQ1 2BD

01803 201197  
www.thelifestylegroup.co.uk

**Linkenholt Leisure**

36 Thomas Street Bath  
Somerset  
BA1 5NN

01225 428096  
www.kingwilliampub.com

**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

**Lounge Leisure**

1 Bridge Street Stafford  
ST16 2HJ  
01785 226966  
www.casastafford.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

**Maclay Inns**

Unit 2/4, The E-Centre Cooperage  
Way Business Village Alloa  
FK10 3LP  
01259 272087  
www.maclay.com

**Malvern Inns**

The Coach House  
Cradley WR13 5LQ  
01275 462770  
www.thegeorgeatbackwell.com

**Market Taverns Ltd**

9 Stoney Street Borough Market  
London Bridge London  
SE1 9AA

020 7407 2495  
www.markettaverns.co.uk

**Market Town Taverns**

4a Mercury Court Manse Lane  
Knaresborough  
HG5 8LF  
01423 866100

www.markettowntaverns.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

**Marylebone Leisure Group**

93 Marylebone High St  
London  
W1U 4RE

020 7486 3905  
www.mglondon.com

**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

**Meantime Brewing Co**

2nd Floor Norman House  
110-114 Norman Road  
London  
SE10 9EH

020 82931111  
www.meantimebrewing.com

**Mentor Inns**

20b Chancellors Street London  
W6 9RN

www.mentorinns.co.uk

**The Meredith Group**

51 Upper Berkeley Street London  
W1H 7QW

0203 195 3011  
kery@themeredithgroup.co.uk

**Merlin Inns**

84 Smithbrook Kilns  
Cranleigh Surrey  
GU6 8JJ

01483 278172

**Milk Street Brewery**

The Griffin 25 Milk Street Frome  
BA11 3DB

01373 467766  
www.milkstreetbrewery.co.uk

**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

**Mojo Bars Ltd**

18 Merrion St Leeds  
LS1 6PQ  
0844 549 9090  
www.mojobar.co.uk/family

**Moleface Pub Company**

63 Friar Gate Derby Derbyshire  
DE1 1DJ  
0115 933 5659  
www.molefacepubcompany.co.uk

**Montpeliers**

29 Queensferry Street  
Edinburgh Scotland  
EH2 4QS  
0131 226 1370  
www.montpeliers.co.uk

**Moorgate Bars**

5 Mile End Road South Shields  
Tyne and Wear  
NE33 1TA  
0191 421 2628

**Mountain Range**

The Swan Forest Row Horsham  
RH18 5AA  
01342 822318  
www.mountainrangerestaurants.com

**Morton-Scott Pub Co**

The Marquis  
51-52 Chandos Place London  
WC2N 4HS  
020 7379 0367  
www.mspubs.co.uk

**New Forest Pub Company**

The Rising Sun Bashley  
Common Road Wootton  
New Milton  
BH25 5SF  
01425 610360  
www.newforestpubcompany.co.uk

**The New Moon Pub Co**

Old Sessions House 43 Princess  
Street Knutsford Cheshire  
WA16 6BW  
01565 631567  
www.newmoonpubco.com

**The New Pub Co**

The Chambers 14 Coombe Road  
New Malden Surrey  
KT3 4QE  
0208 942 4650  
www.newpubco.com

**Nexum Operations Ltd**

4 Bank Court Weldon Road  
Loughborough  
Leicestershire  
LE11 5RF  
08451 2777041  
www.nexumleisure.co.uk

**Noble Inns**

The Princess of Shoreditch  
76-78 Paul Street  
London  
EC2A 4NE  
020 7729 9270  
www.nobleinns.co.uk

**Novus Leisure**

Clareville House  
26-27 Oxendon Street  
London  
SW1Y 4EL  
0207 968 2400  
www.novusleisure.com

**Number Works Pub Co**

The Booth Hall East Street  
Hereford  
HR4 9HR  
01432 264 888  
www.thenumberworkspubs.co.uk

**Oak Taverns**

8a Buttermarket Thame  
Oxfordshire  
OX9 3EW  
01844 213867  
www.oaktaverns.co.uk

**Oakham Ales**

2 Maxwell Road Woodston  
Peterborough  
PE2 7JB  
01733 370500  
www.oakhamales.com

**Oakman Inns & Restaurants**

81-82 Akeman Street  
Tring Herts  
HP23 6AF  
01442 890844  
www.oakmaninns.co.uk

**Odd Bars**

The Odd Bar 30-32 Thomas  
Street Northern Quarter  
Manchester  
M4 1ER  
0161 833 0070  
www.oddbar.co.uk

**Odley Inns**

11 Market Place Shifnal  
Shropshire  
TF11 9AU  
01952 461517  
www.odleyinns.co.uk

**OHH Company**

The Old House at Home Burton  
Near Castle Coombe Somerset  
SN14 7LT  
01454 218227  
www.ohhcompany.co.uk

**Old Blue Last Ltd**

38 Great Eastern Street  
London  
EC2A 3ES  
020 77357033  
www.theoldbluelast.com

**Old Mill Brewery**

Mill Street Snaith  
East Yorkshire  
DN14 9HU  
01405 861813  
www.oldmillbrewery.co.uk

**Only Pub Company**

Duke's Chambers 7 Duke Street  
London  
W1U 3EE  
020 7935 5722  
www.theonlypubcompany.com

**Orange Tree Group**

99 High Street  
Leicester  
LE1 4JB  
0116 223 5256  
www.orangetree.co.uk

**Orchid Group**

Park Mill Burydell Lane  
Park Street  
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**

Regus House Victoria Way  
Dartford  
DA2 6QD  
01322 303330  
www.oxfordhotelsandinns.com

**Palmers Brewery**

The Old Brewery Bridport  
Dorset  
DT6 4JA  
01308 422396  
www.palmersbrewery.com

**Parched Pubs**

The Montpelier  
43 Choumert Road London  
SE15 4AR  
020 7635 9483  
www.parchedpubs.co.uk

**Partnership Pubs**

The Grafton  
20 Prince of Wales Road  
Kentish Town London  
NW5 3LG  
www.thegrafftonnw5.co.uk

**PD Venues**

11 Hoxton Square  
London  
N1 6NU  
0207 613 4855  
www.pauldalyvenues.com

**Peach Pub Company**

The Peach Barns Somerset Road  
North Aston  
Bicester  
OX25 6HX  
01869 220110  
www.peachpubs.com

**Pebble Hotels**

Baulieu House Roman Road  
Dorking  
RH4 3ET  
02380 277808  
www.pebblehotels.com

**Penguin Pub Company**

Unit DHomesdale Business Ctre  
St Marys Platt Industrial Estate  
Borough  
TN15 8JL  
www.biisupply.co.uk

**Pickled Pub Company**

25 North Road  
Highgate London  
N6 4BE  
0208 340 1780  
www.theredlionandsun.com

**Pickles Pubs**

The Old White Bear  
6 Keighley Road  
Cross Hills  
BD20 7RN  
01535 632115  
www.picklespubs.co.uk

**Pitcher & Piano**

Hammersmith Studios  
55A Yeldham Road London  
W6 8JF  
0208 741 2325  
www.pitcherandpiano.com

**Pivovar Bars**

Unit G10C Elvington Industrial  
Estate Elvington Lane  
York  
YO41 4AR  
www.pivovar.co.uk

**Pleisure Group**

16 Madeira Place  
Brighton  
BN2 1TN  
01273 573573  
www.pleisure.com

**PLS Management Ltd**

Old Kings Head  
1 Hampton Court Road Hampton  
Wick Surrey  
KT1 4AE  
0208 977 6255

**The Post House**

35 Greengate Street  
Stafford  
ST16 2HZ  
01785 231450  
www.theposthousstafford.co.uk

**Powdertrain**

Hampshire House 69 High Street  
Southampton  
SO14 2BY  
01730 829827  
www.powdertrain.co.uk

**The Prince Albert**

The Ridgeway  
London  
NW7 1RL  
020 8959 1553  
www.princealbertcamden.com

**Probably A Pub Company**

Risley Park Risley  
Derbyshire  
DE72 3SS  
0115 9392313  
www.probablythebestpubsintheworld.co.uk

**Provenance Inns**

c/o The Durham OxWestway  
CraykeYork  
YO61 4TE  
01347 821506  
www.provenanceinns.co.uk

**PS The Pub Company**

The Grouse & Ale  
High Street  
Lane End  
HP14 3JG  
01494 882299  
info@grouseandale.co.uk

**Pub People Company**

15 Maisies Way  
South Normanton Alfreton  
DE55 2DS  
01773 510863  
www.pubpeople.com

**Pubs of Distinction**

10 Gainsford Street Butler's Wharf  
London  
SE1 2NE  
020 7357 0748  
www.thedeanswift.com

**Punch Taverns**

Jubilee House Second Ave  
Burton upon Trent  
Staffs  
DE14 2WF  
01283 501600  
www.punchtaverns.com

**Real London Pubs**

The Market Inn 1 Market Street  
Brighton  
BN1 1HH  
01273 329483  
www.reallondonpubs.com

**Real Pubs**

North London Tavern  
375 Kilburn High Rd  
London  
NW6 7QB  
0207 625 6635  
www.realpubs.co.uk

**Red Car Pubs**

The W heatsheaf Pub  
The Hop Exchange  
24 Southwark Street London  
SE1 1TY  
020 7407 9934  
www.redcarpubs.com

**Redcomb Pubs**

Village Gate Pub 225 Aylesbury  
Road Wendover Buckinghamshire  
HP22 6BA  
01296 623884  
www.villagegatewendover.com

**Red Hot World Buffet**

Trinity Square CornerHouse  
Nottingham Nottinghamshire  
NG1 4DB  
www.redhotworldbuffet.com  
01296 623884

**Red Mist Leisure**

c/o Traditions Golf Club Pyrford  
Road The Street  
Woking Surrey  
GU22 8UE  
01932 346904  
www.redmistleisure.co.uk

**Remarkable Restaurants**

The Grafton Arms 13 Eburne Road  
London  
N7 6AR  
020 7272 2171  
www.remarkablerestaurants.co.uk

**Renaissance Pubs**

67-69 Abbeville Rd London  
SW4 9JW  
020 8675 2201  
www.renaissancepubs.co.uk

**Ribble Valley Inns**

The Three Fishes Mitton Road  
Mitton nr Whalley  
BB7 9PQ  
01254 826 888  
www.ribblevalleyinns.com

**Rising Star Leisure**

16a Clapham Common London  
SW4 7AB  
020 7978 1333  
www.risingstarleisure.com

**Rootstock Trading Ltd**

51 Clarke Grove Road  
Sheffield  
S10 2NH  
www.rootstocktrading.co.uk

**Rushmore Group**

61 Poland Street London  
W1F 7NU  
020 7065 6800  
www.rshmr.com

**S.A. Brain & Co**

The Cardiff Brewery  
Crawshay Street Cardiff  
CF10 1SP  
02920 402060  
www.sabrain.com

**Saint Arnold Group**

The Five Bells 7 Mill Lane Colne  
Engaine Colchester Essex  
CO6 2HY  
01787 224166  
www.saintarnold.co.uk

**Salisbury Pubs Ltd**

Alford Arms Frithsden  
Hemel Hempstead  
HP1 3DD  
01442 864480  
www.salisburypubsltd.co.uk

**Samuel Smith**

The Old Brewery High St  
Tadcaster  
LS24 9SB  
01937 832225  
www.samuelsmithsbrewery.co.uk

**Scoff & Quaff Ltd**

The Swan Old Road  
Whittington Worcester  
WR5 2RL  
07811 111076

**Shannon Pubs**

16 Duke Street St James  
London  
SW1Y 6DB  
0207 930 4007  
www.shannonpubs.com

**Sheffield Hallam SU**

Bar Phoenix  
Sheffield  
S1 2QQ  
0114 2254122  
www.hallamstudentunion.com

**Shepherd Neame**

17 Court Street Faversham  
London  
ME13 7AX  
01795 532206  
www.shepherd-neame.co.uk

**Simmonds**

The Ploughman Staniland Way  
Werrington  
Peterborough  
PE4 6NA  
01733 327696  
www.theploughman-werrington.co.uk

**Singer Inns & Taverns**

The Kings Arms Inn  
Tedburn St. Mary  
Nr Exeter  
EX6 6EG  
01647 61224  
www.kingsarmsinn.co.uk

**Sir John Fitzgerald**

Café Royal Buildings  
8 Nelson Street  
Newcastle-Upon-Tyne  
NE1 5AW  
0191 232 0664  
www.sjf.co.uk

**Smith & Western**

North Parade Horsham  
West Sussex  
RH12 2QR  
01403 251891  
www.smith-western.co.uk

**Snug Bars**

32-36 Railway Street  
Hertford Herts  
SG14 1BA  
01992 587674  
www.thesnugbar.co.uk

**South Devon Inns**

23 Gandy Street  
Exeter  
EX4 3LS  
01392 213924  
www.southdevoninns.co.uk

**Southern Counties Taverns**

39 Aldwick Road Bognor Regis  
West Sussex  
PO21 2LN  
01243 841034  
www.spiritpubcompany.com

**Spirit Pub Company**

Sunrise House Ninth Avenue  
Burton-on Trent Staffordshire  
DE14 3JZ  
01283 498400  
www.spiritpubcompany.com

**Sports Bar & Grill**

Marylebone Station  
Melcombe Place  
London  
NW1 6JJ  
0207 723 8890  
www.sportsbarandgrill.co.uk

**Stankerr Pubs**

Burgundy House. 21 The  
Foresters High Street Harpenden  
Hertfordshire  
AL5 2FB  
www.tabacon.co.uk

**Stanley Pubs**

Tufnell Park Tavern 162 Tufnell  
Park Road  
London  
N7 0EE  
0207 284326  
www.stanleypubs.com

**Star Pubs and Bars**

First Point 1 Deer Park Road  
Livingston  
EH54 8HG  
0500 94 95 96  
www.starpubs.co.uk

**StArnold Group**

The Griffin Parsonage Street  
Halstead Essex  
CO9 2JT  
01787 476569  
saintarnold.co.uk

**St Austell Brewery Co**

63 Trevarthian Road  
St Austell Cornwall  
PL25 4BY  
0845 2411122  
www.staustellbrewery.co.uk

**Steamin Billy Brewing**

Cow & Plough Stoughton Park  
Gartree Road Oadby  
LE2 2FB  
0116 272 0852  
www.steamin-billy.co.uk

**Stella Inns**

104 Stonehill Avenue Birstall  
Leicester  
LE4 4DP  
07957 101800

**Stonegate Pub Co**

Porter Tun House  
500 Capability Green Luton  
LU1 3LS  
0845 126 2944  
www.stonegatepubs.com

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www.utopianleisure.com

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York  
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01904 621162  
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